USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Fri. Feb 06, 2009

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 02/06 thru 02/12.

(prices in dollars per carton)

SHELL EGG NATIONAL SUMMARY

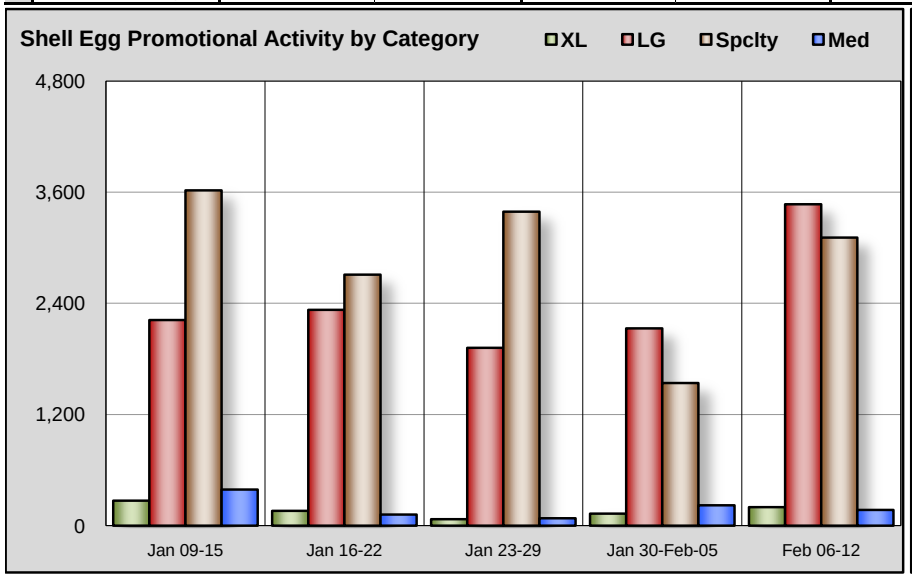
		THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
	Feature Rate	48.1% of 18,600 stores				23.1% of 18,600 stores				28.8% of 18,000 stores			
		X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	**USDA GRADE AA**												
	White 12 pack			920	1.48			510	1.75			320	1.95
	White 18 pack			20	3.39			150	2.59			210	3.36
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack	200	1.38	1,900	1.28	130	1.38	1,200	1.08			140	1.62
	White 18 pack			630	2.16			270	2.09			140	2.50
	Brown 12 pack												
	USDA ORGANIC												
	White 12 pack												
	Brown 12 pack	70	4.99	980	3.96			230	3.99			1,130	3.19
	OMEGA-3												
	White 12 pack	30	3.00	850	2.46	200	2.75	320	2.53	250	2.19	1,230	2.40
	Brown 12 pack			10	1.99								
	CAGE-FREE												
	White 12 pack			240	2.43								
	Brown 12 pack			930	2.76			790	2.61			640	2.50

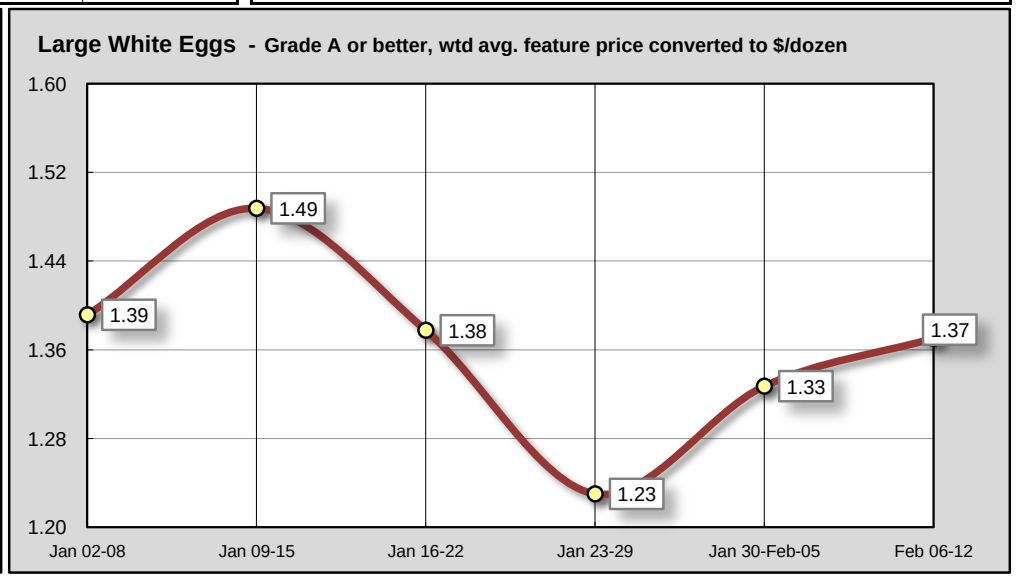
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	3,670	2,260	810	**Large Eggs on**
Specialty	3,110	1,540	3,250	**Feb-02-2009**
Total (includes MD)	6,950	4,020	4,080	454.4
Special Rate 4/:	24.6%	5.4%	9.3%	up 12%

