



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 02/11 thru 02/17.
 (prices in dollars per carton)

Fri. Feb 11, 2011

SHELL EGG NATIONAL SUMMARY													
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	37.5% of 19,500 stores				17.4% of 19,500 stores				21.4% 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	130	1.36	620	1.68	10	1.49	280	1.29	190	1.48	230	1.16
	White 18 pack			1,200	2.07			70	2.49	30	2.50	50	2.55
	Brown 12 pack							200	2.79				
	USDA GRADE A												
	White 12 pack	150	1.15	960	1.11	10	1.49	720	1.25	10	1.49	380	1.28
White 18 pack			1,000	1.87			290	1.89			220	2.10	
Brown 12 pack													
SPECIALTY	USDA ORGANIC												
	White 12 pack							20	3.50				
	Brown 12 pack			320	3.54	10	3.78	400	4.07			80	3.80
	OMEGA-3												
	White 12 pack	30	2.36	2,240	2.02	320	2.48	1,780	2.50	50	2.60	1,670	2.13
	Brown 12 pack			40	2.37							170	3.88
	CAGE-FREE												
	White 12 pack			190	3.19							680	2.72
	Brown 12 pack			240	2.77			750	2.90			1,670	2.91
	VEGETARIAN FED												
White 12 pack							230	2.79			210	2.13	
Brown 12 pack	110	2.60	220	2.38			30	2.99			230	2.46	

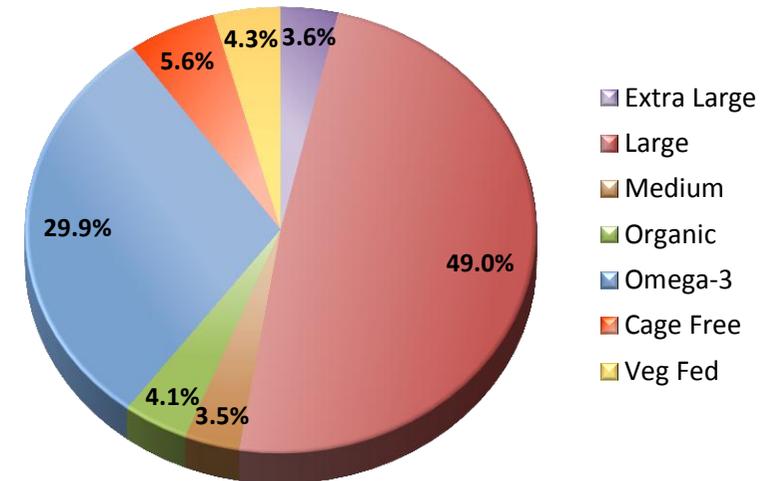
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	4,060	1,580	1,110	Large Eggs on Feb-07-2011
Specialty	3,390	3,540	4,760	
Total (includes MD)	7,720	5,250	6,070	425.5
Special Rate 4/:	3.9%	0.1%	2.7%	down 5%

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

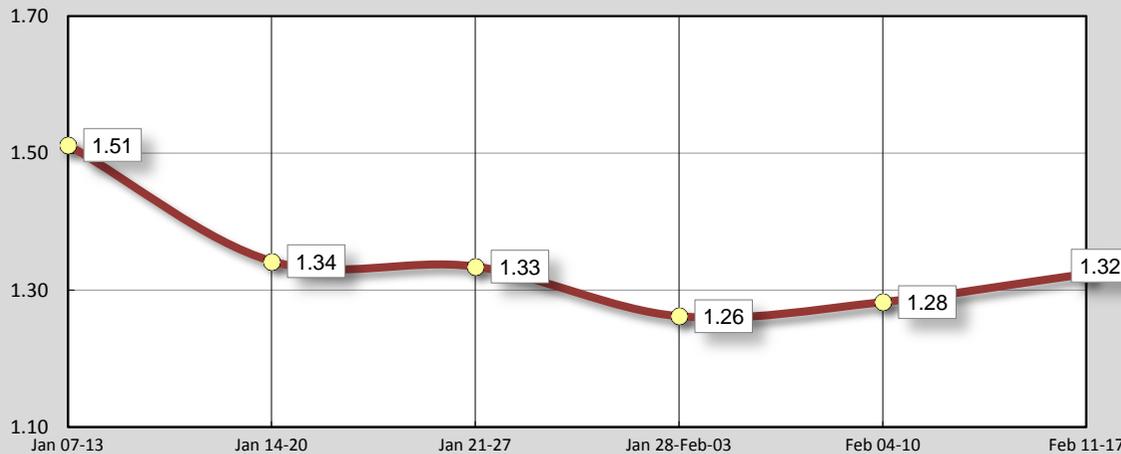
SHELL EGG and EGG PRODUCTS FEATURING

Valentine's Day is almost here and retailers are showing their love by actively promoting eggs along with roses, candy and other related items. Feature activity for regular shell eggs is up this week, driven by a significant increase in USDA Grade A and AA 18 pack promotions. The average price of Large white eggs to consumers, Grade A or better, is higher even though almost half of shell eggs featured are Large. Specials, including "no price" ads, increase this cycle and shoppers brave enough to tackle the wintry weather mix can take advantage of deals, many tied to purchases of other items and the use of coupons. Promotional activity on specialty shell eggs is less than last week. Liquid egg featuring continues to be very active in all regions, especially in the Northeast.

