



# 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 10/07 thru 10/13.

(prices in dollars per carton)

Fri. Oct 07, 2011

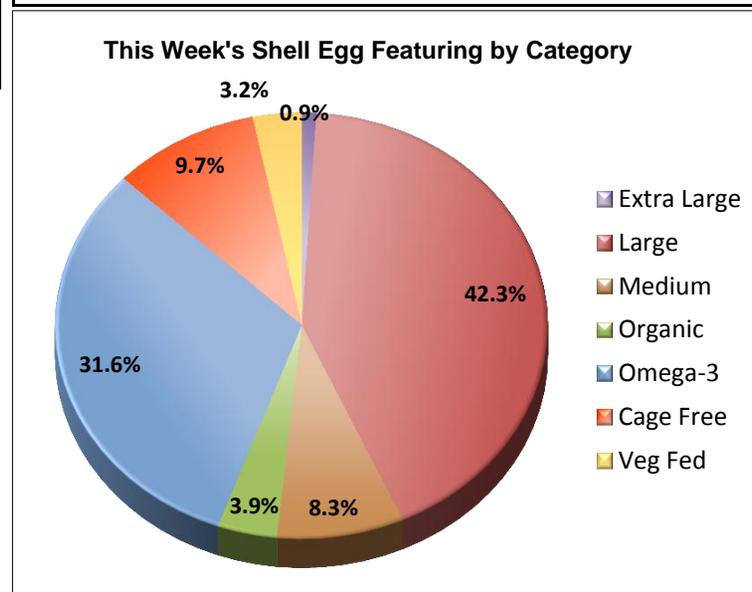
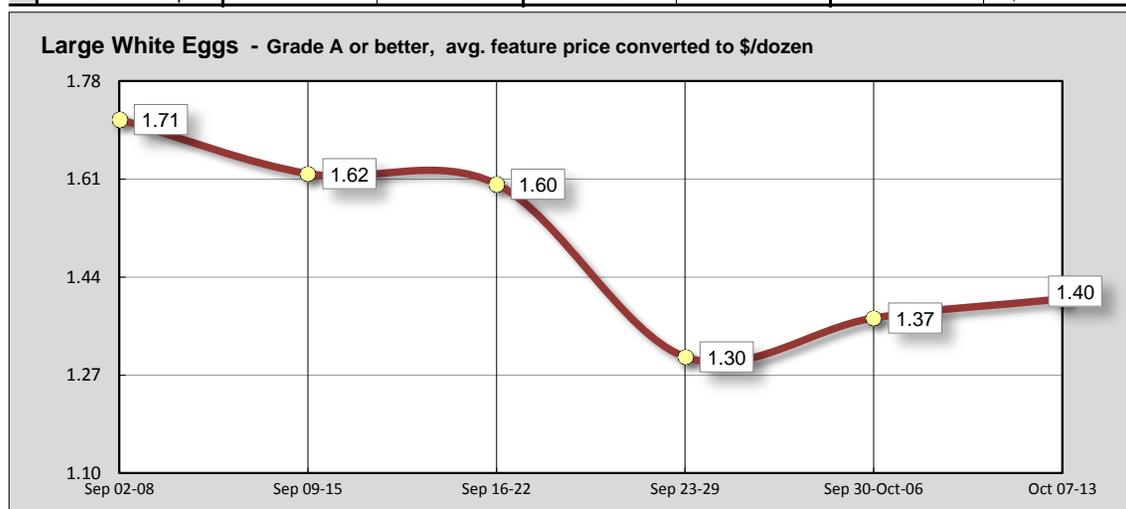
SHELL EGG NATIONAL SUMMARY													
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	30.8% of 19,500 stores				29.1% of 19,500 stores				44.1% of 19,200 stores				
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE		
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
<b>REGULAR</b>	<b>USDA GRADE AA</b>												
	White 12 pack	50	2.25	450	1.53	10	0.99	630	1.40	10	0.99	480	0.93
	White 18 pack			160	2.32			1,660	2.29	30	2.00	1,220	1.68
<b>REGULAR</b>	<b>USDA GRADE A</b>												
	White 12 pack	20	1.38	590	1.25	110	1.57	1,130	1.13	180	1.78	1,650	0.89
	White 18 pack			1,940	2.11			550	2.03	30	2.50	260	1.93
<b>SPECIALTY</b>	<b>USDA ORGANIC</b>												
	White 12 pack												
	Brown 12 pack	20	3.99	270	3.71	30	3.66	560	3.75	60	3.40	480	3.82
<b>SPECIALTY</b>	<b>OMEGA-3</b>												
	White 12 pack	570	2.56	1,770	2.45	380	2.89	1,920	2.47	70	1.96	1,940	2.29
	Brown 12 pack			10	3.00			10	2.50			220	2.58
<b>SPECIALTY</b>	<b>CAGE-FREE</b>												
	White 12 pack	30	2.49	30	2.99			300	3.11	40	2.59	150	2.02
	Brown 12 pack			660	2.90	20	2.99	190	2.91			870	2.72
<b>SPECIALTY</b>	<b>VEGETARIAN FED</b>												
	White 12 pack			230	2.49								
	Brown 12 pack			10	2.50	10	2.50	440	3.09	10	2.50	1,030	2.54

