



**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 04/15 thru 04/21.  
 (prices in dollars per carton)

Fri. Apr 15, 2011

**SHELL EGG NATIONAL SUMMARY**

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR					
	29.8% of 19,500 stores		24.0% of 19,500 stores				35.9% 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
<b>REGULAR</b>	<b>USDA GRADE AA</b>											
	White 12 pack		560 1.35		10 1.80		600 1.32		40 1.33		250 0.94	
	White 18 pack		170 2.08		30 2.50		400 2.62				1,420 1.86	
	Brown 12 pack											
	<b>USDA GRADE A</b>											
	White 12 pack		140 1.92		810 1.05		60 1.29		510 1.04		260 1.02	
White 18 pack		580 1.79				750 2.30				520 1.70		
Brown 12 pack												
<b>SPECIALTY</b>	<b>USDA ORGANIC</b>											
	White 12 pack		20 2.98									
	Brown 12 pack		110 3.90		1,150 3.87		230 4.99		490 4.16		2,660 3.90	
	<b>OMEGA-3</b>											
	White 12 pack		300 2.45		1,430 2.64		560 2.71		2,150 2.06		20 2.49	
	Brown 12 pack		130 3.00		350 3.01				90 1.99		10 3.99	
	<b>CAGE-FREE</b>											
	White 12 pack		30 2.64		30 2.50		10 1.99				30 2.79	
	Brown 12 pack		190 3.79		500 3.49		20 2.99		640 3.18		1,850 3.00	
	<b>VEGETARIAN FED</b>											
White 12 pack				30 2.49		210 2.36		120 2.50		390 2.50		
Brown 12 pack		690 3.00				520 3.17				360 2.21		

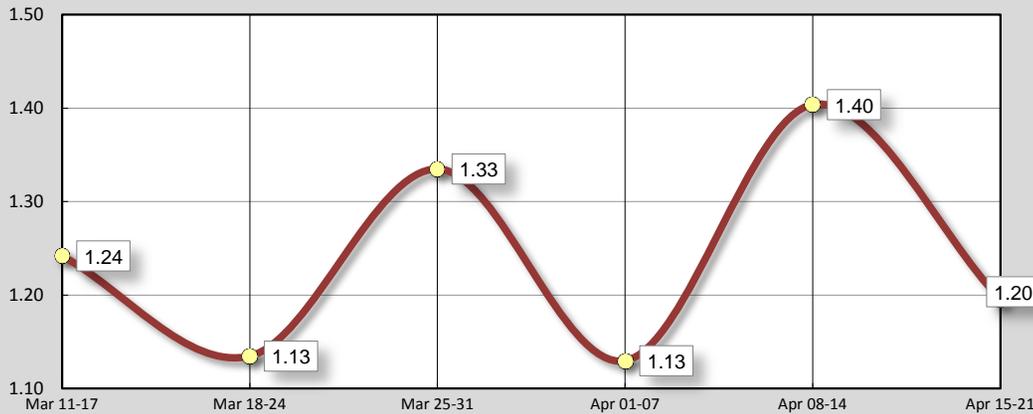
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,260	2,360	3,760	Large Eggs on Apr-11-2011 608.4
Specialty	4,900	4,980	7,360	
Total (includes MD)	7,210	7,610	11,230	
Special Rate 4/:	10.3%	7.3%	6.4%	up 6%

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

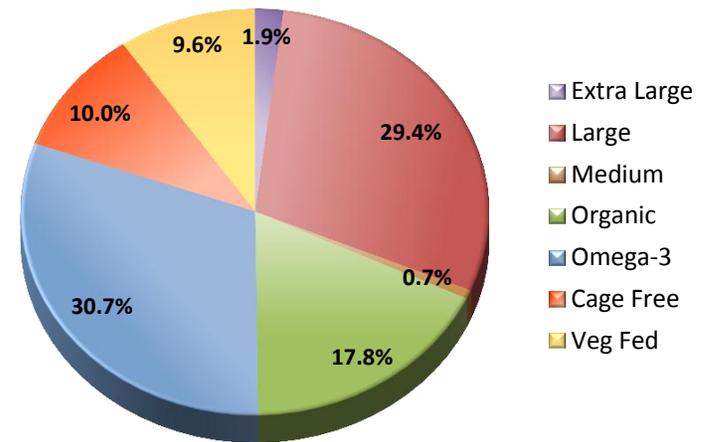
**SHELL EGG and EGG PRODUCTS FEATURING**

As the market enters the last full week ahead of Easter, promotional activity for regular shell eggs remains lackluster with dwindling prospects for significant improvement as the deadline nears. Both the feature and special rates are running behind their levels of last year for the same week relative to Easter. The use of promotional gimmicks to move eggs is up substantially with retailers tying eggs to everything from candy to coffee to encourage shoppers to put eggs in their carts. The average price of Grade A or better, Large white eggs to consumers continues to lack consistency and is trending sharply lower this week. Featuring of specialty shell eggs is about unchanged from last week and is consistent with the same time period ahead of Easter in 2010. USDA Organic brown shell eggs enjoy good promotional activity this week while featuring of Omega-3 eggs declined and asking prices jumped. Other specialty types maintain their presence at relatively low feature rates. Liquid egg promotions are much more visible in circulars than regular shell eggs. The coming ad cycle will tell the tale.

