



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 11/12 thru 11/18.
 (prices in dollars per carton)

Fri. Nov 12, 2010

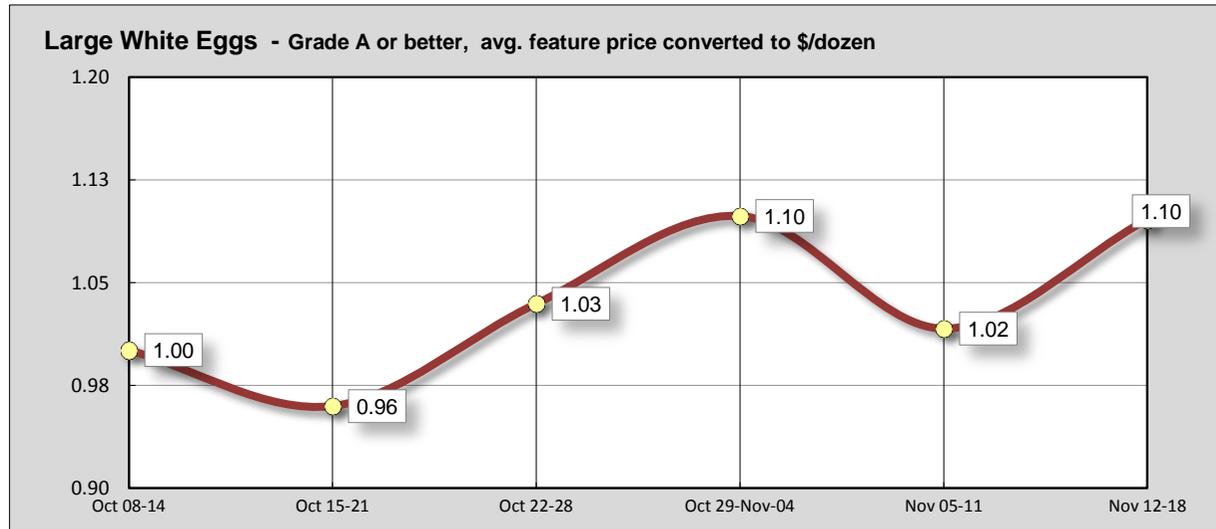
SHELL EGG NATIONAL SUMMARY													
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	30.5% of 19,200 stores				52.6% of 19,200 stores				39.6% of 18,600 stores				
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE		
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
REGULAR	USDA GRADE AA												
	White 12 pack	60	1.68	720	1.19	30	1.20	1,000	0.97		1,130	1.18	
	White 18 pack	30	1.44	300	1.66			1,420	1.52	30	2.69	660	1.97
	Brown 12 pack							200	2.79				
	USDA GRADE A												
	White 12 pack	130	0.94	1,430	1.04	40	1.11	1,440	1.06	180	1.16	1,230	0.99
White 18 pack	50	1.50	150	1.74			1,070	1.49			220	1.85	
Brown 12 pack													
SPECIALTY	USDA ORGANIC												
	White 12 pack												
	Brown 12 pack			300	3.88			280	3.84		170	3.55	
	OMEGA-3												
	White 12 pack	230	2.99	810	2.58	670	2.69	1,430	2.67	240	2.97	1,210	2.57
	Brown 12 pack			320	2.40							1,310	2.14
	CAGE-FREE												
	White 12 pack	90	2.50	430	2.52	60	2.50	1,070	2.37			280	2.74
	Brown 12 pack			190	2.45			1,620	2.57	190	2.49	2,630	2.91
	VEGETARIAN FED												
White 12 pack											940	2.00	
Brown 12 pack			370	2.65			590	2.50			1,130	2.09	

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,870	5,200	3,450	Large Eggs on Nov-08-2010
Specialty	2,740	5,720	8,100	
Total (includes MD)	5,760	11,400	11,560	513.0
Special Rate 4/:	8.4%	8.4%	2.6%	up 9%

