



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 11/05 thru 11/11.

(prices in dollars per carton)

Fri. Nov 05, 2010

SHELL EGG NATIONAL SUMMARY

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR						
	52.6% of 19,200 stores		29.0% of 19,200 stores				45.5% 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	30	1.20	1,000	0.97	130	1.98	460	1.27	280	1.32	850	1.08
	White 18 pack			1,420	1.52							490	1.73
	Brown 12 pack			200	2.79								
REGULAR USDA GRADE A	White 12 pack	40	1.11	1,440	1.06	50	1.06	820	1.02			960	0.97
	White 18 pack			1,070	1.49			590	1.62			580	1.74
	Brown 12 pack											10	1.99
SPECIALTY USDA ORGANIC	White 12 pack												
	Brown 12 pack			280	3.84			230	2.64			880	4.25
	OMEGA-3												
SPECIALTY OMEGA-3	White 12 pack	670	2.69	1,430	2.67	760	2.35	1,620	2.43	240	2.77	1,700	2.51
	Brown 12 pack					20	5.58					90	2.39
SPECIALTY CAGE-FREE	White 12 pack	60	2.50	1,070	2.37			70	2.50	150	2.49	600	2.54
	Brown 12 pack			1,620	2.57			500	2.33			2,030	2.94
SPECIALTY VEGETARIAN FED	White 12 pack							340	2.50				
	Brown 12 pack			590	2.50	230	2.50	540	2.54	20	2.79	160	2.93

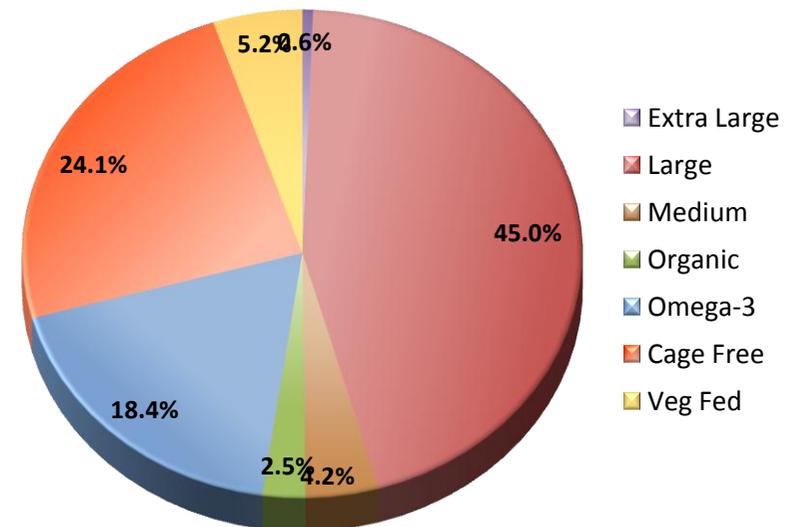
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	5,200	2,050	3,170	Large Eggs on Nov-01-2010
Specialty	5,720	4,310	5,870	
Total (includes MD)	11,400	6,960	9,350	471.2
Special Rate 4/:	8.4%	0.8%	13.3%	up 4%

