



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 06/24 thru 06/30.

(prices in dollars per carton)

Fri. Jun 24, 2011

SHELL EGG NATIONAL SUMMARY

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR						
	29.0% of 19,500 stores		25.0% of 19,500 stores				27.2% 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	580	1.39	170	1.46	430	1.68	220	1.50	670	1.15
	White 18 pack			180	2.59	30	2.50	270	1.89			270	1.86
	Brown 12 pack												
REGULAR USDA GRADE A	White 12 pack	120	0.99	1,360	1.04	40	1.27	1,080	1.06	270	1.41	1,930	1.00
	White 18 pack			680	1.95			280	1.55			30	1.33
	Brown 12 pack											180	0.99
SPECIALTY USDA ORGANIC	White 12 pack					10	1.99						
	Brown 12 pack	250	3.99	280	3.98	270	3.97	340	3.75			470	3.54
	OMEGA-3												
SPECIALTY OMEGA-3	White 12 pack	1,320	2.08	1,970	2.25	120	1.99	2,180	2.13	220	2.27	850	2.30
	Brown 12 pack	130	2.69	140	2.64			220	3.81	20	4.49		
SPECIALTY CAGE-FREE	White 12 pack	30	2.49	490	2.54			30	2.50			240	2.34
	Brown 12 pack			490	2.57			570	3.01			1,180	2.72
SPECIALTY VEGETARIAN FED	White 12 pack			120	1.67							230	1.99
	Brown 12 pack	140	2.99	420	2.70	10	3.00	1,020	2.85			470	2.29

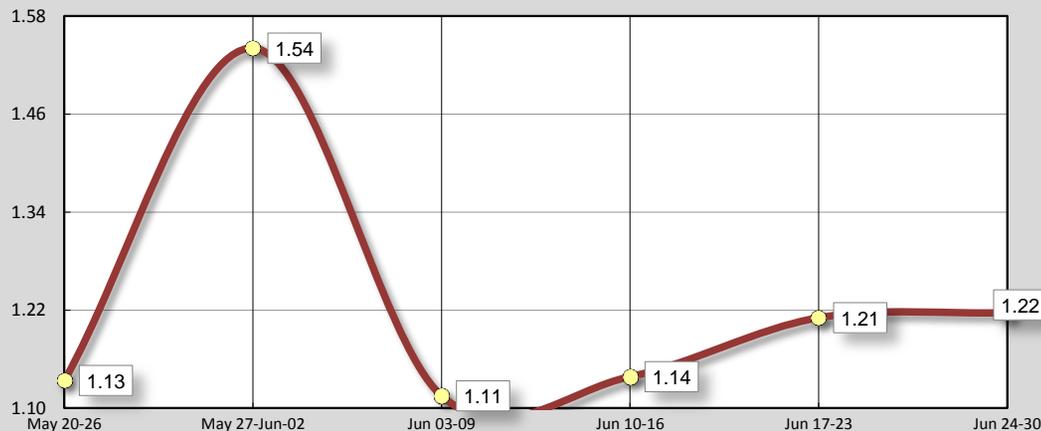
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,930	2,300	3,570	Large Eggs on Jun-20-2011
Specialty	5,780	4,770	3,680	
Total (includes MD)	8,770	7,270	7,330	414.3
Special Rate 4/:	2.1%	10.0%	2.5%	up 6%

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

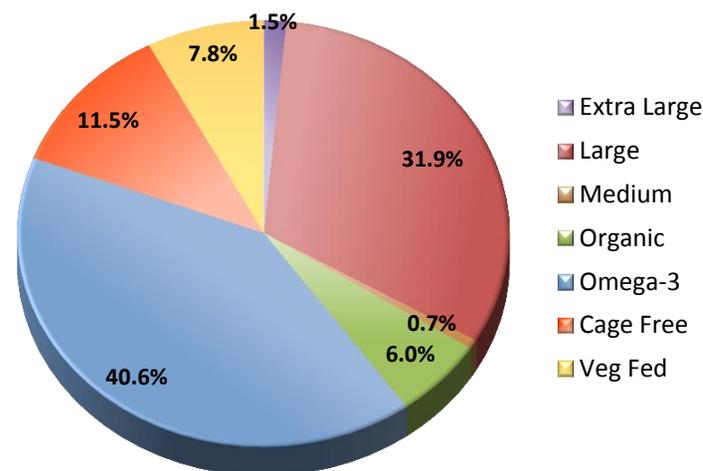
SHELL EGG and EGG PRODUCTS FEATURING

Regular and specialty shell egg featuring is on the rise as many retailers prepare for the upcoming Independence Day holiday. Shoppers are finding the average price of Grade A or better, Large white eggs is only slightly higher than the previous week. The presence of 'no price' specials is down significantly but follows a normal trend for this time of year. Stores in the Southeast region are actively promoting a variety of shell eggs this cycle. Promotional activity for specialty shell eggs is higher with a notable increase in features for Extra Large Omega-3 eggs. Ads for vegetarian-fed eggs are lackluster, however, remaining types are maintaining a steady pace. Overall ads for liquid shell eggs are down due to a sharp decline in promotions for 14 to 16 ounce cartons. Promotions for 32 ounce cartons maintain a steady presence. Activity on the West coast is relatively quiet.

