



**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 09/12 thru 09/18.

(prices in dollars per carton)

Fri. Sep 12, 2008

**SHELL EGG NATIONAL SUMMARY**

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR						
	32.6% of 18,000 stores		32.3% of 18,000 stores				39.6% of 17,000 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	30	1.79	480	1.39	30	2.50	150	1.25			880	1.28
	White 18 pack			410	3.05			310	2.72			280	1.59
	Brown 12 pack												
	<b>USDA GRADE A</b>												
	White 12 pack	360	1.27	940	1.21	70	1.50	410	1.50	120	0.99	850	1.13
	White 18 pack			50	2.26			350	1.72			590	1.78
	Brown 12 pack			240	1.71			120	1.89				
	<b>USDA ORGANIC</b>												
White 12 pack													
Brown 12 pack			1,150	4.11	60	5.19	780	3.71			1,940	3.12	
<b>OMEGA-3</b>													
White 12 pack	400	2.68	1,000	2.57			1,750	2.50			770	2.37	
Brown 12 pack							30	3.99	210	2.79	260	2.74	
<b>CAGE-FREE</b>													
White 12 pack											410	2.40	
Brown 12 pack			800	2.80			590	2.83	150	2.38	1,550	2.57	

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,510	1,440	2,720	Large Eggs on Sep-08-2008
Specialty	3,350	3,210	5,290	
Total (includes MD)	6,020	4,790	8,150	427.5
Special Rate 4/:	7.9%	10.5%	10.1%	up 8%

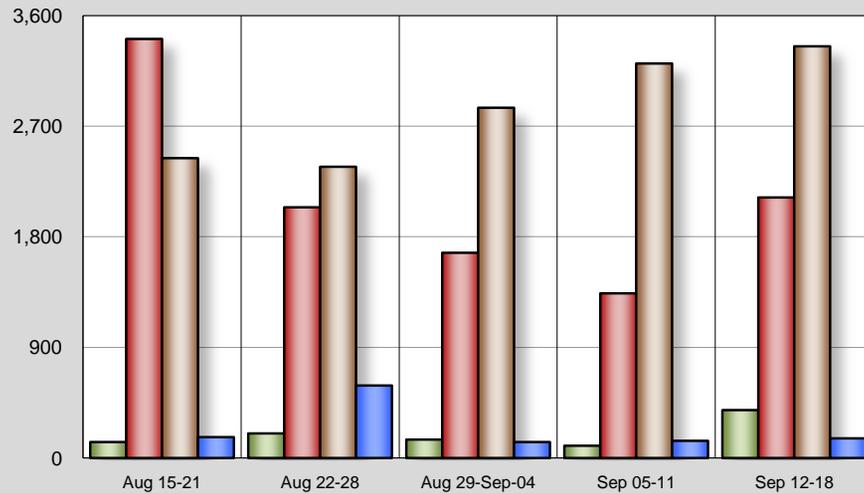
5/: 1,000's of 30-dozen cases

**SHELL EGG and EGG PRODUCTS FEATURING**

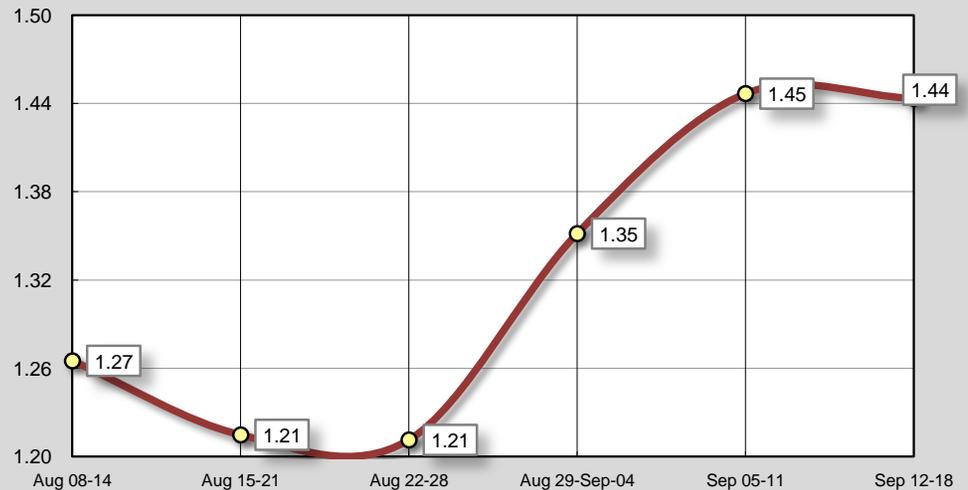
Feature activity on regular shell eggs this week is higher than last week, however falls short of data collected last year. The average prices of Large white eggs, Grade A or better is only 1 cent less than last week, but is still dramatically higher than in past weeks. Specialty eggs promotions increase slightly compared to the previous week, but less than a year ago. USDA Certified Organic egg are highly promoted, followed closely by Omega-3 and cage free eggs. Promotions for liquid egg products are less common this week. Liquid ads in the Southwest and Northwest are very hard to find.

