



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 07/01 thru 07/07.

(prices in dollars per carton)

Fri. Jul 01, 2011

SHELL EGG NATIONAL SUMMARY

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR					
	18.5% of 19,500 stores		29.0% of 19,500 stores				25.0% of 19,200 stores					
	X LARGE	LARGE	X LARGE	LARGE	X LARGE	LARGE	X LARGE	LARGE				
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg		
REGULAR												
USDA GRADE AA												
White 12 pack			400	1.45	10	1.49	580	1.39	40	0.99	400	1.09
White 18 pack	10	2.25	220	2.37			180	2.59	30	2.00	600	1.78
Brown 12 pack			30	1.99								
USDA GRADE A												
White 12 pack	300	1.68	1,380	1.21	120	0.99	1,360	1.04	260	1.45	910	0.82
White 18 pack			200	1.46			680	1.95			240	1.09
Brown 12 pack												
SPECIALTY												
USDA ORGANIC												
White 12 pack												
Brown 12 pack	20	3.99	600	4.02	250	3.99	280	3.98			650	3.97
OMEGA-3												
White 12 pack	260	2.46	1,490	2.24	1,320	2.08	1,970	2.25	90	2.99	530	2.47
Brown 12 pack	190	2.50	10	2.50	130	2.69	140	2.64				
CAGE-FREE												
White 12 pack			70	2.39	30	2.49	490	2.54	110	2.30		
Brown 12 pack			730	2.60			490	2.57			1,100	2.95
VEGETARIAN FED												
White 12 pack							120	1.67				
Brown 12 pack			340	2.60	140	2.99	420	2.70	230	2.50	390	2.49

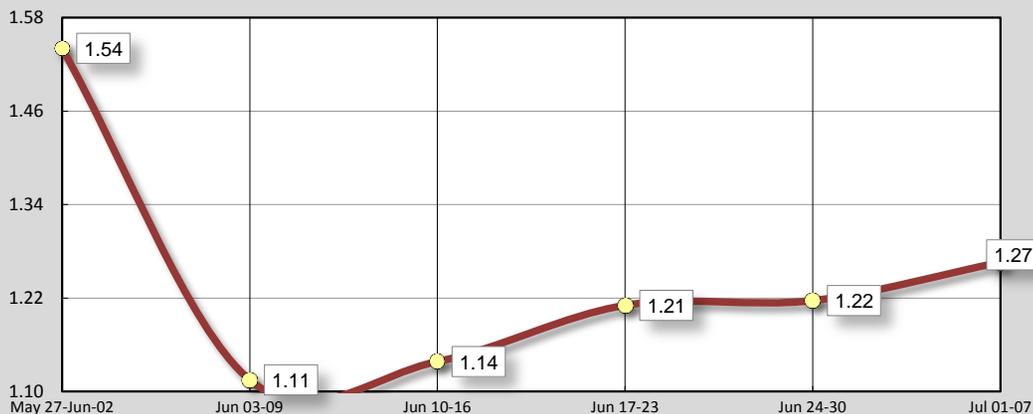
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,540	2,930	2,480	Large Eggs on Jun-27-2011
Specialty	3,710	5,780	3,100	
Total (includes MD)	6,330	8,770	5,600	441.9
Special Rate 4/:	0.2%	2.1%	0.6%	up 6.7%

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

SHELL EGG and EGG PRODUCTS FEATURING

With the 4th of July weekend underway, regular shell eggs are managing to hold a place in circulars, although not with as much bang as a week ago. Many stores are gearing their ads toward egg-based dishes such as potato salad along with outdoor grilling items and decorations. The average price of Grade A or better, large white eggs continues to climb higher. Shoppers are having to budget carefully as the number of retailers offering 'no price' incentives has declined again this week. Featuring of specialty shell eggs is lower on all types with the exception of USDA Organic which are more prevalent. Promotional activity for liquid shell eggs, particularly 14-16 ounce cartons offered in the Northeast, is back up and is enjoying an explosive presence in this week's retail ads. Overall retail feature activity levels have fallen noticeably lower than the Large white shell egg inventory.

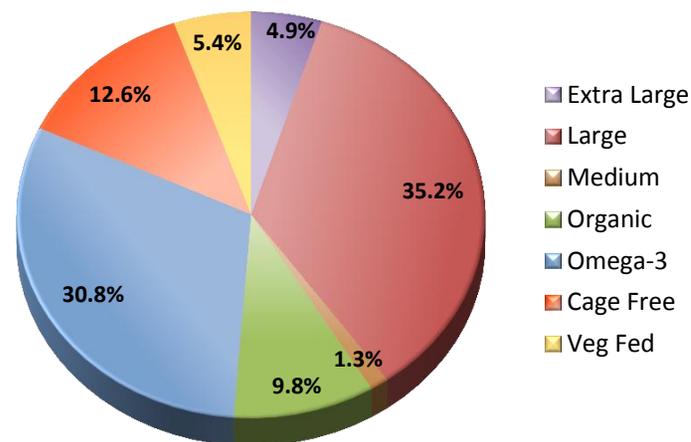
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen



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.)

