USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Fri. Jun 12, 2009

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 06/12 thru 06/18.

(prices in dollars per carton)

SHELL EGG NATIONAL SUMMARY

		THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
	Feature Rate	31.0% of 18,600 stores				52.7% of 18,600 stores				36.3% 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	60	1.20	850	1.12	390	1.15	450	1.26	70	1.72	270	1.35
	White 18 pack			260	2.27			560	1.87			200	2.30
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack	120	0.93	1,960	0.98	310	1.27	2,590	0.92	10	1.19	880	1.11
	White 18 pack			220	1.50			710	1.43			180	2.33
	Brown 12 pack			200	1.29							170	1.53
SPECIALTY	**USDA ORGANIC**												
	White 12 pack												
	Brown 12 pack	70	3.99	870	4.08	70	3.99	710	3.57	20	2.89	250	3.27
	OMEGA-3												
	White 12 pack	180	2.63	1,260	2.41	130	2.99	2,880	2.31	140	2.59	1,320	2.89
	Brown 12 pack			210	2.59			370	3.25			220	2.46
	CAGE-FREE												
	White 12 pack			190	2.50			120	2.68			10	2.50
	Brown 12 pack	110	1.99	1,280	2.75			1,930	2.88			70	3.00
	VEGETARIAN FED												
	White 12 pack							30	2.39				
	Brown 12 pack			410	2.47			1,520	2.21				

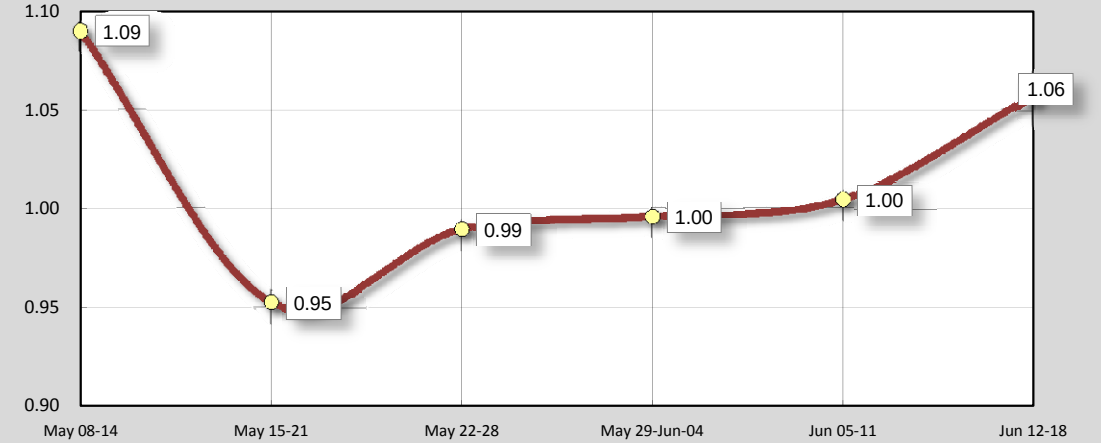
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	3,670	5,010	1,780	**Large Eggs on**
Specialty	4,580	7,760	2,030	**Jun-08-2009**
Total (includes MD)	8,460	12,870	3,810	497.3
Special Rate 4/:	2.5%	9.7%	18.4%	up 12%

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

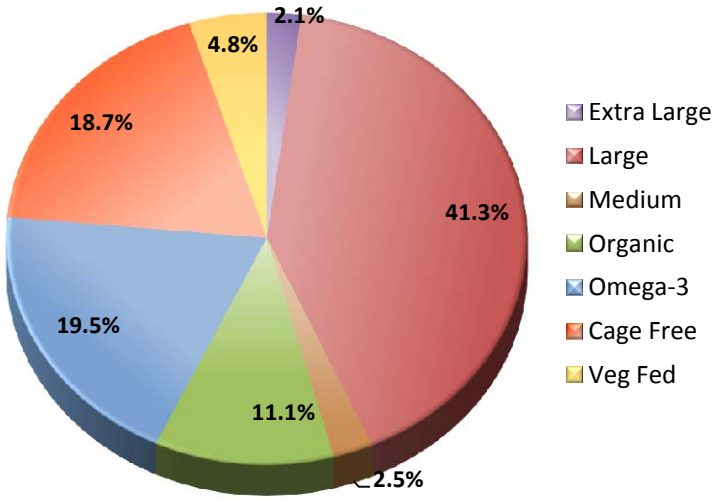
SHELL EGG and EGG PRODUCTS FEATURING

Promotional activity for regular shell eggs is off from last week's high level with only about a third of sampled stores running ads on eggs. There is also a significant drop in the number of "no price" ads being offered. The average advertised price to consumers for Large Grade A or better eggs is up a few cents from last week but on a much test. While promotional activity in the Midwest and Northeast is relatively active, the Southeast region is quiet with less than 10% of sampled store advertising shell eggs. Featuring of specialty shell eggs has dropped sharply from last week led by a sharp drop in ads for Omega-3 eggs with cage-free taking much of that share. Egg products are much less frequently promoted to consumers this week and continue to be popular in the Northeast.

