



USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 07/17 thru 07/23.

(prices in dollars per carton)

Fri. Jul 17, 2009

SHELL EGG NATIONAL SUMMARY													
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	49.1% of 18,600 stores				38.6% of 18,600 stores				27.8% 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	80	1.20	730	1.08	210	1.18	810	1.01	30	1.66	50	1.20
	White 18 pack			580	2.03			370	1.73			170	2.89
SPECIALTY	USDA GRADE A												
	White 12 pack	280	0.99	1,640	1.01	350	1.40	2,000	0.87	180	1.40	800	1.46
	White 18 pack			820	1.13	10	1.19	700	1.63			30	1.92
ORGANIC	USDA ORGANIC												
	White 12 pack												
	Brown 12 pack	10	3.98	400	3.53	20	3.99	440	3.78	10	3.98	760	4.00
OMEGA-3	OMEGA-3												
	White 12 pack	480	2.73	1,710	2.31	200	3.49	1,240	2.96	130	2.70	1,730	2.17
	Brown 12 pack			370	4.05	20	3.49	780	2.54			230	2.47
CAGE-FREE	CAGE-FREE												
	White 12 pack			110	2.50			310	2.80			130	2.50
	Brown 12 pack			1,810	2.89			1,550	2.78			630	2.83
VEGETARIAN FED	VEGETARIAN FED												
	White 12 pack												
	Brown 12 pack	120	2.99	1,220	2.22	10	2.00	290	2.60				

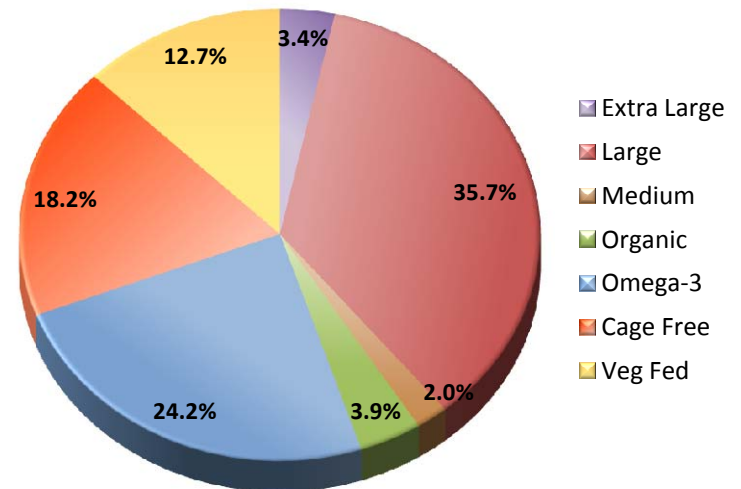
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	4,130	4,450	1,380	Large Eggs on Jul-13-2009
Specialty	6,230	4,860	3,620	
Total (includes MD)	10,570	9,410	5,040	338.9
Special Rate 4/:	9.0%	2.4%	5.0%	down 16%

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

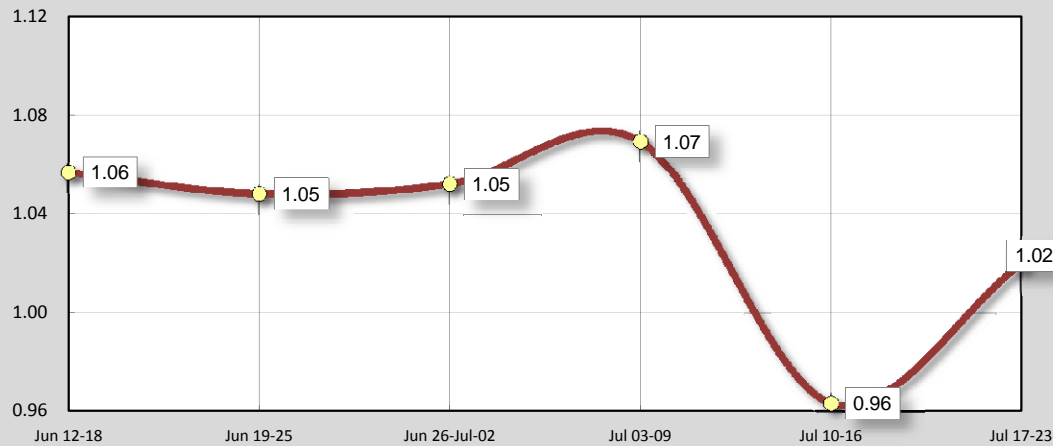
SHELL EGG and EGG PRODUCTS FEATURING

Regular shell egg promotional activity is slightly lower than the previous week, although sharply higher than data collected the same week a year ago. The majority of this week's activity is being conducted in the Midwest and Eastern regions. Even with an increase in the average price of Large white eggs, Grade A or better, consumers are able to find eggs at attractively lower prices. No price specials increased dramatically as many outlets are promoting "free eggs with additional purchases". Extra Large and Medium eggs are still maintaining visibility. Specialty shell egg promotions outpaced regular eggs by a wide margin. Omega-3 white eggs and Cage Free brown eggs continue to command the most ad space. There is a noticeable increase in ads for Vegetarian Fed eggs this week. In the egg products sector, liquid egg promotions are not quite as visible as a week ago. Featuring of 1 quart and 3-4 oz. cup increased in activity.