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

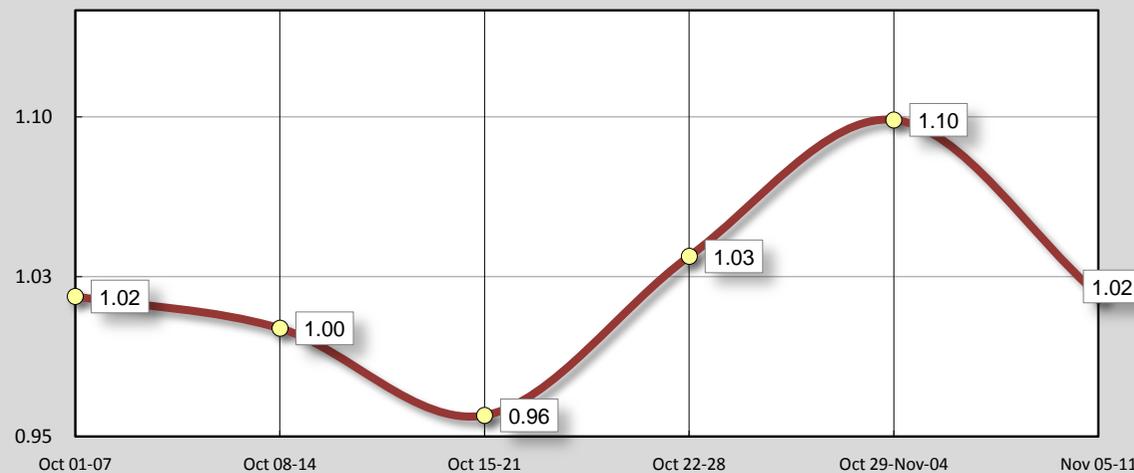
SHELL EGG and EGG PRODUCTS FEATURING

Feature activity for regular shell eggs is sharply higher as cooler temperatures turn consumer thoughts toward preparing baked goods for the upcoming holiday. Over half of the stores sampled this week are promoting shell eggs and the average price of Grade A or better, Large white eggs offered to consumers is trending lower. Ads for Medium eggs are highly visible this cycle. The occurrence of "no price" ads have increased as retailers are offering free eggs with the purchase of baking and breakfast items. Feature activity on specialty shell eggs is up this week and cage-free brown eggs are commanding the most ad space. Liquid egg product promotions have doubled in number while seasonal egg nog promotions continue to increase in number, primarily on the 32 ounce cartons in the Northeast and Southwest region. Thanksgiving is not far off, turkeys are beginning to command more ad space, and eggs will be in good demand to fill those baking needs for the upcoming feast.

This Week's Shell Egg Featuring by Category



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



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/}		51.0% of 4,000 sampled outlets Activity Index = 2,370 (includes Medium)						49.1% of 5,100 sampled outlets Activity Index = 2,530 (includes Medium)						48.7% of 3,200 sampled outlets Activity Index = 1,960 (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									1.00	20	1.00				0.88 - 0.89	190	0.88	
	White 18 pack															1.49 - 1.79	90	1.52	
	Brown 12 pack																		
	MEDIUM			White 12 pack											White 12 pack				
USDA GRADE A	White 12 pack	1.00 - 1.59	40	1.11	0.59 - 1.48	110	0.91			0.77 - 2.00	680	1.13				0.88 - 1.29	390	1.03	
	White 18 pack				1.39 - 1.49	530	1.46			1.49	50	1.49				1.50	60	1.50	
	Brown 12 pack																		
	MEDIUM			White 12 pack	0.69 - 0.79	150	0.79			White 12 pack	0.50 - 0.88	140	0.55			White 12 pack	0.50 - 1.00	40	0.81
				White 30 pack						White 30 pack						White 30 pack			
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack				4.58 - 5.00	80	4.74								2.79 - 3.79	20	3.40		
	Brown 12 pack																		
	OMEGA-3																		
	White 12 pack	2.00 - 3.99	270	2.72	2.00 - 2.99	490	2.58	2.50 - 3.99	50	2.70	1.50 - 2.59	240	2.50	2.29	10	2.29	1.50 - 2.79	370	2.39
Brown 12 pack																			
CAGE-FREE	White 12 pack	2.50	60	2.50						1.99 - 2.50	620	2.32				2.50	270	2.50	
	Brown 12 pack				2.00 - 2.99	360	2.75			2.50 - 3.79	510	2.72				1.99 - 2.50	520	2.47	
VEGETARIAN FED	White 12 pack																		
	Brown 12 pack				2.00 - 2.50	280	2.47			2.59	220	2.59							
		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/}		51.7% of 3,500 sampled outlets Activity Index = 2,240 (includes Medium)						72.5% of 2,400 sampled outlets Activity Index = 1,730 (includes Medium)						44.8% of 1,000 sampled outlets Activity Index = 570 (includes Medium)					
USDA GRADE AA	White 12 pack				0.68 - 1.19	430	0.95	1.20	30	1.20	0.69 - 1.67	340	1.05				0.79 - 0.99	20	0.93
	White 18 pack				1.39 - 1.79	460	1.53				0.99 - 2.39	570	1.44				1.49 - 1.79	300	1.67
	Brown 12 pack										2.79	200	2.79						
	MEDIUM			White 12 pack						White 12 pack	0.80	150	0.80			White 12 pack			
USDA GRADE A	White 12 pack				0.67 - 1.29	250	1.02				1.29	10	1.29				1.50	120	1.50
	White 18 pack				0.99 - 2.00	310	1.55												
	Brown 12 pack																		
	MEDIUM			White 12 pack						White 12 pack						White 12 pack			
				White 30 pack						White 30 pack						White 30 pack			
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack				3.50	40	3.50				3.50	20	3.50				3.49	120	3.49
	Brown 12 pack																		
	OMEGA-3																		
	White 12 pack	2.49	210	2.49	1.50 - 1.99	50	1.65	2.99	130	2.99	3.49	280	3.49						
Brown 12 pack																			
CAGE-FREE	White 12 pack				2.29 - 2.50	170	2.40									1.50	10	1.50	
	Brown 12 pack				2.00 - 2.50	230	2.18												
VEGETARIAN FED	White 12 pack																		
	Brown 12 pack				1.98 - 2.50	90	2.35												