This Week's Shell Egg Featuring by Category



		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/}		11.2% of 3,900 sampled outlets Activity Index = 2,540 (includes Medium)						26.8% of 5,100 sampled outlets Activity Index = 1,550 (includes Medium)						19.6% of 3,300 sampled outlets Activity Index = 830 (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										1.99	30	1.99
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM																		
USDA GRADE A	White 12 pack	1.29	10	1.29	1.00 - 1.28	180	1.06	2.29	110	2.29	1.25	1,060	1.25				0.69 - 1.29	80	1.01
	White 18 pack				1.69	20	1.69										1.39 - 2.00	180	1.44
	Brown 12 pack																		
	MEDIUM										0.88 - 1.00	20	0.93						
	White 12 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	3.99 - 4.69	300	4.41										2.69 - 3.99	280	3.60
	OMEGA-3										1.88 - 2.59	210	2.30				1.98 - 2.49	40	2.12
	White 12 pack	2.50 - 2.99	150	2.58	1.88 - 2.99	1,030	2.24							2.50	190	2.50			
	Brown 12 pack				2.50	10	2.50												
	CAGE-FREE																		
	White 12 pack										1.99 - 2.79	130	2.25				1.99 - 2.50	30	2.29
	Brown 12 pack				2.49 - 2.99	490	2.73												
	VEGETARIAN FED																		
	White 12 pack																		
	Brown 12 pack				2.49 - 2.99	320	2.60				2.59	20	2.59						
		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/}		11.9% of 3,600 sampled outlets Activity Index = 510 (includes Medium)						20.0% of 2,500 sampled outlets Activity Index = 510 (includes Medium)						21.1% of 1,100 sampled outlets Activity Index = 390 (includes Medium)					
USDA GRADE AA	White 12 pack				0.88 - 1.50	130	1.11				0.99 - 1.98	240	1.67				0.99	20	0.99
	White 18 pack							2.25	10	2.25	2.25 - 2.50	220	2.37						
	Brown 12 pack																		
	MEDIUM										0.89	10	0.89				0.80	20	0.80
USDA GRADE A	White 12 pack	1.50	40	1.50	0.98 - 1.50	50	1.12	1.50	20	1.50				1.25	120	1.25	0.98	10	0.98
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM																		
	White 12 pack				3.99	20	3.99										1.99	#####	#####
	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												
	OMEGA-3																		
	White 12 pack	2.29	110	2.29	1.79 - 2.20	140	2.12										2.50	70	2.50
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack																2.39	70	2.39
	Brown 12 pack										2.99	10	2.99				2.39	70	2.39
	VEGETARIAN FED																		
	White 12 pack																		
	Brown 12 pack																		