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/}		29.0% of 3,900 sampled outlets Activity Index = 2,430 (includes Medium)						47.1% of 5,100 sampled outlets Activity Index = 3,220 (includes Medium)						23.0% of 3,300 sampled outlets Activity Index = 890 (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				1.00	10	1.00	
	White 18 pack																			
	Brown 12 pack																			
	MEDIUM	White 12 pack						White 12 pack						White 12 pack						
USDA GRADE A	White 12 pack				0.77 - 1.19	190	1.14				0.77 - 1.29	360	0.98	0.88 - 1.00	120	0.99	0.88 - 1.29	490	1.03	
	White 18 pack				1.50 - 1.79	20	1.57				1.50 - 1.99	470	1.98				1.25	20	1.25	
	Brown 12 pack																			
	MEDIUM	White 12 pack			0.98	10	0.98	White 12 pack			0.88 - 1.00	20	0.93	White 12 pack						
		White 30 pack						White 30 pack			2.89	20	2.89	White 30 pack						
S P E C I A L T Y	USDA ORGANIC																			
		White 12 pack																		
		Brown 12 pack	3.99	250	3.99	3.99	250	3.99				3.99	20	3.99				3.78	10	3.78
		OMEGA-3																		
		White 12 pack	1.97	20	1.97	2.00 - 2.99	670	2.43	2.00	1,140	2.00	2.00	1,030	2.00				1.49 - 1.99	20	1.86
		Brown 12 pack	2.69	130	2.69	2.69	130	2.69												
		CAGE-FREE																		
	White 12 pack				2.99	60	2.99				1.99 - 3.49	100	2.26				3.29	190	3.29	
	Brown 12 pack				2.50 - 3.59	170	2.85										1.99 - 2.99	30	2.45	
	VEGETARIAN FED																			
	White 12 pack	2.99	140	2.99	2.19 - 2.99	380	2.73				2.50	40	2.50							
	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/}		19.8% of 3,600 sampled outlets Activity Index = 660 (includes Medium)						16.6% of 2,500 sampled outlets Activity Index = 950 (includes Medium)						20.4% of 1,100 sampled outlets Activity Index = 620 (includes Medium)						
USDA GRADE AA	White 12 pack				0.79 - 1.50	120	1.01	1.49	10	1.49	0.99 - 1.99	320	1.67				0.99 - 1.50	100	1.05	
	White 18 pack										1.79 - 2.78	180	2.59							
	Brown 12 pack																			
	MEDIUM	White 12 pack						White 12 pack						White 12 pack						
USDA GRADE A	White 12 pack				0.78 - 1.29	310	1.04				1.29	10	1.29							
	White 18 pack				1.99 - 2.00	170	2.00													
	Brown 12 pack																			
	MEDIUM	White 12 pack						White 12 pack						White 12 pack						
		White 30 pack			0.98	10	0.98	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				2.00	10	2.00	2.50 - 2.99	160	2.64	2.50 - 2.99	210	2.83				2.99	30	2.99
		Brown 12 pack										2.00	10	2.00						
		CAGE-FREE																		
	White 12 pack							2.49	30	2.49							1.67 - 1.98	240	1.83	
	Brown 12 pack				3.50	40	3.50				3.50	20	3.50				1.98 - 2.89	130	2.04	
	VEGETARIAN FED																			
	White 12 pack																1.67	120	1.67	
	Brown 12 pack																			