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

SHELL EGG and EGG PRODUCTS FEATURING

Featuring of shell eggs is significantly more active than last week with nearly half of all sampled stores promoting eggs, including nearly a fourth conducting "no price" specials, the highest rate since April of 2007. Featuring was sporadic early in the ad cycle but increased significantly as the week progressed. The average price of Grade A Large white eggs to consumers continues trending upward. Shell eggs are most actively featured in the Southeast and Northwest regions. Specialty shell egg promotional activity is sharply higher than last week. The number of stores featuring USDA Certified Organic large eggs increases dramatically, but with a slightly lower average ad price. In the egg products sector, liquid egg featuring is more active than in previous weeks. Notably, regular shell egg ads outpace liquid egg promotions by a wide margin.





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/		50.6% of 4,000 sampled outlets						62.7% of 5,100 sampled outlets						24.5% of 3,100 sampled outlets					
Activity Index 2/		Activity Index = 2,040 (includes Medium)						Activity Index = 1,940 (includes Medium)						Activity Index = 880 (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				1.59	10	1.59												
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM		White 12 pack						White 12 pack						White 12 pack				
USDA GRADE A	White 12 pack	1.59	10	1.59	0.99 - 1.18	380	1.00	1.33 - 1.67	70	1.40	1.18 - 1.39	1,250	1.36	1.29 - 1.59	120	1.35	0.87 - 1.33	150	1.29
	White 18 pack				1.99	30	1.99				1.67	120	1.67				1.67 - 2.79	190	2.76
	Brown 12 pack																		
	MEDIUM		White 12 pack White 30 pack		1.33	20	1.33		White 12 pack White 30 pack		1.00	20	1.00		White 12 pack White 30 pack		1.00	40	1.00
SPECIALTY	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack	4.99	70	4.99	2.99 - 4.99	660	4.02										2.99 - 3.49	130	3.39
	OMEGA-3																		
	White 12 pack	3.00	30	3.00	1.98 - 2.99	620	2.35				1.99 - 2.50	120	2.09				3.49	110	3.49
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack										2.50	220	2.50						
	Brown 12 pack				2.49 - 2.99	210	2.80				2.49 - 3.19	140	2.91				2.79 - 3.19	140	2.82

		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/		37.6% of 3,200 sampled outlets						47.6% of 2,300 sampled outlets						75.6% of 900 sampled outlets					
Activity Index 2/		Activity Index = 1,140 (includes Medium)						Activity Index = 680 (includes Medium)						Activity Index = 270 (includes Medium)					
USDA GRADE AA	White 12 pack				0.99 - 1.60	290	1.03				1.60 - 1.80	510	1.67				1.25 - 1.99	110	1.81
	White 18 pack										3.39	20	3.39						
	Brown 12 pack																		
	MEDIUM		White 12 pack						White 12 pack						White 12 pack		0.98	#####	0.98
USDA GRADE A	White 12 pack				1.39	120	1.39												
	White 18 pack				1.88 - 2.00	290	1.99												
	Brown 12 pack																		
	MEDIUM		White 12 pack White 30 pack		1.00	60	1.00		White 12 pack White 30 pack						White 12 pack White 30 pack				
SPECIALTY	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack				3.99 - 5.00	70	4.21				5.49	20	5.49				2.00 - 3.99	100	3.82
	OMEGA-3																		
	White 12 pack																		
	Brown 12 pack				1.99	10	1.99												
	CAGE-FREE																		
	White 12 pack																1.67	20	1.67
	Brown 12 pack				2.19 - 3.50	300	2.29				3.49	130	3.49				3.99	10	3.99

Note: See page 1 for explanatory notes.