This Week's Shell Egg Featuring by Category



Large White Eggs - Grade A or better, wtd avg. feature price converted to \$/dozen



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/} Activity Index ^{2/}		64.2% of 4,000 sampled outlets Activity Index = 2,970 (includes Medium)						62.7% of 5,100 sampled outlets Activity Index = 2,180 (includes Medium)						50.1% of 3,100 sampled outlets Activity Index = 2,100 (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 - 1.50	110	1.44				0.99	50	0.99				0.69 - 0.79	20	0.74	
	White 18 pack																0.99	80	0.99	
	Brown 12 pack																			
	MEDIUM			White 12 pack						White 12 pack						White 12 pack	1.99	30	1.99	
USDA GRADE A	White 12 pack	0.99	10	0.99	0.99 - 1.60	360	1.37	0.98	60	0.98	0.98 - 1.00	130	0.99	0.98 - 1.00	210	0.99	0.48 - 1.00	870	0.93	
	White 18 pack				0.99 - 1.19	370	1.03				1.28	220	1.28				1.18	160	1.18	
	Brown 12 pack																			
	MEDIUM			White 12 pack White 30 pack						White 12 pack White 30 pack	0.66 - 1.15	110	1.03			White 12 pack White 30 pack	1.00 - 1.15	20	1.09	
S P E C I A L T Y	USDA ORGANIC																			
		White 12 pack																		
		Brown 12 pack				2.99 - 3.99	350	3.51									3.29	10	3.29	
		OMEGA-3																		
		White 12 pack	2.50 - 2.99	480	2.73	2.50 - 2.99	530	2.72			1.99 - 2.99	990	2.02				2.45 - 2.99	130	2.61	
	Brown 12 pack				2.99	120	2.99									2.99	100	2.99		
	CAGE-FREE																			
	White 12 pack				2.50	110	2.50													
	Brown 12 pack				2.49 - 3.79	530	3.10			2.79 - 3.39	620	2.88				2.39 - 3.39	470	2.79		
	VEGETARIAN FED																			
	White 12 pack																			
	Brown 12 pack	2.99	120	2.99	2.99	120	2.99			2.00 - 2.79	1,000	2.05				2.99	100	2.99		
		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/} Activity Index ^{2/}		20.0% of 3,200 sampled outlets Activity Index = 700 (includes Medium)						33.2% of 2,300 sampled outlets Activity Index = 870 (includes Medium)						47.6% of 900 sampled outlets Activity Index = 410 (includes Medium)						
USDA GRADE AA	White 12 pack				0.99 - 1.00	60	1.00	0.99 - 1.29	80	1.20	0.99	150	0.99				0.77 - 1.59	340	1.05	
	White 18 pack										2.00 - 2.50	500	2.20							
	Brown 12 pack																			
	MEDIUM			White 12 pack						White 12 pack						White 12 pack				
USDA GRADE A	White 12 pack				0.69 - 1.00	280	0.78													
	White 18 pack				0.97 - 1.18	70	1.10													
	Brown 12 pack																			
	MEDIUM			White 12 pack White 30 pack	0.57 - 0.58	50	0.57			White 12 pack White 30 pack						White 12 pack White 30 pack				
S P E C I A L T Y	USDA ORGANIC																			
		White 12 pack																		
		Brown 12 pack												3.98	10	3.98	2.99 - 3.99	40	3.70	
		OMEGA-3																		
		White 12 pack				2.99	60	2.99						4.29	130	4.29		14.19	20	14.19
	Brown 12 pack																			
	CAGE-FREE																			
	White 12 pack																			
	Brown 12 pack				2.00 - 2.99	180	2.65				2.00	10	2.00							
	VEGETARIAN FED																			
	White 12 pack																			
	Brown 12 pack																			



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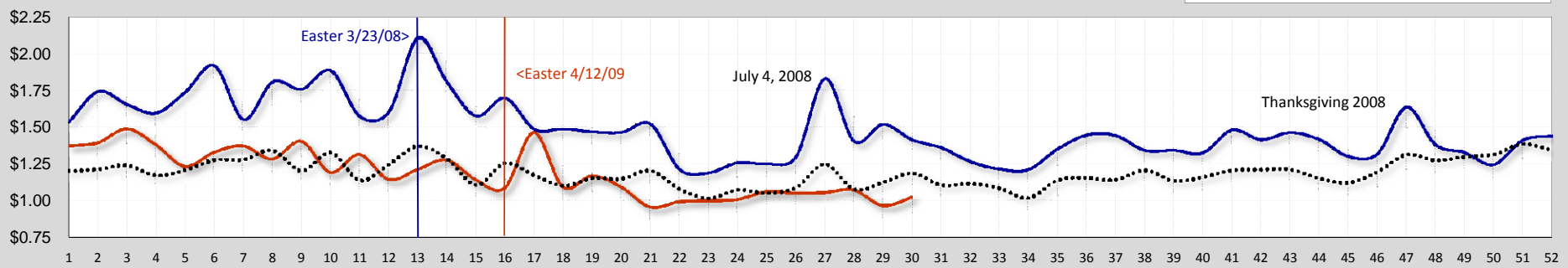
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(prices in dollars per carton)

