USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Fri. Jan 16, 2009

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 01/16 thru 01/22.

(prices in dollars per carton)

SHELL EGG NATIONAL SUMMARY

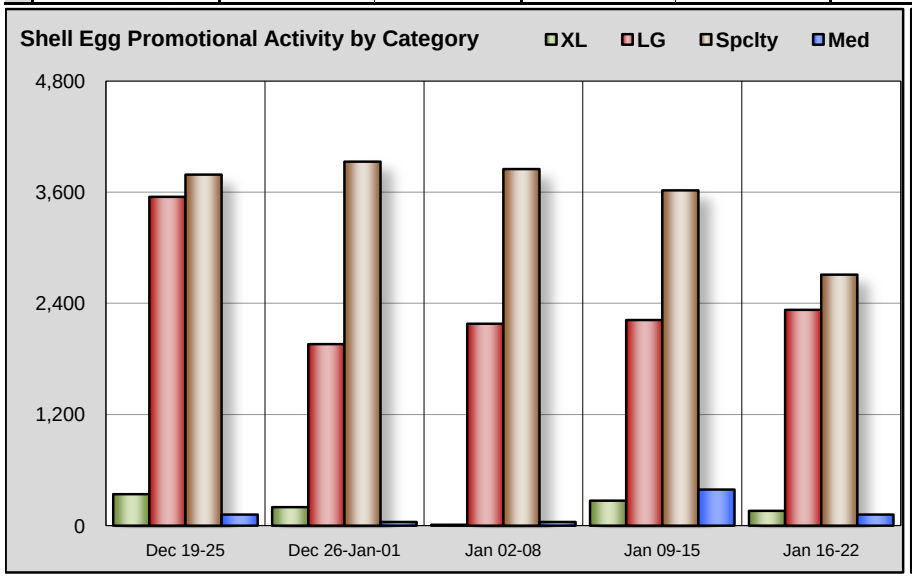
	Feature Rate	THIS WEEK 25.8% of 18,600 stores				PREVIOUS WEEK 38.0% of 18,600 stores				PREVIOUS YEAR 31.9% of 17,000 stores			
		X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	**USDA GRADE AA**												
	White 12 pack	30	1.99	680	1.42	150	1.96	650	1.25			460	2.14
	White 18 pack			200	3.00			460	2.99			160	3.35
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack	130	1.30	1,420	1.27	120	1.38	790	1.34			630	1.47
	White 18 pack			30	1.85			320	2.42			320	1.53
	Brown 12 pack									10	2.50		
	USDA ORGANIC												
	White 12 pack							110	3.98				
	Brown 12 pack	20	4.49	100	3.97			340	3.95	60	2.82	490	3.80
	OMEGA-3												
	White 12 pack	100	2.99	1,100	2.73			1,840	2.77	320	2.69	2,230	2.99
	Brown 12 pack			40	2.99			620	2.37			1,200	2.16
	CAGE-FREE												
	White 12 pack			80	2.50			120	2.50			10	2.00
	Brown 12 pack			1,270	3.25	10	2.49	580	2.78			820	2.50

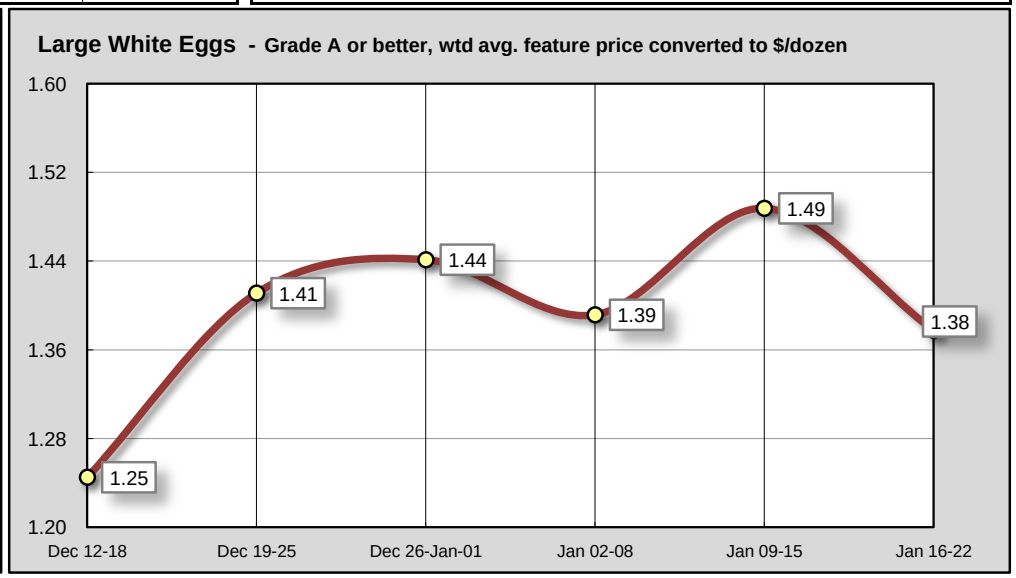
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,490	2,490	1,580	**Large Eggs on**
Specialty	2,710	3,620	5,130	**Jan-12-2009**
Total (includes MD)	5,320	6,500	6,720	360.4
Special Rate 4/:	4.1%	10.3%	2.7%	down 10%

