



# 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 11/04 thru 11/10.

(prices in dollars per carton)

Fri. Nov 04, 2011

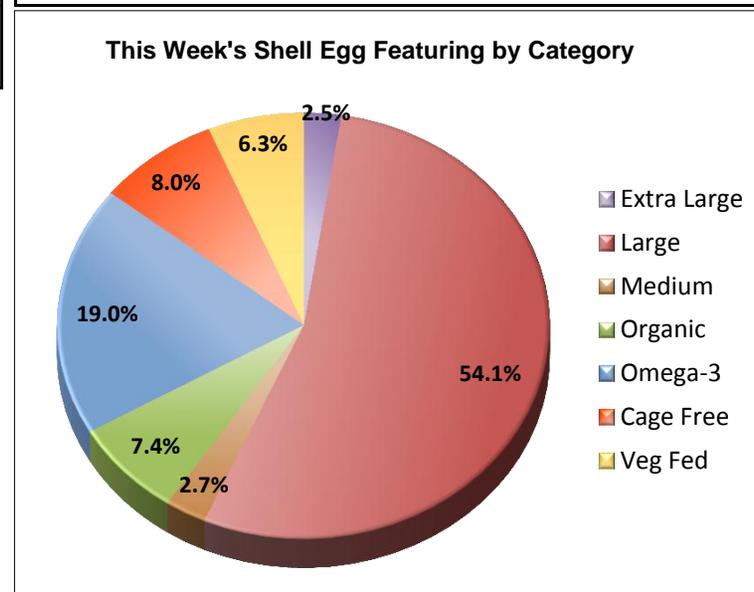
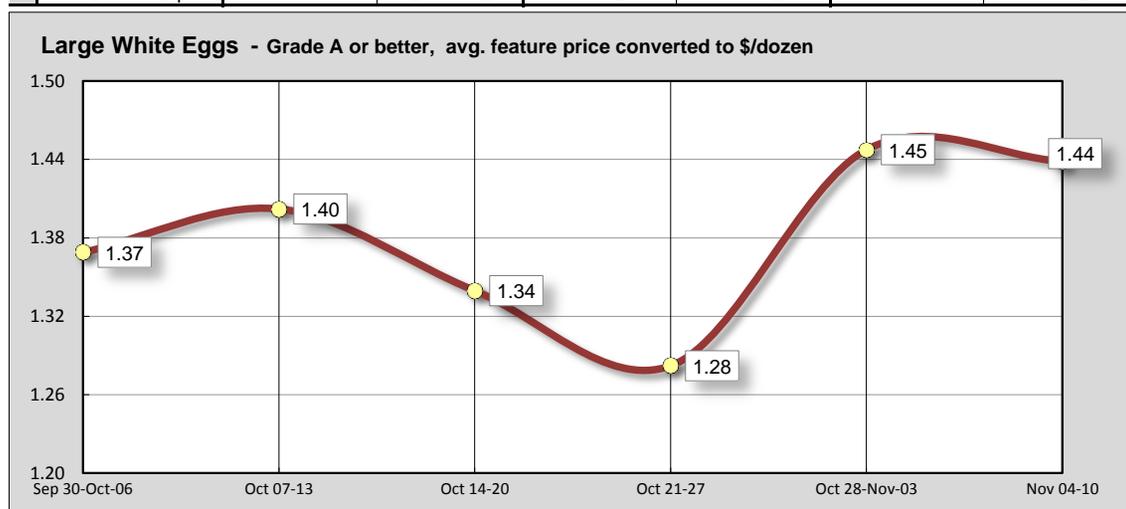
SHELL EGG NATIONAL SUMMARY													
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	29.3% of 19,500 stores				18.8% of 19,500 stores				52.6% of 19,200 stores				
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE		
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
REGULAR	<b>USDA GRADE AA</b>												
	White 12 pack	130	1.97	420	1.52			200	1.84	30	1.20	1,000	0.97
	White 18 pack	30	2.50	870	2.40			1,220	2.22			1,420	1.52
	Brown 12 pack											200	2.79
	<b>USDA GRADE A</b>												
	White 12 pack	30	1.41	990	1.22	30	1.86	290	1.17	40	1.11	1,440	1.06
White 18 pack			1,910	2.20			420	2.05			1,070	1.49	
Brown 12 pack							30	2.22					
SPECIALTY	<b>USDA ORGANIC</b>												
	White 12 pack												
	Brown 12 pack	10	2.99	560	5.06	30	3.66	330	3.73			280	3.84
	<b>OMEGA-3</b>												
	White 12 pack	120	2.29	1,290	2.31	270	2.59	1,050	2.49	670	2.69	1,430	2.67
	Brown 12 pack			60	2.59								
<b>CAGE-FREE</b>													
White 12 pack	70	2.99	20	2.10			280	2.97	60	2.50	1,070	2.37	
Brown 12 pack	20	3.99	510	3.06			400	3.03			1,620	2.57	
<b>VEGETARIAN FED</b>													
White 12 pack			230	1.99			170	2.91					
Brown 12 pack			260	3.21	70	2.99	10	2.99			590	2.50	

