



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 01/14 thru 01/20.
 (prices in dollars per carton)

Fri. Jan 14, 2011

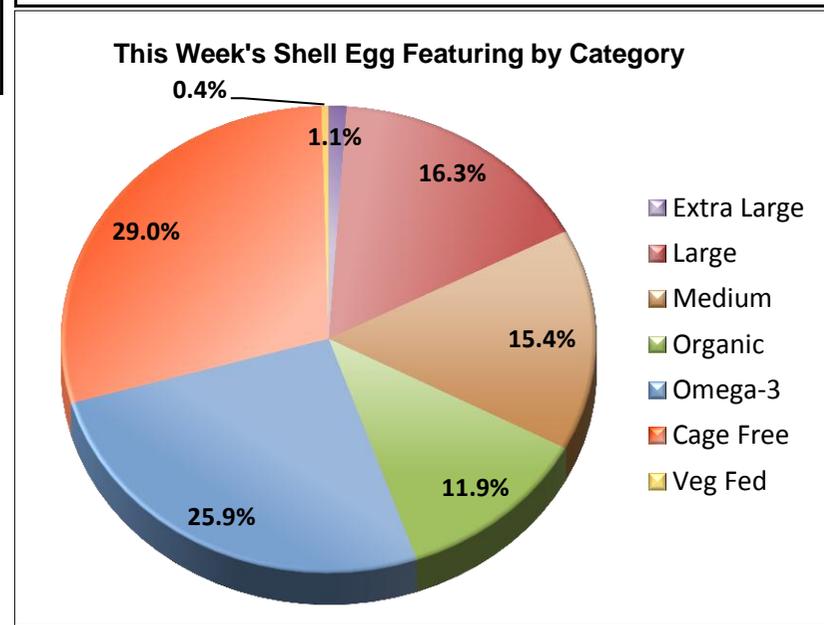
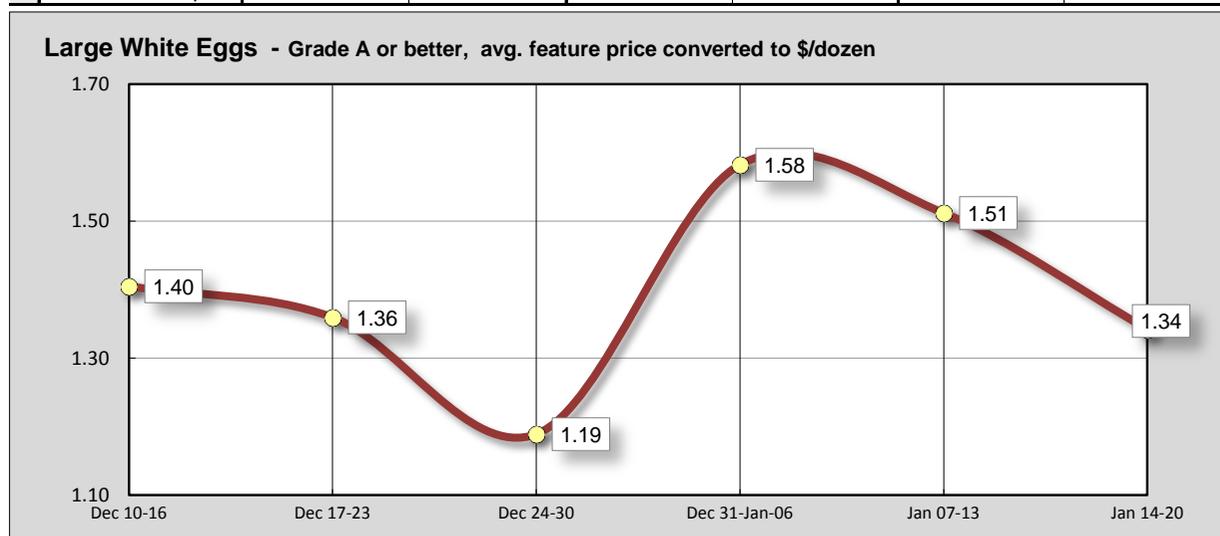
SHELL EGG NATIONAL SUMMARY													
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	31.7% of 19,500 stores				22.4% of 19,500 stores				26.8% of 19,200 stores				
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE		
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
REGULAR	USDA GRADE AA												
	White 12 pack	60	1.50	150	1.31	10	1.20	450	1.48	80	1.48	320	1.33
	White 18 pack	40	2.60	550	2.51			170	2.73			830	1.44
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack	20	1.29	800	1.16	60	1.29	560	1.45	10	0.99	640	1.08
White 18 pack			310	1.84			140	2.27			350	1.24	
Brown 12 pack			10	1.50							30	2.00	
SPECIALTY	USDA ORGANIC												
	White 12 pack												
	Brown 12 pack	340	5.03	990	3.75			1,740	3.04			940	3.65
	OMEGA-3												
	White 12 pack	50	2.50	2,840	2.14			1,230	2.37	360	2.08	1,130	2.53
	Brown 12 pack							80	3.60			130	2.79
	CAGE-FREE												
	White 12 pack			1,380	2.55			30	2.43			80	2.99
	Brown 12 pack			1,860	2.56	140	2.49	480	2.26			640	2.78
	VEGETARIAN FED												
White 12 pack			30	2.49			30	2.00			190	2.50	
Brown 12 pack			20	2.00			30	3.47			350	2.91	

