



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 05/20 thru 05/26.

(prices in dollars per carton)

Fri. May 20, 2011

SHELL EGG NATIONAL SUMMARY

| Feature Rate | THIS WEEK | | PREVIOUS WEEK | | | | PREVIOUS YEAR | | | | | | | | | | | | | | | | | | | |
|---------------|------------------------|-----|------------------------|------|---------|------|------------------------|-----|---------|-----|--------|-----|-------|------|------|-----|-------|------|------|-----|-------|------|------|--|------|--|
| | 31.4% of 19,500 stores | | 26.9% of 19,500 stores | | | | 33.0% 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 | 1.49 | 800 | | 1.18 | | 300 | | 1.18 | | 230 | 1.27 | 660 | | 0.81 | | | | | | | | | |
| | White 18 pack | | | | 140 | | 1.87 | | 1,540 | | 2.44 | | | | 180 | | 1.99 | | | | | | | | | |
| | Brown 12 pack | | | | | | | | | | | | 30 | | 1.69 | | | | | | | | | | | |
| | USDA GRADE A | | | | | | | | | | | | | | | | | | | | | | | | | |
| | White 12 pack | | 70 | 1.31 | 2,060 | | 1.05 | | 40 | | 1.19 | | 1,290 | | 1.14 | | 1,520 | | 0.95 | | | | | | | |
| White 18 pack | | | | 950 | | 1.89 | | | | | | 130 | | 2.29 | | 400 | | 1.09 | | | | | | | | |
| Brown 12 pack | | | | | | | | | | | | | | | | | | | | | | | | | | |
| SPECIALTY | USDA ORGANIC | | | | | | | | | | | | | | | | | | | | | | | | | |
| | White 12 pack | | | | 80 | | 3.62 | | 730 | | 3.69 | | 100 | | 3.99 | | 910 | | 3.55 | | | | | | | |
| | Brown 12 pack | | | | | | | | | | | | | | | | 580 | | 4.11 | | | | | | | |
| | OMEGA-3 | | | | | | | | | | | | | | | | | | | | | | | | | |
| | White 12 pack | | 380 | 2.83 | 1,250 | | 2.23 | | 500 | | 2.55 | | 1,600 | | 2.04 | | 270 | | 1.75 | | 1,370 | | 2.07 | | | |
| | Brown 12 pack | | | | 200 | | 3.08 | | | | | | 370 | | 3.50 | | 20 | | 4.49 | | | | | | | |
| | CAGE-FREE | | | | | | | | | | | | | | | | | | | | | | | | | |
| | White 12 pack | | | | 30 | | 2.29 | | 170 | | 2.97 | | | | 100 | | 2.65 | | 30 | | 2.50 | | 490 | | 2.65 | |
| | Brown 12 pack | | | | | | | | 410 | | 2.92 | | 650 | | 3.25 | | 30 | | 2.50 | | 1,100 | | 3.40 | | | |
| | VEGETARIAN FED | | | | | | | | | | | | | | | | | | | | | | | | | |
| White 12 pack | | | | | | | | | | | | 40 | | 2.59 | | | | | | | | | | | | |
| Brown 12 pack | | 20 | 3.00 | 450 | | 2.77 | | | | | | 220 | | 3.85 | | 10 | | 2.00 | | 290 | | 2.59 | | | | |

| Activity Summary | THIS WEEK | LAST WEEK | YEAR AGO | INVENTORY 5/ |
|---------------------|-----------|-----------|----------|------------------------------|
| Regular | 4,030 | 3,300 | 3,020 | Large Eggs on May-16-2011 |
| Specialty | 3,720 | 4,490 | 4,160 | |
| Total (includes MD) | 7,960 | 7,940 | 7,270 | 495.6 |
| Special Rate 4/: | 0.6% | 0.4% | 2.2% | up 3.4% |