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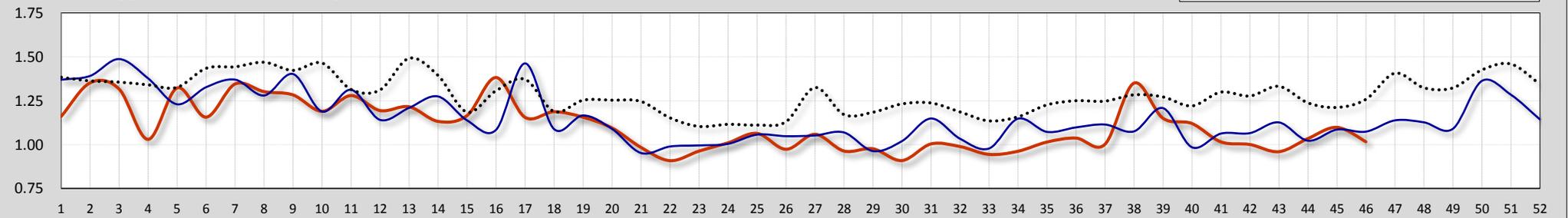
EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	16.1%	7.9%	6.2%	40.8% of 4,000 sampled	10.3% of 5,100 sampled	10.2% of 3,200 sampled	6.2% of 3,500 sampled	15.2% of 2,400 sampled	3.7% of 1,000 sampled
2/ Activity Index	3,540	1,710	1,200	Activity Index = 2,250	Activity Index = 330	Activity Index = 330	Activity Index = 220	Activity Index = 410	Activity Index = 0
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range Stores Avg ^{3/}					
14-16 oz. crtn	1,790 2.45	1,140 2.85	940 2.51	1.99 - 3.00 970 2.69	1.98 - 2.50 290 2.14	2.00 - 2.49 310 2.02	1.99 10 1.99	2.39 - 2.49 210 2.39	
32 oz. crtn	1,090 4.77	410 4.85	260 4.92	3.79 - 5.99 620 4.89	3.79 40 3.79	4.99 20 4.99	3.99 - 4.79 210 4.38	4.99 200 4.99	
3 - 4 oz. cup	660 2.77	160 2.44		2.39 - 2.99 660 2.77					
2 - 8 oz. cup									