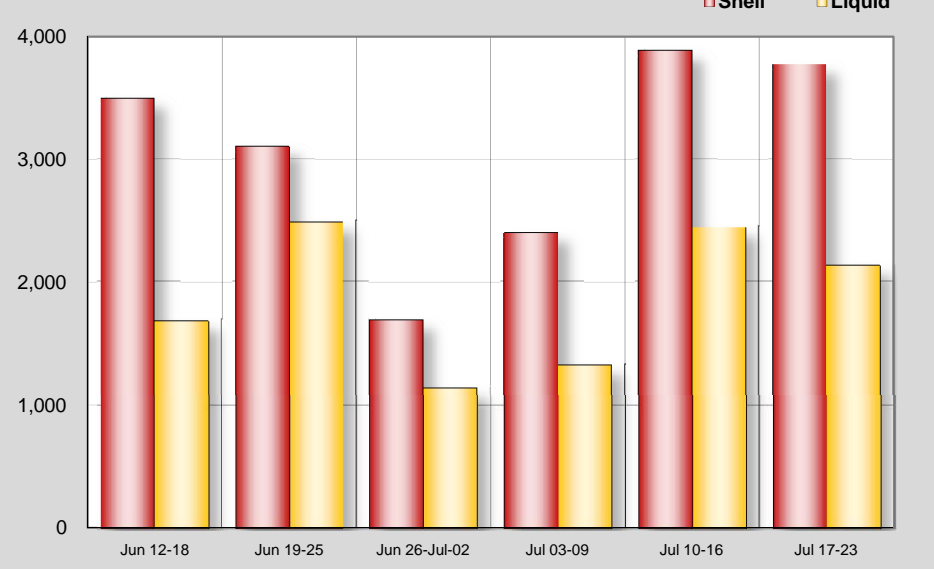
Fri. Jul 17, 2009

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	12.5%	11.6%	8.9%	38.2% of 4,000 sampled	1.7% of 5,100 sampled	6.2% of 3,100 sampled	11.9% of 3,200 sampled	5.7% of 2,300 sampled	0.0% of 900 sampled
2/ Activity Index	2,130	2,440	2,010	Activity Index = 1,430	Activity Index = 20	Activity Index = 170	Activity Index = 380	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	1,240 2.54	1,880 2.00	1,740 2.74	2.00 - 3.29 1,010 2.60		1.99 - 2.50 40 2.36	1.98 - 3.00 190 2.24		
32 oz. crtn	640 4.52	470 4.67	260 4.74	4.50 - 4.99 360 4.86	4.99 20 4.99	4.50 130 4.50		3.49 130 3.49	
3 - 4 oz. cup	250 2.28	90 2.77	10 1.99	2.00 60 2.00			2.29 - 2.39 190 2.36		
2 - 8 oz. cup									

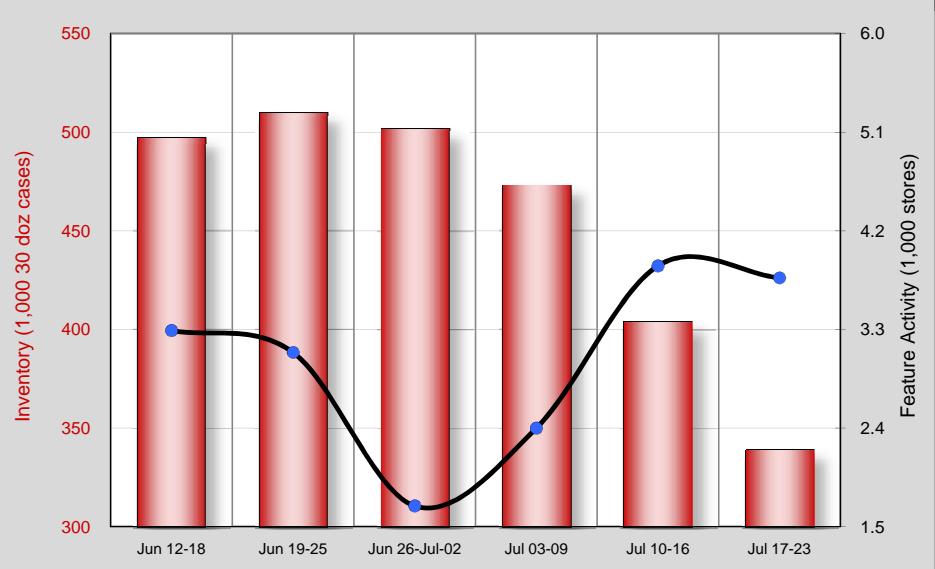
Large White Eggs - Grade A or better, wtd avg. feature price converted to \$/dozen (cents per dozen)



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.