



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 05/27 thru 06/02.

(prices in dollars per carton)

Fri. May 27, 2011

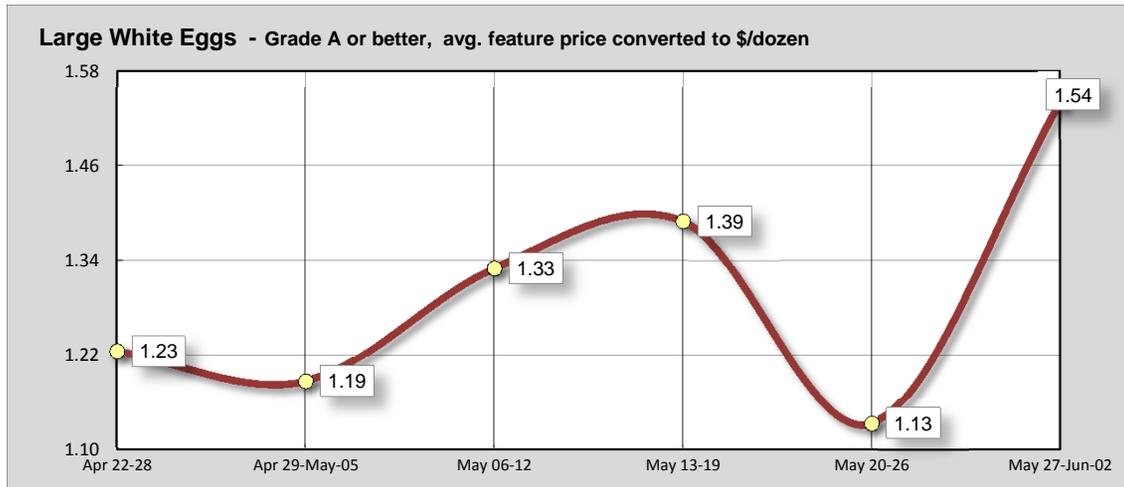
| SHELL EGG NATIONAL SUMMARY | | | | | | | | | | | | | |
|----------------------------|------------------------|------|--------|-------|------------------------|------|--------|-------|------------------------|------|--------|-------|------|
| Feature Rate | THIS WEEK | | | | PREVIOUS WEEK | | | | PREVIOUS YEAR | | | | |
| | 28.4% of 19,500 stores | | | | 31.4% of 19,500 stores | | | | 21.9% 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 | 0.99 | 330 | 1.57 | 10 | 1.49 | 800 | 1.18 | 150 | 1.63 | 540 | 0.95 |
| | White 18 pack | | | 1,570 | 2.36 | | | 140 | 1.87 | | | 1,160 | 1.46 |
| | Brown 12 pack | | | | | | | | | | | | |
| | USDA GRADE A | | | | | | | | | | | | |
| | White 12 pack | 200 | 1.46 | 140 | 1.04 | 70 | 1.31 | 2,060 | 1.05 | 30 | 1.25 | 560 | 0.94 |
| White 18 pack | 10 | 1.79 | 270 | 2.35 | | | 950 | 1.89 | | | 270 | 1.49 | |
| Brown 12 pack | | | | | | | | | | | | | |
| SPECIALTY | USDA ORGANIC | | | | | | | | | | | | |
| | White 12 pack | | | | | | | | | | | | |
| | Brown 12 pack | 40 | 3.41 | 520 | 4.35 | 80 | 3.62 | 730 | 3.69 | | | 160 | 3.79 |
| | OMEGA-3 | | | | | | | | | | | | |
| | White 12 pack | 260 | 2.44 | 2,840 | 2.24 | 380 | 2.83 | 1,250 | 2.23 | 380 | 2.34 | 880 | 2.40 |
| | Brown 12 pack | | | 230 | 3.33 | | | 200 | 3.08 | | | 150 | 3.69 |
| | CAGE-FREE | | | | | | | | | | | | |
| | White 12 pack | | | 360 | 2.88 | | | 170 | 2.97 | | | 170 | 2.66 |
| | Brown 12 pack | | | 190 | 2.96 | 30 | 2.29 | 410 | 2.92 | 30 | 2.50 | 200 | 2.84 |
| | VEGETARIAN FED | | | | | | | | | | | | |
| White 12 pack | | | 230 | 2.29 | | | | | | | 10 | 2.19 | |
| Brown 12 pack | 10 | 2.00 | 1,400 | 2.16 | 20 | 3.00 | 450 | 2.77 | 30 | 2.50 | | | |

| Activity Summary | THIS WEEK | LAST WEEK | YEAR AGO | INVENTORY 5/ |
|---------------------|-----------|-----------|----------|---------------------------------------|
| Regular | 2,530 | 4,030 | 2,710 | Large Eggs on May-23-2011 455.1 |
| Specialty | 6,080 | 3,720 | 2,010 | |
| Total (includes MD) | 8,630 | 7,960 | 4,760 | down 8.2% |
| Special Rate 4/: | 1.4% | 0.6% | 0.0% | |