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

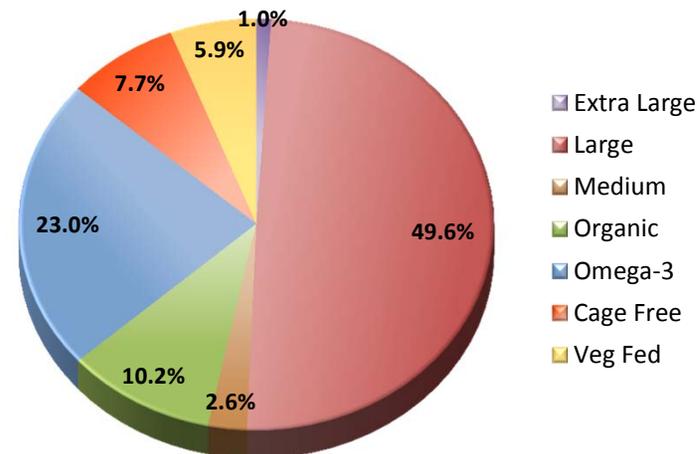
SHELL EGG and EGG PRODUCTS FEATURING

Feature activity for regular shell eggs is higher this week as the ad cycle extends to the upcoming Memorial Day weekend and thoughts turn to cookouts and the obligatory egg-based salads. Nearly half of promotions are for regular shell eggs and the average price of Grade A or better, Large white eggs to consumers is down sharply as grocers seek to stimulate interest through lower prices rather than "no price" promotions. Ads for Medium eggs are highly visible, however, promotions for Extra Large eggs are virtually nonexistent. Featuring of specialty shell eggs is down and Omega-3's continue as the most advertised egg in this category even with a slight drop in store volume. All other specialty types are maintaining a steady pace in circulars. Promotional activity for liquid egg products continues to decline. Ads are visible throughout the country, with the exception of the Northwest area where liquid features are rarely found.

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 ^{1/} Activity Index ^{2/} | | 23.7% of 3,900 sampled outlets Activity Index = 2,090 (includes Medium) | | | | | | 27.3% of 5,100 sampled outlets Activity Index = 1,840 (includes Medium) | | | | | | 44.6% of 3,300 sampled outlets Activity Index = 1,570 (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 | | | | | | |
| USDA GRADE A | White 12 pack | 1.00 | 10 | 1.00 | 0.89 - 0.99 | 230 | 0.96 | | | | 0.88 - 1.25 | 450 | 1.17 | 0.99 - 1.50 | 40 | 1.30 | 0.89 - 1.19 | 860 | 1.03 | |
| | White 18 pack | | | | | | | | | | 1.77 - 1.99 | 660 | 1.94 | | | | 1.49 - 1.77 | 120 | 1.68 | |
| | Brown 12 pack | | | | | | | | | | | | | | | | | | | |
| MEDIUM | | White 12 pack | | | 0.99 - 1.00 170 1.00 | | | White 12 pack | | | 0.88 - 1.09 40 0.96 | | | 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 | 20 | 3.99 | 2.99 - 3.99 | 150 | 3.79 | | | | 3.69 | 450 | 3.69 | | | | 3.38 - 3.69 | 10 | 3.52 | |
| | OMEGA-3 | | | | | | | | | | | | | | | | | | | |
| White 12 pack | 1.99 - 2.99 | 380 | 2.83 | 1.88 - 2.50 | 330 | 2.16 | | | | 1.88 - 2.29 | 140 | 2.14 | | | | 1.89 - 2.50 | 290 | 2.31 | | |