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/}		24.9% of 3,900 sampled outlets Activity Index = 1,550 (includes Medium)						36.4% of 5,100 sampled outlets Activity Index = 1,860 (includes Medium)						45.8% of 3,300 sampled outlets Activity Index = 1,780 (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				0.99	20	0.99				0.88 - 0.99	20	0.91
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM	White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack		
USDA GRADE A	White 12 pack				0.69 - 1.50	60	1.05				0.89 - 1.29	180	1.11	1.00	110	1.00	0.38 - 1.29	400	1.01
	White 18 pack				1.79 - 1.99	330	1.86				1.77 - 1.99	450	1.87				1.88 - 2.00	210	1.89
	Brown 12 pack																		
	MEDIUM	White 12 pack			0.88 - 0.99	40	0.92	White 12 pack			1.25	10	1.25	White 12 pack			0.79 - 1.00	160	0.99
		White 30 pack						White 30 pack			2.99	20	2.99	White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack				1.99 - 3.99	100	3.28										3.50 - 3.58	30	3.53
	OMEGA-3																		
	White 12 pack	2.00 - 2.50	30	2.36	1.59 - 2.99	620	2.01				1.99 - 2.00	1,180	1.99				1.69 - 2.50	440	2.13
	Brown 12 pack																2.00 - 2.49	40	2.37
	CAGE-FREE																		
	White 12 pack																3.19	190	3.19
	Brown 12 pack				2.69 - 2.99	200	2.92										1.99	10	1.99
	VEGETARIAN FED																		
	White 12 pack																		
	Brown 12 pack	1.99 - 2.99	110	2.60	1.99 - 2.00	50	2.00										2.49 - 2.50	170	2.49
		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/}		34.5% of 3,600 sampled outlets Activity Index = 910 (includes Medium)						48.8% of 2,500 sampled outlets Activity Index = 1,090 (includes Medium)						46.9% of 1,100 sampled outlets Activity Index = 530 (includes Medium)					
USDA GRADE AA	White 12 pack	1.49	50	1.49	0.99	10	0.99	1.19 - 1.69	80	1.28	1.56 - 1.98	390	1.91				0.88 - 1.50	170	1.37
	White 18 pack				1.99	510	1.99				1.99 - 2.89	390	2.22				1.99	300	1.99
	Brown 12 pack																		
	MEDIUM	White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack		
USDA GRADE A	White 12 pack				1.19 - 1.40	230	1.28	1.40 - 1.79	40	1.55	0.99 - 1.50	50	1.22				0.99	40	0.99
	White 18 pack				1.99	10	1.99												
	Brown 12 pack																		
	MEDIUM	White 12 pack			0.99	20	0.99	White 12 pack						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																		
	Brown 12 pack				3.50	40	3.50				3.50 - 3.79	140	3.76				3.49	10	3.49
	OMEGA-3																		
	White 12 pack																		
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack				1.99	30	1.99												
	Brown 12 pack																		
	VEGETARIAN FED																		
	White 12 pack																		
	Brown 12 pack																		