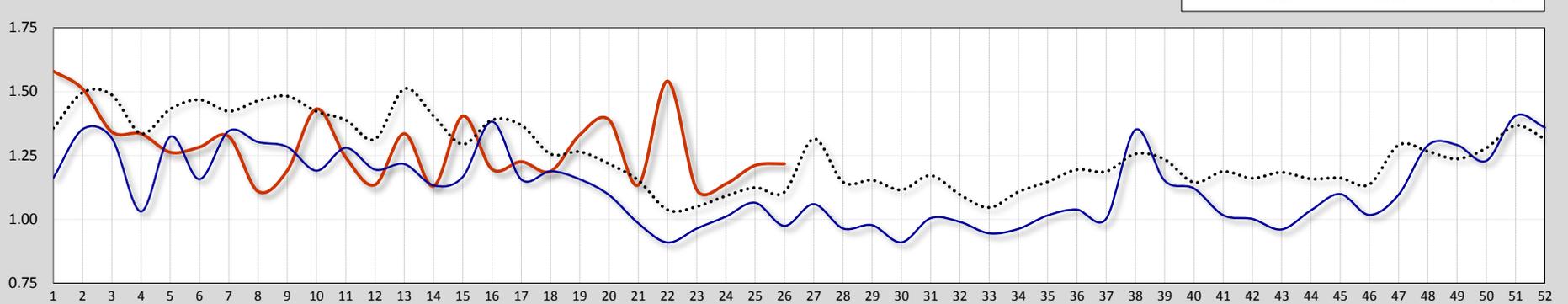


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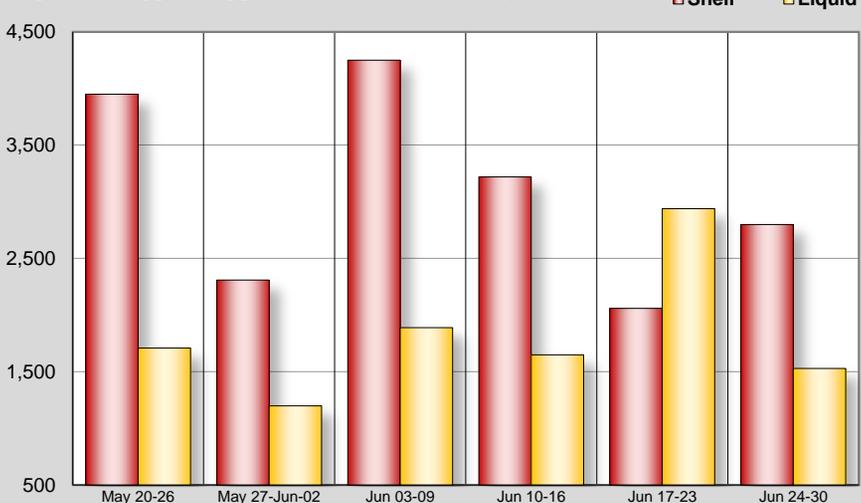
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EGG PRODUCTS	THIS WEEK		LAST WEEK		LAST YEAR		NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST	
1/ Feature Rate	1.6%		9.9%		9.1%		5.4% of 3,900 sampled		0.2% of 5,100 sampled		0.4% of 3,300 sampled		2.4% of 3,600 sampled		0.0% of 2,500 sampled		0.0% of 1,100 sampled	
2/ Activity Index	1,530		2,940		1,730		Activity Index = 1,150		Activity Index = 70		Activity Index = 20		Activity Index = 290		Activity Index = 0		Activity Index = 0	
	Stores	Avg ^{3/}	Stores	Avg 3/	Stores	Avg 3/	Price Range	Stores	Avg ^{3/}	Price Range	Stores	Avg ^{3/}	Price Range	Stores	Avg ^{3/}	Price Range	Stores	Avg ^{3/}
14-16 oz. crtn	330	2.66	1,780	2.52	1,040	2.32	2.50 - 2.99	230	2.95	2.50	10	2.50	2.00	10	2.00	1.89 - 1.99	80	1.91
32 oz. crtn	1,150	4.39	1,130	4.54	510	4.07	3.99 - 4.99	870	4.41	3.99	60	3.99	3.49	10	3.49	3.99 - 4.99	210	4.49
3 - 4 oz. cup	50	2.50	30	2.99	180	1.99	2.50	50	2.50									
2 - 8 oz. cup																		

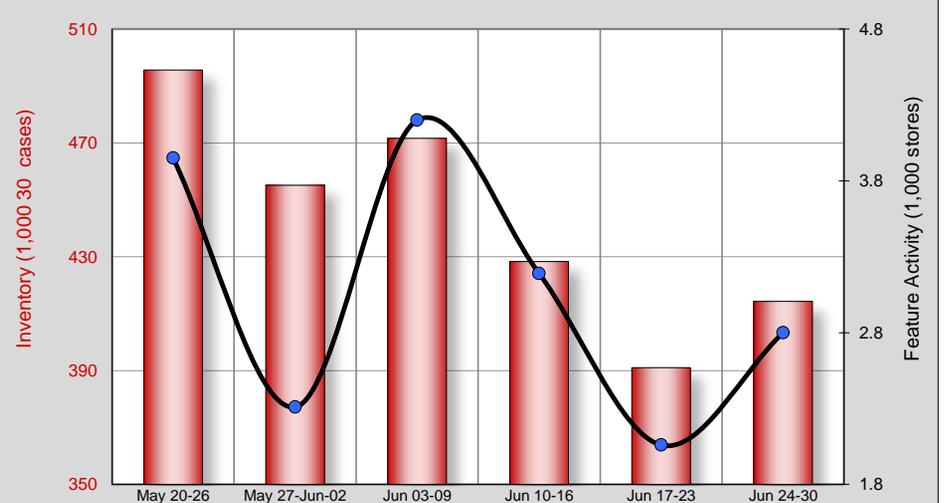
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



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.