



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 05/06 thru 05/12.
 (prices in dollars per carton)

Fri. May 06, 2011

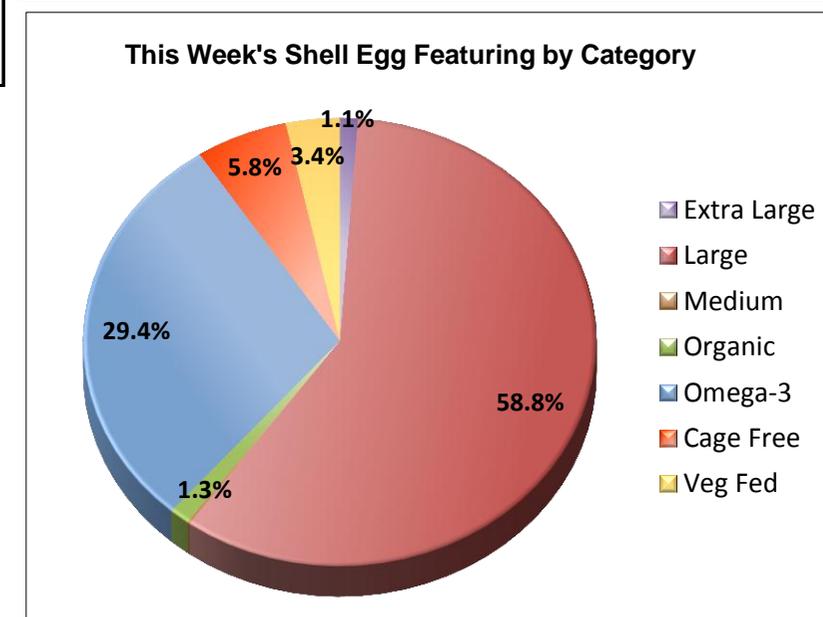
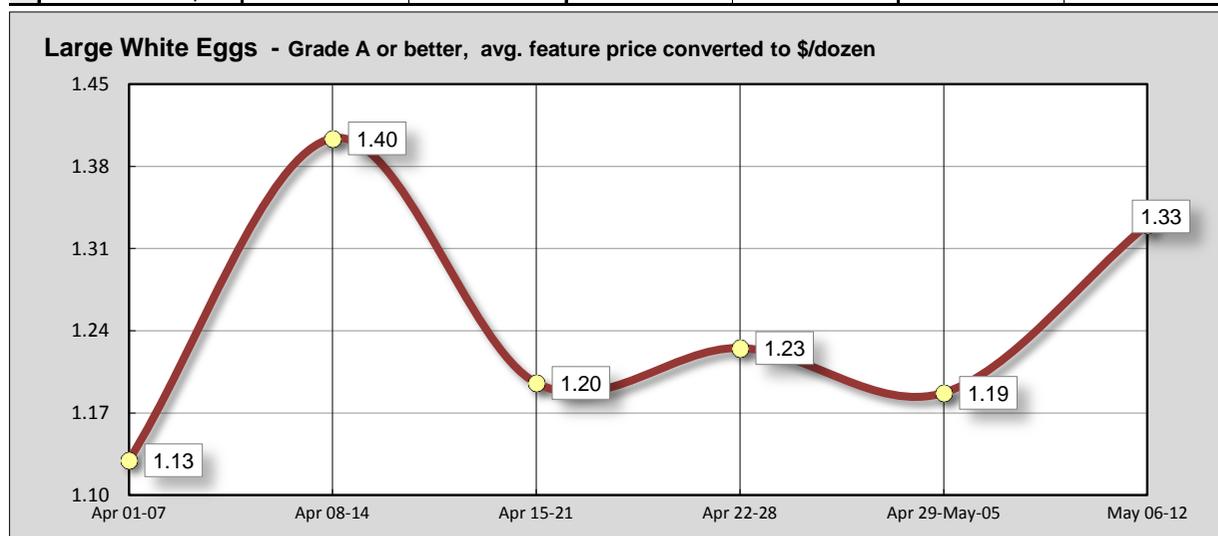
SHELL EGG NATIONAL SUMMARY													
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	34.9% of 19,500 stores				10.8% of 19,500 stores				50.9% of 19,200 stores				
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE		
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
REGULAR	USDA GRADE AA												
	White 12 pack	10	1.50	540	1.44	10	1.49	40	1.50	120	1.25	880	1.03
	White 18 pack			1,810	2.25	40	1.79	50	1.99	30	1.50	1,310	1.94
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack	70	1.63	1,170	1.01			630	1.15	230	1.01	1,610	0.98
White 18 pack			620	2.01			80	1.85			890	1.61	
Brown 12 pack													
SPECIALTY	USDA ORGANIC												
	White 12 pack					20	2.99	60	3.50				
	Brown 12 pack	20	3.99	70	3.12	40	4.39	80	3.81	30	3.99	460	4.11
	OMEGA-3												
	White 12 pack	640	2.68	1,350	2.48	160	2.99	1,910	2.14	580	2.73	3,270	2.26
	Brown 12 pack			80	3.37							130	4.19
	CAGE-FREE												
	White 12 pack	10	2.39	120	2.86	40	2.79	440	2.89			160	2.29
	Brown 12 pack			280	3.13			90	2.88			920	2.95
	VEGETARIAN FED												
White 12 pack			230	2.50							220	2.99	
Brown 12 pack			10	2.11			100	3.11			890	2.45	

