



**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 02/20 thru 02/26.

(prices in dollars per carton)

Fri. Feb 20, 2009

**SHELL EGG NATIONAL SUMMARY**

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR							
	33.6% of 18,600 stores		41.7% of 18,600 stores				29.1% 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		
<b>REGULAR</b>	<b>USDA GRADE AA</b>													
	White 12 pack		20	1.25	680	1.67	380	2.37	890	1.29			470	1.95
	White 18 pack				330	2.52	30	2.67	350	2.42			120	3.16
Brown 12 pack														
<b>REGULAR</b>	<b>USDA GRADE A</b>													
	White 12 pack		10	1.49	1,710	1.26	240	1.32	2,860	1.23	160	1.98	890	1.72
	White 18 pack		240	1.93	280	1.98	10	1.44	230	1.85			140	2.50
Brown 12 pack				120	1.89							130	2.01	
<b>REGULAR</b>	<b>USDA ORGANIC</b>													
	White 12 pack													
	Brown 12 pack		50	4.99	810	3.80	30	4.26	530	3.79	10	2.99	670	3.57
<b>REGULAR</b>	<b>OMEGA-3</b>													
	White 12 pack		150	2.46	2,630	2.36	440	1.64	1,440	2.34	120	2.50	1,100	2.58
	Brown 12 pack				170	2.89			440	2.51			50	2.99
<b>REGULAR</b>	<b>CAGE-FREE</b>													
	White 12 pack				190	2.50			420	2.86			510	2.86
	Brown 12 pack				730	2.77	10	2.50	1,820	2.80	240	2.79	710	2.86

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	3,390	4,990	1,910	Large Eggs on Feb-16-2009
Specialty	4,730	5,130	3,410	
Total (includes MD)	8,400	10,430	5,330	425.4
Special Rate 4/:	5.4%	6.4%	7.7%	down 8%

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

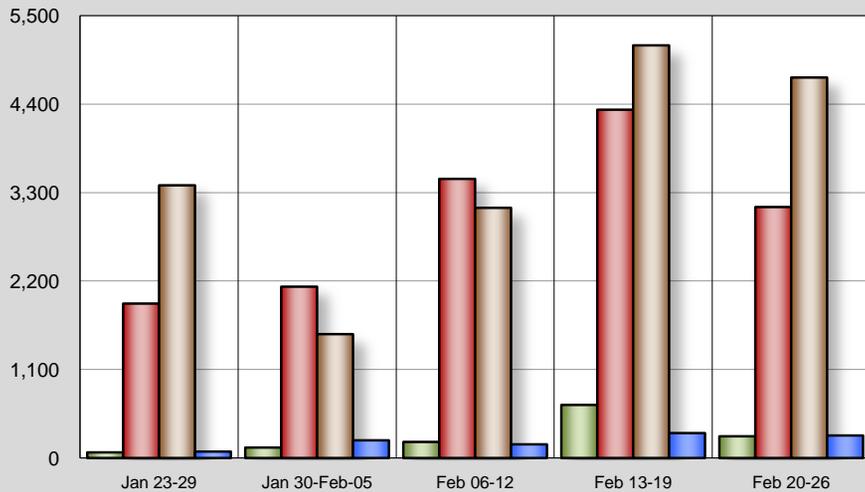
**SHELL EGG and EGG PRODUCTS FEATURING**

Promotion of regular shell eggs continues to be brisk, however, feature activity has dropped significantly from the previous week.

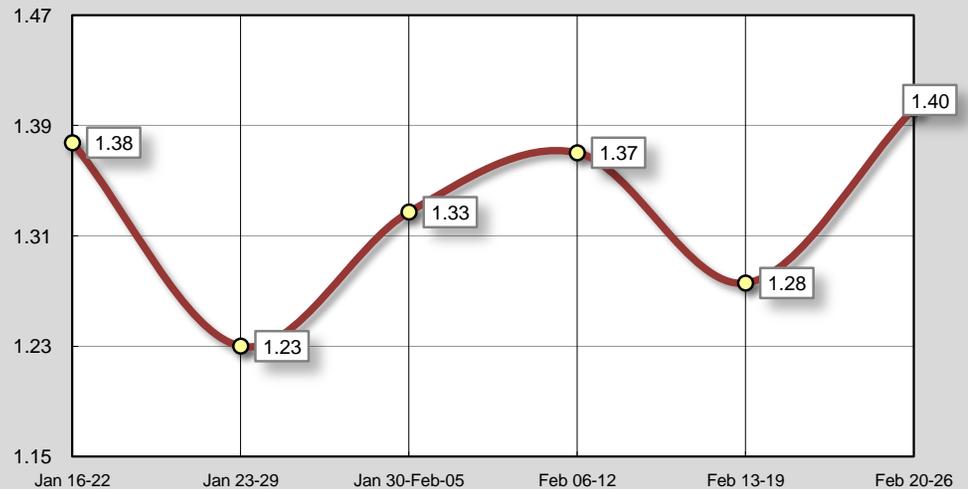
Early week ads are sporadic but activity increases steadily towards week's end, especially in the Northeast and Southeast regions. The average price of Grade A Large white eggs to consumers is sharply higher. Specialty shell egg promotional activity dropped slightly from last week but is still very active. Omega-3 white eggs are heavily featured nationwide. There is a noticeable increase in stores promoting Omega-3 white eggs in 18 pack cartons. Featuring of liquid egg products is up dramatically from last week due mainly to a substantial increase in 14-16 ounce carton ads.

