USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Fri. May 15, 2009

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 05/15 thru 05/21.

(prices in dollars per carton)

SHELL EGG NATIONAL SUMMARY

	Feature Rate	THIS WEEK 36.4% of 18,600 stores				PREVIOUS WEEK 37.0% of 18,600 stores				PREVIOUS YEAR 26.1% 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	150	1.28	270	1.11	90	1.41	850	1.01	10	1.20	230	1.02
	White 18 pack			200	2.00			670	2.21			130	2.50
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack	220	1.00	3,050	0.91	330	1.17	2,370	1.04	10	1.00	320	1.71
	White 18 pack			20	1.40			390	1.38			10	1.88
	Brown 12 pack											210	2.00
SPECIALTY	**USDA ORGANIC**												
	White 12 pack												
	Brown 12 pack			70	2.99			750	4.07			210	3.49
	OMEGA-3												
	White 12 pack	250	2.91	1,500	2.43	70	2.00	1,000	2.42	620	2.70	1,360	2.73
	Brown 12 pack			240	3.05			560	2.81				
	CAGE-FREE												
	White 12 pack			180	2.37	20	2.49	120	2.50			530	3.86
	Brown 12 pack	10	1.33	450	3.49			1,150	2.82			1,840	3.55
	VEGETARIAN FED												
	White 12 pack			280	2.38	10	2.50	60	2.00				
	Brown 12 pack			120	2.74			440	2.48				

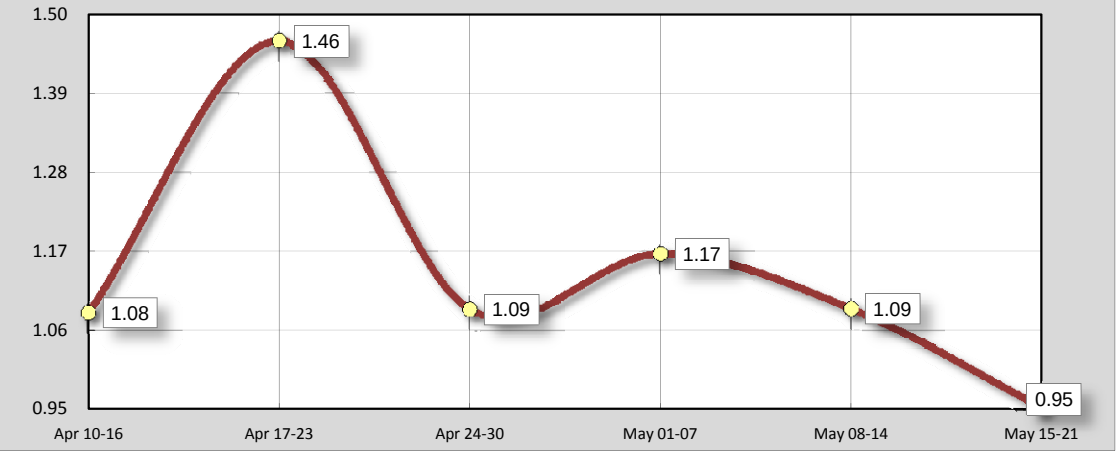
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	3,910	4,700	920	**Large Eggs on**
Specialty	3,100	4,180	4,560	**May-11-2009**
Total (includes MD)	7,060	8,980	5,500	435.6
Special Rate 4/:	1.5%	6.2%	1.1%	down 16%

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

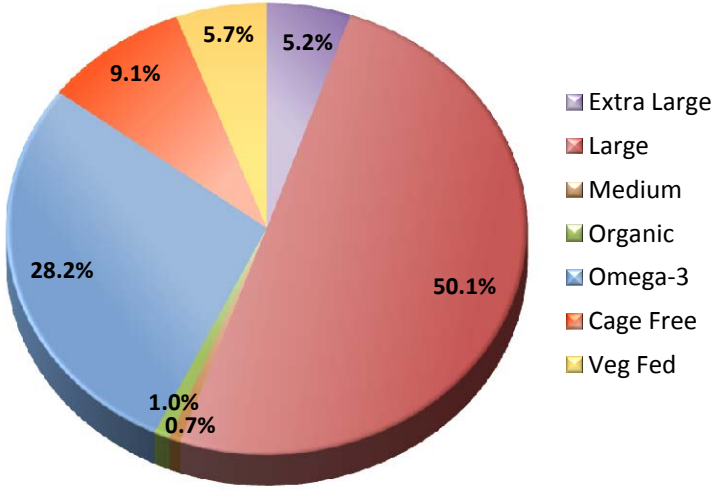
SHELL EGG and EGG PRODUCTS FEATURING

Promotional activity of regular shell eggs declined this week despite a significant increase in ads for 12 pack white Grade A eggs over a week ago. The Midwest region continues to be very active with over 50% of targeted stores featuring egg products. The Northwest region is currently quiet with less than 9% of sampled outlets with features. The average price on Grade A Large white eggs to consumers dropped sharply compared to previous weeks. Specialty egg features are down considerably. Omega-3 white shelled eggs are mostly featured in the Northeast area. In the egg product sector, liquid egg products are slightly higher than last week's collected data, with a noticeable increase in 14-16 oz carton promotions.