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

SHELL EGG and EGG PRODUCTS FEATURING

Promotional activity for regular shell eggs is about the same as last week. Early week ads are sporadic, however, there is a significant increase in features near the week's end. The average price to consumers for regular white Large shell eggs decreased. Medium and Extra Large egg promotions are not as visible as a week ago. Specialty shell egg featuring declined with cage free brown eggs most commonly featured this cycle followed closely by Omega-3 enriched white eggs. USDA Certified Organic egg promotions are hard to find. In the egg products sector, liquid eggs features continue decline in number although featuring of 32 oz. cartons is much more active than in recent weeks and mostly found in the Northeast region.





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 1/		34.4% of 4,000 sampled outlets						18.0% of 5,100 sampled outlets						25.4% of 3,100 sampled outlets					
Activity Index 2/		Activity Index = 1,440 (includes Medium)						Activity Index = 920 (includes Medium)						Activity Index = 1,020 (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																		
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM		White 12 pack						White 12 pack						White 12 pack				
USDA GRADE A	White 12 pack	1.78	10	1.78	1.19 - 2.00	460	1.50				1.19 - 1.28	180	1.20	1.25 - 1.39	120	1.26	0.88 - 1.69	460	1.24
	White 18 pack				1.88	20	1.88										1.78	10	1.78
	Brown 12 pack																		
	MEDIUM		White 12 pack White 30 pack		1.50	10	1.50		White 12 pack White 30 pack		0.88 - 1.00 2.99	40 30	0.97 2.99		White 12 pack White 30 pack		0.79 - 0.99	20	0.88
SPECIALTY	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack				2.50 - 4.49	80	3.84												
	OMEGA-3																		
	White 12 pack	2.99	100	2.99	1.75 - 2.99	550	2.42				2.50 - 2.99	190	2.56				1.99 - 3.50	210	3.37
	Brown 12 pack										2.99	40	2.99						
	CAGE-FREE																		
	White 12 pack																		
	Brown 12 pack				2.99 - 3.99	210	3.30				2.50 - 3.19	440	2.95				3.19 - 3.50	200	3.48

		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/		24.1% of 3,200 sampled outlets						31.2% of 2,300 sampled outlets						24.9% of 900 sampled outlets					
Activity Index 2/		Activity Index = 630 (includes Medium)						Activity Index = 910 (includes Medium)						Activity Index = 400 (includes Medium)					
USDA GRADE AA	White 12 pack				1.29 - 1.99	140	1.60	1.99	30	1.99	0.99 - 2.00	470	1.35				1.29 - 1.50	70	1.45
	White 18 pack										3.00	200	3.00						
	Brown 12 pack																		
	MEDIUM		White 12 pack						White 12 pack						White 12 pack				
USDA GRADE A	White 12 pack				1.00 - 1.39	320	1.04												
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM		White 12 pack White 30 pack		0.99	20	0.99		White 12 pack White 30 pack						White 12 pack White 30 pack				
SPECIALTY	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack	4.49	20	4.49	4.49	20	4.49												
	OMEGA-3																		
	White 12 pack				2.19 - 3.24	60	3.08										3.24	90	3.24
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack																2.50	80	2.50
	Brown 12 pack				3.59	50	3.59				2.00 - 3.69	210	3.62				2.50 - 3.59	160	3.08

Note: See page 1 for explanatory notes.

