USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Fri. Jul 10, 2009

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 07/10 thru 07/16.

(prices in dollars per carton)

SHELL EGG NATIONAL SUMMARY

		THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
	Feature Rate	38.6% of 18,600 stores				22.7% of 18,600 stores				31.6% 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	210	1.18	810	1.01	10	0.99	410	1.13	30	2.50	510	1.28
	White 18 pack			370	1.73	30	2.00	800	1.85			160	2.94
	Brown 12 pack											130	3.79
	USDA GRADE A												
	White 12 pack	350	1.40	2,000	0.87	120	1.00	1,040	0.90	330	1.38	630	1.38
	White 18 pack	10	1.19	700	1.63			150	1.83			350	2.05
	Brown 12 pack												
SPECIALTY	**USDA ORGANIC**												
	White 12 pack												
	Brown 12 pack	20	3.99	440	3.78	350	3.99	680	3.79			600	2.95
	OMEGA-3												
	White 12 pack	200	3.49	1,240	2.96	10	2.00	1,060	2.69	200	2.70	180	2.39
	Brown 12 pack	20	3.49	780	2.54			150	2.66			330	3.37
	CAGE-FREE												
	White 12 pack			310	2.80	140	1.95	140	1.95			30	2.59
	Brown 12 pack			1,550	2.78			650	2.92			1,190	2.96
	VEGETARIAN FED												
	White 12 pack												
	Brown 12 pack	10	2.00	290	2.60			150	2.66				

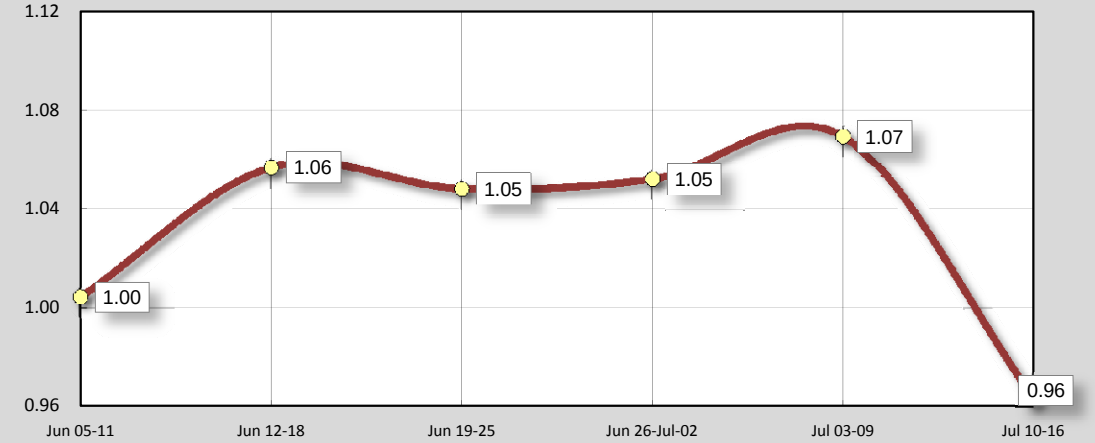
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	4,450	2,560	2,140	**Large Eggs on**
Specialty	4,860	3,330	2,530	**Jul-06-2009**
Total (includes MD)	9,410	5,920	4,930	403.9
Special Rate 4/:	2.4%	1.8%	11.1%	down 15%

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

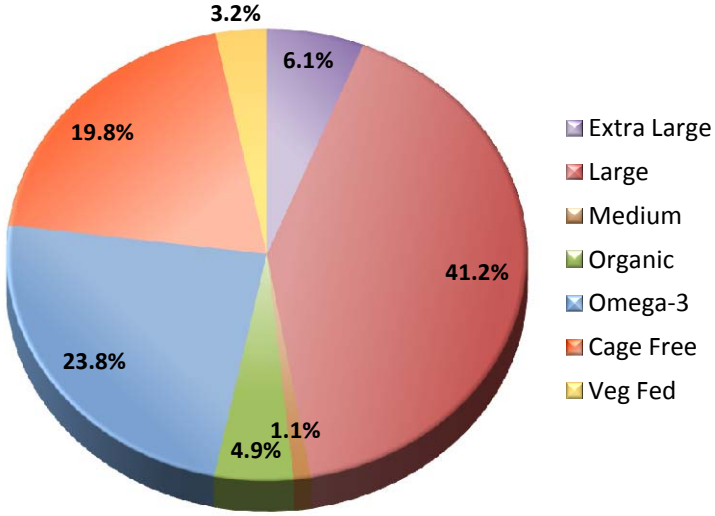
SHELL EGG and EGG PRODUCTS FEATURING

Feature activity on regular shell eggs is up sharply following last week's holiday. The average price for Large Grade A or better shell eggs dropped dramatically when compared to the previous week. Cost to consumer for Large Grade A and Grade AA shell eggs cover a wide spectrum, with prices attractively ranging from 48 cents to $1.59 per dozen. There is a noticeable increase in ads for Extra Large and Medium eggs. Specialty shell egg promotions are significantly higher than the previous week and year. Omega-3 white eggs and Cage Free brown eggs command the most ad space in this area and are mostly advertised in Eastern and Midwest regions. The occurrence of "no price" features is higher this week and focuses primarily on USDA Organic eggs. In the egg products sector, liquid egg ads increased. in number with 14-16 oz. cartons declining in average price, but sharply higher in frequency this ad cycle.

