USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Fri. Mar 06, 2009

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 03/06 thru 03/12.

(prices in dollars per carton)

SHELL EGG NATIONAL SUMMARY

	Feature Rate	THIS WEEK 35.5% of 18,600 stores				PREVIOUS WEEK 41.6% of 18,600 stores				PREVIOUS YEAR 21.1% 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
REGULAR	**USDA GRADE AA**												
	White 12 pack			300	1.26	70	1.14	2,030	1.09	30	2.00	340	1.84
	White 18 pack			290	2.58			300	3.09			350	3.11
	Brown 12 pack							20	1.14				
	USDA GRADE A												
	White 12 pack	170	1.34	2,300	1.28	440	1.57	2,930	1.17			410	1.70
	White 18 pack			370	1.87	10	1.69					230	3.01
	Brown 12 pack			10	1.19			20	1.50				
SPECIALTY	**USDA ORGANIC**												
	White 12 pack												
	Brown 12 pack	70	3.89	1,210	3.97	90	4.93	620	4.35			570	3.66
	OMEGA-3												
	White 12 pack	60	2.74	1,410	2.43	190	2.46	1,190	2.64	480	2.76	890	2.57
	Brown 12 pack			390	2.50							210	2.99
	CAGE-FREE												
	White 12 pack			80	2.99							130	2.46
	Brown 12 pack			490	3.01			1,580	2.89			310	2.83
	VEGETARIAN FED												
	White 12 pack			20	2.25			140	2.03				
	Brown 12 pack	40	2.50	410	2.50	10	2.50	570	3.21				

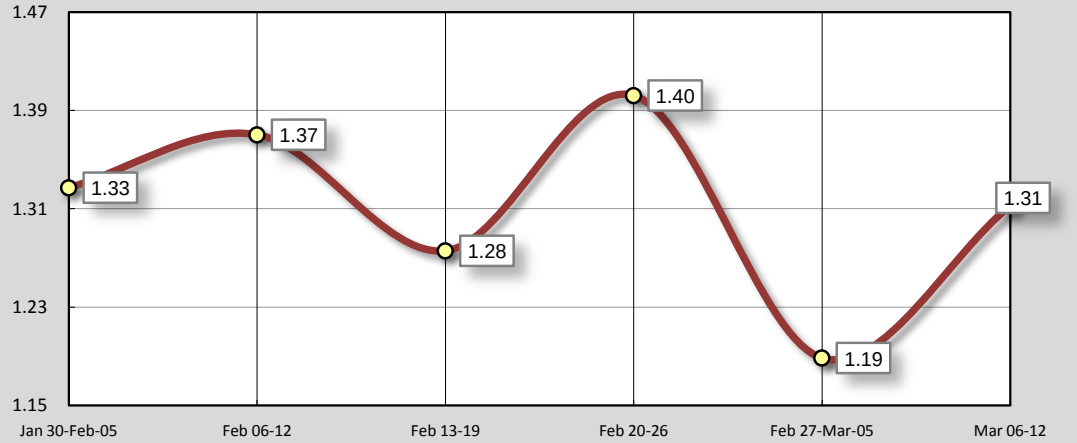
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	3,440	5,820	1,360	**Large Eggs on**
Specialty	4,180	4,390	2,590	**Mar-02-2009**
Total (includes MD)	7,740	10,250	4,020	480.0
Special Rate 4/:	6.2%	5.0%	6.1%	up 8%