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	4,380	2,190	5,200	Large Eggs on Oct-31-2011
Specialty	3,150	2,610	5,720	
Total (includes MD)	7,740	5,040	11,400	645.6
Special Rate 4/:	3.6%	1.4%	8.4%	up 16.7%

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

**SHELL EGG and EGG PRODUCTS FEATURING**

Retailers are starting to get into the holiday mood and are featuring more eggs and egg products in their circulars, along with the traditional Thanksgiving turkey and baking-related items. As a result, promotional activity for shell eggs doubles in number this cycle. Large white 18 pack eggs are very visible and continue to dominate ad space. The average price of Grade A or better, Large white eggs is virtually unchanged. Shoppers looking for 'no price' specials will have an easier time finding them as they are more prevalent this week. Ads for Extra Large eggs are showing up more, while ads for Medium eggs are maintaining a steady presence. Promotional activity for specialty eggs is higher than a week ago, with the majority of activity located in the Northeast region. Liquid egg products continue to be actively promoted in circulars. Feature activity for egg nog is getting into the holiday swing of things as grocers increase offers of 64-ounce cartons to consumers.



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>		26.2% of 3,900 sampled outlets Activity Index = 3,330 (includes Medium)						26.3% of 5,100 sampled outlets Activity Index = 1,390 (includes Medium)						35.4% of 3,300 sampled outlets Activity Index = 1,210 (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	1.99	100	1.99	1.69 - 1.89	100	1.88												
	White 18 pack																		
	Brown 12 pack																		
	<b>MEDIUM</b>	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack	1.39 - 1.50	30	1.41	0.98 - 1.99	110	1.57				0.98 - 1.50	330	1.46				0.88 - 1.25	280	0.95
	White 18 pack				1.68 - 2.00	790	1.79				1.18 - 2.50	730	2.44				1.45 - 3.09	310	2.61