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	3,220	4,090	3,860	Large Eggs on Oct-03-2011
Specialty	3,600	3,860	4,870	
Total (includes MD)	7,440	8,110	9,120	531.5
Special Rate 4/:	0.1%	1.0%	7.9%	up 5.8%

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

**SHELL EGG and EGG PRODUCTS FEATURING**

Promotional activity for regular shell eggs is down from the past week but remains at a respectable level as retailers transition into the fall season. Active featuring of 18-pack Large white eggs in the Southeast is helping to keep regular shell eggs on the map. Medium eggs increase their presence in store ads this week as well. The average price of Grade A or better, Large white eggs is inching slightly higher. Incentives offered to consumers are extremely limited and off significantly from this time a year ago. Featuring of specialty shell eggs is down slightly this cycle but Omega-3 offerings remain visible, especially in the Northwest where these types account for a high percentage of shell egg features. Cage-free eggs are a distant second choice but still outpace last week's levels. Liquid egg products enjoy a continuing level of promotional activity into this week led by 32-ounce offerings.



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 <sup>1/</sup> Activity Index <sup>2/</sup>		26.7% of 3,900 sampled outlets Activity Index = 2,260 (includes Medium)						45.4% of 5,100 sampled outlets Activity Index = 2,350 (includes Medium)						35.6% of 3,300 sampled outlets Activity Index = 1,150 (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																			
USDA GRADE A	White 12 pack	1.50	10	1.50	0.98 - 1.25	40	1.10				0.98 - 1.29	110	1.17	1.25	10	1.25	0.99 - 1.38	330	1.30	
	White 18 pack				1.99	40	1.99				1.50 - 2.50	1,710	2.11							
	Brown 12 pack				1.00	10	1.00													
	MEDIUM																			
S P E C I A L T Y	USDA ORGANIC																			
	White 12 pack																			
	Brown 12 pack	3.99	20	3.99	3.19 - 4.98	180	3.62										2.99	10	2.99	
	OMEGA-3																			
	White 12 pack	1.99 - 2.99	350	2.35	1.68 - 3.49	630	2.61				1.99 - 2.00	300	1.99	2.29 - 2.99	200	2.94	1.77 - 2.50	300	2.37	
	Brown 12 pack				3.00	10	3.00													
	CAGE-FREE																			
	White 12 pack	2.49	30	2.49	2.99	30	2.99													
	Brown 12 pack				2.50 - 3.59	640	2.91													
	VEGETARIAN FED																			
White 12 pack				2.49	230	2.49														
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 <sup>1/</sup> Activity Index <sup>2/</sup>		19.8% of 3,600 sampled outlets Activity Index = 910 (includes Medium)						11.6% of 2,500 sampled outlets Activity Index = 300 (includes Medium)						42.7% of 1,100 sampled outlets Activity Index = 470 (includes Medium)						
USDA GRADE AA	White 12 pack				0.99 - 2.19	230	1.26	2.25	50	2.25	2.19 - 2.25	130	2.19				0.88 - 1.50	80	1.20	
	White 18 pack				1.99	50	1.99				1.99 - 2.79	90	2.64				1.69	20	1.69	
	Brown 12 pack																			
	MEDIUM																			
USDA GRADE A	White 12 pack				0.99 - 1.38	110	1.24													
	White 18 pack				1.99 - 2.50	190	2.14													
	Brown 12 pack																			
	MEDIUM																			
S P E C I A L T Y	USDA ORGANIC																			
	White 12 pack																			
	Brown 12 pack										3.99	10	3.99				3.99	70	3.99	
	OMEGA-3																			
	White 12 pack	2.29 - 2.99	20	2.54	1.99 - 2.99	240	2.24				2.69	10	2.69				1.59 - 3.00	290	2.81	
	Brown 12 pack																			
	CAGE-FREE																			
	White 12 pack				2.48	10	2.48				2.79	10	2.79							
	Brown 12 pack																			
	VEGETARIAN FED																			
White 12 pack				2.50	10	2.50														
Brown 12 pack																				