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/		52.4% of 4,000 sampled outlets						9.2% of 5,100 sampled outlets						45.1% of 3,100 sampled outlets					
Activity Index 2/		Activity Index = 2,800 (includes Medium)						Activity Index = 1,300 (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	10	0.99												
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM		White 12 pack						White 12 pack						White 12 pack				
USDA GRADE A	White 12 pack	1.49	10	1.49	0.59 - 1.29	600	1.05	0.88	110	0.88	0.88 - 0.99	430	0.96				0.59 - 1.00	840	0.94
	White 18 pack										1.50	220	1.50						
	Brown 12 pack				1.29	200	1.29												
	MEDIUM		White 12 pack White 30 pack						White 12 pack White 30 pack						White 12 pack White 30 pack		0.40	150	0.40
SPECIALTY	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack	3.99	70	3.99	3.59 - 3.99	480	3.87										4.79	190	4.79
	OMEGA-3																		
	White 12 pack	3.00 - 3.49	50	3.24	1.98 - 2.99	690	2.52	2.00 - 2.50	120	2.43	2.00 - 2.69	60	2.16	2.00	10	2.00	1.59 - 2.00	180	1.88
	Brown 12 pack				2.49	150	2.49												
	CAGE-FREE																		
	White 12 pack																2.50	190	2.50
	Brown 12 pack	1.99	110	1.99	1.99 - 3.59	430	2.51				2.77	360	2.77				2.50	150	2.50
	VEGETARIAN FED																		
	White 12 pack																		
	Brown 12 pack				1.99 - 2.50	400	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/		23.8% of 3,200 sampled outlets						30.6% of 2,300 sampled outlets						35.8% of 900 sampled outlets					
Activity Index 2/		Activity Index = 1,000 (includes Medium)						Activity Index = 850 (includes Medium)						Activity Index = 400 (includes Medium)					
USDA GRADE AA	White 12 pack	1.20	60	1.20	0.75 - 1.20	500	0.96				0.99 - 1.50	200	1.22				0.98 - 2.00	140	1.57
	White 18 pack				1.50 - 1.77	20	1.65				2.50	200	2.50				1.38 - 1.50	40	1.45
	Brown 12 pack																		
	MEDIUM		White 12 pack		0.59	10	0.59		White 12 pack						White 12 pack		0.88	30	0.88
USDA GRADE A	White 12 pack				0.87 - 1.00	90	0.91												
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM		White 12 pack White 30 pack		0.40	10	0.40		White 12 pack White 30 pack		0.99	#####	0.99		White 12 pack White 30 pack				
SPECIALTY	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack				3.50 - 5.00	40	4.02				3.50 - 3.99	150	3.93				3.50	10	3.50
	OMEGA-3																		
	White 12 pack				1.79 - 2.00	210	1.97										3.49	120	3.49
	Brown 12 pack				1.77	10	1.77										2.99 - 3.39	50	3.07
	CAGE-FREE																		
	White 12 pack																		
	Brown 12 pack				1.69 - 2.00	40	1.73				1.33 - 3.49	290	3.38				1.99	10	1.99
	VEGETARIAN FED																		
	White 12 pack																		
	Brown 12 pack				1.77	10	1.77												