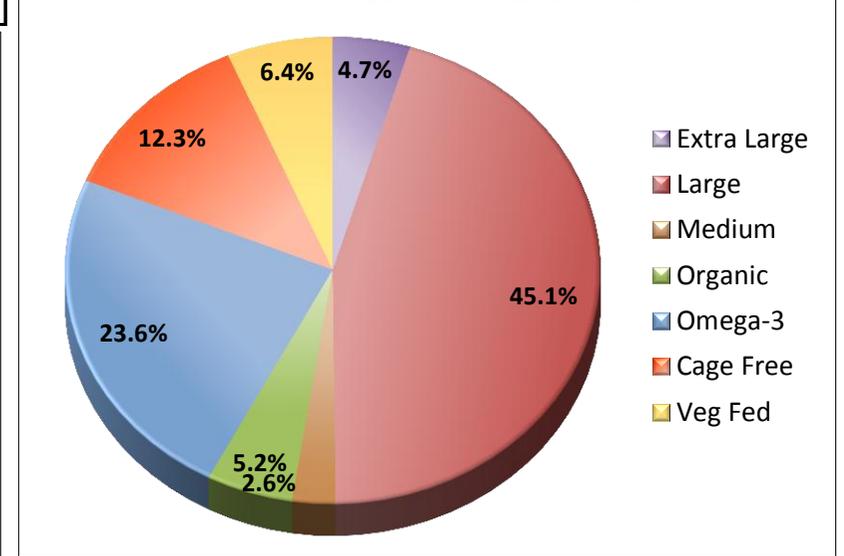
5/: 1,000's of 30-doz cases

SHELL EGG and EGG PRODUCTS FEATURING

Overall promotional activity for shell eggs is significantly lower in number this week as retailers refocus their attention and ad space on traditional Thanksgiving meat items. Promotional activity for Grade A 12-packs remain constant, however, featuring of all other types of regular shell eggs declined. The average price of Large white eggs, Grade A or better, continues to fluctuate and is higher than a week ago. Value conscious consumers can still find ways to save money on purchases as "no price" incentives remain a popular promotion this cycle. Specialty shell egg featuring is not as active as a week ago. Liquid egg product promotions are also fewer in number. Egg nog featuring continues to build into the holiday season and is utilizing more ad space. Many retailers are offering a variety of brands to entice shoppers and are concentrating on quart size containers.



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/}		34.7% of 4,000 sampled outlets Activity Index = 1,680 (includes Medium)						31.6% of 5,100 sampled outlets Activity Index = 540 (includes Medium)						37.7% of 3,200 sampled outlets Activity Index = 1,660 (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 White 18 pack Brown 12 pack																1.25	100	1.25
	MEDIUM	White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack					
USDA GRADE A	White 12 pack White 18 pack Brown 12 pack	0.59	20	0.59	0.59 - 1.69	360	1.10				1.00	40	1.00	1.00	110	1.00	0.78 - 1.50	830	1.01
	MEDIUM	White 12 pack White 30 pack			White 12 pack White 30 pack			White 12 pack White 30 pack			0.50 120 0.50			White 12 pack White 30 pack			0.50 10 0.50 2.24 10 2.24		
S P E C I A L T Y	USDA ORGANIC White 12 pack Brown 12 pack				2.99 - 5.98	120	4.06										2.99 - 3.98	50	3.68
	OMEGA-3 White 12 pack Brown 12 pack	2.99	230	2.99	1.99 - 3.99 2.50 - 4.49	600 40	2.82 3.47				2.59	110	2.59				1.99	150	1.99
	CAGE-FREE White 12 pack Brown 12 pack	2.49 - 2.50	90	2.50	2.50 - 2.99	50	2.92				2.19 - 2.70	80	2.23				2.70	230	2.70
	VEGETARIAN FED White 12 pack Brown 12 pack				2.29 - 2.99	170	2.87				2.59	110	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/}		30.7% of 3,500 sampled outlets Activity Index = 1,100 (includes Medium)						13.4% of 2,400 sampled outlets Activity Index = 460 (includes Medium)						25.7% of 1,000 sampled outlets Activity Index = 320 (includes Medium)					
USDA GRADE AA	White 12 pack White 18 pack Brown 12 pack	1.68	60	1.68	0.79 - 1.19 0.98 - 1.78	310 190	0.97 1.49	1.44	30	1.44	1.19 - 1.79 1.57 - 2.29	210 50	1.47 2.02				0.99 - 1.50 1.57 - 1.99	100 60	1.19 1.88
	MEDIUM	White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack					
USDA GRADE A	White 12 pack White 18 pack Brown 12 pack	1.50	50	1.50	0.99 - 1.79 1.59 - 1.77	200 60	1.06 1.70												
	MEDIUM	White 12 pack White 30 pack			0.59 10 0.59			White 12 pack White 30 pack			White 12 pack White 30 pack			White 12 pack White 30 pack					
S P E C I A L T Y	USDA ORGANIC White 12 pack Brown 12 pack										3.79	130	3.79						
	OMEGA-3 White 12 pack Brown 12 pack				1.69 - 1.99 1.99	40 10	1.72 1.99				1.67	20	1.67				2.50	10	2.50
	CAGE-FREE White 12 pack Brown 12 pack				2.19 1.99	40 40	2.19 1.99				1.99	20	1.99				1.99 - 2.50 2.50	80 70	2.46 2.50
	VEGETARIAN FED White 12 pack Brown 12 pack				1.98 - 2.39	90	2.32												