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>		41.7% of 4,000 sampled outlets Activity Index = 2,110 (includes Medium)						31.1% of 5,100 sampled outlets Activity Index = 2,500 (includes Medium)						20.3% of 3,100 sampled outlets Activity Index = 840 (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				1.39 - 2.00	140	1.95										1.00	30	1.00
	White 18 pack																		
	Brown 12 pack																		
	<b>MEDIUM</b>	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack	1.49	10	1.49	0.99 - 1.25	280	1.05				0.98 - 1.39	1,120	1.36				0.97 - 1.49	130	1.21
	White 18 pack	0.99 - 2.00	240	1.93							1.99	190	1.99				1.88 - 1.99	30	1.94
	Brown 12 pack				1.89	120	1.89												
	<b>MEDIUM</b>	White 12 pack			0.98 - 0.99 30 0.99			White 12 pack			1.39 10 1.39			White 12 pack			White 30 pack		
		White 30 pack						White 30 pack						White 30 pack					
S P E	<b>USDA ORGANIC</b>																		
	White 12 pack																2.99	30	2.99
	Brown 12 pack	4.99	50	4.99	2.99 - 4.89	510	3.83												
C I A	<b>OMEGA-3</b>																		
	White 12 pack	2.99	20	2.99	2.00 - 2.99	310	2.18				1.50 - 2.50	1,040	1.99				1.86 - 2.50	420	2.22
	Brown 12 pack				2.99	150	2.99												
L T Y	<b>CAGE-FREE</b>																		
	White 12 pack																2.50	190	2.50
	Brown 12 pack				2.99 - 3.99	250	3.39				2.49 - 3.19	140	2.91				3.19	10	3.19
		<b>SOUTH CENTRAL U.S.</b> (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)						<b>SOUTHWEST U.S.</b> (CA,NV)						<b>NORTHWEST U.S.</b> (ID,MT,OR,WA,WY)					
Feature Rate <sup>1/</sup> Activity Index <sup>2/</sup>		37.4% of 3,200 sampled outlets Activity Index = 1,440 (includes Medium)						35.9% of 2,300 sampled outlets Activity Index = 1,030 (includes Medium)						36.8% of 900 sampled outlets Activity Index = 480 (includes Medium)					
USDA GRADE AA	White 12 pack				1.29 - 1.79	230	1.61	0.99 - 1.50	20	1.25	1.29 - 2.00	200	1.81				0.99 - 1.50	80	1.27
	White 18 pack				1.77	130	1.77				3.00	200	3.00						
	Brown 12 pack																		
	<b>MEDIUM</b>	White 12 pack			1.39 50 1.39			White 12 pack						White 12 pack			1.39 90 1.39		
USDA GRADE A	White 12 pack				0.79 - 1.19	180	0.97												
	White 18 pack				1.88 - 1.99	60	1.96												
	Brown 12 pack																		
	<b>MEDIUM</b>	White 12 pack			0.99 - 1.00 100 1.00			White 12 pack						White 12 pack			White 30 pack		
		White 30 pack						White 30 pack						White 30 pack					
S P E	<b>USDA ORGANIC</b>																		
	White 12 pack				2.99 - 4.29	110	3.75				2.99 - 3.49	30	3.34				3.49 - 4.29	130	4.04
	Brown 12 pack																		
C I A	<b>OMEGA-3</b>																		
	White 12 pack	1.98	60	1.98	1.98 - 2.29	200	2.20	2.69 - 3.00	30	2.78	2.89 - 3.69	530	3.52	2.69	40	2.69	1.67 - 2.50	130	1.72
	Brown 12 pack				1.99	10	1.99										2.29	10	2.29
L T Y	<b>CAGE-FREE</b>																		
	White 12 pack																		
	Brown 12 pack				1.99 - 2.19	310	2.17				3.00 - 3.49	20	3.25						

Note: See page 1 for explanatory notes.



