USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Fri. May 08, 2009

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 05/08 thru 05/14.

(prices in dollars per carton)

SHELL EGG NATIONAL SUMMARY

		THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
	Feature Rate	37.0% of 18,600 stores				36.6% of 18,600 stores				40.3% 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	90	1.41	850	1.01	30	1.50	330	1.22			820	1.47
	White 18 pack			670	2.21			660	2.22			540	2.76
	Brown 12 pack							10	2.99				
	USDA GRADE A												
	White 12 pack	330	1.17	2,370	1.04	50	1.07	1,110	0.97	270	1.39	1,330	1.38
	White 18 pack			390	1.38			440	1.75			340	1.80
	Brown 12 pack							20	1.50			120	1.79
SPECIALTY	**USDA ORGANIC**												
	White 12 pack												
	Brown 12 pack			750	4.07	120	4.09	960	3.50			1,770	4.21
	OMEGA-3												
	White 12 pack	70	2.00	1,000	2.42	200	2.33	2,510	2.22	780	3.14	1,300	3.05
	Brown 12 pack			560	2.81			150	2.45				
	CAGE-FREE												
	White 12 pack	20	2.49	120	2.50			350	2.73				
	Brown 12 pack			1,150	2.82			1,320	3.00			1,010	2.75
	VEGETARIAN FED												
	White 12 pack	10	2.50	60	2.00			1,170	2.09				
	Brown 12 pack			440	2.48			1,660	2.34				

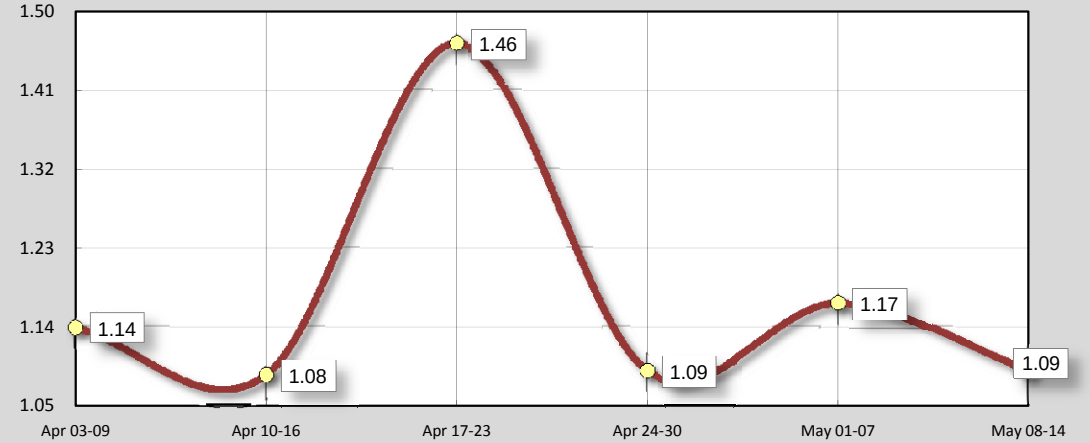
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	4,700	2,650	3,420	**Large Eggs on**
Specialty	4,180	8,440	4,860	**May-04-2009**
Total (includes MD)	8,980	11,160	8,400	521.6
Special Rate 4/:	6.2%	5.5%	11.7%	down 3%

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

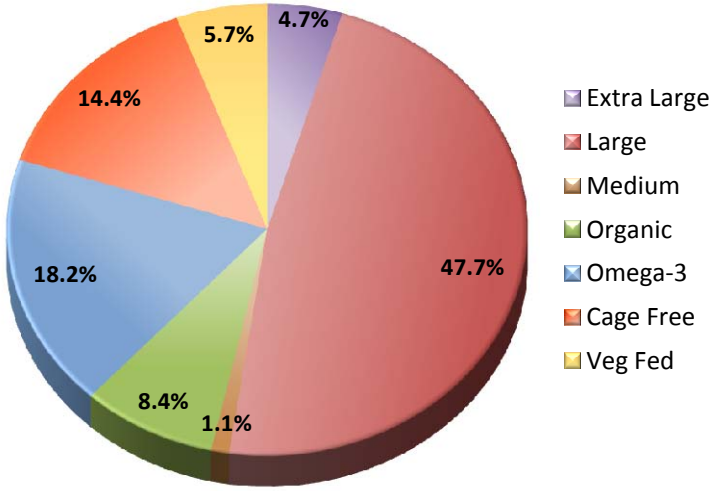
SHELL EGG and EGG PRODUCTS FEATURING

Featuring of regular shell eggs continues to improve as this week's activity outpaces last week's by a wide margin and accounts for over half of all egg promotions. As was the case last week, most activity is in the Midwest region where over 60% of sampled stores are promoting eggs. Ad prices for a dozen Large white Grade A eggs cover a wide spectrum, ranging from .59 to 2.00, with an average price significantly less than a week ago. Specialty egg feature activity dropped dramatically, especially for vegetarian-fed and Omega-3 white eggs, while cage-free brown eggs remain highly visible. In the egg product sector, liquid egg product featuring continues at a steady pace.

