



**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 01/07 thru 01/13.

(prices in dollars per carton)

Fri. Jan 07, 2011

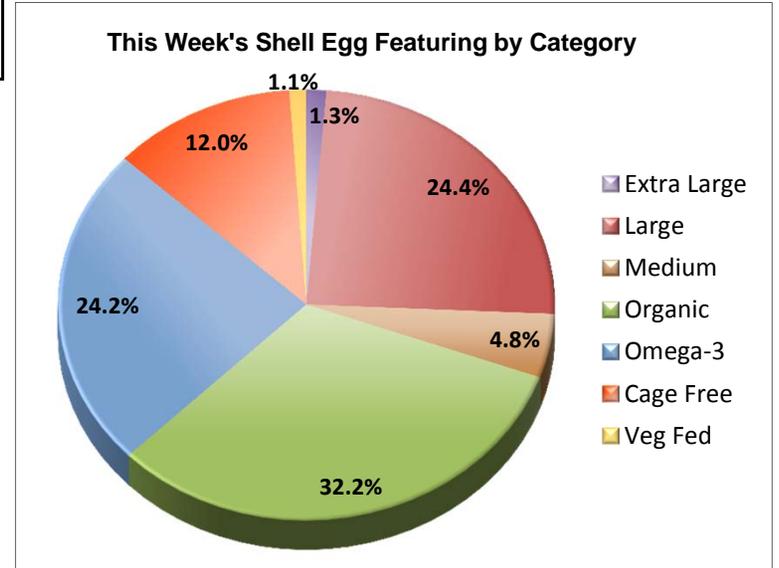
SHELL EGG NATIONAL SUMMARY													
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	22.4% of 19,500 stores				16.4% of 19,500 stores				35.6% of 19,200 stores				
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE		
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
REGULAR	<b>USDA GRADE AA</b>												
	White 12 pack	10	1.20	450	1.48	10	1.69	510	1.92	70	1.50	360	1.31
	White 18 pack			170	2.73			410	2.20	10	2.59	1,150	2.01
	Brown 12 pack												
	<b>USDA GRADE A</b>												
	White 12 pack	60	1.29	560	1.45			620	1.41			880	1.31
White 18 pack			140	2.27			180	2.19			510	1.91	
Brown 12 pack													
SPECIALTY	<b>USDA ORGANIC</b>												
	White 12 pack												
	Brown 12 pack			1,740	3.04	120	4.53	390	4.00			860	3.89
	<b>OMEGA-3</b>												
	White 12 pack			1,230	2.37	240	2.94	1,530	2.74			1,300	2.19
	Brown 12 pack			80	3.60			120	2.64			60	2.50
	<b>CAGE-FREE</b>												
	White 12 pack			30	2.43							240	2.25
	Brown 12 pack	140	2.49	480	2.26	10	2.19	740	3.06	140	1.83	1,600	2.61
	<b>VEGETARIAN FED</b>												
White 12 pack			30	2.00									
Brown 12 pack			30	3.47							460	2.67	

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,390	1,730	2,980	Large Eggs on Jan-03-2011
Specialty	3,760	3,150	4,660	
Total (includes MD)	5,410	4,890	7,780	514.5
Special Rate 4/:	5.4%	0.1%	7.7%	up 1%

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

**SHELL EGG and EGG PRODUCTS FEATURING**

Promotional activity for regular shell eggs continues to decline as retailers and shoppers settle back into normal patterns now that the holiday baking season is completely over. Ads are limited in most areas. The average price for regular Large white shell eggs to consumers is down slightly. Wintry weather is predicted for East coast areas and shoppers there can take advantage of the slightly lower price ahead of the storms. The occurrence of "no price" specials is considerably higher than the previous week as some outlets offer lower prices with the use of a coupon. Featuring of specialty shell eggs is up. USDA Organic eggs are most commonly featured, followed closely by Omega-3 eggs. Liquid egg promotional activity increased, especially on 14 -16 ounce cartons. Most activity is in the Northeast region. Some shoppers in the Southeast are finding an attractive deal on "buy 1, get one free on liquid eggs". Egg nog featuring has ended.