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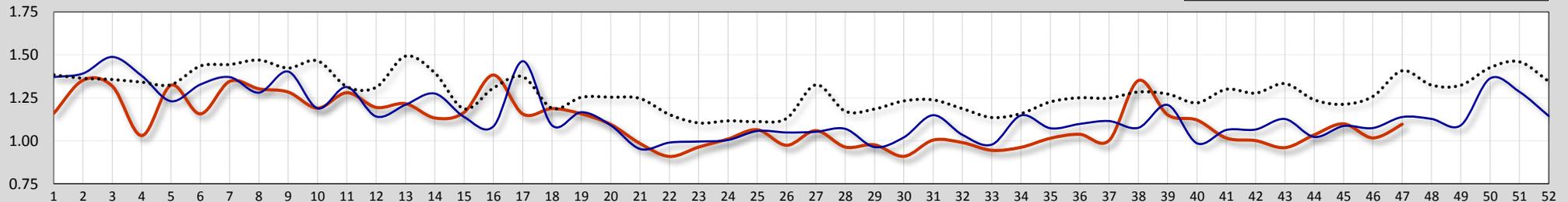
EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	9.4%	16.1%	15.9%	19.3% of 4,000 sampled	2.2% of 5,100 sampled	10.3% of 3,200 sampled	11.3% of 3,500 sampled	8.8% of 2,400 sampled	0.0% of 1,000 sampled
2/ Activity Index	2,070	3,540	2,150	Activity Index = 1,020	Activity Index = 100	Activity Index = 320	Activity Index = 350	Activity Index = 280	Activity Index = 0
	Stores Avg 3/	Stores Avg 3/	Stores Avg 3/	Price Range Stores Avg 3/					
14-16 oz. crtn	1,230 2.66	1,790 2.45	1,510 2.63	2.00 - 2.99 590 2.82	2.00 - 2.49 100 2.42	1.50 - 2.99 320 2.65	2.00 - 2.49 140 2.34	1.99 - 2.39 80 2.34	
32 oz. crtn	470 5.10	1,090 4.77	450 4.22	3.99 - 5.99 190 5.94			3.99 - 4.79 210 4.38	4.99 70 4.99	
3 - 4 oz. cup	370 3.69	660 2.77	190 2.12	2.99 240 2.99				4.99 130 4.99	
2 - 8 oz. cup									

