

## 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 02/13 thru 02/19. (prices in dollars per carton)

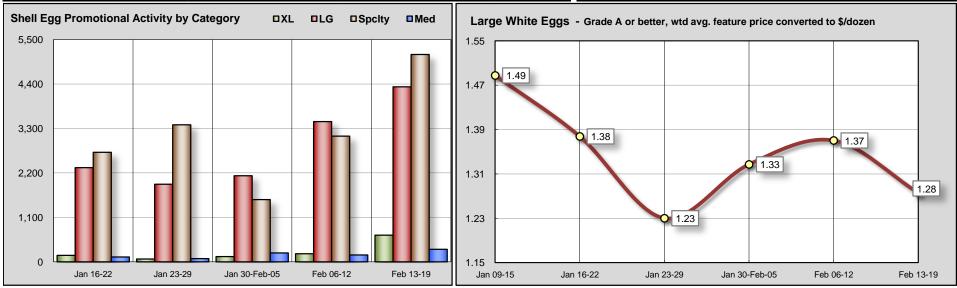
SHELL EGG NATIONAL SUMMARY THIS WEEK **PREVIOUS WEEK PREVIOUS YEAR** Feature Rate 41.7% of 18,600 stores 48.1% of 18,600 stores 36.0% of 18,000 stores LARGE X LARGE LARGE X LARGE LARGE X LARGE Stores Avg Stores Avg Stores Avg Avg Stores Avg Stores Stores Avg **USDA GRADE AA** R White 12 pack 2.37 1.46 380 890 1.29 920 1.48 190 2.24 620 Ε White 18 pack 30 2.67 350 2.42 20 3.39 100 3.11 G Brown 12 pack USDA GRADE A 1.55 White 12 pack 240 1.32 2,860 1.23 200 1.38 1,900 1.28 120 1.66 690 10 1.44 350 2.37 White 18 pack 230 1.85 630 2.16 R Brown 12 pack USDA ORGANIC White 12 pack Brown 12 pack 3.55 4.26 530 3.79 4.99 980 3.96 300 OMEGA-3 440 2.46 2,190 2.58 White 12 pack 1.64 1,440 2.34 30 3.00 850 830 2.63 Brown 12 pack 440 2.51 10 1.99 10 2.00 CAGE-FREE White 12 pack 420 2.86 240 2.43 160 2.31 2.66 Brown 12 pack 1.820 2.80 930 2.76 210 860 10 2.50 2.99

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/		
Regular	4,990	3,670	2,070	Large Eggs on		
Specialty	5,130	3,110	4,560	Feb-09-2009		
Total (includes MD)	10,430	6,950	6,640	462.8		
Special Rate 4/:	6.4%	24.6%	8.4%	up 2%		

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

## SHELL EGG and EGG PRODUCTS FEATURING

Valentine's Day is here! Go out an buy your sweetie a dozen...EGGS! Supermarket promotional activity on shell eggs continues to be very active, far outpacing last week's respectable levels with regular shell eggs featured at a rate not seen since November 2006. While fewer sampled stores are running features than last week, the number of "priced" ads is up considerably. The average price of Grade A Large white eggs to consumers declined as a significant number of 99 cent dozens are offered. Consumers are being given a variety of egg and pack sizes to choose from including 80 stores in the Northeast offering a dozen white Jumbos at an average ad price of \$1.10, and 60 offering cage-free brown Jumbos at \$2.90. In the Midwest, pasteurized Large whites can be found for \$2.99/doz.. Activity is spread out fairly evenly across the nation. Not to be out done, specialty eggs are enjoying active featuring with a variety of types and sizes being offered. Featuring of liquid egg products is up slightly from last week but continues to be out-paced by shell eggs.



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.)



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 02/13 thru 02/19. (prices in dollars per carton)