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/		28.8% of 4,000 sampled outlets						21.5% of 5,100 sampled outlets						64.4% of 3,100 sampled outlets					
Activity Index 2/		Activity Index = 1,470 (includes Medium)						Activity Index = 1,130 (includes Medium)						Activity Index = 2,470 (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				0.99	10	0.99										0.88 - 1.00	40	0.98
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM		White 12 pack						White 12 pack						White 12 pack				
USDA GRADE A	White 12 pack	1.00 - 1.39	10	1.20	0.79 - 2.00	400	1.53	1.25	120	1.25	0.78 - 1.25	380	0.96	1.00 - 1.25	130	1.04	0.59 - 1.25	1,440	0.92
	White 18 pack				1.50	160	1.50										1.19 - 1.49	190	1.29
	Brown 12 pack																		
	MEDIUM		White 12 pack White 30 pack		0.79	20	0.79		White 12 pack White 30 pack		0.79	40	0.79		White 12 pack White 30 pack		0.70	10	0.70
SPECIALTY	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack				3.99 - 4.49	380	4.06										2.50 - 3.00	160	2.97
	OMEGA-3																		
	White 12 pack	2.00	30	2.00	2.49 - 2.50	270	2.50				2.19	60	2.19				1.50 - 2.50	220	2.40
	Brown 12 pack				2.50 - 2.89	170	2.88				2.50 - 3.00	390	2.79						
	CAGE-FREE																		
	White 12 pack	2.49	20	2.49															
	Brown 12 pack										2.49 - 3.49	140	3.08				2.00 - 3.49	280	2.58
	VEGETARIAN FED																		
	White 12 pack	2.50	10	2.50							2.00	40	2.00				2.00	20	2.00
	Brown 12 pack				2.00	20	2.00				2.49 - 2.50	230	2.50				2.50	190	2.50

		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						47.4% of 2,300 sampled outlets						36.8% of 900 sampled outlets					
Activity Index 2/		Activity Index = 1,520 (includes Medium)						Activity Index = 1,470 (includes Medium)						Activity Index = 410 (includes Medium)					
USDA GRADE AA	White 12 pack				0.88 - 0.92	200	0.89	0.99 - 2.00	90	1.41	0.99 - 1.49	450	1.03				0.77 - 1.50	150	1.13
	White 18 pack				1.79 - 1.99	270	1.91				1.50 - 2.99	260	2.70				1.79 - 1.99	140	1.90
	Brown 12 pack																		
	MEDIUM		White 12 pack						White 12 pack						White 12 pack		0.88	30	0.88
USDA GRADE A	White 12 pack	1.25	70	1.25	0.68 - 1.25	150	0.99												
	White 18 pack				1.28	40	1.28												
	Brown 12 pack																		
	MEDIUM		White 12 pack White 30 pack						White 12 pack White 30 pack						White 12 pack White 30 pack				
SPECIALTY	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack										3.49 - 4.99	210	4.93						
	OMEGA-3																		
	White 12 pack	2.00	40	2.00	2.00 - 2.50	340	2.43				2.50	20	2.50				2.39	90	2.39
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack				2.50	120	2.50												
	Brown 12 pack				1.99 - 2.50	290	2.44				2.99 - 3.49	440	3.14						
	VEGETARIAN FED																		
	White 12 pack																		
	Brown 12 pack																		