SPECIAL SEASONAL PROMOTIONS FEATURING EGG PRODUCTS - EGG NOG

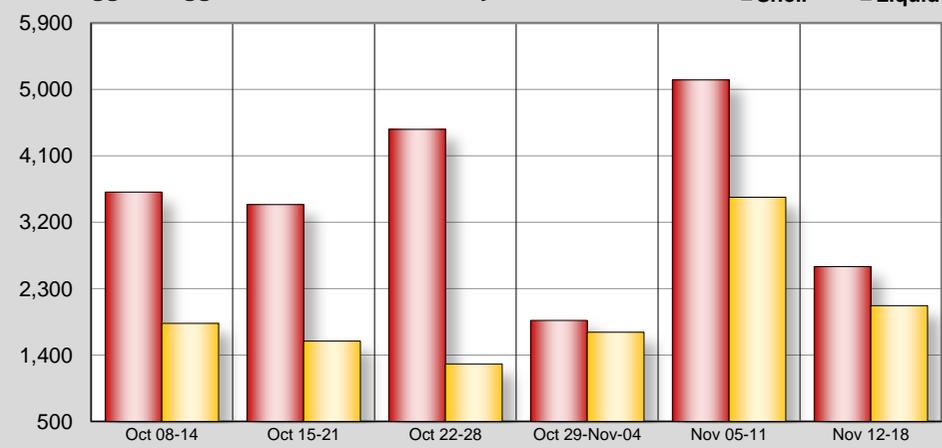
(Non-alcoholic egg nog; this section will run through January 1, 2011)

EGG NOG	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	24.8%	12.2%	48.5%	27.3% of 4,000 sampled	11.9% of 5,100 sampled	33.7% of 3,200 sampled	24.4% of 3,500 sampled	34.5% of 2,400 sampled	30.0% of 1,000 sampled
2/ Activity Index	4,720	2,540	9,420	Activity Index = 1,100	Activity Index = 610	Activity Index = 1,080	Activity Index = 790	Activity Index = 820	Activity Index = 320
	Stores Avg 3/	Stores Avg 3/	Stores Avg 3/	Price Range Stores Avg 3/					
32 ounce	2,880 2.32	2,200 2.28	3,340 2.03	1.99 - 2.99 910 2.53	1.78 - 2.50 120 2.18	1.67 - 2.99 390 2.56	1.39 - 2.99 380 2.26	1.99 - 2.50 780 2.11	1.99 - 2.29 300 2.11
64 ounce	1,840 3.35	340 3.60	6,080 3.34	3.29 - 4.59 190 3.93	2.99 490 2.99	2.50 - 5.49 690 3.67	2.99 - 3.99 410 3.03	2.99 40 2.99	2.99 20 2.99

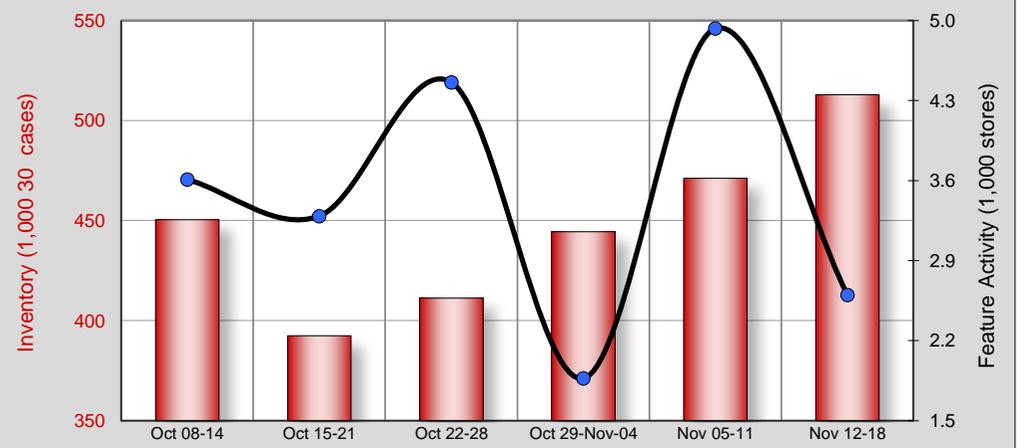
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



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>