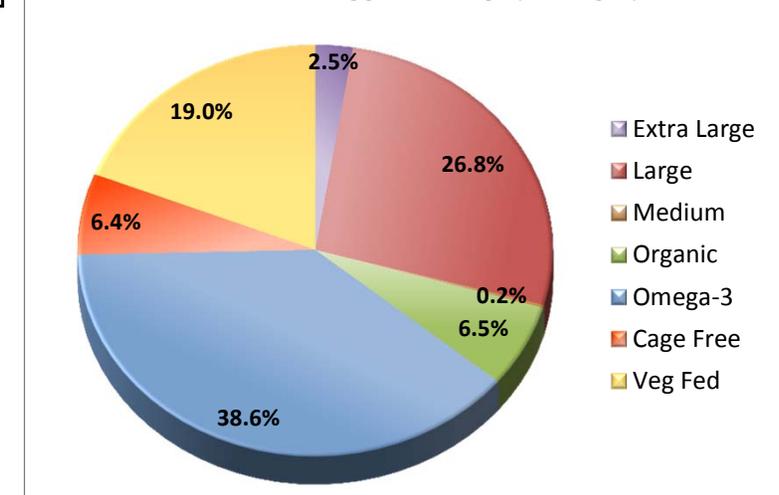
5/: 1,000's of 30-doz cases

SHELL EGG and EGG PRODUCTS FEATURING

With the arrival of the Memorial Day weekend, many retailers are placing an overwhelming emphasis on poultry, meat and other popular grilling items. As a result, consumers are more likely to find eggs in the deli rather than dairy case as egg-based salads and deviled eggs platters are offered to complement outdoor festivities. Featuring of regular shell eggs dropped significantly, however, the average price of Grade A or better, Large white eggs to consumers is sharply higher. Supermarkets are using "no price" incentives more liberally than a week ago. Promotional activity for specialty shell eggs is sharply higher, in contrast to the downward trend of regular shell eggs. Omega-3 and vegetarian-fed eggs are the favorite in this category and command a sizable portion of ad space while USDA Organic and cage free eggs continue maintaining a steady pace. Feature activity of liquid egg products continues downward.