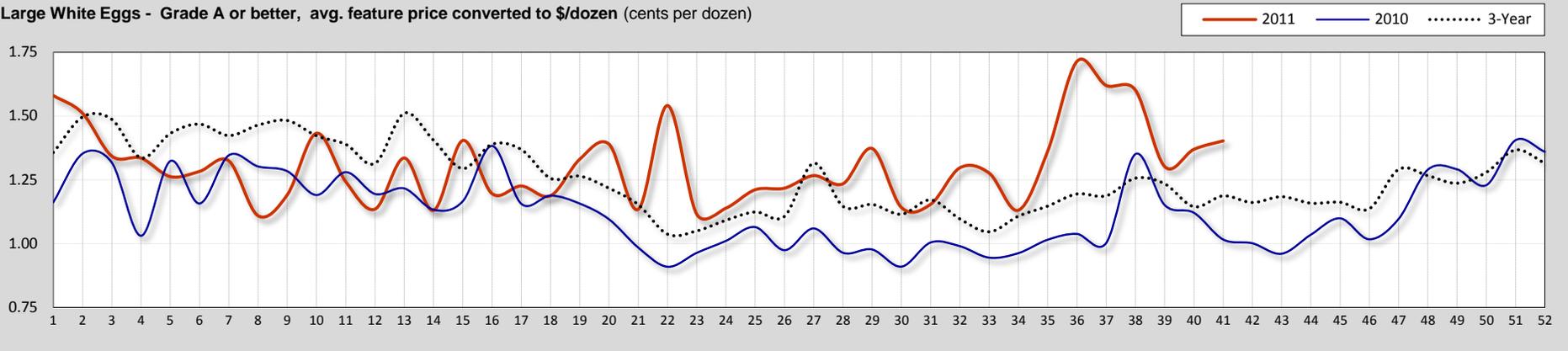


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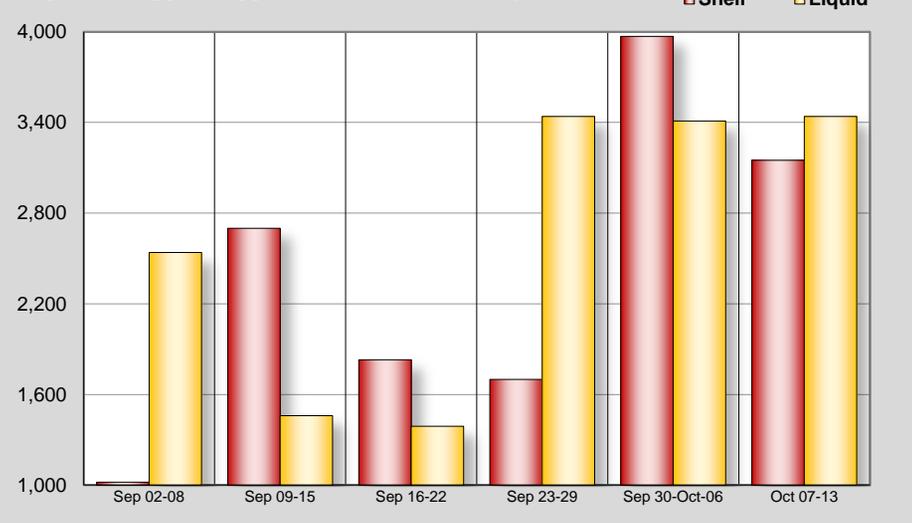
Fri. Oct 07, 2011

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	12.5%	11.6%	8.0%	13.6% of 3,900 sampled	14.7% of 5,100 sampled	11.4% of 3,300 sampled	5.8% of 3,600 sampled	13.0% of 2,500 sampled	21.6% of 1,100 sampled
2/ Activity Index	3,440	3,410	1,590	Activity Index = 1,290	Activity Index = 820	Activity Index = 380	Activity Index = 190	Activity Index = 520	Activity Index = 240