Shell Egg Promotional Activity by Category

XL LG Spclty Med



Large White Eggs - Grade A or better, wtd 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.)



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		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>		44.5% of 3,900 sampled outlets Activity Index = 2,140 (includes Medium)						15.5% of 4,900 sampled outlets Activity Index = 730 (includes Medium)						40.8% of 3,000 sampled outlets Activity Index = 1,790 (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				2.19	10	2.19										1.98 - 2.99	20	2.36		
	White 18 pack																				
	Brown 12 pack																				
	<b>MEDIUM</b>	White 12 pack						White 12 pack						White 12 pack							
USDA GRADE A	White 12 pack	1.79	10	1.79	0.99 - 1.79	110	1.41	1.25	10	1.25	0.99 - 1.25	100	1.16	1.25	340	1.25	0.63 - 1.25	620	1.16		
	White 18 pack				2.19 - 2.29	50	2.26														
	Brown 12 pack				1.67	210	1.67										2.00	30	2.00		
	<b>MEDIUM</b>	White 12 pack						White 12 pack						White 12 pack			0.88 - 0.99			160	0.89
		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				3.49 - 4.29	480	3.88				3.99	100	3.99				4.29 - 5.00	440	4.43		
	Brown 12 pack																				
	<b>OMEGA-3</b>	2.50 - 2.99	380	2.66	2.50 - 2.99	700	2.64				2.00	50	2.00				1.50 - 2.50	90	2.36		
	<b>CAGE-FREE</b>																				
	White 12 pack				2.79 - 2.99	190	2.96				2.79	470	2.79				2.50 - 2.69	90	2.53		
	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>		23.9% of 3,000 sampled outlets Activity Index = 520 (includes Medium)						39.4% of 2,300 sampled outlets Activity Index = 460 (includes Medium)						59.9% of 900 sampled outlets Activity Index = 380 (includes Medium)							
USDA GRADE AA	White 12 pack				1.00	190	1.00	1.79	30	1.79	1.79	30	1.79				1.25 - 1.99	250	1.62		
	White 18 pack				2.99	130	2.99				3.00	130	3.00				2.99 - 3.29	130	3.26		
	Brown 12 pack																				
	<b>MEDIUM</b>	White 12 pack						White 12 pack						White 12 pack							
USDA GRADE A	White 12 pack				1.29 - 1.35	110	1.30														
	White 18 pack																				
	Brown 12 pack																				
	<b>MEDIUM</b>	White 12 pack						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	130	3.99								
	Brown 12 pack																				
	<b>OMEGA-3</b>	3.00	20	3.00	3.00	20	3.00				2.49	140	2.49								
	<b>CAGE-FREE</b>																				
	White 12 pack				2.79	50	2.79														
	Brown 12 pack																				

Note: See page 1 for explanatory notes.