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 <sup>1/</sup> Activity Index <sup>2/</sup>		20.6% of 3,900 sampled outlets Activity Index = 1,760 (includes Medium)						11.3% of 5,100 sampled outlets Activity Index = 580 (includes Medium)						24.5% of 3,300 sampled outlets Activity Index = 840 (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																1.50	10	1.50
	White 18 pack																		
	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	1.49	10	1.49	1.50 - 1.79	220	1.60				1.00 - 1.98	90	1.56	1.50	10	1.50	0.97 - 1.28	190	1.23
	White 18 pack										2.29	130	2.29						
	Brown 12 pack																		
	MEDIUM			White 12 pack	0.88	20	0.88			White 12 pack	0.98 - 1.18	220	0.99			White 12 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				2.99 - 3.99	190	3.37				2.99 - 3.79	120	3.51				2.50 - 3.79	220	2.81
	Brown 12 pack																		
	OMEGA-3				0.99 - 2.50	860	2.29				1.99	20	1.99				2.79	190	2.79
	White 12 pack																2.29	10	2.29
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack				2.04 - 2.99	300	2.15										2.00 - 2.50	170	2.40
	Brown 12 pack	2.49	140	2.49															
	VEGETARIAN FED																		
	White 12 pack																2.00	30	2.00
	Brown 12 pack				3.99	20	3.99										2.29 - 2.50	10	2.42
		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 <sup>1/</sup> Activity Index <sup>2/</sup>		24.4% of 3,600 sampled outlets Activity Index = 890 (includes Medium)						31.8% of 2,500 sampled outlets Activity Index = 810 (includes Medium)						46.0% of 1,100 sampled outlets Activity Index = 530 (includes Medium)					
USDA GRADE AA	White 12 pack				1.00 - 2.00	320	1.54	1.20	10	1.20	0.93 - 2.00	60	1.65				0.88 - 0.99	60	0.96
	White 18 pack				2.19	20	2.19				2.89	130	2.89				2.19	20	2.19
	Brown 12 pack																		
	MEDIUM			White 12 pack						White 12 pack						White 12 pack			
USDA GRADE A	White 12 pack				1.29 - 1.98	60	1.41	1.19	40	1.19									
	White 18 pack				1.99	10	1.99												
	Brown 12 pack																		
	MEDIUM			White 12 pack						White 12 pack	0.90 - 1.19	10	1.05			White 12 pack			
				White 30 pack	1.88	10	1.88			White 30 pack						White 30 pack			
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack				2.99	370	2.99				2.99	540	2.99				2.99	300	2.99
	Brown 12 pack																		
	OMEGA-3				1.99	100	1.99				2.99	20	2.99				2.99	40	2.99
	White 12 pack																3.79	70	3.79
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack																1.88 - 2.99	30	2.43
	Brown 12 pack																2.99	10	2.99
	VEGETARIAN FED																		
	White 12 pack																		
	Brown 12 pack																		

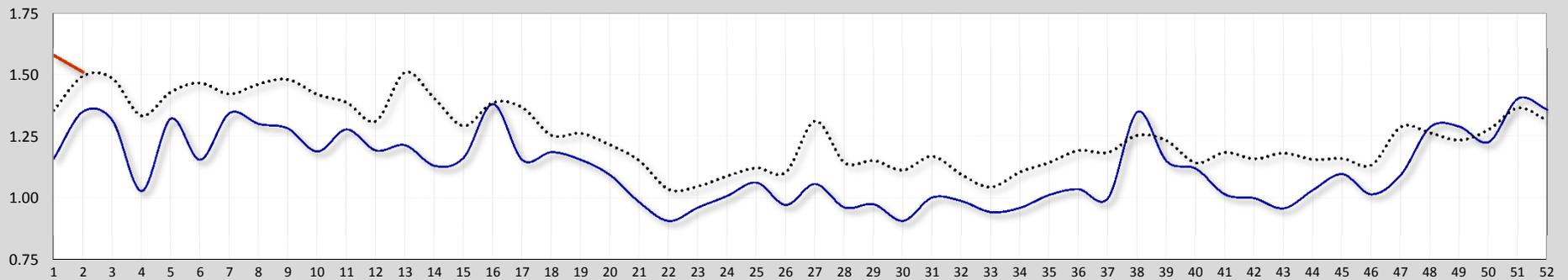


**USDA Weekly Retail Shell Egg and Egg Products Feature Activity**  
 Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 01/07 thru 01/13.  
 (prices in dollars per carton)