	Stores Avg <sup>3/</sup>	Stores Avg <sup>3/</sup>	Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>					
14-16 oz. crtn	1,960 2.46	2,780 2.05	720 2.43	2.00 - 2.50 230 2.43	1.99 - 3.19 800 2.18	1.99 - 2.50 180 2.33	2.00 - 2.99 190 2.36	1.99 - 2.69 320 2.34	3.79 240 3.79
32 oz. crtn	1,240 4.41	330 4.26	870 4.75	2.99 - 5.99 820 4.48	4.99 20 4.99	4.49 200 4.49		3.99 200 3.99	
3 - 4 oz. cup	240 2.77	300 2.60		2.39 - 2.79 240 2.77					
2 - 8 oz. cup									

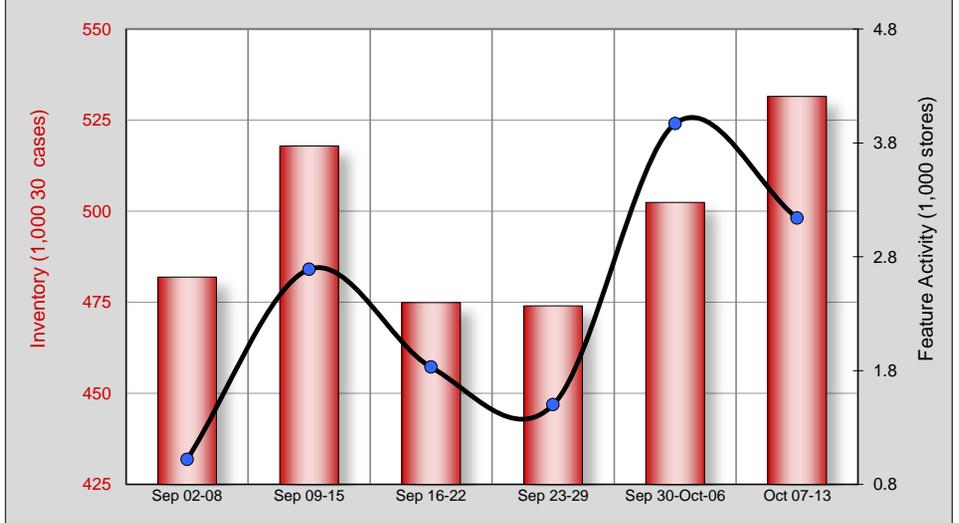
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



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.