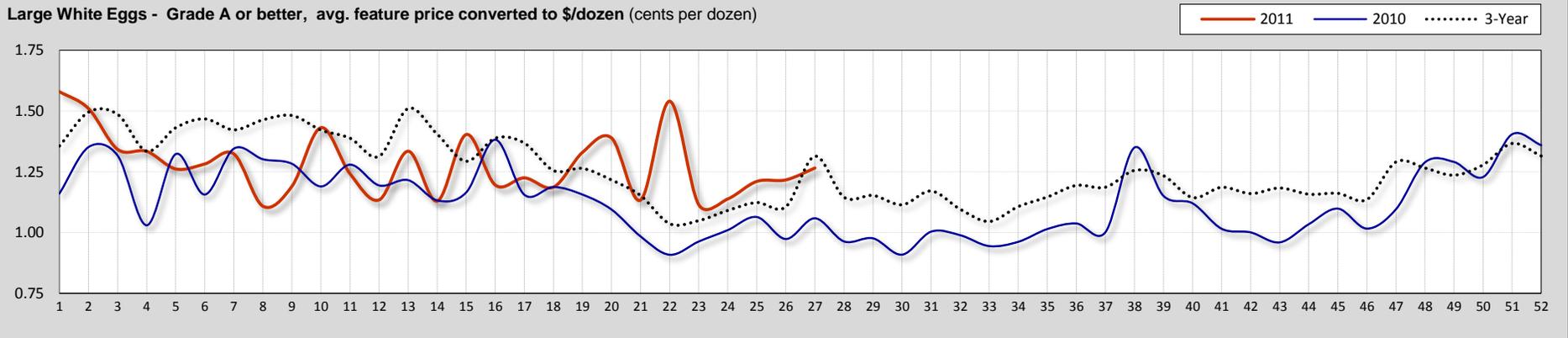


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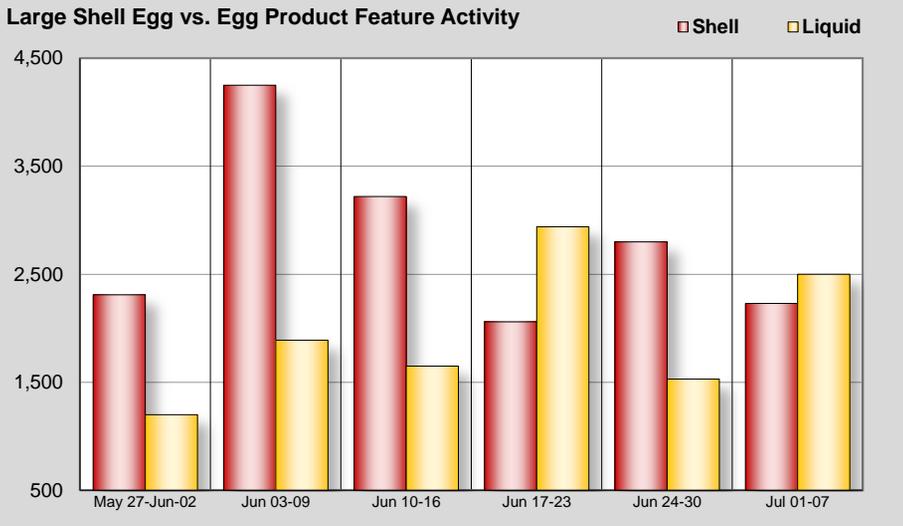
Fri. Jul 01, 2011

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	3.2%	1.6%	15.8%	4.3% of 3,900 sampled	0.4% of 5,100 sampled	7.1% of 3,300 sampled	5.3% of 3,600 sampled	0.4% of 2,500 sampled	0.0% of 1,100 sampled
2/ Activity Index	2,500	1,530	2,200	Activity Index = 1,700	Activity Index = 140	Activity Index = 450	Activity Index = 200	Activity Index = 10	Activity Index = 0
	Stores Avg ^{3/}	Stores Avg 3/	Stores Avg 3/	Price Range Stores Avg ^{3/}					
14-16 oz. crtn	1,560 2.27	330 2.66	1,690 1.94	1.99 - 3.29 1,040 2.45	2.00 70 2.00	1.50 - 2.00 240 1.58	1.89 - 2.50 200 2.26	1.99 10 1.99	
32 oz. crtn	800 4.11	1,150 4.39	470 4.38	3.97 - 3.99 530 3.99	3.99 70 3.99	4.49 200 4.49			
3 - 4 oz. cup	140 3.42	50 2.50		2.50 - 4.49 130 3.54		1.79 - 2.00 10 1.91			
2 - 8 oz. cup			40 1.50						

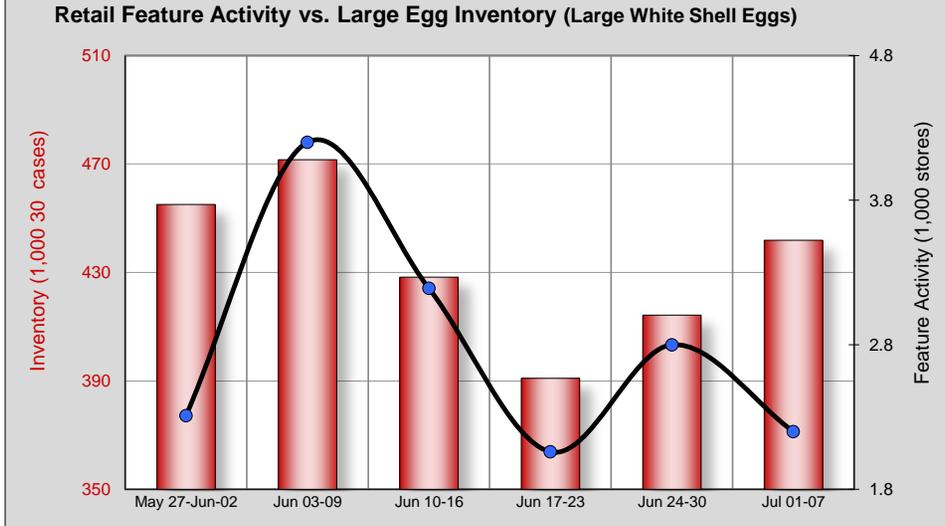
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



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>