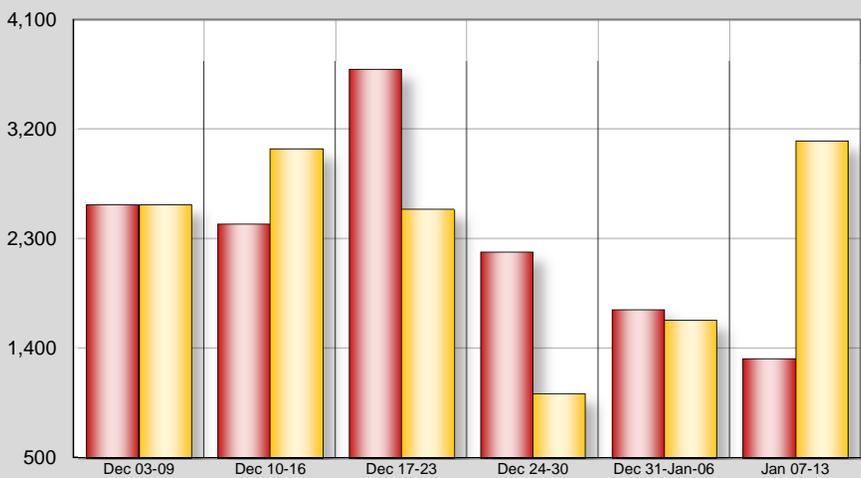
Fri. Jan 07, 2011

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	17.8%	3.9%	7.5%	19.0% of 3,900 sampled	31.0% of 5,100 sampled	21.6% of 3,300 sampled	6.5% of 3,600 sampled	5.7% of 2,500 sampled	4.4% of 1,100 sampled
2/ Activity Index	3,100	1,630	1,510	Activity Index = 1,490	Activity Index = 300	Activity Index = 930	Activity Index = 200	Activity Index = 140	Activity Index = 40
	Stores Avg <sup>3/</sup>	Stores Avg <sup>3/</sup>	Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>					
14-16 oz. crtn	2,270 2.48	910 2.37	1,120 2.43	1.99 - 3.99 1,190 2.61	1.86 - 2.50 300 2.26	1.79 - 2.99 510 2.28	2.00 - 2.50 90 2.26	2.59 - 2.99 140 2.62	2.50 - 3.49 40 2.64
32 oz. crtn	600 4.21	720 3.90	390 4.71	3.99 - 5.99 170 4.96		3.49 - 4.50 320 3.89	3.99 110 3.99		
3 - 4 oz. cup	230 2.32			2.50 - 3.99 130 2.57		1.99 100 1.99			
2 - 8 oz. cup									

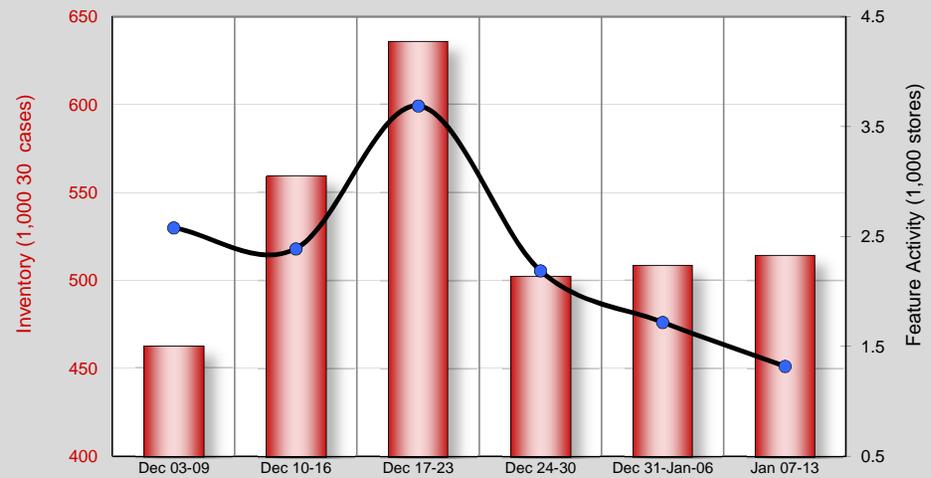
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



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>