| Brown 12 pack | | | | 2.69 | 130 | 2.69 | | | | | | | | | | | | | | |
| CAGE-FREE | | | | | | | | | | | | | | | | | | | | |
| White 12 pack | | | | 2.99 | 110 | 2.99 | | | | | | | | | | | | | | |
| Brown 12 pack | 2.29 | 30 | 2.29 | 2.99 - 3.49 | 170 | 3.27 | | | | 2.49 - 3.19 | 100 | 3.04 | | | | 2.29 - 3.19 | 130 | 2.37 | | |
| VEGETARIAN FED | | | | | | | | | | | | | | | | | | | | |
| White 12 pack | 3.00 | 20 | 3.00 | 2.69 - 3.29 | 330 | 2.93 | | | | | | | | | | 1.99 - 2.99 | 120 | 2.31 | | |
| 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/} | | 39.8% of 3,600 sampled outlets Activity Index = 1,630 (includes Medium) | | | | | | 15.4% of 2,500 sampled outlets Activity Index = 390 (includes Medium) | | | | | | 48.0% of 1,100 sampled outlets Activity Index = 440 (includes Medium) | | | | | | |
| USDA GRADE AA | White 12 pack | | | | 0.88 - 1.25 | 550 | 1.01 | 1.49 | 10 | 1.49 | 1.19 - 1.69 | 220 | 1.63 | | | | 0.78 - 0.88 | 20 | 0.82 | |
| | White 18 pack | | | | 1.49 | 50 | 1.49 | | | | 1.52 - 2.50 | 50 | 2.14 | | | | 1.99 | 40 | 1.99 | |
| | Brown 12 pack | | | | | | | | | | | | | | | | | | | |
| MEDIUM | | White 12 pack | | | | | | White 12 pack | | | | | | White 12 pack | | | | | | |
| USDA GRADE A | White 12 pack | 1.50 | 10 | 1.50 | 0.88 - 1.19 | 510 | 1.00 | 1.50 | 10 | 1.50 | 1.19 | 10 | 1.19 | | | | 1.25 | | 1.25 | |
| | White 18 pack | | | | 1.77 - 1.99 | 170 | 1.84 | | | | | | | | | | | | | |
| | 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 | | | | | | | | | | | | | | | | | | | |
| | Brown 12 pack | 3.50 | 40 | 3.50 | 3.50 - 3.69 | 100 | 3.61 | 3.50 | 20 | 3.50 | 3.49 - 3.50 | 20 | 3.50 | | | | | | | |
| | OMEGA-3 | | | | | | | | | | | | | | | | | | | |
| White 12 pack | | | | 1.99 - 2.00 | 200 | 2.00 | | | | 1.99 | 40 | 1.99 | | | | 2.50 - 2.99 | 250 | 2.52 | | |
| Brown 12 pack | | | | | | | | | | | | | | | | 3.79 | 70 | 3.79 | | |
| CAGE-FREE | | | | | | | | | | | | | | | | | | | | |
| White 12 pack | | | | | | | | | | 2.99 | 10 | 2.99 | | | | 2.50 - 2.99 | 50 | 2.93 | | |
| Brown 12 pack | | | | | | | | | | | | | | | | 2.99 | 10 | 2.99 | | |
| VEGETARIAN FED | | | | | | | | | | | | | | | | | | | | |
| White 12 pack | | | | | | | | | | | | | | | | | | | | |
| Brown 12 pack | | | | | | | | | | | | | | | | | | | | |