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/		40.7% of 4,000 sampled outlets						43.2% of 5,100 sampled outlets						53.0% of 3,100 sampled outlets					
Activity Index 2/		Activity Index = 2,070 (includes Medium)						Activity Index = 1,610 (includes Medium)						Activity Index = 1,710 (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	20	0.99												
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM		White 12 pack						White 12 pack						White 12 pack				
USDA GRADE A	White 12 pack	0.99	110	0.99	0.49 - 0.99	430	0.88				0.68 - 1.00	1,150	0.97	1.00	110	1.00	0.49 - 1.00	1,370	0.89
	White 18 pack																1.29	10	1.29
	Brown 12 pack																		
	MEDIUM		White 12 pack White 30 pack						White 12 pack White 30 pack		0.79	30	0.79		White 12 pack White 30 pack		0.78	10	0.78
SPECIALTY	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack				2.98	20	2.98										2.99	10	2.99
	OMEGA-3																		
	White 12 pack	1.99 - 2.99	250	2.91	1.98 - 3.00	860	2.37				2.19 - 2.53	280	2.46				1.99 - 2.50	200	2.47
	Brown 12 pack				2.99	60	2.99				1.99 - 2.00	50	2.00						
	CAGE-FREE																		
	White 12 pack				1.99 - 2.99	180	2.37												
	Brown 12 pack				2.99 - 3.49	140	3.29				2.49 - 3.49	100	2.61						
	VEGETARIAN FED																		
	White 12 pack				2.50	20	2.50				2.00	70	2.00				2.50	190	2.50
	Brown 12 pack				2.99	60	2.99				2.49	60	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/		15.0% of 3,200 sampled outlets						32.9% of 2,300 sampled outlets						8.3% of 900 sampled outlets					
Activity Index 2/		Activity Index = 420 (includes Medium)						Activity Index = 770 (includes Medium)						Activity Index = 80 (includes Medium)					
USDA GRADE AA	White 12 pack				1.00	140	1.00	1.20 - 1.29	150	1.28	0.59 - 1.49	40	1.06				1.29 - 1.49	70	1.40
	White 18 pack										2.00	200	2.00						
	Brown 12 pack																		
	MEDIUM		White 12 pack						White 12 pack						White 12 pack				
USDA GRADE A	White 12 pack				0.37 - 0.88	100	0.75												
	White 18 pack				1.50	10	1.50												
	Brown 12 pack																		
	MEDIUM		White 12 pack White 30 pack		0.39	10	0.39		White 12 pack White 30 pack						White 12 pack White 30 pack				
SPECIALTY	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack				2.99	30	2.99				2.99	10	2.99						
	OMEGA-3																		
	White 12 pack				2.50	130	2.50				2.50	20	2.50				3.99	10	3.99
	Brown 12 pack										3.49	130	3.49						
	CAGE-FREE																		
	White 12 pack																		
	Brown 12 pack							1.33	10	1.33	3.99 - 4.99	210	4.03						
	VEGETARIAN FED																		
	White 12 pack																		
	Brown 12 pack																		