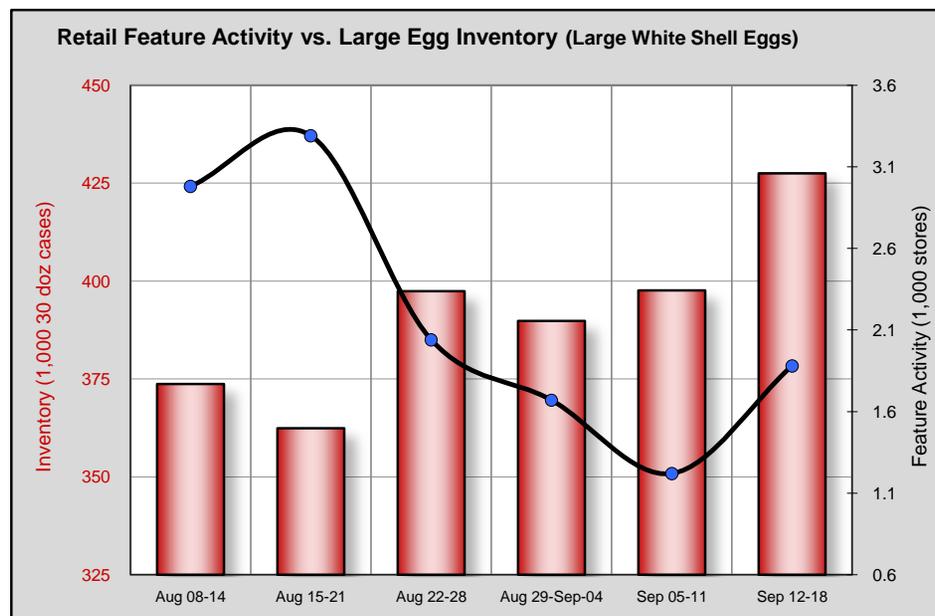
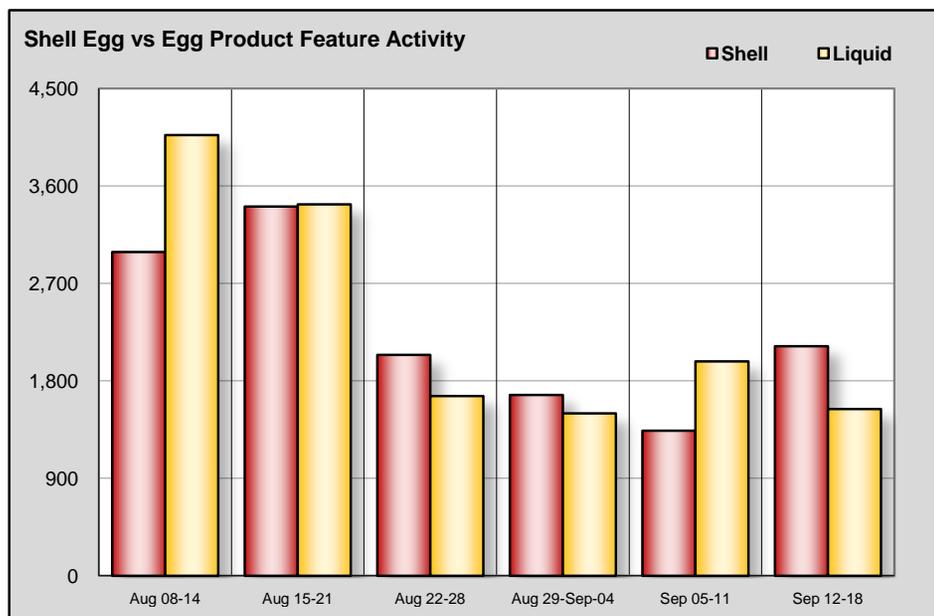
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EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	9.0%	9.2%	8.9%	23.8% of 3,900 sampled	5.5% of 4,900 sampled	6.6% of 3,000 sampled	7.2% of 3,000 sampled	0.7% of 2,300 sampled	0.0% of 900 sampled
2/ Activity Index	1,540	1,980	1,880	Activity Index = 740	Activity Index = 370	Activity Index = 200	Activity Index = 230	Activity Index = 0	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	570 2.49	1,030 2.30	1,130 2.45	2.00 - 2.50 200 2.05	2.50 - 3.00 370 2.73				
32 oz. crtn	530 4.93	690 4.59	330 4.63			2.00 10 2.00	4.99 190 4.99		
3 - 4 oz. cup	440 2.17	260 2.22	280 2.02	2.00 - 2.50 210 2.17		2.18 190 2.18	2.18 40 2.18		
2 - 8 oz. cup			140 3.49						



Note: See page 1 for explanatory notes.