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/} | | 22.3% of 3,900 sampled outlets Activity Index = 2,620 (includes Medium) | | | | | | 33.1% of 5,100 sampled outlets Activity Index = 2,710 (includes Medium) | | | | | | 16.8% of 3,300 sampled outlets Activity Index = 530 (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 | 0.99 | 10 | 0.99 | 0.99 - 1.20 | 50 | 1.04 | | | | 0.99 | 30 | 0.99 | 0.99 - 1.50 | 80 | 1.11 | 0.87 - 1.50 | 60 | 1.07 |
| | White 18 pack | | | | 1.99 - 2.49 | 120 | 2.37 | | | | 1.79 - 2.49 | 60 | 2.32 | | | | 2.49 | 80 | 2.49 |
| | Brown 12 pack | | | | | | | | | | 1.09 | 10 | 1.09 | | | | | | |
| MEDIUM | | White 12 pack | | | | | | White 12 pack | | | 1.09 10 1.09 | | | White 12 pack | | | White 30 pack | | |
| S P E C I A L T Y | USDA ORGANIC | | | | | | | | | | | | | | | | | | |
| | White 12 pack | | | | | | | | | | | | | 2.79 - 2.88 | 20 | 2.84 | 3.99 - 4.49 | 190 | 4.47 |
| | Brown 12 pack | 3.99 | 20 | 3.99 | 3.99 | 80 | 3.99 | | | | | | | | | | | | |
| | OMEGA-3 | | | | | | | | | | | | | 1.88 - 2.50 | 1,270 | 2.04 | | 1.99 - 2.29 | 40 |
| White 12 pack | 2.89 | 130 | 2.89 | 1.86 - 2.89 | 1,390 | 2.44 | | | | | | | | | | | | | |
| Brown 12 pack | | | | 2.19 | 30 | 2.19 | | | | | | | | | | | | | |
| CAGE-FREE | | | | | | | | | | | | | | | | | | | |
| White 12 pack | | | | | 2.69 - 2.99 | 350 | 2.88 | | | | | | | | | | | | |
| Brown 12 pack | | | | | 2.50 - 2.99 | 40 | 2.92 | | | | 2.49 - 3.19 | 100 | 3.04 | | | | 1.99 - 3.19 | 50 | 2.81 |
| VEGETARIAN FED | | | | | | | | | | | | | | | | | | | |
| White 12 pack | | | | | 2.29 | 230 | 2.29 | | | | | | | | | | | | |
| Brown 12 pack | 2.00 | 10 | 2.00 | 2.00 - 2.99 | 150 | 2.80 | | | | | 2.00 - 2.50 | 1,240 | 2.08 | | | | 2.29 | 10 | 2.29 |
| | | 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/} | | 21.3% of 3,600 sampled outlets Activity Index = 760 (includes Medium) | | | | | | 41.5% of 2,500 sampled outlets Activity Index = 1,390 (includes Medium) | | | | | | 54.7% of 1,100 sampled outlets Activity Index = 620 (includes Medium) | | | | | |
| USDA GRADE AA | White 12 pack | | | | 1.25 - 1.33 | 100 | 1.26 | 0.99 | 10 | 0.99 | 1.25 - 1.98 | 170 | 1.81 | | | | 1.25 - 1.50 | 50 | 1.42 |
| | White 18 pack | | | | 1.69 - 2.49 | 420 | 2.12 | | | | 1.79 - 2.50 | 830 | 2.45 | | | | 1.63 - 2.49 | 320 | 2.45 |
| | Brown 12 pack | | | | | | | | | | | | | | | | | | |
| MEDIUM | | White 12 pack | | | | | | White 12 pack | | | | | | White 12 pack | | | | | |
| USDA GRADE A | White 12 pack | 1.50 - 2.00 | 90 | 1.70 | | | | 2.00 | 20 | 2.00 | | | | | | | | | |
| | White 18 pack | | | | 1.29 | 10 | 1.29 | 1.79 | 10 | 1.79 | | | | | | | | | |
| | Brown 12 pack | | | | | | | | | | | | | | | | | | |
| MEDIUM | | White 12 pack | | | | | | White 12 pack | | | | | | White 12 pack | | | White 30 pack | | |
| S P E C I A L T Y | USDA ORGANIC | | | | | | | | | | | | | | | | | | |
| | White 12 pack | | | | | | | | | | | | | | | | 3.99 - 4.39 | 250 | 4.38 |
| | Brown 12 pack | | | | | | | | | | | | | | | | | | |
| | OMEGA-3 | | | | | | | | | | | | | | | | | | |
| White 12 pack | | | | 1.99 - 2.00 | 130 | 2.00 | 1.99 | 130 | 1.99 | 2.49 | 10 | 2.49 | | | | | | | |
| Brown 12 pack | | | | | | | | | | 3.50 | 200 | 3.50 | | | | | | | |
| CAGE-FREE | | | | | | | | | | | | | | | | | | | |
| White 12 pack | | | | | | | | | | 2.99 | 10 | 2.99 | | | | | | | |
| Brown 12 pack | | | | | | | | | | | | | | | | | | | |
| VEGETARIAN FED | | | | | | | | | | | | | | | | | | | |
| White 12 pack | | | | | | | | | | | | | | | | | | | |
| Brown 12 pack | | | | | | | | | | | | | | | | | | | |