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,940	1,390	2,260	Large Eggs on Jan-10-2011
Specialty	7,510	3,760	3,820	
Total (includes MD)	11,170	5,410	6,190	466.7
Special Rate 4/:	2.7%	5.4%	3.1%	down 9%

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

SHELL EGG and EGG PRODUCTS FEATURING

Promotional activity for shell eggs is more than twice that of last week as retailers pull out all the stops and offer a wide array of egg types. Regular Large shell eggs are seeing more ad space but average ad pricing is down nearly 12 percent. Their smaller cousins, Mediums, are getting almost equal billing this week in the circulars. However, since the majority of these ads are for 2.5 dozen over-wrapped packs, the actual volume of shell eggs these ads represent outweighs those for Large shell eggs. The occurrence of specialty shell egg ads is double from last week as well, led by a sharp increase of Omega-3 ads late in the cycle; pricing is lower. Cage-free and Organic are well-represented and ad pricing for these types is higher. Liquid egg products are enjoying a resurgence and offerings have risen again this week. Shoppers are more likely to encounter the smaller cartons with prices that should promote good clearance. The impact of a major snow storm in the Northeast on demand is offset by the fact that this region has the least feature activity in the nation this week.



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/}		14.9% of 3,900 sampled outlets Activity Index = 3,100 (includes Medium)						34.9% of 5,100 sampled outlets Activity Index = 2,650 (includes Medium)						39.1% of 3,300 sampled outlets Activity Index = 2,880 (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	20	1.50													
	White 18 pack																			
	Brown 12 pack																			
	MEDIUM				White 12 pack			White 12 pack			White 12 pack			White 12 pack						
USDA GRADE A	White 12 pack	1.50	10	1.50	1.00 - 1.39	550	1.13				1.00	30	1.00	0.88 - 1.28	10	1.08	0.99 - 1.49	100	1.14	
	White 18 pack				1.79	10	1.79				1.99	110	1.99				1.68	100	1.68	
	Brown 12 pack																1.50	10	1.50	
	MEDIUM				White 12 pack	0.88 - 1.25	110	1.13	White 12 pack	0.69 - 1.00	30	0.87	White 12 pack	1.00	130	1.00	White 12 pack	1.00	130	1.00
					White 30 pack			White 30 pack	2.49 - 2.67	480	2.54	White 30 pack	2.39 - 2.50	650	2.46					
S P E C I A L T Y	USDA ORGANIC																			
	White 12 pack																			
	Brown 12 pack	3.59 - 5.49	330	5.10	3.69 - 4.99	290	3.98				3.79	80	3.79	2.79	10	2.79	2.99 - 4.19	400	3.65	
	OMEGA-3																			
	White 12 pack	2.50	50	2.50	1.88 - 2.66	1,440	2.22				1.88	1,100	1.88				2.49	30	2.49	
	Brown 12 pack																			
	CAGE-FREE																			
	White 12 pack										2.50	410	2.50				2.50	620	2.50	
	Brown 12 pack				2.00 - 2.99	270	2.86				2.50	410	2.50				2.29 - 2.50	790	2.46	
	VEGETARIAN FED																			
	White 12 pack				2.00	20	2.00										2.49	30	2.49	
	Brown 12 pack																			
		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/}		33.3% of 3,600 sampled outlets Activity Index = 1,370 (includes Medium)						33.6% of 2,500 sampled outlets Activity Index = 700 (includes Medium)						44.6% of 1,100 sampled outlets Activity Index = 470 (includes Medium)						
USDA GRADE AA	White 12 pack	1.50	60	1.50	1.25	50	1.25				0.99	10	0.99				0.98 - 1.49	70	1.35	
	White 18 pack				2.09	140	2.09	1.50 - 2.79	40	2.60	2.25 - 2.99	380	2.75				1.50	30	1.50	
	Brown 12 pack																			
	MEDIUM				White 12 pack	1.29	10	1.29	White 12 pack		1.29	40	1.29	White 12 pack						
USDA GRADE A	White 12 pack										1.39	120	1.39							
	White 18 pack				1.67 - 2.50	90	1.83													
	Brown 12 pack																			
	MEDIUM				White 12 pack	0.50 - 1.00	30	0.80	White 12 pack					White 12 pack						
					White 30 pack	2.49	240	2.49	White 30 pack					White 30 pack						
S P E C I A L T Y	USDA ORGANIC																			
	White 12 pack																			
	Brown 12 pack				2.99 - 3.50	130	3.14				3.49 - 3.50	20	3.50				4.49	70	4.49	
	OMEGA-3																			
	White 12 pack										3.39	10	3.39				1.49 - 2.79	260	2.71	
	Brown 12 pack																			
	CAGE-FREE																			
	White 12 pack				2.50 - 2.99	290	2.63				2.99	40	2.99				2.99	20	2.99	
	Brown 12 pack				2.29 - 2.99	330	2.59				2.99	40	2.99				2.49 - 2.99	20	2.85	
	VEGETARIAN FED																			
	White 12 pack																			
	Brown 12 pack																			

