



SHELL EGG NATIONAL SUMMARY															
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR						
	42.0% of 19,200 stores				35.9% of 19,200 stores				31.9% of 18,600 stores						
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE				
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg			
REGULAR	USDA GRADE AA														
	White 12 pack		10	1.39			980		0.94	110		1.33	620		1.14
	White 18 pack				1,680		1.69		240		1.56		30		1.58
Brown 12 pack												30		1.99	
REGULAR	USDA GRADE A														
	White 12 pack		10	0.89	1,280		0.87		200		0.99		1,930		0.96
	White 18 pack				770		1.60		140		1.52		900		1.49
Brown 12 pack								150		1.00					
SPECIALTY	USDA ORGANIC														
	White 12 pack				690		4.06						520		3.86
	Brown 12 pack								150		2.52				
SPECIALTY	OMEGA-3														
	White 12 pack		520	2.36	1,090		2.42		1,160		2.67		1,550		2.28
Brown 12 pack		120	2.89	350		2.63		170		2.19		90		2.38	
SPECIALTY	CAGE-FREE														
	White 12 pack				220		2.62		10		3.29		330		2.52
Brown 12 pack				160		3.38		870		2.68		520		3.15	
SPECIALTY	VEGETARIAN FED														
	White 12 pack												210		2.45
Brown 12 pack		70	2.99	60		2.79		200		2.80		80		2.87	

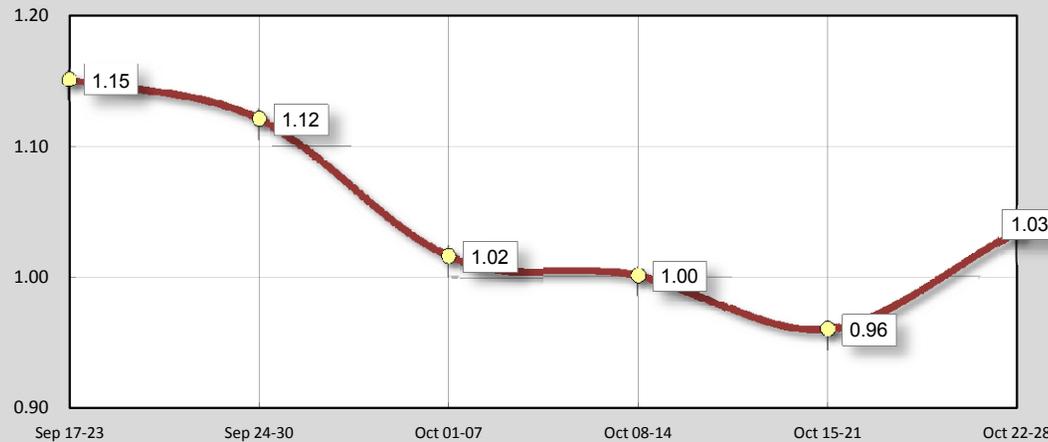
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	4,480	3,640	3,700	Large Eggs on Oct-18-2010
Specialty	3,280	4,440	2,370	
Total (includes MD)	8,000	8,350	6,210	411.3
Special Rate 4/:	9.0%	2.7%	8.0%	up 5%

5/: 1,000's of 30-doz cases

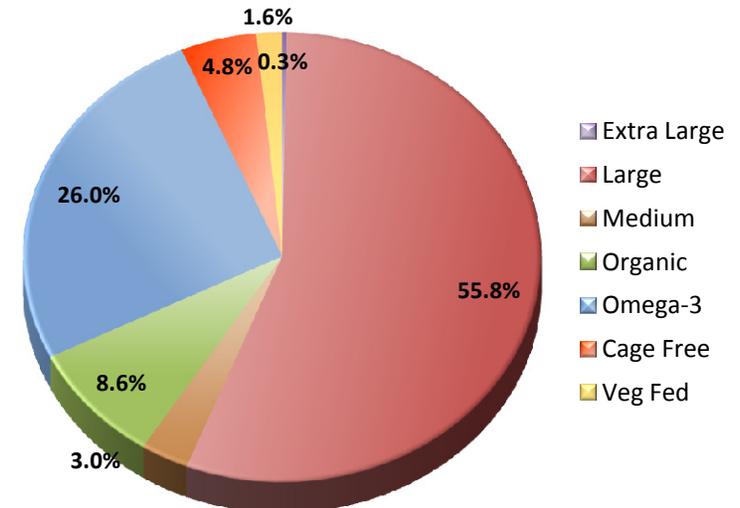
SHELL EGG and EGG PRODUCTS FEATURING

Promotional activity for regular shell eggs is on the rise as most retailers are focusing their attention on baking related items for the approaching holiday season. Featuring of Large eggs is most active in the Western regions. The average price of Grade A or better, Large white eggs to consumers is up from last week, primarily due to increased featuring of 18 pack eggs offered at higher price levels. The number of "no price" ads have increased as shoppers are encouraged to purchase breakfast items, such as orange juice and cereal to receive a free carton of eggs. Specialty shell egg features are fewer in number compared to a week ago, however, average ad prices for most types are up this week. Promotions for liquid egg products are less common in number again this week. Liquid egg ads are mostly in the Northeast region and very limited elsewhere. Promotions for egg nog are beginning to appear in circulars targeting Halloween but heralding the start of the holiday season.

Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen



This Week's Shell Egg Featuring by Category



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: **FEATURE RATE**: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. 2/: **ACTIVITY INDEX**: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) 3/: **STORES/AVG**: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/: **SPECIAL RATE**: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)					
Feature Rate ^{1/} Activity Index ^{2/}		54.3% of 4,000 sampled outlets Activity Index = 3,000 (includes Medium)						35.9% of 5,100 sampled outlets Activity Index = 740 (includes Medium)						24.7% of 3,200 sampled outlets Activity Index = 810 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack	1.39	10	1.39													0.59	10	0.59
	White 18 pack				1.49 - 1.79	140	1.71				1.79	50	1.79						
	Brown 12 pack																		
MEDIUM		White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack					
USDA GRADE A	White 12 pack				0.79 - 0.99	520	0.91				0.59 - 0.99	190	0.90	0.89	10	0.89	0.49 - 1.00	450	0.81
	White 18 pack				1.09	40	1.09				1.29	120	1.29				0.88 - 1.99	110	1.81
	Brown 12 pack																		
MEDIUM		White 12 pack			0.77 - 1.00 50 0.92			White 12 pack			White 12 pack			White 12 pack			White 30 pack		
			White 30 pack			White 30 pack			1.99 20 1.99			White 30 pack			White 30 pack				
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack					2.50 - 5.98 590 4.12						3.00 30 3.00							
	Brown 12 pack																		
	OMEGA-3																		
	White 12 pack		1.99 - 2.69	280	2.32	1.19 - 2.99	740	2.44	1.89	20	1.89	1.89 - 2.52	230	2.48	1.79 - 1.89	10	1.84	1.89 - 2.48	20
Brown 12 pack		2.89	120	2.89	2.50 - 2.89	350	2.63												
CAGE-FREE																			
White 12 pack					3.59 50 3.59						3.39 80 3.39			2.69 190 2.69					
Brown 12 pack														3.39 10 3.39					
VEGETARIAN FED																			
White 12 pack																			
Brown 12 pack		2.99	70	2.99	2.99	40	2.99												
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)						SOUTHWEST U.S. (CA,NV)						NORTHWEST U.S. (ID,MT,OR,WA,WY)					
Feature Rate ^{1/} Activity Index ^{2/}		28.0% of 3,500 sampled outlets Activity Index = 990 (includes Medium)						60.1% of 2,400 sampled outlets Activity Index = 1,570 (includes Medium)						83.6% of 1,000 sampled outlets Activity Index = 890 (includes Medium)					
USDA GRADE AA	White 12 pack				0.79	80	0.79				0.79 - 1.48	480	1.12				0.79 - 1.49	160	1.12
	White 18 pack				1.19 - 1.79	320	1.55				0.99 - 2.39	920	1.76				1.09 - 1.79	250	1.58
	Brown 12 pack																		
MEDIUM		White 12 pack			White 12 pack			White 12 pack			0.80 150 0.80			White 12 pack					
USDA GRADE A	White 12 pack				0.79 - 0.99	120	0.89										1.49 - 1.79	340	1.65
	White 18 pack				1.25 - 1.79	160	1.69												
	Brown 12 pack																		
MEDIUM		White 12 pack			0.59 20 0.59			White 12 pack			White 12 pack			White 12 pack			White 30 pack		
			White 30 pack			White 30 pack			White 30 pack			White 30 pack			White 30 pack				
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack														3.99 70 3.99				
	Brown 12 pack																		
	OMEGA-3																		
	White 12 pack		2.49	210	2.49	1.69 - 2.50	60	2.21				2.50	20	2.50				1.66 - 2.59	20
Brown 12 pack																			
CAGE-FREE																			
White 12 pack														1.69 - 2.99 30 2.16					
Brown 12 pack														2.69 - 2.99 20 2.84					
VEGETARIAN FED																			
White 12 pack																			
Brown 12 pack					2.39 20 2.39														



USDA Weekly Retail Shell Egg and Egg Products Feature Activity
 Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 10/22 thru 10/28.
 (prices in dollars per carton)