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/		56.8% of 4,000 sampled outlets						33.7% of 5,100 sampled outlets						43.0% of 3,100 sampled outlets					
Activity Index 2/		Activity Index = 2,810 (includes Medium)						Activity Index = 1,980 (includes Medium)						Activity Index = 2,140 (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							0.58	10	0.58	0.69	10	0.69
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM		White 12 pack						White 12 pack						White 12 pack				
USDA GRADE A	White 12 pack	0.99	120	0.99	0.77 - 1.29	240	0.96	2.29	110	2.29	0.68 - 0.98	790	0.83	0.99 - 1.00	120	1.00	0.48 - 1.00	970	0.87
	White 18 pack	1.19	10	1.19	0.99 - 1.99	420	1.62				1.49 - 1.97	180	1.93				0.89 - 1.29	90	1.19
	Brown 12 pack																		
	MEDIUM		White 12 pack White 30 pack						White 12 pack White 30 pack		0.99	10	0.99		White 12 pack White 30 pack		0.40 - 0.69	30	0.56
SPECIALTY	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack				2.99 - 4.00	170	3.35												
	OMEGA-3																		
	White 12 pack	3.49	200	3.49	2.00 - 3.49	800	2.98				2.33 - 3.00	110	2.62				3.00	190	3.00
	Brown 12 pack	3.49	20	3.49	2.33 - 3.49	590	2.44				2.33	70	2.33				3.00	80	3.00
	CAGE-FREE																		
	White 12 pack				2.49	20	2.49										2.50 - 2.79	210	2.75
	Brown 12 pack				2.50 - 3.00	210	2.94				2.50 - 3.00	710	2.77				2.39 - 3.00	430	2.77
	VEGETARIAN FED																		
	White 12 pack																		
	Brown 12 pack	2.00	10	2.00	2.99	60	2.99				2.50	230	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/		22.9% of 3,200 sampled outlets						36.4% of 2,300 sampled outlets						31.1% of 900 sampled outlets					
Activity Index 2/		Activity Index = 750 (includes Medium)						Activity Index = 970 (includes Medium)						Activity Index = 460 (includes Medium)					
USDA GRADE AA	White 12 pack				0.88 - 1.00	340	0.95	0.90 - 1.50	200	1.21	0.69 - 1.00	270	0.98				0.79 - 1.59	180	1.20
	White 18 pack				1.25 - 1.29	150	1.29				1.99 - 2.50	220	2.03						
	Brown 12 pack																		
	MEDIUM		White 12 pack		0.60	60	0.60		White 12 pack						White 12 pack				
USDA GRADE A	White 12 pack																		
	White 18 pack				0.98	10	0.98												
	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	3.99	20	3.99	3.99	20	3.99				4.59	130	4.59				3.49	120	3.49
	OMEGA-3																		
	White 12 pack										2.99 - 3.00	140	2.99						
	Brown 12 pack				3.50	30	3.50				3.50	10	3.50						
	CAGE-FREE																		
	White 12 pack																2.99	80	2.99
	Brown 12 pack				1.87 - 2.79	120	2.41										2.50 - 2.99	80	2.95
	VEGETARIAN FED																		
	White 12 pack																		
	Brown 12 pack																		