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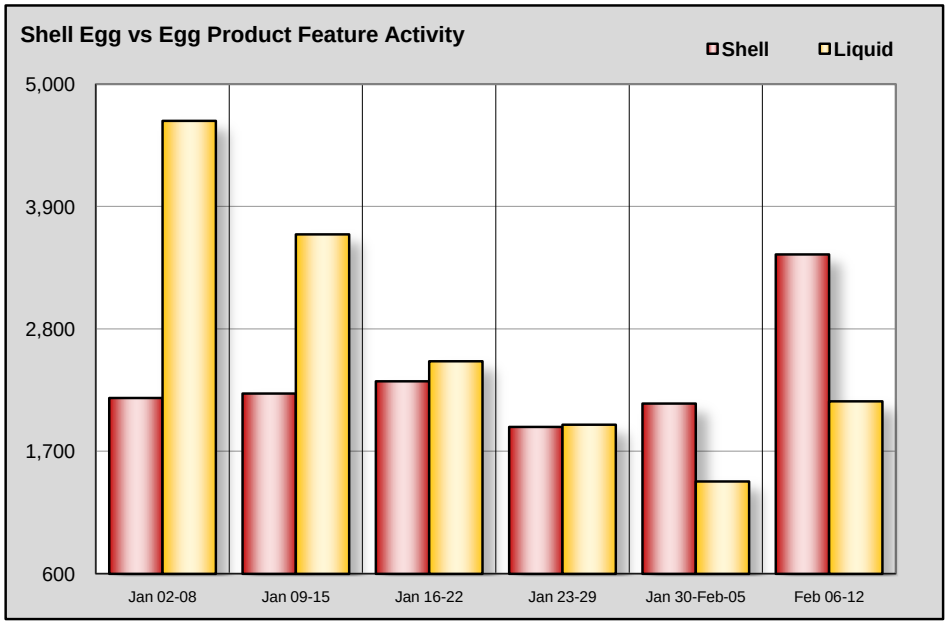
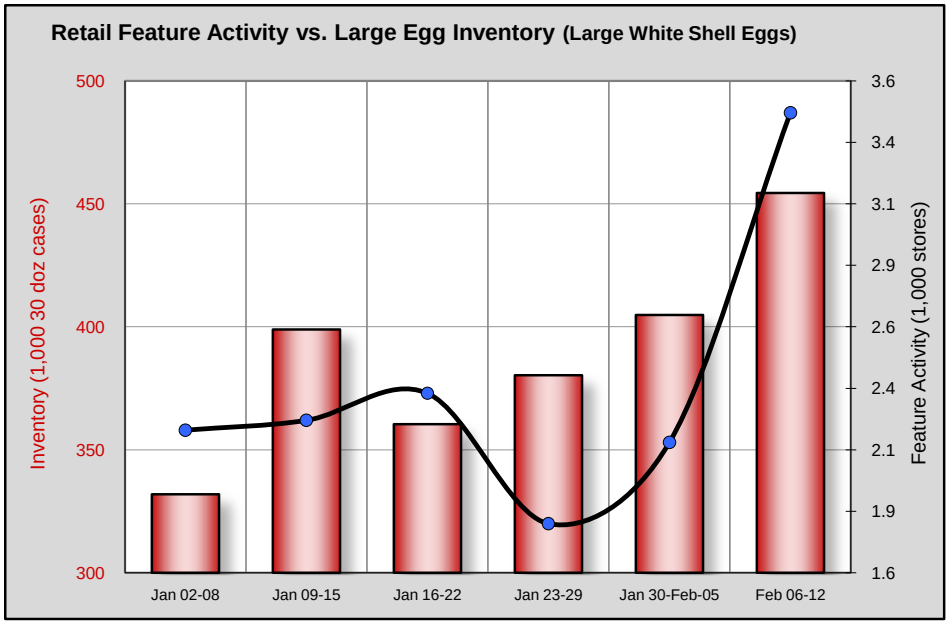
EGG PRODUCTS	THIS WEEK		LAST WEEK		LAST YEAR		NORTHEAST			SOUTHEAST			MIDWEST			SOUTH CENTRAL			SOUTHWEST			NORTHWEST		
1/ Feature Rate	10.6%		8.0%		20.9%		23.0% of 4,000 sampled			1.6% of 5,100 sampled			14.3% of 3,100 sampled			13.7% of 3,200 sampled			1.6% of 2,300 sampled			4.2% of 900 sampled		
2/ Activity Index	2,150		1,430		4,160		Activity Index = 1,110			Activity Index = 80			Activity Index = 450			Activity Index = 440			Activity Index = 30			Activity Index = 40		
	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	1,600	2.55	1,280	2.72	2,960	2.89	1.99 - 3.00	710	2.51	2.00	80	2.00	2.50 - 2.79	300	2.55	2.00 - 2.59	440	2.51	2.59 - 3.89	30	3.53	3.89	40	3.89
32 oz. crtn	420	4.47	130	3.49	610	4.63	3.99 - 4.99	270	4.74				3.99	150	3.99									
3 - 4 oz. cup	130	2.50	20	2.50	590	2.31	2.50	130	2.50															
2 - 8 oz. cup																								





Note: See page 1 for explanatory notes.