Fri. Oct 22, 2010

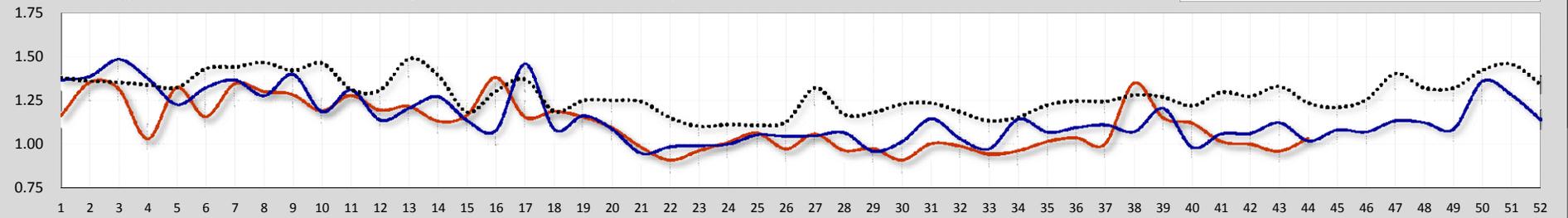
EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	7.4%	8.0%	11.2%	24.8% of 4,000 sampled	2.8% of 5,100 sampled	3.5% of 3,200 sampled	1.5% of 3,500 sampled	5.6% of 2,400 sampled	0.0% of 1,000 sampled
2/ Activity Index	1,280	1,590	2,180	Activity Index = 1,030	Activity Index = 140	Activity Index = 90	Activity Index = 20	Activity Index = 0	Activity Index = 0
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range Stores Avg ^{3/}					
14-16 oz. crtn	910 2.46	720 2.43	1,130 2.57	1.99 - 4.99 660 2.54	2.00 - 2.50 140 2.11	2.00 - 2.99 90 2.46	2.00 - 2.49 20 2.27		
32 oz. crtn	340 4.42	870 4.75	980 5.31	3.99 - 5.99 340 4.42					
3 - 4 oz. cup	30 2.99		70 2.99	2.99 30 2.99					
2 - 8 oz. cup									

SPECIAL SEASONAL PROMOTIONS FEATURING EGG PRODUCTS - EGG NOG

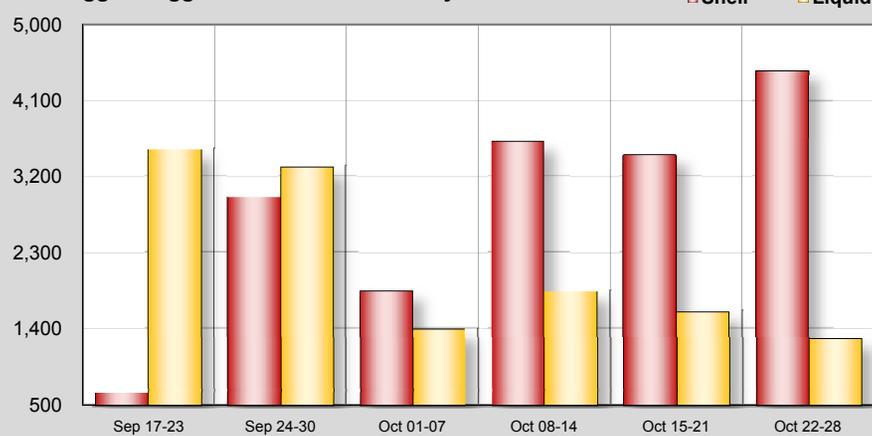
(Non-alcoholic egg nog; this section will run through January 1, 2011)

EGG NOG	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	2.4%			0.0% of 4,000 sampled	0.0% of 5,100 sampled	5.9% of 3,200 sampled	0.3% of 3,500 sampled	9.3% of 2,400 sampled	3.7% of 1,000 sampled
2/ Activity Index	460			Activity Index = 0	Activity Index = 0	Activity Index = 190	Activity Index = 10	Activity Index = 220	Activity Index = 40
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range Stores Avg ^{3/}					
32 ounce	400 2.67					2.19 - 2.50 190 2.39	1.39 10 1.39	2.99 200 2.99	
64 ounce	60 3.59						3.59 20 3.59	3.59 40 3.59	

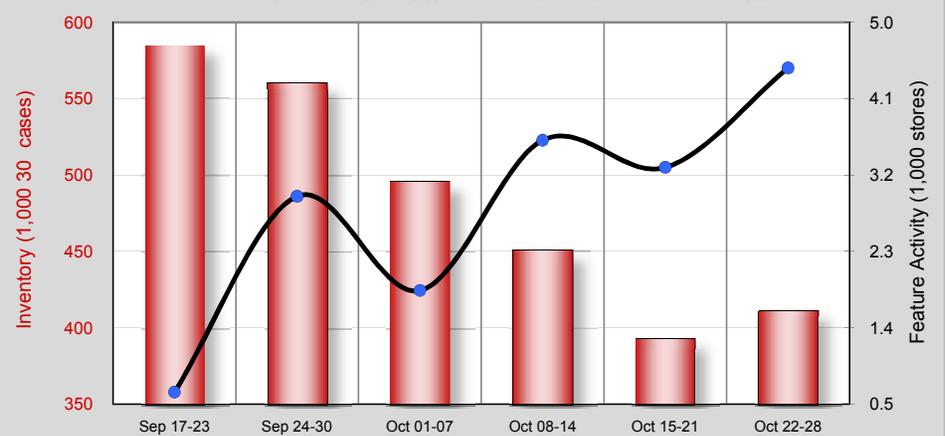
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



Shell Egg vs. Egg Product Feature Activity



Retail Feature Activity vs. Large Egg Inventory (Large White Shell Eggs)



Note: See page 1 for explanatory notes.

Source: USDA Agricultural Marketing Service, Poultry Market News and Analysis - (202) 720-6911

website: <http://www.ams.usda.gov/pymarketnews.htm>