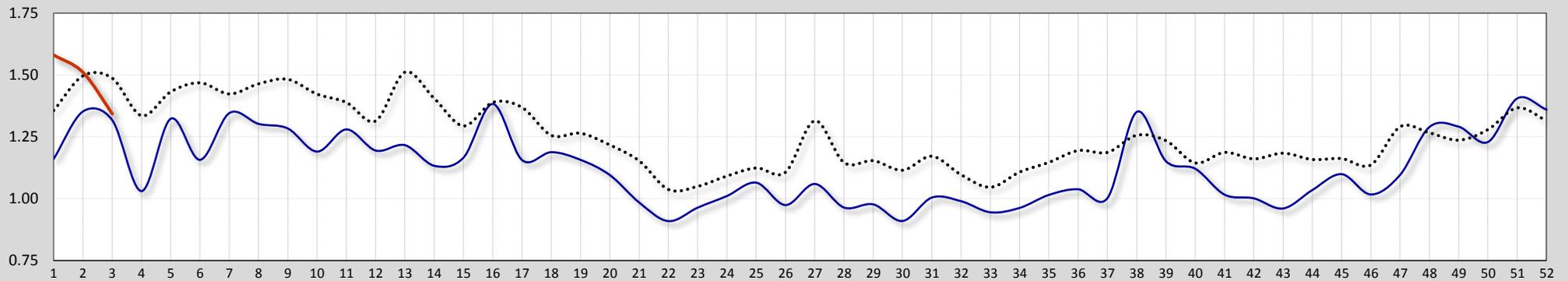


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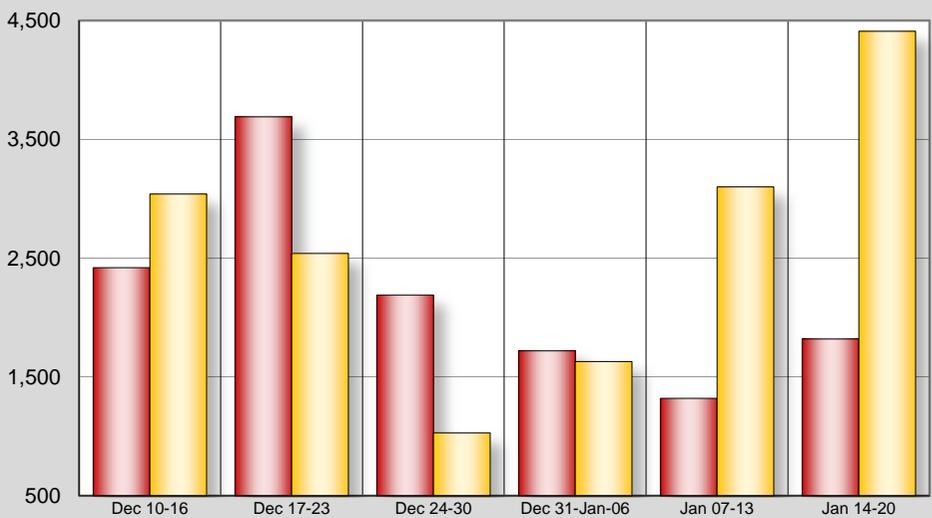
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EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	12.8%	17.8%	9.8%	6.1% of 3,900 sampled	14.1% of 5,100 sampled	17.9% of 3,300 sampled	19.1% of 3,600 sampled	10.1% of 2,500 sampled	0.5% of 1,100 sampled
2/ Activity Index	4,410	3,100	1,860	Activity Index = 1,920	Activity Index = 800	Activity Index = 550	Activity Index = 680	Activity Index = 450	Activity Index = 10