SPECIAL SEASONAL PROMOTIONS FEATURING EGG PRODUCTS - EGG NOG

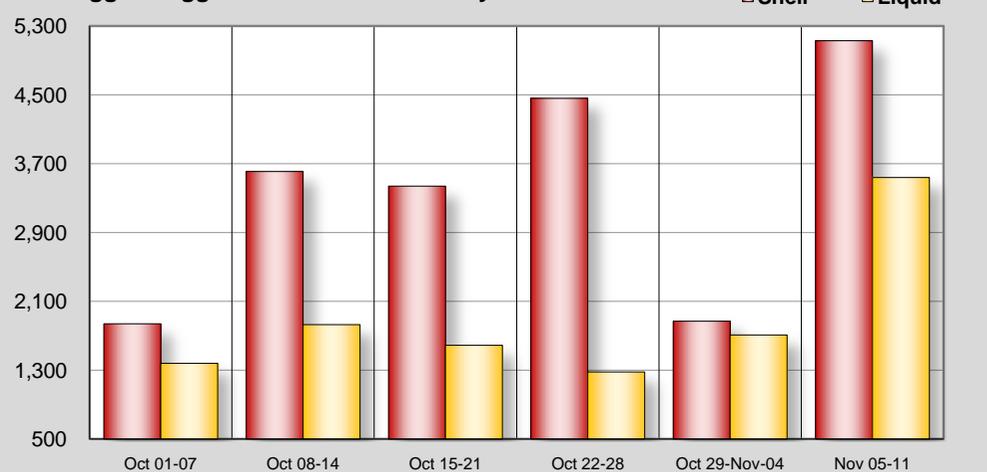
(Non-alcoholic egg nog; this section will run through January 1, 2011)

EGG NOG	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	12.2%	4.3%	12.9%	17.6% of 4,000 sampled	1.7% of 5,100 sampled	3.6% of 3,200 sampled	11.0% of 3,500 sampled	31.5% of 2,400 sampled	29.1% of 1,000 sampled
2/ Activity Index	2,540	920	2,880	Activity Index = 810	Activity Index = 90	Activity Index = 360	Activity Index = 160	Activity Index = 770	Activity Index = 350
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range Stores Avg ^{3/}					
32 ounce	2,200 2.28	760 2.36	1,440 2.11	1.99 - 3.99 680 2.59	1.99 - 2.49 90 2.33	1.79 - 2.49 350 2.10	1.99 - 2.50 160 2.03	1.99 - 2.99 620 2.23	1.99 300 1.99
64 ounce	340 3.60	160 3.85	1,440 3.57	3.99 130 3.99		3.38 10 3.38		2.99 - 3.89 150 3.12	3.89 - 4.99 50 4.04

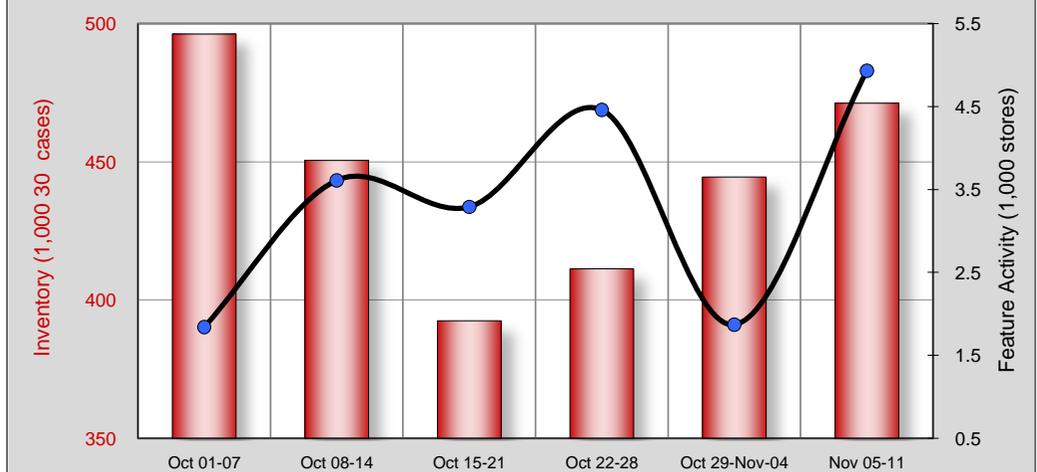
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



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>