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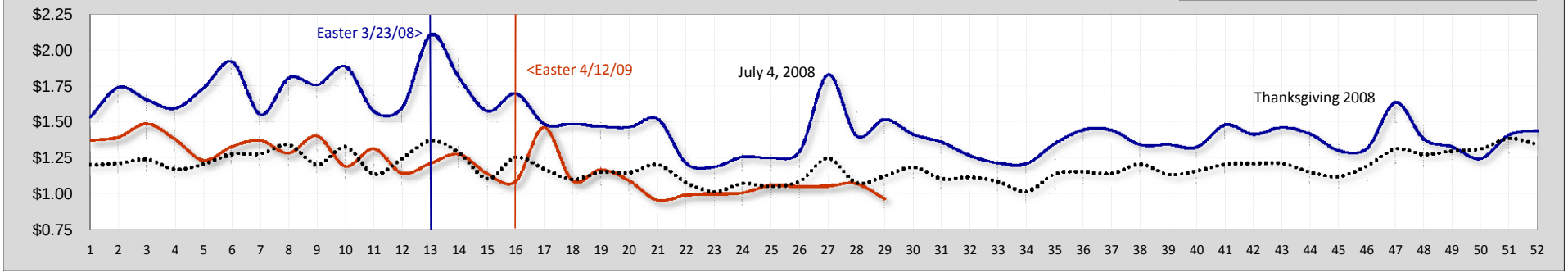
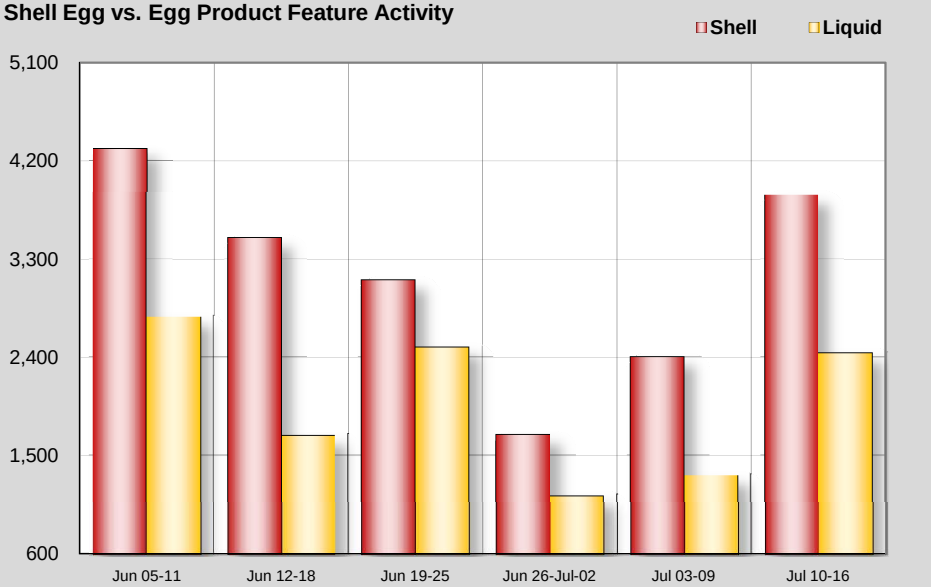
(prices in dollars per carton)

EGG PRODUCTS	THIS WEEK		LAST WEEK		LAST YEAR		NORTHEAST			SOUTHEAST			MIDWEST			SOUTH CENTRAL			SOUTHWEST			NORTHWEST		
1/ Feature Rate	11.6%		5.6%		5.3%		19.3% of 4,000 sampled			19.9% of 5,100 sampled			6.6% of 3,100 sampled			5.5% of 3,200 sampled			0.0% of 2,300 sampled			0.0% of 900 sampled		
2/ Activity Index	2,440		1,320		1,330		Activity Index = 880			Activity Index = 1,000			Activity Index = 250			Activity Index = 180			Activity Index = 130			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	1,880	2.00	550	2.14	750	2.46	2.00 - 3.00	490	2.41	1.67 - 2.99	980	1.71	1.99 - 2.59	230	2.35	1.99 - 2.19	180	2.04						
32 oz. crtn	470	4.67	450	4.80	580	4.84	3.99 - 4.99	300	4.94	4.79	20	4.79	4.99	20	4.99				3.99	130	3.99			
3 - 4 oz. cup	90	2.77	320	2.19			2.00 - 2.99	90	2.77															
2 - 8 oz. cup																								

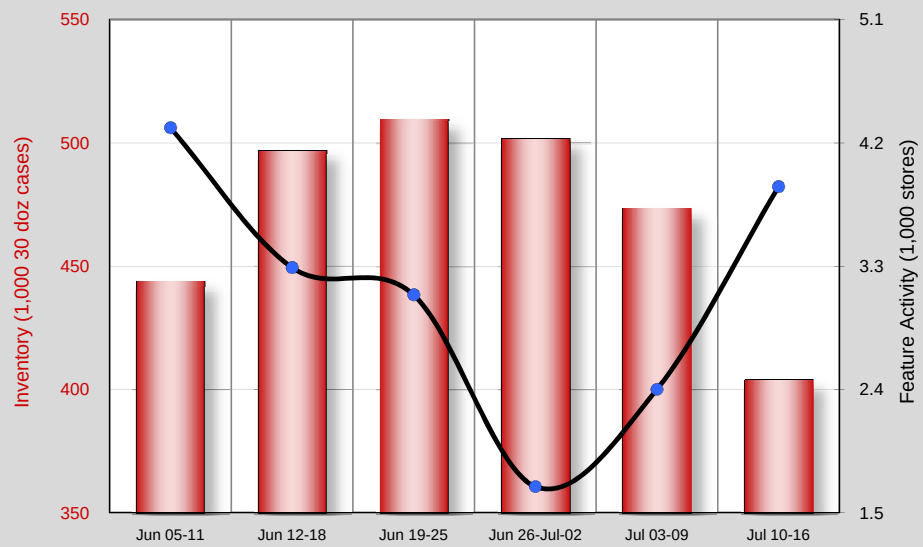
Large White Eggs - Grade A or better, wtd avg. feature price converted to $/dozen (cents per dozen)



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.