	Brown 12 pack																		
	<b>MEDIUM</b>	White 12 pack			0.89 - 1.32 120 1.21			White 12 pack			1.39 - 1.50 20 1.44			White 12 pack			1.00 - 1.32 40 1.11		
		White 30 pack						White 30 pack						White 30 pack					
S P E C I A L T Y	<b>USDA ORGANIC</b>																		
	White 12 pack				3.99 - 5.98	530	5.13							2.99	10	2.99			
	Brown 12 pack																		
	<b>OMEGA-3</b>																		
	White 12 pack				1.97 - 2.76	920	2.35				1.99 - 2.49	90	2.43		2.29	120	2.29	1.79 - 2.50	250
Brown 12 pack				2.99	30	2.99													
<b>CAGE-FREE</b>																			
White 12 pack											2.99	110	2.99				2.79	190	2.79
Brown 12 pack	3.99	20	3.99	2.99 - 3.99	210	3.34													
<b>VEGETARIAN FED</b>																			
White 12 pack				1.99	230	1.99											2.99	10	2.99
Brown 12 pack				2.99 - 3.59	140	3.40				2.99	110	2.99							
		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>		29.4% of 3,600 sampled outlets Activity Index = 700 (includes Medium)						34.0% of 2,500 sampled outlets Activity Index = 840 (includes Medium)						25.4% of 1,100 sampled outlets Activity Index = 270 (includes Medium)					
USDA GRADE AA	White 12 pack				1.25 - 1.36	60	1.27	1.49 - 2.25	30	1.88		1.36	170	1.36			1.18 - 1.98	90	1.59
	White 18 pack				1.87 - 2.50	160	2.04	2.50	30	2.50	1.99 - 2.99	580	2.59			1.99 - 2.00	130	2.00	
	Brown 12 pack																		
	<b>MEDIUM</b>	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				0.88 - 1.28	270	1.04												
	White 18 pack				1.98 - 2.50	80	2.40												
	Brown 12 pack																		
	<b>MEDIUM</b>	White 12 pack			1.32 30 1.32			White 12 pack						White 12 pack					
		White 30 pack						White 30 pack						White 30 pack					
S P E C I A L T Y	<b>USDA ORGANIC</b>																		
	White 12 pack																3.99	30	3.99
	Brown 12 pack																		
	<b>OMEGA-3</b>																		
	White 12 pack				2.19	30	2.19				2.69	30	2.69						
Brown 12 pack																			
