USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Fri. Feb 27, 2009

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 02/27 thru 03/05.

(prices in dollars per carton)

SHELL EGG NATIONAL SUMMARY

	Feature Rate	THIS WEEK 41.6% of 18,600 stores				PREVIOUS WEEK 33.6% of 18,600 stores				PREVIOUS YEAR 33.7% 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	70	1.14	2,030	1.09	20	1.25	680	1.67	10	1.79	260	1.32
	White 18 pack			300	3.09			330	2.52			540	3.02
	Brown 12 pack			20	1.14								
	USDA GRADE A												
	White 12 pack	440	1.57	2,930	1.17	10	1.49	1,710	1.26			540	1.72
	White 18 pack	10	1.69			240	1.93	280	1.98				
	Brown 12 pack			20	1.50			120	1.89			10	2.19
SPECIALTY	**USDA ORGANIC**												
	White 12 pack												
	Brown 12 pack	90	4.93	620	4.35	50	4.99	810	3.80	20	3.99	590	3.84
	OMEGA-3												
	White 12 pack	190	2.46	1,190	2.64	150	2.46	2,630	2.36			2,200	2.38
	Brown 12 pack							170	2.89	610	2.54	760	2.65
	CAGE-FREE												
	White 12 pack							190	2.50				
	Brown 12 pack			1,580	2.89			730	2.77	10	2.04	670	2.62
	VEGETARIAN FED												
	White 12 pack			140	2.03			20	2.00				
	Brown 12 pack	10	2.50	570	3.21	30	2.50	1,300	2.29				

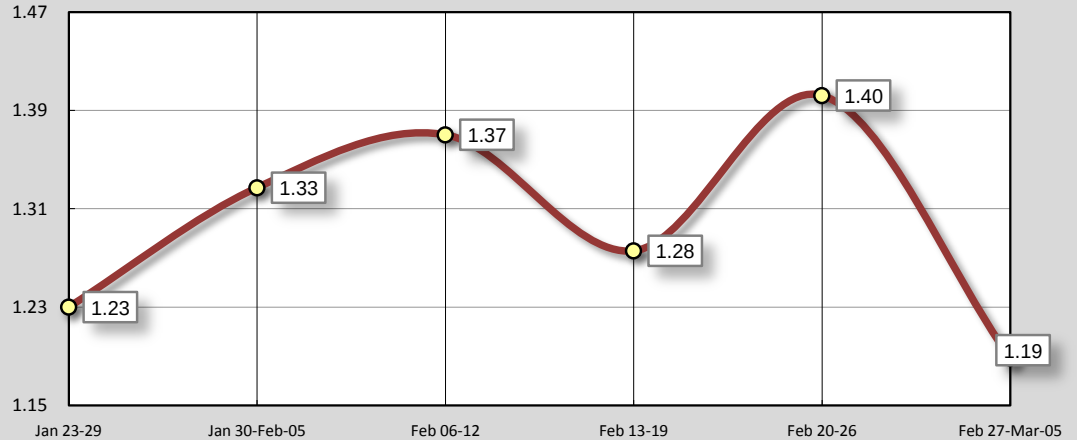
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	5,820	3,390	1,360	**Large Eggs on**
Specialty	4,390	6,080	4,860	**Feb-23-2009**
Total (includes MD)	10,250	9,750	6,220	444.5
Special Rate 4/:	5.0%	5.4%	7.7%	up 4%

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

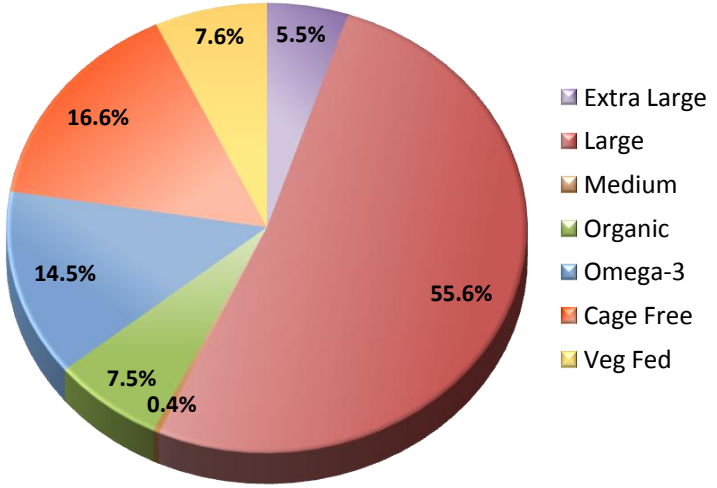
SHELL EGG and EGG PRODUCTS FEATURING

Regular shell egg feature activity continues commanding significant amounts of ad space to surpass last week's collected data. The Northeast, Southwest and Northwest regions are heavily promoting shell eggs this cycle. Large white 12 pack Grade A and Grade AA eggs are most commonly featured and both reflect a dramatic drop in average price to consumers. Extra large eggs sales increased, but medium ads are very limited. In the specialty egg sector, promotions are lower than the previous week. Omega-3 white eggs and Vegetarian fed brown eggs are not as heavily featured as a week ago. Cage-free brown egg ads increased. Featuring of liquid egg products declined.

