USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Fri. Sep 04, 2009

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 09/04 thru 09/10.

(prices in dollars per carton)

SHELL EGG NATIONAL SUMMARY

		THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
	Feature Rate	21.7% of 18,600 stores				43.0% of 18,600 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	10	1.50	140	1.31	30	0.99	1,060	1.23	30	2.50	150	1.25
	White 18 pack			720	1.95	30	2.00	290	1.98			310	2.72
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack			1,460	1.00	130	1.03	3,680	1.01	70	1.50	410	1.50
	White 18 pack							370	2.15			350	1.72
	Brown 12 pack			10	0.99			220	0.99			120	1.89
SPECIALTY	**USDA ORGANIC**												
	White 12 pack												
	Brown 12 pack			470	4.23			530	3.61	60	5.19	780	3.71
	OMEGA-3												
	White 12 pack	110	2.31	700	2.31	120	2.50	1,100	2.67			1,750	2.50
	Brown 12 pack			120	2.49			170	2.65			30	3.99
	CAGE-FREE												
	White 12 pack			20	1.59			470	2.70				
	Brown 12 pack			1,050	2.88	110	2.50	1,340	2.75			590	2.83
	VEGETARIAN FED												
	White 12 pack			250	2.48			290	2.38				
	Brown 12 pack	70	2.94	150	2.47			340	2.72				

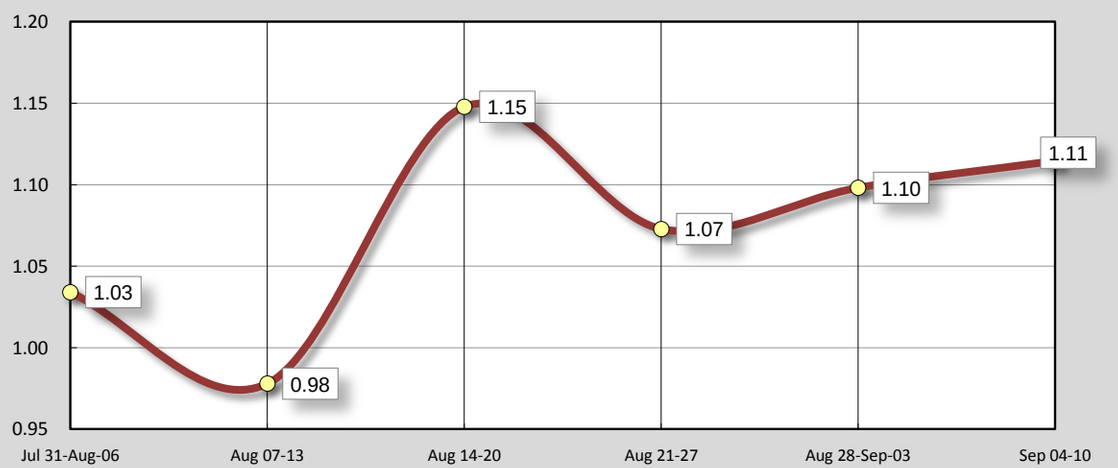
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,340	5,810	1,440	**Large Eggs on**
Specialty	2,940	4,470	3,210	**Aug-31-2009**
Total (includes MD)	5,310	10,410	4,790	487.9
Special Rate 4/:	0.3%	1.4%	10.5%	up 4%

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

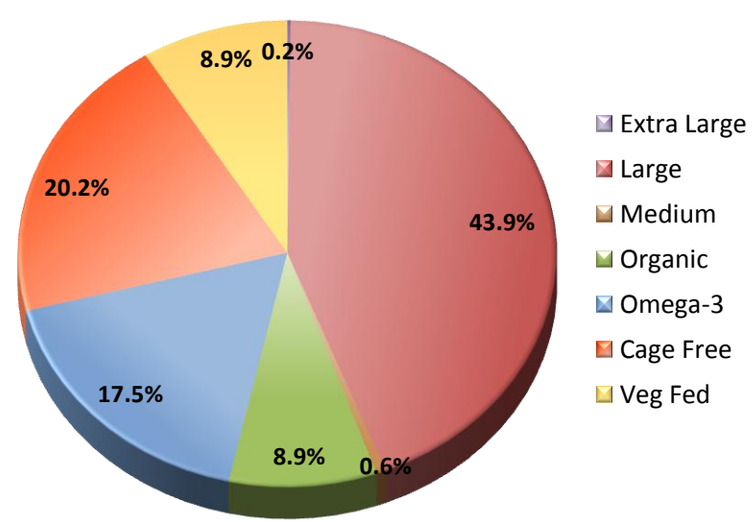
SHELL EGG and EGG PRODUCTS FEATURING

Feature activity for regular shell eggs declines sharply as Labor Day-related outdoor grilling items command premium ad space this week. Despite the significant drop in promotions, the weighted average price of Grade A or better, Large white eggs to consumer is only one cent higher per dozen than a week ago. The Southeast remains the most active region, however, not as vigorous as a week ago. No price ads are very limited in number and Medium and Extra Large egg promotions are very had to find this ad cycle. Specialty shell egg feature activity declines. While all regions are promoting eggs in this category, most ads are primarily showing up in the Northeast region. In the egg products sector, liquid egg promotions increase in number with 14-16 ounce cartons most prominently featured. Notably, sales can be found almost nationwide, with the exception of the Northwest region where liquid ads are virtually nonexistent.