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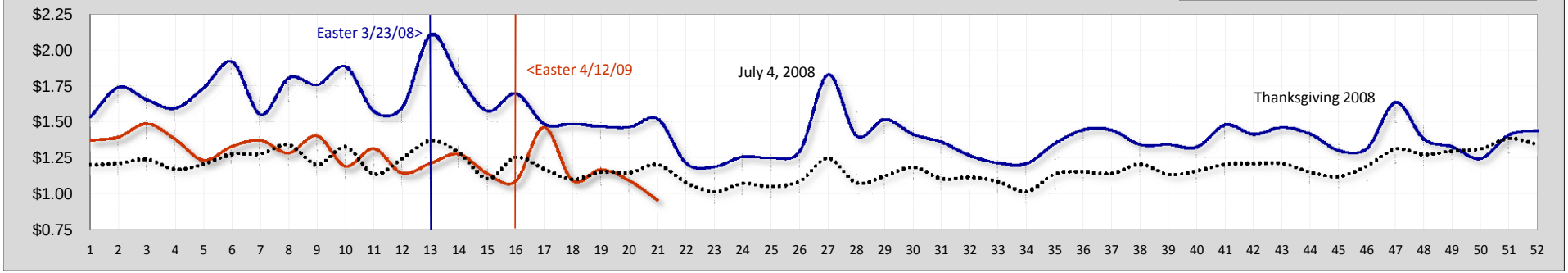
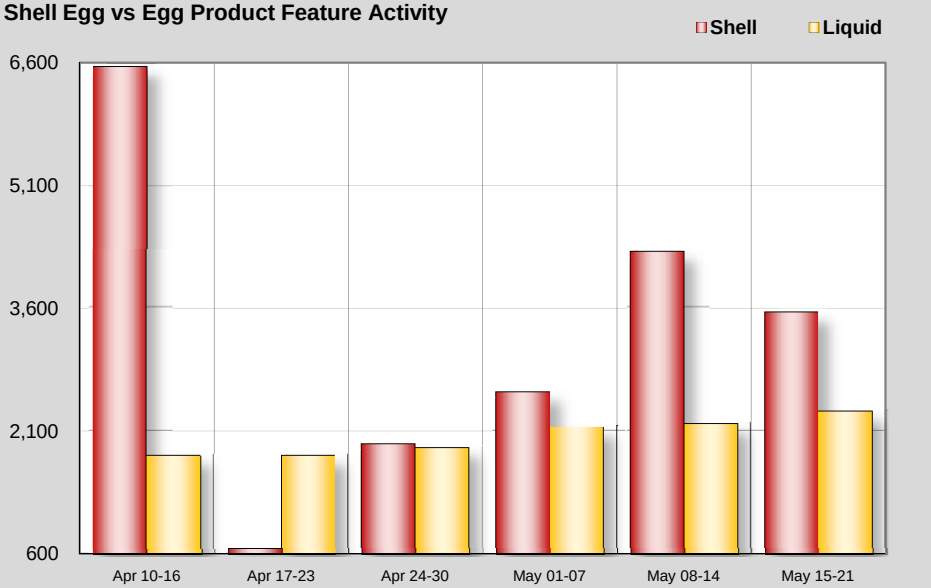
EGG PRODUCTS	THIS WEEK		LAST WEEK		LAST YEAR		NORTHEAST			SOUTHEAST			MIDWEST			SOUTH CENTRAL			SOUTHWEST			NORTHWEST		
1/ Feature Rate	11.5%		10.1%		6.9%		23.2% of 4,000 sampled			2.6% of 5,100 sampled			14.4% of 3,100 sampled			7.9% of 3,200 sampled			13.1% of 2,300 sampled			9.5% of 900 sampled		
2/ Activity Index	2,340		2,180		1,280		Activity Index = 920			Activity Index = 130			Activity Index = 650			Activity Index = 250			Activity Index = 300			Activity Index = 90		
	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	2,080	2.48	1,730	2.34	850	2.63	1.99 - 2.99	680	2.43	1.99 - 3.00	110	2.62	1.99 - 3.00	650	2.72	1.39 - 2.54	250	2.45	2.00	300	2.00	2.50	90	2.50
32 oz. crtn	260	4.96	430	4.45	410	4.00	3.99 - 4.99	240	4.96	4.99	20	4.99												
3 - 4 oz. cup			20	2.00	20	1.79																		
2 - 8 oz. cup																								

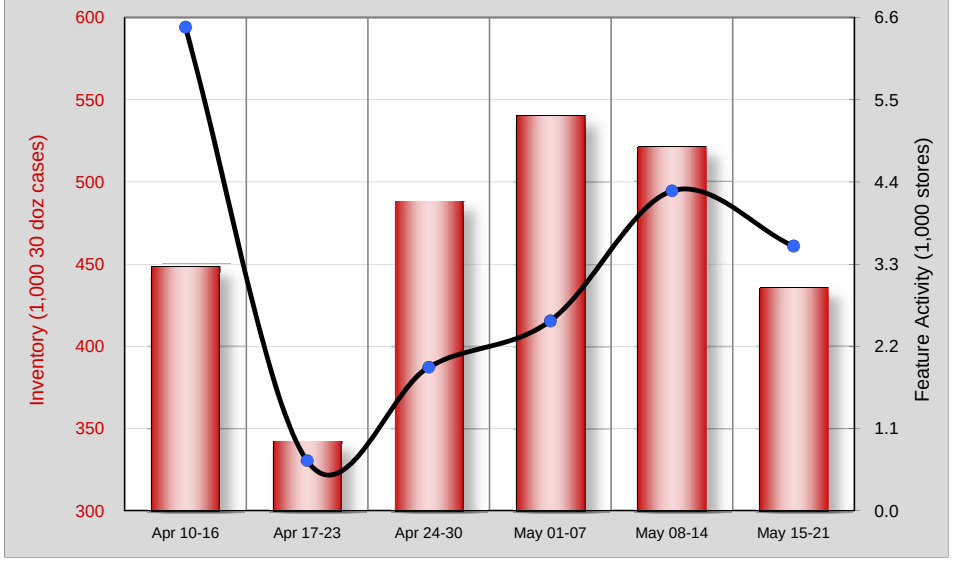
Large White Eggs - Grade A or better, wtd avg. feature price converted to $/dozen (cents per dozen)



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.