<b>CAGE-FREE</b>																			
White 12 pack	2.99	70	2.99														1.88 - 2.50	20	2.10
Brown 12 pack																			
<b>VEGETARIAN FED</b>																			
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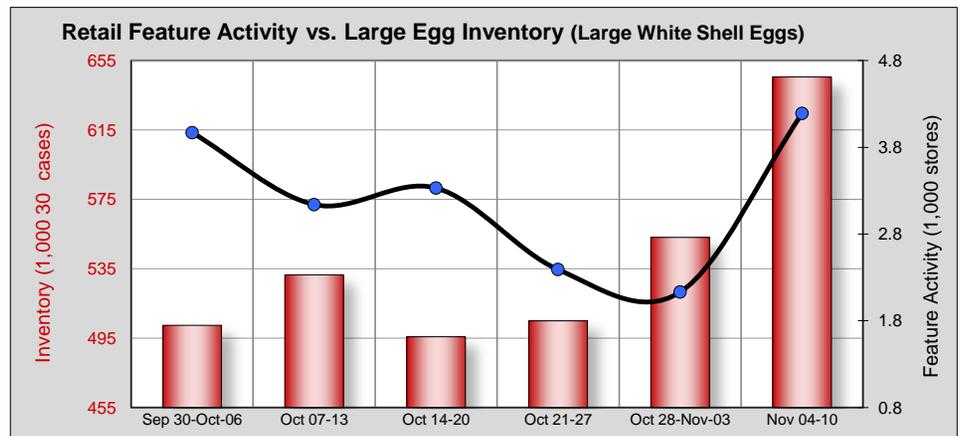
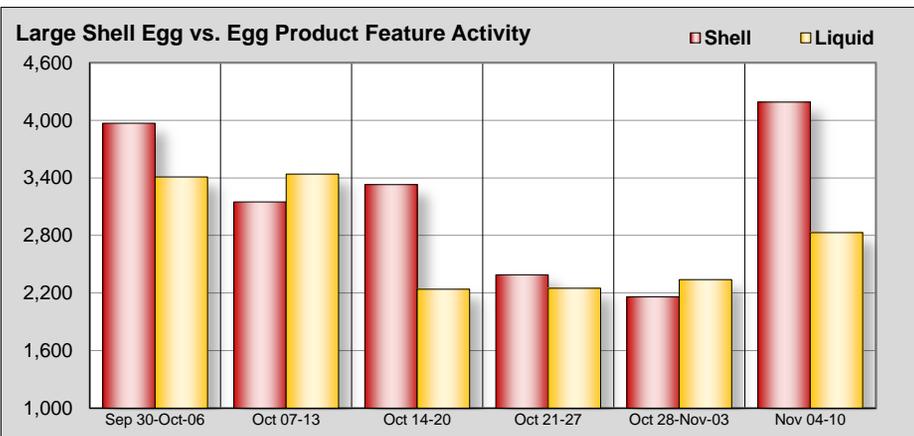
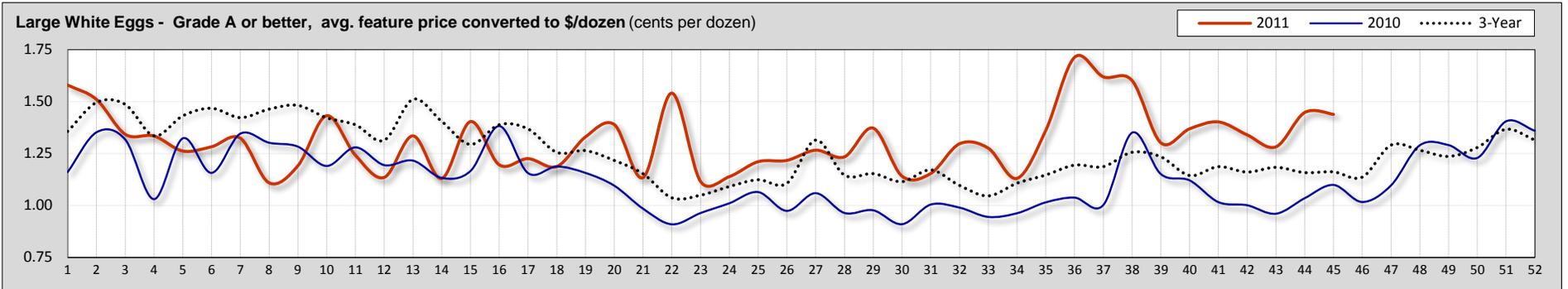
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EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	13.1%	6.6%	9.4%	15.4% of 3,900 sampled	25.0% of 5,100 sampled	9.5% of 3,300 sampled	2.2% of 3,600 sampled	10.7% of 2,500 sampled	0.0% of 1,100 sampled
2/ Activity Index	2,830	2,340	2,070	Activity Index = 750	Activity Index = 1,290	Activity Index = 210	Activity Index = 180	Activity Index = 400	Activity Index = 0
	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	2,100 1.97	910 2.37	1,230 2.66	2.50 - 3.00 200 2.64	1.67 - 3.00 1,250 1.74	1.50 - 2.49 210 1.57	2.50 - 2.69 170 2.61	1.99 - 2.50 270 2.48	
32 oz. crtn	730 4.43	1,210 4.28	470 5.10	3.99 - 4.49 550 4.23	4.29 40 4.29		4.79 10 4.79	5.29 130 5.29	
3 - 4 oz. cup		220 2.51	370 3.69						
2 - 8 oz. cup									

EGG NOG	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	7.2%	3.8%	24.8%	9.9% of 4,000 sampled	0.4% of 5,100 sampled	8.4% of 3,200 sampled	3.5% of 3,500 sampled	13.0% of 2,400 sampled	24.0% of 1,000 sampled
2/ Activity Index	1,520	980	4,720	Activity Index = 550	Activity Index = 20	Activity Index = 230	Activity Index = 130	Activity Index = 320	Activity Index = 270
	Stores Avg <sup>3/</sup>	Stores Avg <sup>3/</sup>	Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>					
32 ounce	680 2.55	910 2.15	2,880 2.32	1.99 - 3.00 470 2.64	2.29 20 2.29	1.50 10 1.50	2.29 - 3.29 100 2.72	1.99 70 1.99	1.98 10 1.98
64 ounce	840 4.13	70 4.78	1,840 3.35	4.79 - 4.99 80 4.95		2.99 - 5.29 220 5.04	3.99 30 3.99	2.99 - 3.99 250 3.49	3.29 - 3.79 260 3.75

(Non-alcoholic egg nog; this section will run through January 1, 2012)



Note: See page 1 for explanatory notes.