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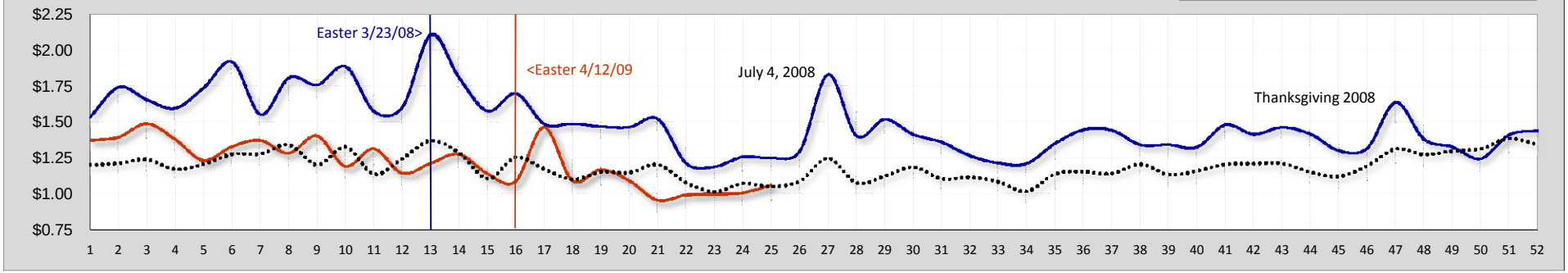
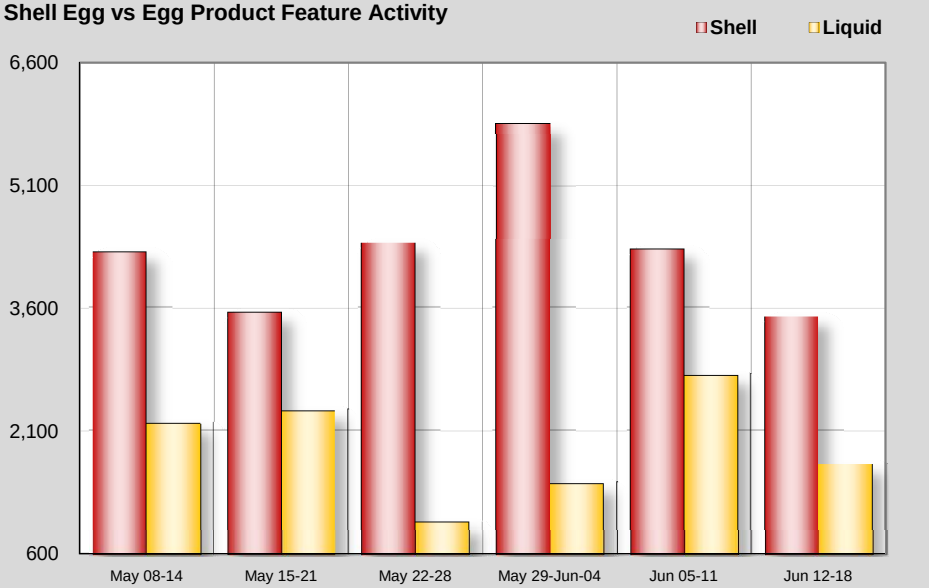
(prices in dollars per carton)

EGG PRODUCTS	THIS WEEK		LAST WEEK		LAST YEAR		NORTHEAST			SOUTHEAST			MIDWEST			SOUTH CENTRAL			SOUTHWEST			NORTHWEST		
1/ Feature Rate	8.1%		12.4%		13.2%		20.9% of 4,000 sampled			3.0% of 5,100 sampled			7.7% of 3,100 sampled			7.7% of 3,200 sampled			0.0% of 2,300 sampled			2.2% of 900 sampled		
2/ Activity Index	1,680		2,770		2,570		Activity Index = 870			Activity Index = 150			Activity Index = 240			Activity Index = 250			Activity Index = 130			Activity Index = 40		
	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	1,430	2.42	1,540	2.37	1,370	2.93	1.99 - 4.99	840	2.64	2.00	120	2.00	1.97 - 2.00	230	1.98	1.97 - 2.50	220	2.31				1.67	20	1.67
32 oz. crtn	160	3.59	1,220	4.27	420	4.20										4.00	30	4.00	3.49	130	3.49			
3 - 4 oz. cup	90	2.48	10	2.00	780	2.36	2.50 - 3.99	30	2.98	2.50	30	2.50	2.50	10	2.50							1.67	20	1.67
2 - 8 oz. cup																								

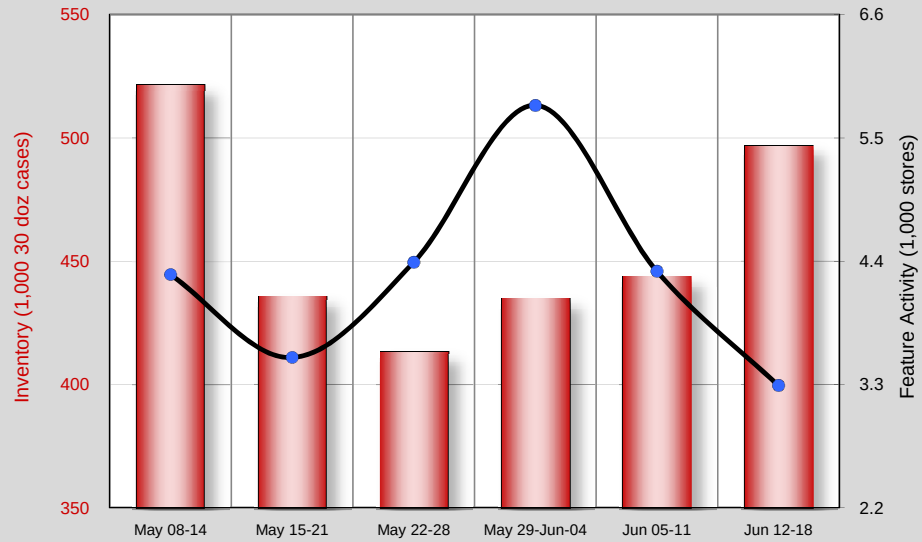
Large White Eggs - Grade A or better, wtd avg. feature price converted to $/dozen (cents per dozen)



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.