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



**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 <sup>1/</sup> Activity Index <sup>2/</sup>		31.9% of 3,900 sampled outlets Activity Index = 3,580 (includes Medium)						42.4% of 5,100 sampled outlets Activity Index = 1,090 (includes Medium)						26.5% of 3,300 sampled outlets Activity Index = 1,170 (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										1.00	30	1.00		
	White 18 pack																				
	Brown 12 pack																				
	MEDIUM			White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				0.98 - 1.50	150	1.02	2.19	110	2.19	0.98 - 1.59	160	1.40	0.68 - 0.99	30	0.92	0.48 - 1.50	430	0.93		
	White 18 pack				1.49 - 1.69	240	1.50				1.99	130	1.99								
	Brown 12 pack																				
	MEDIUM			White 12 pack						White 12 pack			0.88	10	0.88			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																			
		Brown 12 pack	3.99	100	3.99	3.49 - 4.39	520	4.14				3.69	450	3.69	2.99	10	2.99				
		OMEGA-3																			
		White 12 pack	1.99 - 2.99	300	2.45	1.50 - 3.99	1,130	2.52				1.88	40	1.88				1.88 - 3.79	260	3.26	
		Brown 12 pack	3.00	130	3.00	3.00	130	3.00				1.99	80	1.99				1.99	10	1.99	
	CAGE-FREE																				
	White 12 pack				2.64	30	2.64														
	Brown 12 pack				2.99 - 3.69	180	3.45				3.49	80	3.49	3.79	190	3.79	3.49 - 3.79	200	3.77		
	VEGETARIAN FED																				
	White 12 pack																				
	Brown 12 pack				2.50 - 3.69	650	3.05				2.00	30	2.00				1.99 - 2.69	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>		17.4% of 3,600 sampled outlets Activity Index = 500 (includes Medium)						27.5% of 2,500 sampled outlets Activity Index = 670 (includes Medium)						18.8% of 1,100 sampled outlets Activity Index = 200 (includes Medium)							
USDA GRADE AA	White 12 pack				0.99	200	0.99				0.99 - 2.34	260	1.68				0.88 - 1.50	50	1.20		
	White 18 pack				1.78	50	1.78				1.80 - 2.50	80	2.31				1.78 - 2.50	40	1.98		
	Brown 12 pack																				
	MEDIUM			White 12 pack						White 12 pack			0.99	30	0.99			White 12 pack			0.99
USDA GRADE A	White 12 pack				0.99 - 1.40	70	1.07				2.00	130	2.00								
	White 18 pack				1.99 - 2.00	80	1.99														
	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																2.98	20	2.98	
		Brown 12 pack				3.69	50	3.69				3.49	130	3.49							
		OMEGA-3																			
		White 12 pack																			
		Brown 12 pack				3.99	10	3.99				3.99	40	3.99				3.49 - 3.99	80	3.54	
	CAGE-FREE																				
	White 12 pack																				
	Brown 12 pack				2.29	40	2.29														
	VEGETARIAN FED																				
	White 12 pack																				
	Brown 12 pack																				