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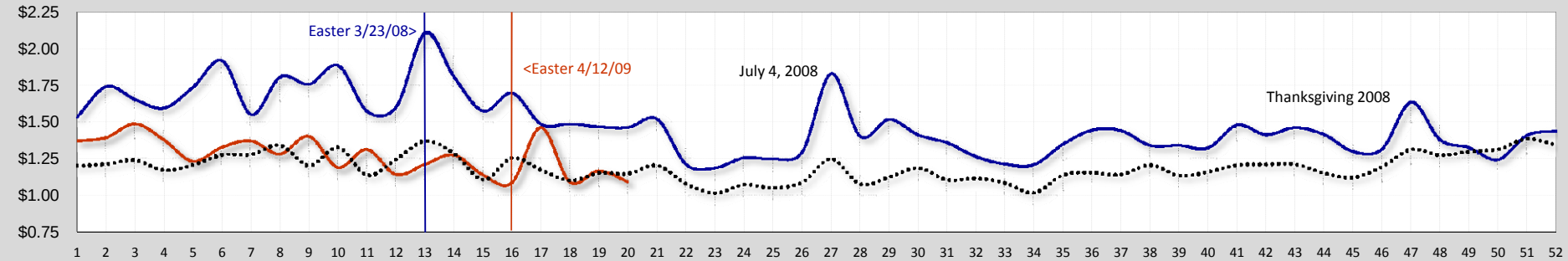
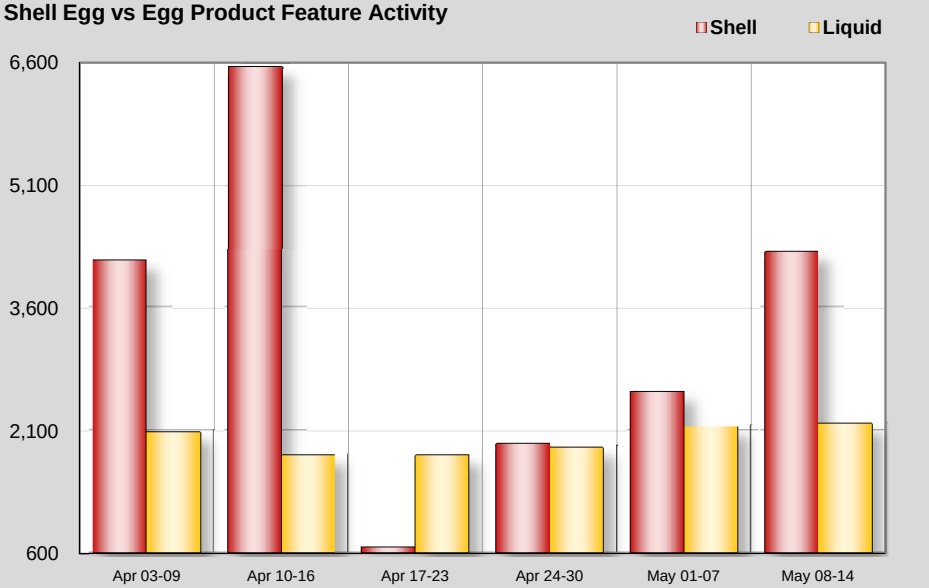
(prices in dollars per carton)

EGG PRODUCTS	THIS WEEK		LAST WEEK		LAST YEAR		NORTHEAST			SOUTHEAST			MIDWEST			SOUTH CENTRAL			SOUTHWEST			NORTHWEST		
1/ Feature Rate	10.1%		10.8%		8.7%		30.2% of 4,000 sampled			1.9% of 5,100 sampled			4.9% of 3,100 sampled			6.4% of 3,200 sampled			5.8% of 2,300 sampled			9.5% of 900 sampled		
2/ Activity Index	2,180		2,140		1,770		Activity Index = 1,230			Activity Index = 100			Activity Index = 160			Activity Index = 390			Activity Index = 130			Activity Index = 170		
	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	1,730	2.34	1,780	2.30	1,250	2.19	1.99 - 3.00	910	2.33	2.50 - 3.00	100	2.90	1.99 - 2.50	160	2.45	1.89 - 2.50	390	2.22				1.89 - 2.50	170	2.20
32 oz. crtn	430	4.45	340	4.99	520	4.79	4.29 - 4.99	300	4.86										3.49	130	3.49			
3 - 4 oz. cup	20	2.00	10	1.99			2.00	20	2.00															
2 - 8 oz. cup			10	2.50																				

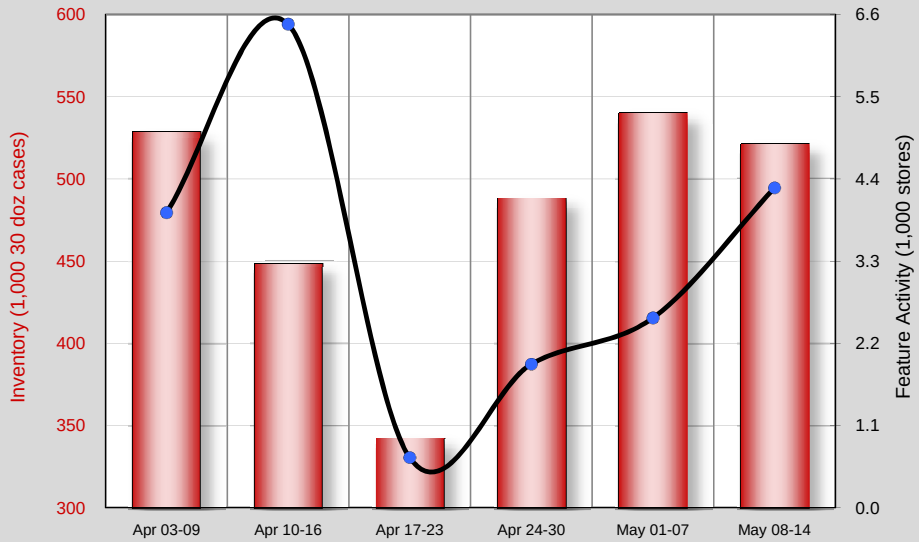
Large White Eggs - Grade A or better, wtd avg. feature price converted to $/dozen (cents per dozen)



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.