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

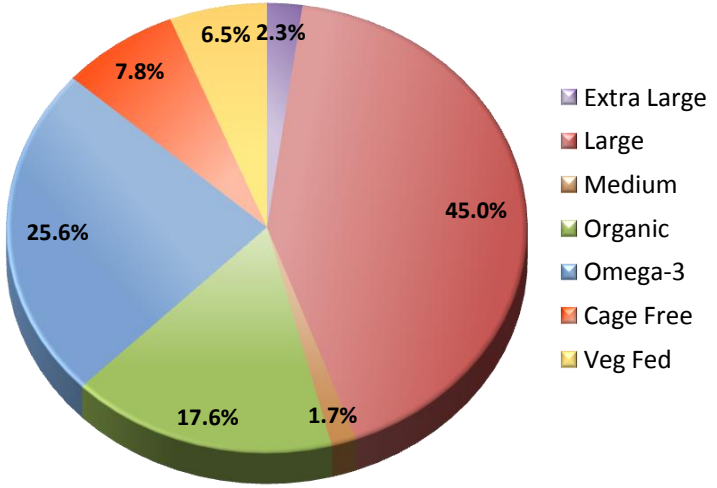
SHELL EGG and EGG PRODUCTS FEATURING

The number of sampled outlets featuring regular shell eggs declined significantly when compared to last week. USDA Grade A Large white eggs remain highly visible and are predominately featured in the Southeast region. The average price of Large, Grade A or better, whites eggs increased with the reduction of feature activity. Promotions of specialty eggs are slightly lower. Omega-3 white eggs and USDA Certified Organic brown eggs are heavily promoted. Interestingly, Midwest regional stores reflect a noticeable increase in Hard Cooked eggs ads this cycle. In the liquid egg sector, promotional activity is more than a week ago. 14-16 ounce cartons sales increased, however other liquid 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/		35.3% of 4,000 sampled outlets						43.2% of 5,100 sampled outlets						41.8% of 3,100 sampled outlets					
Activity Index 2/		Activity Index = 1,750 (includes Medium)						Activity Index = 2,790 (includes Medium)						Activity Index = 1,090 (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	10	1.29										0.88	10	0.88
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM		White 12 pack						White 12 pack						White 12 pack				
USDA GRADE A	White 12 pack				0.88 - 1.69	20	1.26	1.33 - 1.50	70	1.36	0.99 - 1.39	1,560	1.34	1.33	100	1.33	0.88 - 1.33	320	1.11
	White 18 pack										1.99	120	1.99				1.29 - 2.50	110	1.43
	Brown 12 pack				1.19	10	1.19												
	MEDIUM		White 12 pack White 30 pack						White 12 pack White 30 pack		0.99	110	0.99		White 12 pack White 30 pack				
SPECIALTY	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack	3.89	10	3.89	3.99 - 5.00	670	4.09	3.89	60	3.89	3.49	320	3.49				4.49	190	4.49
	OMEGA-3																		
	White 12 pack	2.99	50	2.99	1.98 - 2.99	850	2.29				1.99 - 3.49	190	2.90				1.79 - 2.50	80	1.88
	Brown 12 pack				2.49	120	2.49				2.49 - 2.50	270	2.50						
	CAGE-FREE																		
	White 12 pack																		
	Brown 12 pack				2.50	10	2.50				2.99 - 3.19	90	3.17				2.29 - 3.19	280	2.97
	VEGETARIAN FED																		
	White 12 pack				2.50	10	2.50										2.00	10	2.00
	Brown 12 pack	2.50	40	2.50	2.49 - 2.50	340	2.50				2.49	70	2.49						

		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/		28.0% of 3,200 sampled outlets						18.2% of 2,300 sampled outlets						43.6% of 900 sampled outlets					
Activity Index 2/		Activity Index = 790 (includes Medium)						Activity Index = 390 (includes Medium)						Activity Index = 460 (includes Medium)					
USDA GRADE AA	White 12 pack				1.00	140	1.00				0.99	10	0.99				0.88 - 1.67	130	1.58
	White 18 pack				2.19	10	2.19				1.50 - 2.69	220	2.59				2.00 - 2.99	60	2.62
	Brown 12 pack																		
	MEDIUM		White 12 pack						White 12 pack						White 12 pack				
USDA GRADE A	White 12 pack				0.68 - 1.25	390	1.18				1.25	10	1.25						
	White 18 pack				1.48 - 2.19	140	2.10												
	Brown 12 pack																		
	MEDIUM		White 12 pack White 30 pack		2.79	10	2.79		White 12 pack White 30 pack						White 12 pack White 30 pack				
SPECIALTY	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack				2.98	10	2.98										2.99 - 3.39	20	3.19
	OMEGA-3																		
	White 12 pack	1.49	10	1.49	1.49 - 2.53	70	2.34				2.99	130	2.99				2.53	90	2.53
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack																2.99	80	2.99
	Brown 12 pack				1.99	10	1.99				3.50 - 3.99	20	3.73				2.99	80	2.99
	VEGETARIAN FED																		
	White 12 pack																		
	Brown 12 pack																		