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	4,220	850	5,070	Large Eggs on May-02-2011
Specialty	2,810	2,940	6,660	
Total (includes MD)	7,040	3,890	11,990	451.1
Special Rate 4/:	10.7%	0.1%	3.8%	up 17.4%

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

SHELL EGG and EGG PRODUCTS FEATURING

Featuring of regular shell eggs is back with a vengeance this week as promotions have multiplied exponentially following a brief post-Easter dip. Much of the action can be attributed to the promotion of Large Grade A and AA 18-pack eggs. The average price of Grade A or better, Large white eggs is sharply higher than a week ago. Retailers are attempting to cater to consumers as the number of 'no price' incentives being offered increases. Promotions of specialty shell eggs are slightly less visible on all types with the exception of veg-fed eggs. Featuring activity for liquid egg products is higher, showing most activity in the Northeast region offering 3-4 ounce cups.



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/}		23.0% of 3,900 sampled outlets Activity Index = 2,420 (includes Medium)						37.7% of 5,100 sampled outlets Activity Index = 400 (includes Medium)						37.9% of 3,300 sampled outlets Activity Index = 1,050 (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	50	0.99				0.77 - 0.88	100	0.85
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM				White 12 pack			White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack	1.49	10	1.49	0.99 - 1.50	220	1.02				0.99 - 1.25	140	1.15	0.97 - 2.00	50	1.69	0.55 - 1.00	570	0.96
	White 18 pack				1.49 - 2.50	300	1.84				1.99 - 2.50	170	2.12				1.89 - 2.50	100	2.36
	Brown 12 pack																		
	MEDIUM				White 12 pack			White 12 pack						White 12 pack			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																		
	Brown 12 pack	3.99	20	3.99	2.00 - 3.99	70	3.12												
	OMEGA-3																		
White 12 pack	1.89 - 2.99	360	2.43	1.50 - 3.99	1,040	2.44				2.48	20	2.48				1.79 - 2.79	210	2.68	
Brown 12 pack				2.50	10	2.50													
CAGE-FREE																			
White 12 pack	2.39	10	2.39	2.66 - 2.99	120	2.86													
Brown 12 pack				2.49	20	2.49				2.49	20	2.49				1.99	10	1.99	
VEGETARIAN FED																			
White 12 pack				2.50	230	2.50											1.99 - 2.19	10	2.11
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/}		27.5% of 3,600 sampled outlets Activity Index = 930 (includes Medium)						51.2% of 2,500 sampled outlets Activity Index = 1,770 (includes Medium)						41.6% of 1,100 sampled outlets Activity Index = 470 (includes Medium)					
USDA GRADE AA	White 12 pack				0.99 - 1.99	140	1.54				1.50 - 1.99	200	1.81				1.29 - 1.50	50	1.36
	White 18 pack				1.69 - 2.00	470	1.98				1.79 - 2.69	1,010	2.32				1.48 - 2.50	330	2.40
	Brown 12 pack																		
	MEDIUM				White 12 pack			White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				0.99 - 1.19	230	1.03	1.49	10	1.49	1.50	10	1.50						
	White 18 pack				2.00	20	2.00				1.99	30	1.99						
	Brown 12 pack																		
	MEDIUM				White 12 pack			White 12 pack			0.99	10	0.99				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																		
	OMEGA-3																		
White 12 pack				2.50	40	2.50	2.99	280	2.99	2.50	20	2.50				1.99 - 2.99	20	2.49	
Brown 12 pack																3.49	70	3.49	
CAGE-FREE																			
White 12 pack																			
Brown 12 pack				1.99	30	1.99				3.49	200	3.49							
VEGETARIAN FED																			
White 12 pack																			
Brown 12 pack																			