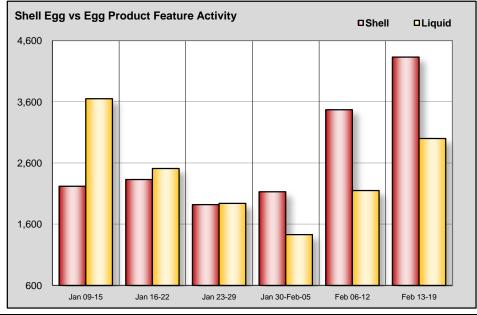
		NORTHEAS	ST U.S.				1	SOUTHE	ST U.S.					MIDWEST U	.S.					T Com	
	(CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)								S,NC,SC,TN		THE	(IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)									
Feature Rate <sup>17</sup> 34.1% of 4,000 sampled outlets							,	39.7% c	sampled outlets	55.4% of 3,100 sampled outlets											
Activity Index 2/		Acti	00 (includes Me	Ac	tivity Inde	50 (includes Med	Activity Index = 2,320 (includes Medium)														
	CLASS	EXTR <i>A</i>	LARGE		LA	LARGE			A LARG	LAF	LARGE			EXTRA LARGE				LARGE			
			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	White 12 pack				1.39 - 1.67	80	1.63										0.99 -	1.33	20	1.20	
GRADE	White 18 pack																				
AA	Brown 12 pack																				
	MEDIUM		White 12	2 pack					White 1	12 pack					White 1	2 pack					
	White 12 pack	1.59	10	1.59	0.99	150	0.99	1.3	3 70	1.33	0.99 - 1.39	1,390	1.35	1.19 - 1.29	120	1.28	0.50 -	1.67	1,260	1.13	
USDA	White 18 pack				1.78 - 2.50	60	2.03				1.78	170	1.78	1.44	10	1.44					
GRADE	Brown 12 pack																				
Α	MEDIUM		White 12	2 pack	0.99	20	0.99		White 1	12 pack	1.00 - 1.50	100	1.06		White 1	2 pack	1.00 -	1.07	30	1.04	
			White 30	) pack					White 3	30 pack	2.99	30	2.99		White 3	0 pack		1.99	10	1.99	
SUSD	A ORGANIC																				
P	White 12 pack																				
E	Brown 12 pack	4.99	20	4.99	4.00 - 4.99	30	4.79							2.79	10	2.79	2.49 -	3.49	130	3.36	
COME	EGA-3																				
1	White 12 pack	1.49 - 2.00	430	1.65	1.49 - 3.79	970	2.23				2.00		2.00				1.67 -		330	2.76	
Α	Brown 12 pack										2.50	200	2.50					2.49	100	2.49	
	E-FREE																				
T	White 12 pack										3.00	220									
Y	Brown 12 pack	2.50		2.50	2.50 - 3.79	610	3.08				2.49 - 3.19	360	2.96				2.48 -	3.19	300	2.73	
		SOUTH CEI	NTRAL U	J.S			ATA)	SOUTHW	EST U.S.				{\}	NORTHWES	T U.S.				,		
	41	(AR,AZ,CO,KS,					The state of the s	(CA,NV)					17	(ID,MT,OR,WA,V							
	ature Rate 1/				sampled outlet					-	sampled outlets						sampled				
Act	ivity Index 2/				30 (includes Me						60 (includes Med			A	ctivity Ind	lex = 43	30 (includ				
USDA	White 12 pack	1.99	10	1.99	0.99 - 1.79	650		1.50 - 3.0					1.46				0.69 -	1.29	70	0.94	
GRADE	White 18 pack				2.10 - 2.19	20	2.14	2.6	7 30	2.67	1.79 - 2.50	330	2.43								
AA	Brown 12 pack																				
	MEDIUM		White 12						White 1	12 pack					White 1	2 pack		0.98	30	0.98	
	White 12 pack	1.33	40	1.33	0.99 - 1.59	60	1.33														
USDA	White 18 pack																				
GRADE	Brown 12 pack		14/1 % 40		0.00 0.07		0.04		1000	10 1					10000						
Α	MEDIUM		White 12		0.88 - 0.97	30			White 1	-					White 1	•					
Luon	A 000 ANIIO		White 30	раск	2.40	60	2.40		White 3	30 pack					White 3	0 раск					
9	A ORGANIC																				
P	White 12 pack				0.00	50	0.00				0.00 5.40	000	4.04				0.00	0.00	400	0.00	
E OME	Brown 12 pack				3.69	50	3.69	<u> </u>			3.89 - 5.49	220	4.01				2.99 -	3.09	100	3.60	
COME	EGA-3	4.00	40	4.00	4.00	40	4.00				0.00	00	0.00								
1	White 12 pack	1.38	10	1.38	1.38	10					2.89		2.89								
A	Brown 12 pack				1.99 - 2.50	130	2.46	<u> </u>			3.50	10	3.50								
T					2.50	100	2 50											2 00	00	2.00	
Y	White 12 pack				2.50	120					2.50	10	2 50				2.20	2.99	80 150	2.99	
1	Brown 12 pack				2.19 - 2.50	390	2.28				3.50	10	3.50				2.39 -	2.99	150	2.69	

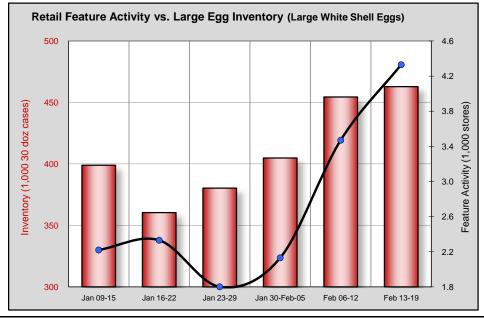
Note: See page 1 for explanatory notes.

## 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 02/13 thru 02/19. (prices in dollars per carton)

Fri. Feb 13, 2009

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST		SOUTHEAST		MIDV	VEST	SOUTH C	SOUTHWEST			NORTHWEST		
1/ Feature Rate	14.5%	10.6%	8.5%	34.2% of 4,000 sampled		5.7% of 5,100 sampled		4.0% of 3,1	00 sampled	9.8% of 3,20	26.0% of 2,300 sampled			0.0% of 900 sampled		
2/ Activity Index	3,000	2,150	1,910	Activity Index = 1,600		Activity Index = 350		Activity Index = 130		Activity In	Activity Index = 600			Activity Index = 0		
	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 R	ange	Stores Avg 3/	Price Range	Stores Avg 3/
14-16 oz. crtn	2,050 2.67	1,600 2.55	1,420 2.81	1.99 - 3.79	1,100 2.65	2.00 - 2.50	50 2.32	2.00 - 2.68	110 2.57	2.00 - 2.99	320 2.62	2.50 -	3.00	470 2.82		
32 oz. crtn	640 4.26	420 4.47	410 5.19	3.99 - 4.79	260 4.12	3.99 - 4.98	230 4.92	2.59 - 4.49	20 3.48				3.49	130 3.49		
3 - 4 oz. cup	310 2.00	130 2.50	80 2.50	1.67 - 2.50	240 2.02	1.67 - 2.00	70 1.95									
2 - 8 oz. cup																





Note: See page 1 for explanatory notes.