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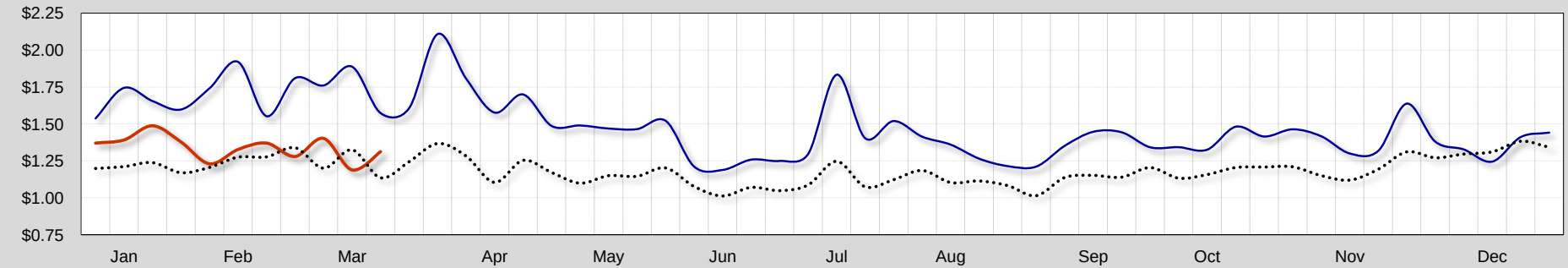
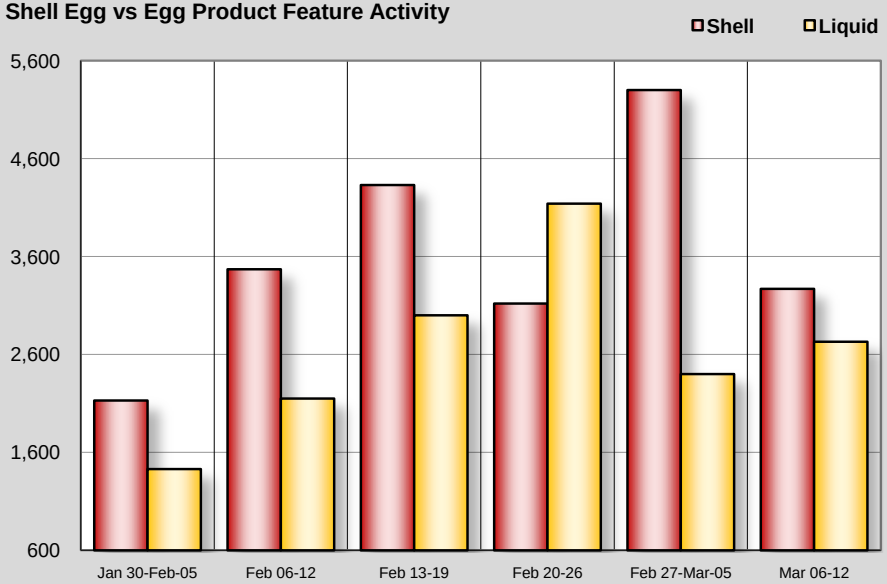
(prices in dollars per carton)

EGG PRODUCTS	THIS WEEK		LAST WEEK		LAST YEAR		NORTHEAST			SOUTHEAST			MIDWEST			SOUTH CENTRAL			SOUTHWEST			NORTHWEST		
1/ Feature Rate	14.8%		12.8%		9.9%		27.0% of 4,000 sampled			22.3% of 5,100 sampled			2.6% of 3,100 sampled			4.6% of 3,200 sampled			12.9% of 2,300 sampled			1.7% of 900 sampled		
2/ Activity Index	2,730		2,400		2,430		Activity Index = 1,060			Activity Index = 1,120			Activity Index = 80			Activity Index = 150			Activity Index = 300			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	2,300	2.10	1,350	2.50	1,400	2.70	1.99 - 2.99	810	2.35	1.67 - 2.99	1,110	1.82	2.50 - 2.68	80	2.63				2.00 - 2.50	300	2.28			
32 oz. crtn	420	4.75	840	4.66	1,030	4.24	3.59 - 4.99	240	4.18	3.59	10	3.59				3.99 - 5.99	150	5.85				3.99	20	3.99
3 - 4 oz. cup	10	2.00	210	2.46			2.00	10	2.00															
2 - 8 oz. cup																								

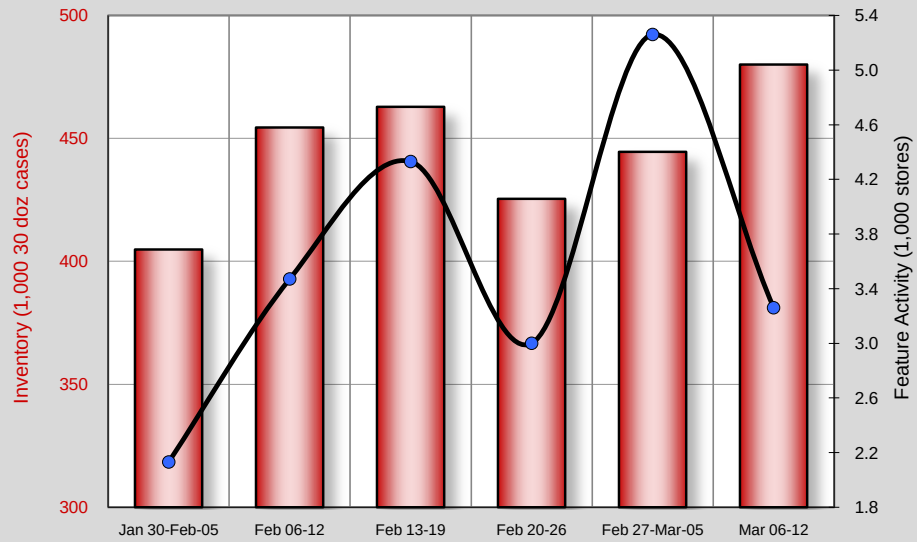
Large White Eggs - Grade A or better, wtd avg. feature price converted to $/dozen (cents per dozen)



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.