Large White Eggs - **Grade A or better, wtd avg. feature price converted to $/dozen**



This Week's Shell Egg Featuring by Category



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.)

		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/		47.6% of 4,000 sampled outlets						31.8% of 5,100 sampled outlets						33.9% of 3,100 sampled outlets					
Activity Index 2/		Activity Index = 2,880 (includes Medium)						Activity Index = 1,440 (includes Medium)						Activity Index = 1,520 (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				1.29 - 1.50	110	1.48										0.87 - 0.97	100	0.96
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM		White 12 pack						White 12 pack						White 12 pack				
USDA GRADE A	White 12 pack	0.99 - 1.50	320	1.31	0.88 - 1.19	610	0.99	2.39	110	2.39	0.97 - 1.48	1,190	1.34	0.79	10	0.79	0.87 - 1.50	780	1.12
	White 18 pack	1.69	10	1.69															
	Brown 12 pack				1.50	20	1.50												
	MEDIUM		White 12 pack White 30 pack		1.00	10	1.00		White 12 pack White 30 pack						White 12 pack White 30 pack				
SPECIALTY	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack	4.79 - 4.99	90	4.93	3.99 - 4.89	250	4.32												
	OMEGA-3																		
	White 12 pack	2.79	120	2.79	2.00 - 2.99	770	2.64				2.00	20	2.00				1.99 - 3.50	220	3.27
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack																		
	Brown 12 pack				2.50 - 3.59	570	2.99				2.50 - 3.19	120	3.01				1.99 - 3.50	410	3.16
	VEGETARIAN FED																		
	White 12 pack				2.50	10	2.50				2.00	60	2.00				2.00	10	2.00
	Brown 12 pack	2.50	10	2.50	2.50 - 3.59	280	3.09										2.99 - 3.50	290	3.32

		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/		36.5% of 3,200 sampled outlets						55.9% of 2,300 sampled outlets						77.4% of 900 sampled outlets					
Activity Index 2/		Activity Index = 1,810 (includes Medium)						Activity Index = 1,250 (includes Medium)						Activity Index = 690 (includes Medium)					
USDA GRADE AA	White 12 pack	1.13	60	1.13	0.87 - 1.50	590	1.00	1.20	10	1.20	0.97 - 1.99	710	1.17				0.87 - 1.50	520	1.03
	White 18 pack				2.49	50	2.49				3.39	200	3.39				2.49	50	2.49
	Brown 12 pack										0.99 - 1.29	20	1.14						
	MEDIUM		White 12 pack						White 12 pack						White 12 pack				
USDA GRADE A	White 12 pack				0.68 - 1.00	350	0.99												
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM		White 12 pack White 30 pack		0.99 - 1.00	30	0.99		White 12 pack White 30 pack						White 12 pack White 30 pack				
SPECIALTY	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack				3.98	50	3.98				4.49	300	4.49				3.39 - 3.59	20	3.48
	OMEGA-3																		
	White 12 pack	1.98	60	1.98	1.38 - 1.99	180	1.92	1.33	10	1.33									
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack																		
	Brown 12 pack				1.99 - 3.29	380	2.32										2.99 - 3.29	100	3.26
	VEGETARIAN FED																		
	White 12 pack				1.98	60	1.98												
	Brown 12 pack																		