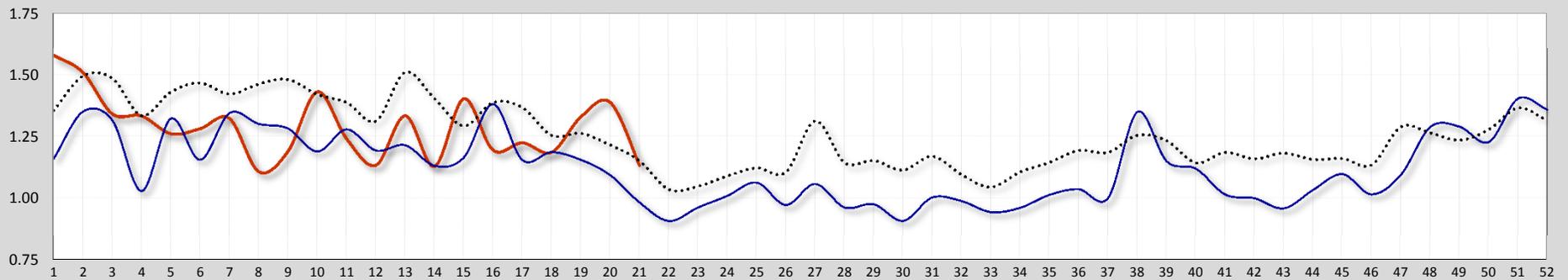


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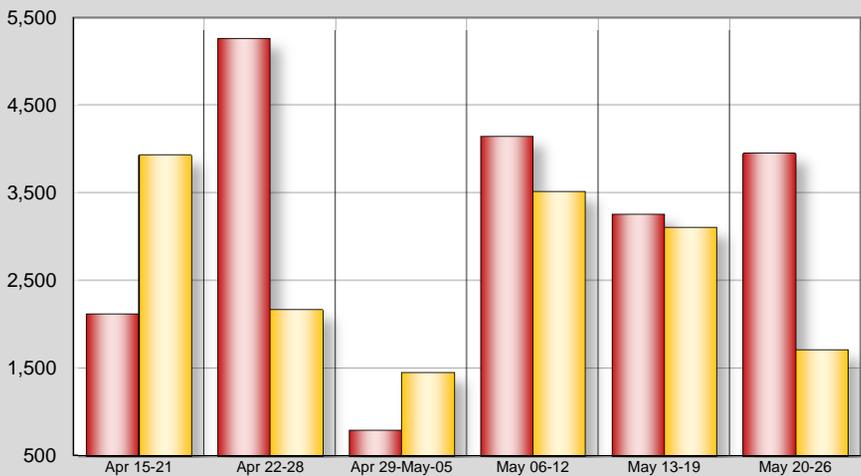
Fri. May 20, 2011

| EGG PRODUCTS | THIS WEEK | LAST WEEK | LAST YEAR | NORTHEAST | SOUTHEAST | MIDWEST | SOUTH CENTRAL | SOUTHWEST | NORTHWEST |
|-------------------|--------------------------|--------------------------|--------------------------|--------------------------------------|--------------------------------------|--------------------------------------|--------------------------------------|--------------------------------------|--------------------------------------|
| 1/ Feature Rate | 8.7% | 11.1% | 8.0% | 7.0% of 3,900 sampled | 2.5% of 5,100 sampled | 17.2% of 3,300 sampled | 13.1% of 3,600 sampled | 8.7% of 2,500 sampled | 3.6% of 1,100 sampled |
| 2/ Activity Index | 1,710 | 3,110 | 1,670 | Activity Index = 510 | Activity Index = 130 | Activity Index = 540 | Activity Index = 330 | Activity Index = 200 | Activity Index = 0 |
| | Stores Avg ^{3/} | Stores Avg ^{3/} | Stores Avg ^{3/} | Price Range Stores Avg ^{3/} |
| 14-16 oz. crtn | 1,390 2.30 | 2,260 2.15 | 1,270 2.48 | 2.50 - 2.99 210 2.66 | 2.00 110 2.00 | 1.99 - 2.79 540 2.14 | 1.79 - 2.99 330 2.26 | 2.59 200 2.59 | |
| 32 oz. crtn | 250 4.92 | 600 4.75 | 230 4.99 | 3.49 - 5.99 230 4.96 | 4.49 20 4.49 | | | | |
| 3 - 4 oz. cup | 70 2.50 | 250 2.12 | 170 2.93 | 2.50 70 2.50 | | | | | |
| 2 - 8 oz. cup | | | | | | | | | |

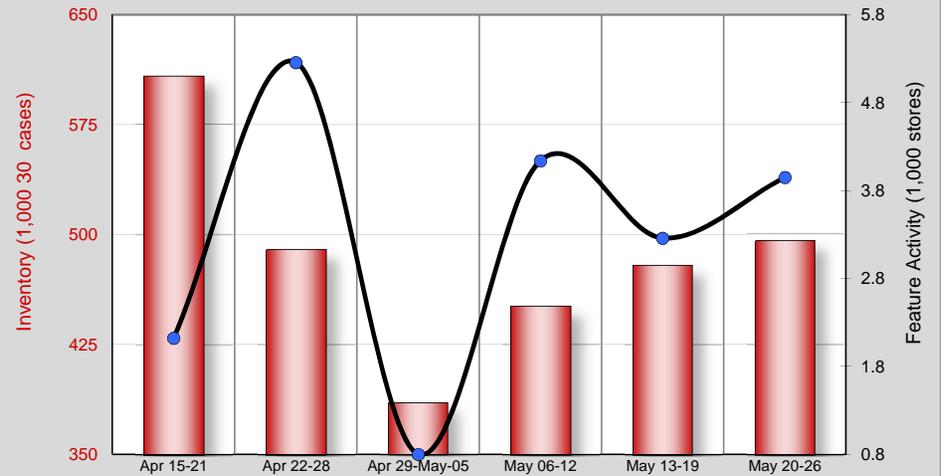
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



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.

Source: USDA Agricultural Marketing Service, Poultry Market News and Analysis - (202) 720-6911

website: <http://www.ams.usda.gov/pymarketnews.htm>