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range Stores Avg ^{3/}					
14-16 oz. crtn	3,660 2.35	2,270 2.48	1,690 2.27	1.99 - 3.00 1,510 2.65	1.86 - 2.50 790 2.08	1.50 - 2.99 550 2.03	1.98 - 2.50 480 2.04	2.50 - 2.59 320 2.55	3.49 10 3.49
32 oz. crtn	740 4.72	600 4.21	140 2.52	3.99 - 5.99 400 5.01	3.99 10 3.99		3.99 - 4.99 200 4.47	4.27 130 4.27	
3 - 4 oz. cup	10 2.00	230 2.32	30 2.99	2.00 10 2.00					
2 - 8 oz. cup									

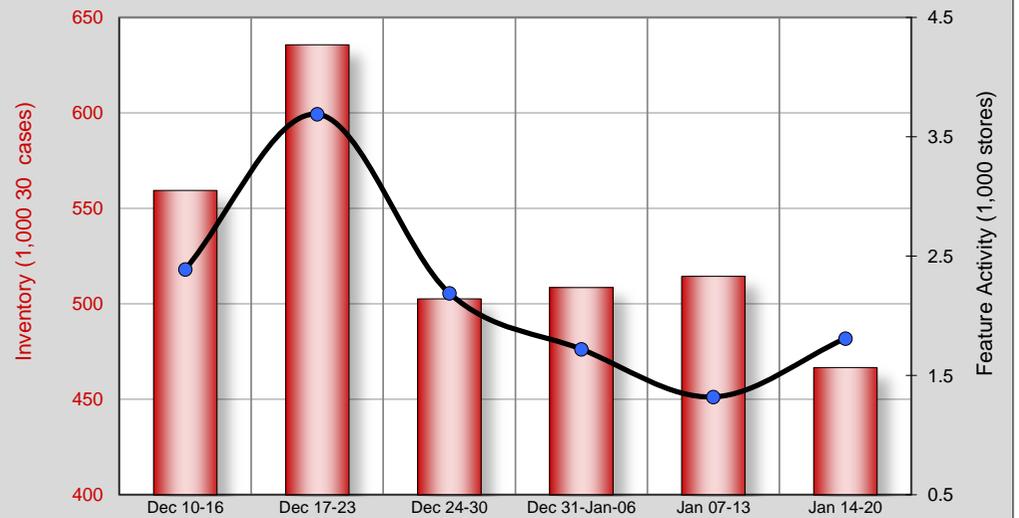
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



Large 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>