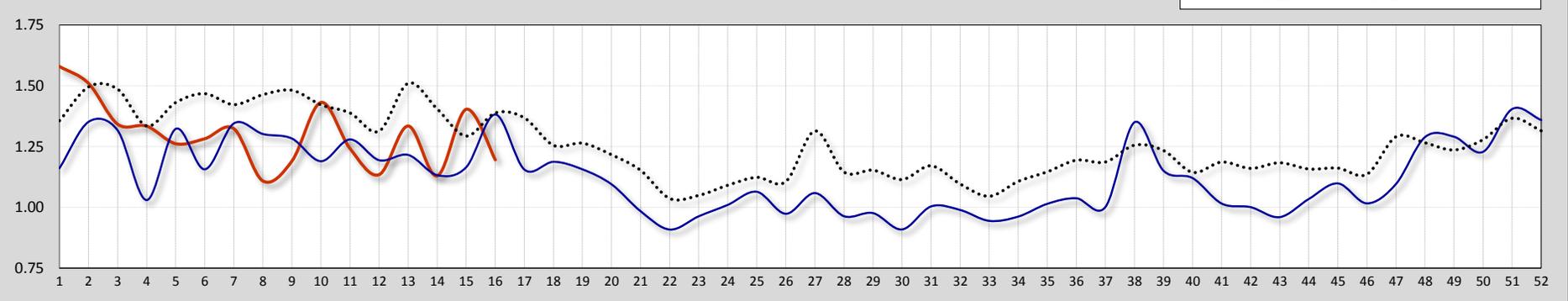


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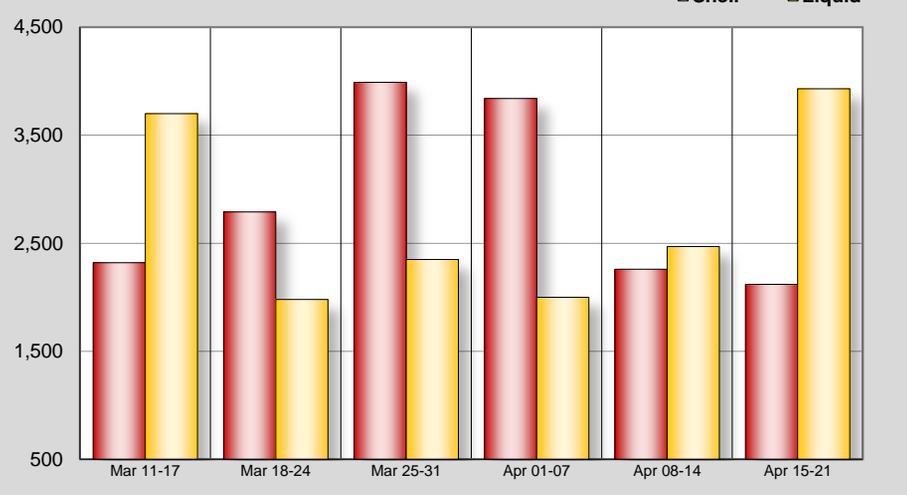
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EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	13.7%	10.1%	15.3%	9.2% of 3,900 sampled	14.5% of 5,100 sampled	15.1% of 3,300 sampled	10.5% of 3,600 sampled	18.0% of 2,500 sampled	22.3% of 1,100 sampled
2/ Activity Index	3,930	2,470	2,600	Activity Index = 1,740	Activity Index = 760	Activity Index = 530	Activity Index = 370	Activity Index = 280	Activity Index = 250
	Stores Avg <sup>3/</sup>	Stores Avg 3/	Stores Avg 3/	Price Range Stores Avg <sup>3/</sup>					
14-16 oz. crtn	2,990 2.52	1,800 2.00	2,450 2.28	2.00 - 3.00 1,050 2.76	2.00 - 3.00 740 2.34	1.89 - 2.99 500 2.27	1.88 - 2.50 170 2.26	2.49 - 2.50 280 2.50	2.79 - 2.99 250 2.80
32 oz. crtn	490 4.49	520 4.56	150 5.20	3.99 - 5.49 270 5.10	3.50 20 3.50		3.50 - 3.99 200 3.75		
3 - 4 oz. cup	450 2.46	150 2.98		2.49 - 2.50 420 2.50		1.89 - 2.00 30 1.97			
2 - 8 oz. cup									

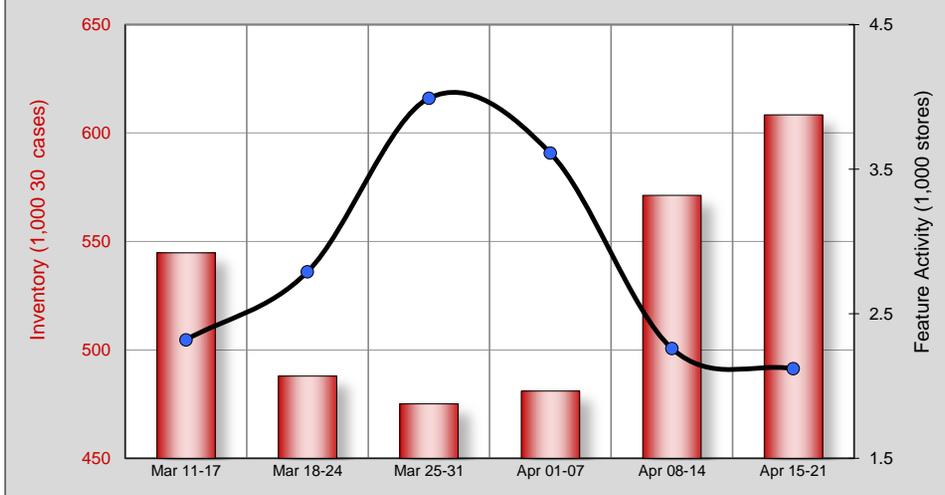
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



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>