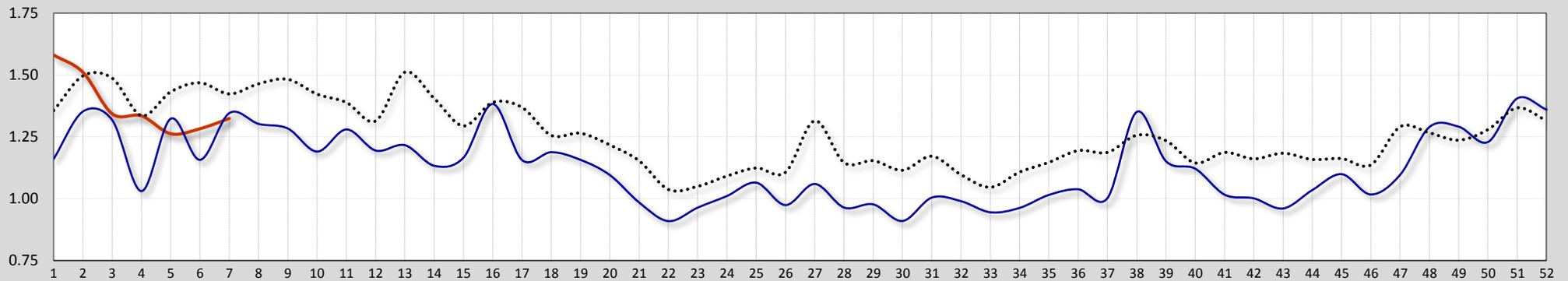


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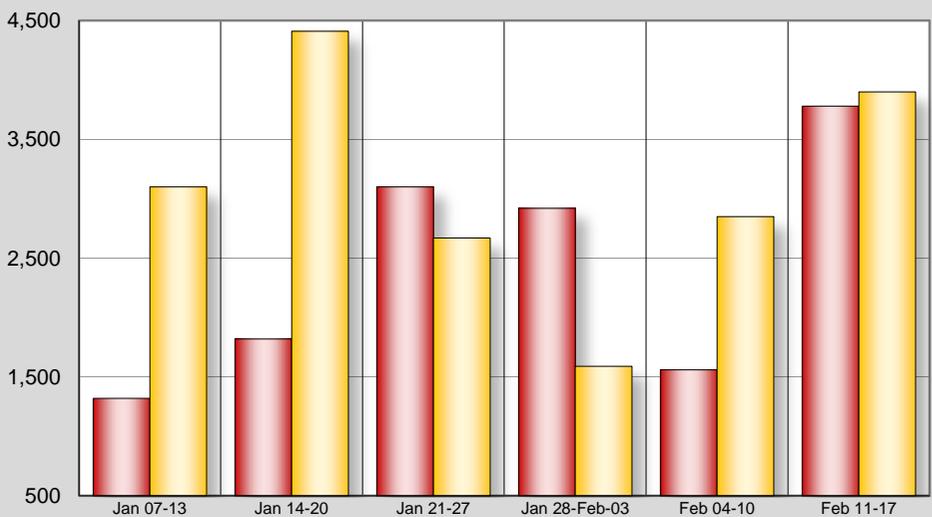
Fri. Feb 11, 2011

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	11.0%	11.7%	16.7%	14.0% of 3,900 sampled	7.6% of 5,100 sampled	9.1% of 3,300 sampled	7.6% of 3,600 sampled	21.1% of 2,500 sampled	9.8% of 1,100 sampled
2/ Activity Index	3,900	2,850	2,730	Activity Index = 1,990	Activity Index = 460	Activity Index = 510	Activity Index = 270	Activity Index = 560	Activity Index = 110
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range Stores Avg ^{3/}					
14-16 oz. crtn	2,040 2.62	1,700 2.04	2,370 2.42	2.00 - 2.99 880 2.77	2.00 - 2.47 320 2.14	1.79 - 2.50 290 2.08	2.47 60 2.47	3.00 380 3.00	2.99 110 2.99
32 oz. crtn	1,720 4.21	790 4.84	330 4.86	3.99 - 4.99 980 4.28	3.99 - 4.59 140 4.22	3.49 - 4.29 210 3.53	3.99 - 4.99 210 4.46	4.24 - 4.99 180 4.28	
3 - 4 oz. cup	140 2.46	360 2.81	30 1.99	2.50 130 2.50		1.79 - 1.99 10 1.90			
2 - 8 oz. cup									

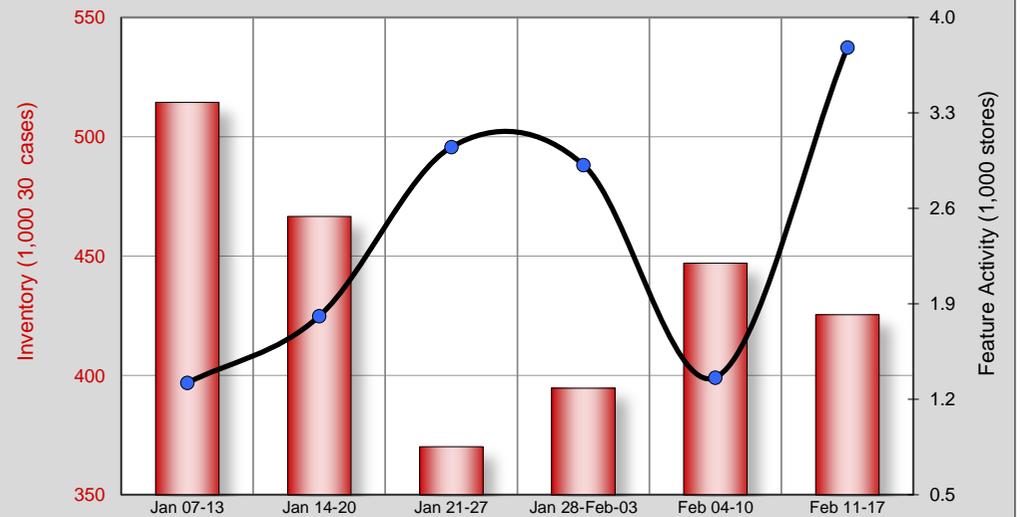
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



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>