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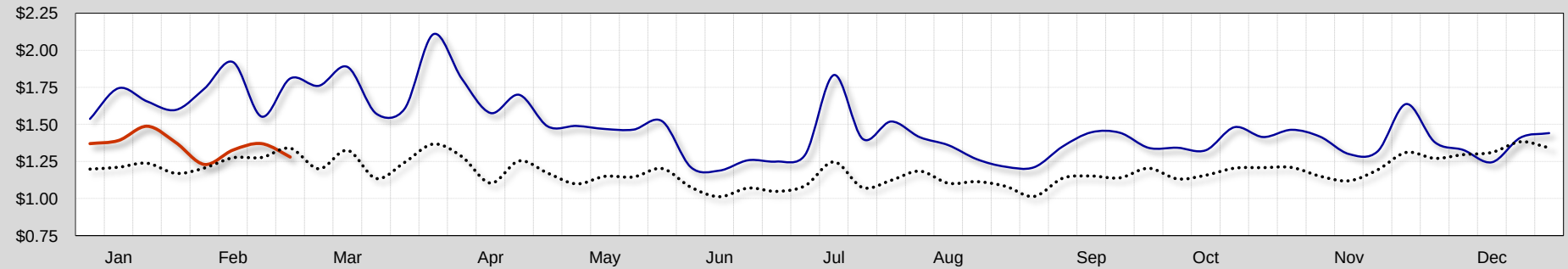
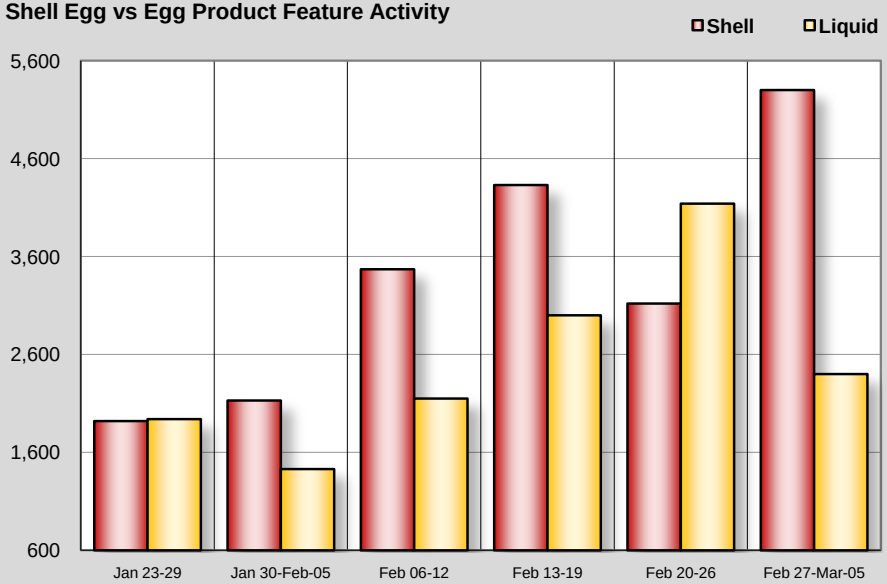
(prices in dollars per carton)

EGG PRODUCTS	THIS WEEK		LAST WEEK		LAST YEAR		NORTHEAST			SOUTHEAST			MIDWEST			SOUTH CENTRAL			SOUTHWEST			NORTHWEST		
1/ Feature Rate	12.8%		23.4%		18.6%		20.8% of 4,000 sampled			1.7% of 5,100 sampled			6.9% of 3,100 sampled			24.4% of 3,200 sampled			20.2% of 2,300 sampled			0.0% of 900 sampled		
2/ Activity Index	2,400		4,140		4,000		Activity Index = 910			Activity Index = 90			Activity Index = 220			Activity Index = 790			Activity Index = 390			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 Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
14-16 oz. crtn	1,350	2.50	3,750	2.36	2,680	2.50	2.50 - 3.00	90	2.83	3.00	20	3.00	1.99 - 2.50	220	2.25	2.00 - 2.99	630	2.57	2.29 - 2.50	390	2.43			
32 oz. crtn	840	4.66	310	5.39	1,310	4.21	1.99 - 4.79	610	4.32	4.79	70	4.79				4.99 - 5.99	160	5.86						
3 - 4 oz. cup	210	2.46	80	2.74			2.00 - 2.50	210	2.46															
2 - 8 oz. cup					10	3.00																		

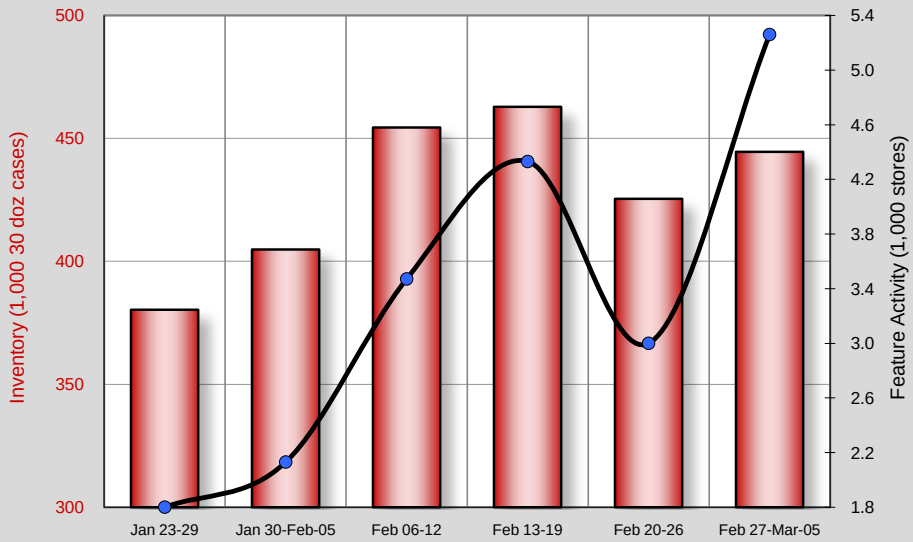
Large White Eggs - Grade A or better, wtd avg. feature price converted to $/dozen (cents per dozen)



Shell Egg vs Egg Product Feature Activity



Retail Feature Activity vs. Large Egg Inventory (Large White Shell Eggs)



Note: See page 1 for explanatory notes.