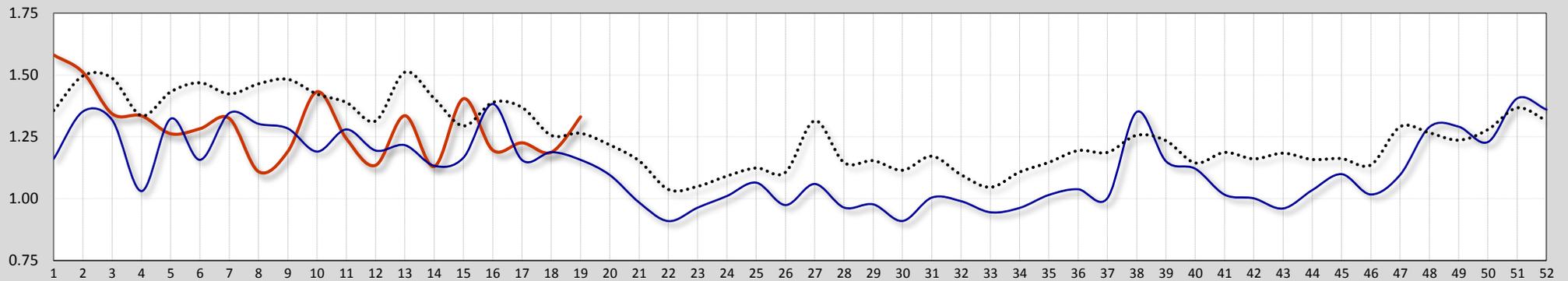


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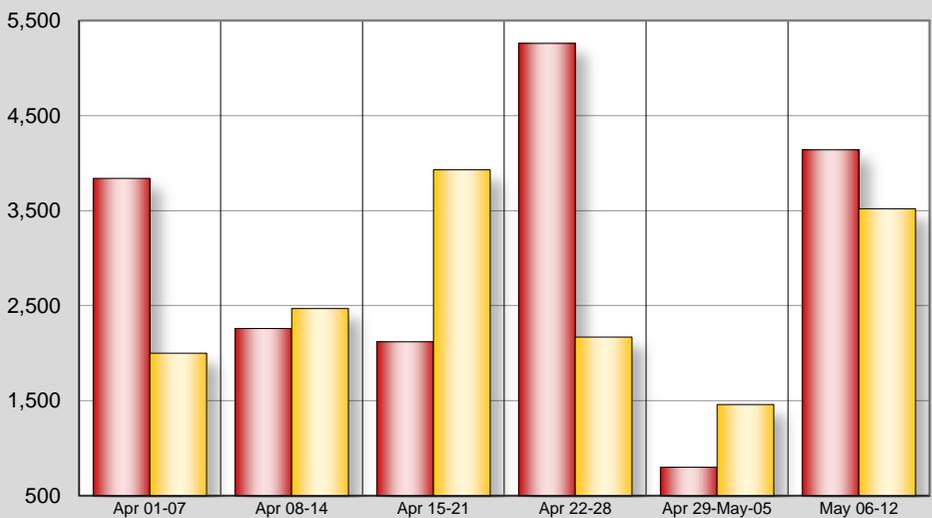
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EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	7.3%	8.3%	8.1%	16.2% of 3,900 sampled	2.3% of 5,100 sampled	6.3% of 3,300 sampled	9.5% of 3,600 sampled	5.1% of 2,500 sampled	0.0% of 1,100 sampled
2/ Activity Index	3,520	1,460	1,330	Activity Index = 2,550	Activity Index = 190	Activity Index = 210	Activity Index = 440	Activity Index = 130	Activity Index = 0
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range Stores Avg ^{3/}					
14-16 oz. crtn	1,500 2.65	940 2.28	880 2.47	2.29 - 2.99 880 2.79	2.12 - 2.98 50 2.50	1.89 - 2.99 200 2.21	2.50 - 2.99 240 2.58	2.59 130 2.59	
32 oz. crtn	650 4.55	220 3.73	310 4.45	3.99 - 5.99 430 4.86	3.50 20 3.50		3.50 - 4.49 200 4.00		
3 - 4 oz. cup	1,370 2.38	300 2.23	140 2.42	1.99 - 2.99 1,240 2.39	2.00 - 2.50 120 2.22	2.50 10 2.50			
2 - 8 oz. cup									

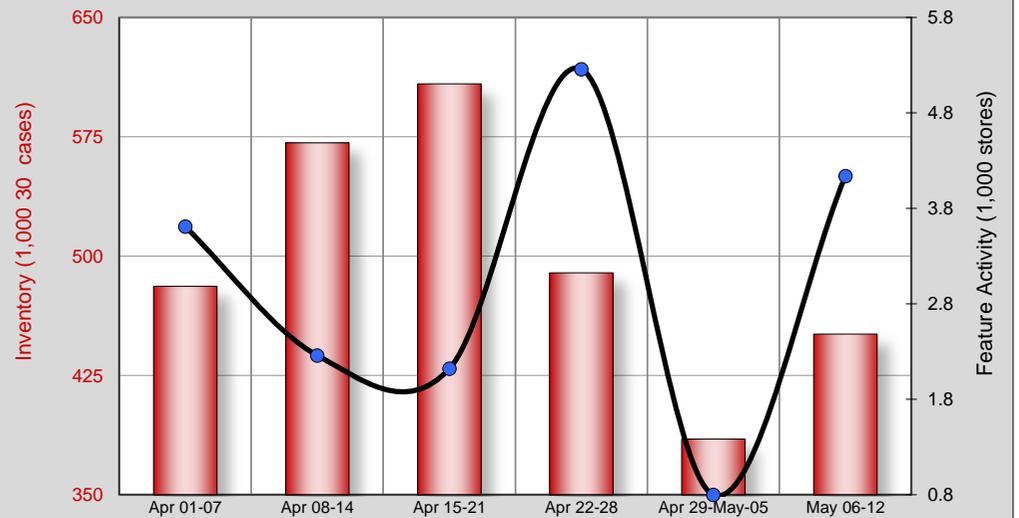
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



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.