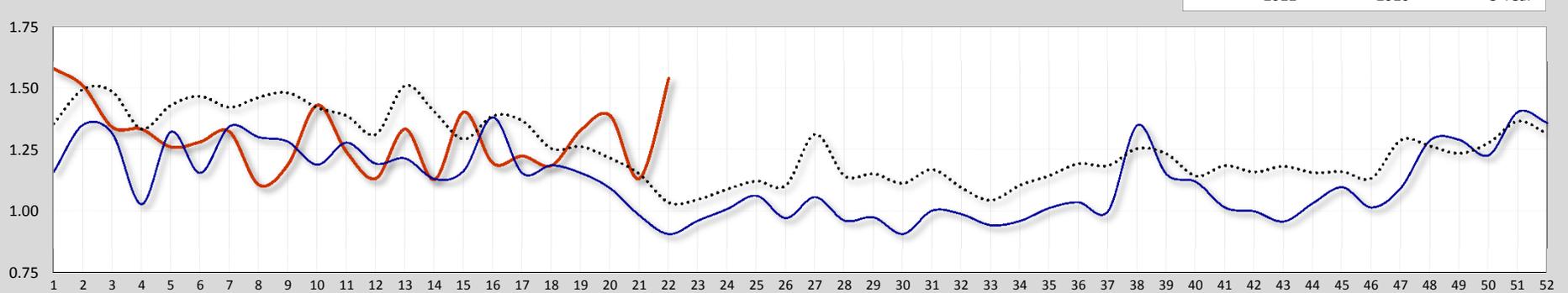


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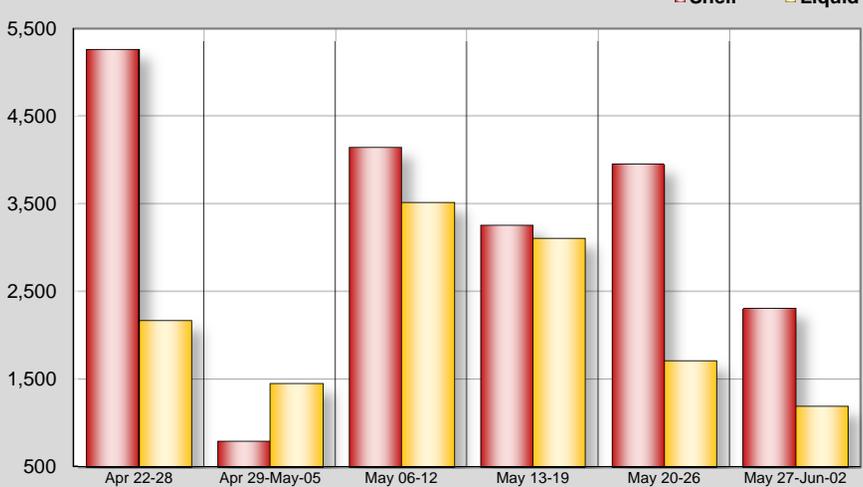
Fri. May 27, 2011

| EGG PRODUCTS | THIS WEEK | LAST WEEK | LAST YEAR | NORTHEAST | SOUTHEAST | MIDWEST | SOUTH CENTRAL | SOUTHWEST | NORTHWEST |
|-------------------|--------------------------|--------------------------|--------------------------|--------------------------------------|--------------------------------------|--------------------------------------|--------------------------------------|--------------------------------------|--------------------------------------|
| 1/ Feature Rate | 6.0% | 8.7% | 21.2% | 5.0% of 3,900 sampled | 1.6% of 5,100 sampled | 15.5% of 3,300 sampled | 5.1% of 3,600 sampled | 7.9% of 2,500 sampled | 0.5% of 1,100 sampled |
| 2/ Activity Index | 1,200 | 1,710 | 4,230 | Activity Index = 480 | Activity Index = 80 | Activity Index = 510 | Activity Index = 110 | Activity Index = 10 | Activity Index = 10 |
| | Stores Avg ^{3/} | Stores Avg ^{3/} | Stores Avg ^{3/} | Price Range Stores Avg ^{3/} |
| 14-16 oz. crtn | 1,140 2.26 | 1,390 2.30 | 3,110 2.22 | 1.99 - 2.50 460 2.47 | 2.50 50 2.50 | 1.50 - 2.89 500 2.05 | 1.89 - 2.69 110 2.12 | 1.99 10 1.99 | 3.49 10 3.49 |
| 32 oz. crtn | 60 4.29 | 250 4.92 | 1,060 4.09 | 4.29 20 4.29 | 4.29 30 4.29 | 4.29 10 4.29 | | | |
| 3 - 4 oz. cup | | 70 2.50 | 50 2.79 | | | | | | |
| 2 - 8 oz. cup | | | 10 1.99 | | | | | | |

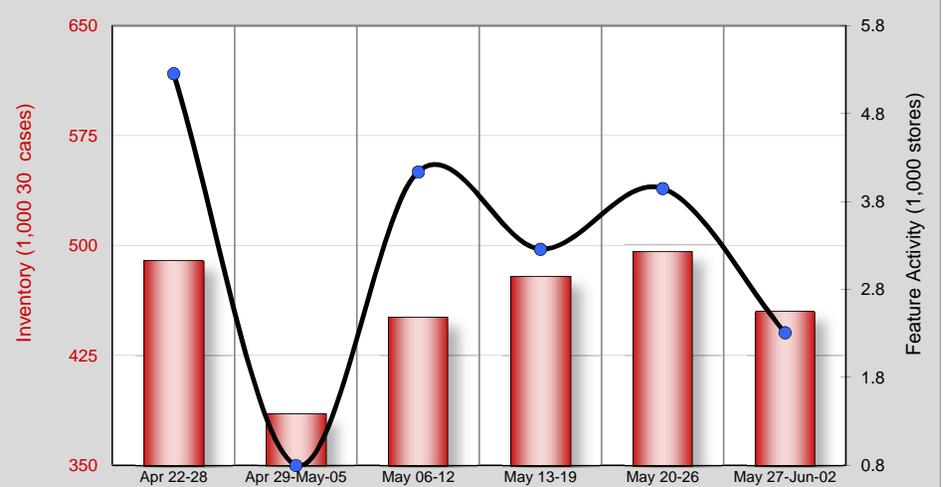
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



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>