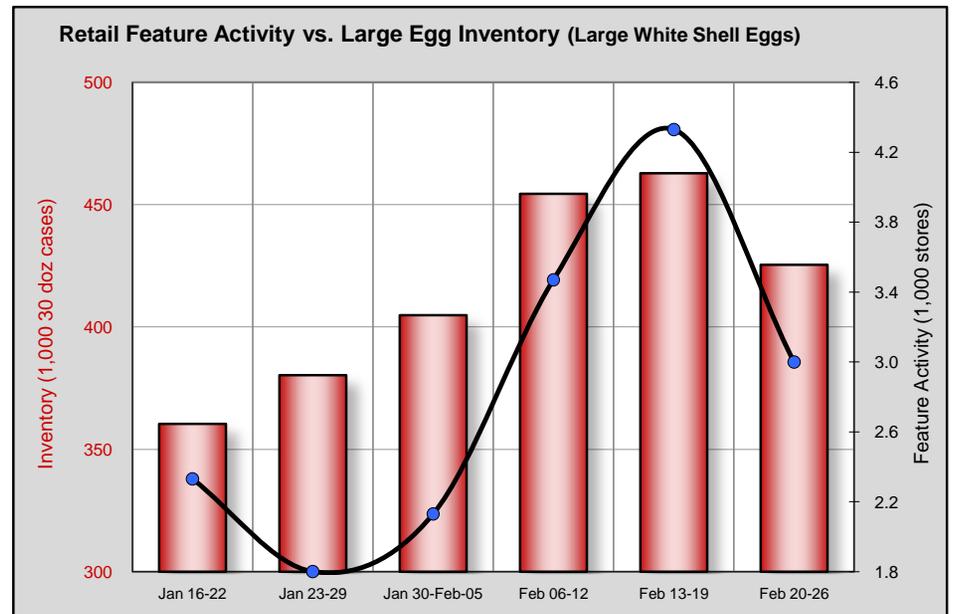
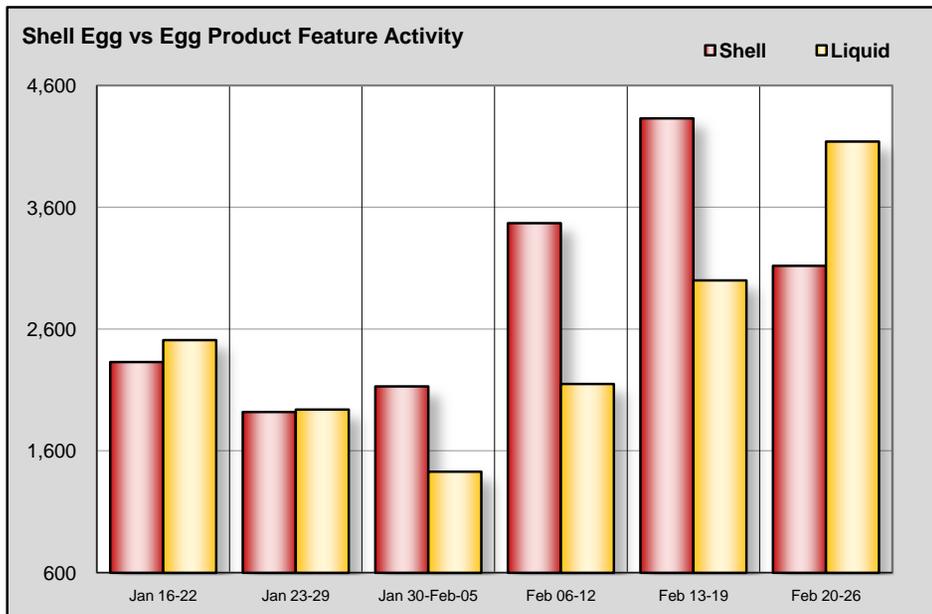
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EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST	
1/ Feature Rate	23.4%	14.5%	12.1%	31.7% of 4,000 sampled		31.9% of 5,100 sampled		24.3% of 3,100 sampled		20.0% of 3,200 sampled		2.1% of 2,300 sampled		1.7% of 900 sampled	
2/ Activity Index	4,140	3,000	2,610	Activity Index = 1,410		Activity Index = 1,380		Activity Index = 640		Activity Index = 640		Activity Index = 50		Activity Index = 20	
	Stores Avg <sup>3/</sup>	Stores Avg <sup>3/</sup>	Stores Avg <sup>3/</sup>	Price Range	Stores Avg <sup>3/</sup>	Price Range	Stores Avg <sup>3/</sup>	Price Range	Stores Avg <sup>3/</sup>						
14-16 oz. crtn	3,750 2.36	2,050 2.67	1,060 2.39	1.67 - 3.50	1,250 2.52	1.17 - 2.50	1,330 2.06	2.00 - 2.50	620 2.48	2.50 - 2.69	490 2.60	2.50	40 2.50	2.50	20 2.50
32 oz. crtn	310 5.39	640 4.26	1,330 4.06	3.99 - 4.99	90 4.91	4.99	50 4.99	4.99	10 4.99	4.39 - 5.99	150 5.88	4.59	10 4.59		
3 - 4 oz. cup	80 2.74	310 2.00	220 1.80	2.00 - 2.99	70 2.82			2.19	10 2.19						
2 - 8 oz. cup															



Note: See page 1 for explanatory notes.