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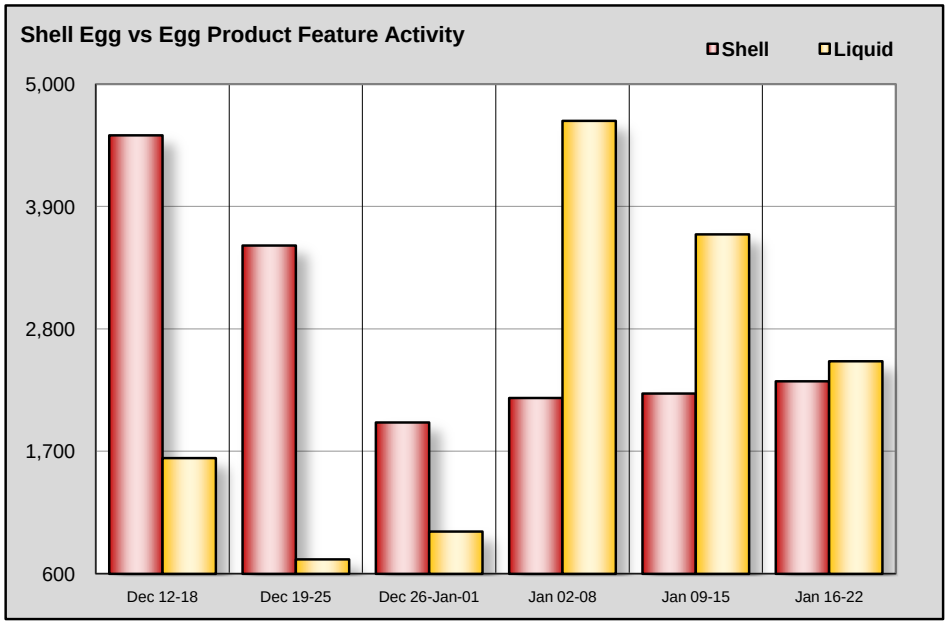
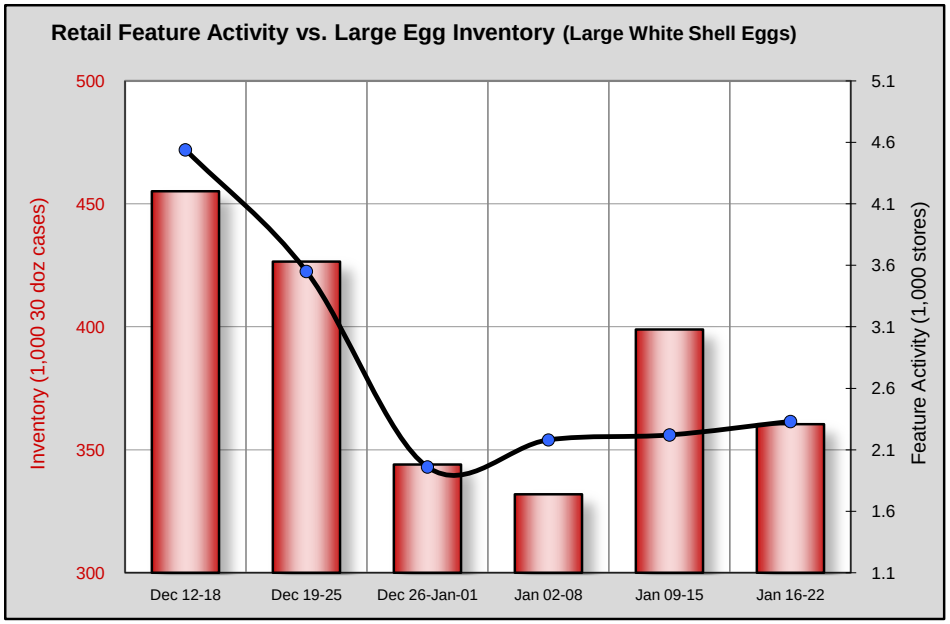
EGG PRODUCTS	THIS WEEK		LAST WEEK		LAST YEAR		NORTHEAST			SOUTHEAST			MIDWEST			SOUTH CENTRAL			SOUTHWEST			NORTHWEST		
1/ Feature Rate	14.7%		18.0%		13.1%		33.9% of 4,000 sampled			8.3% of 5,100 sampled			9.5% of 3,100 sampled			12.6% of 3,200 sampled			6.4% of 2,300 sampled			11.7% of 900 sampled		
2/ Activity Index	2,510		3,650		2,540		Activity Index = 1,370			Activity Index = 420			Activity Index = 300			Activity Index = 360			Activity Index = 40			Activity Index = 20		
	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/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
14-16 oz. crtn	1,160	2.57	2,800	2.44	1,850	2.56	2.00 - 3.00	440	2.34	1.99 - 3.00	320	2.53	1.99 - 3.00	280	2.87	2.29 - 2.50	80	2.36	3.29	20	3.29	4.49	20	4.49
32 oz. crtn	1,330	4.33	840	4.34	420	4.07	3.59 - 4.99	930	4.53	3.59 - 4.79	100	4.66	4.99	20	4.99	3.49	280	3.49						
3 - 4 oz. cup			10	2.50	270	2.19																		
2 - 8 oz. cup	20	3.29																	3.29	20	3.29			





Note: See page 1 for explanatory notes.