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/		19.7% of 4,000 sampled outlets						31.7% of 5,100 sampled outlets						18.6% of 3,100 sampled outlets					
Activity Index 2/		Activity Index = 1,150 (includes Medium)						Activity Index = 1,680 (includes Medium)						Activity Index = 750 (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				1.50	60	1.50												
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM		White 12 pack						White 12 pack						White 12 pack				
USDA GRADE A	White 12 pack				1.29	10	1.29				0.88 - 1.25	1,050	1.00				0.88 - 1.29	300	1.01
	White 18 pack																		
	Brown 12 pack				0.99	10	0.99												
	MEDIUM		White 12 pack White 30 pack		0.84	20	0.84		White 12 pack White 30 pack						White 12 pack White 30 pack				
SPECIALTY	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack				2.99 - 5.00	200	3.93										2.99 - 4.99	210	4.77
	OMEGA-3																		
	White 12 pack				1.98 - 2.99	470	2.28	2.39	90	2.39				2.39	10	2.39	2.00 - 2.50	200	2.47
	Brown 12 pack				2.49 - 2.50	120	2.49												
	CAGE-FREE																		
	White 12 pack																		
	Brown 12 pack				2.50 - 3.49	260	3.14				2.79 - 3.39	540	2.88				2.50 - 3.39	30	3.03
	VEGETARIAN FED																		
	White 12 pack				2.00 - 2.69	60	2.50										1.79 - 2.50	190	2.48
	Brown 12 pack	2.50 - 2.99	70	2.94	2.49 - 2.99	140	2.52												

		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/		7.5% of 3,200 sampled outlets						29.5% of 2,300 sampled outlets						17.0% of 900 sampled outlets					
Activity Index 2/		Activity Index = 300 (includes Medium)						Activity Index = 700 (includes Medium)						Activity Index = 270 (includes Medium)					
USDA GRADE AA	White 12 pack				1.25	10	1.25	1.50	10	1.50	0.99	10	0.99				0.99 - 2.00	60	1.19
	White 18 pack										1.99 - 2.00	640	1.99				1.59	80	1.59
	Brown 12 pack																		
	MEDIUM		White 12 pack		0.59	10	0.59		White 12 pack						White 12 pack				
USDA GRADE A	White 12 pack				0.89 - 1.25	100	1.05												
	White 18 pack																		
	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				2.98 - 3.49	40	3.34				3.49	10	3.49				3.39	10	3.39
	OMEGA-3																		
	White 12 pack	1.49	10	1.49	1.49 - 1.77	20	1.63				1.79	10	1.79						
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack										1.59	20	1.59						
	Brown 12 pack				1.99 - 2.79	100	2.41										1.99 - 2.99	120	2.61
	VEGETARIAN FED																		
	White 12 pack																		
	Brown 12 pack				1.77	10	1.77												

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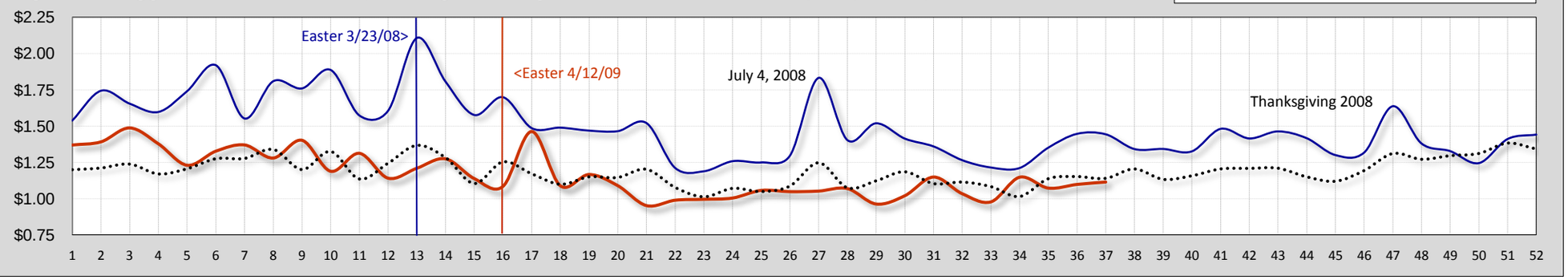
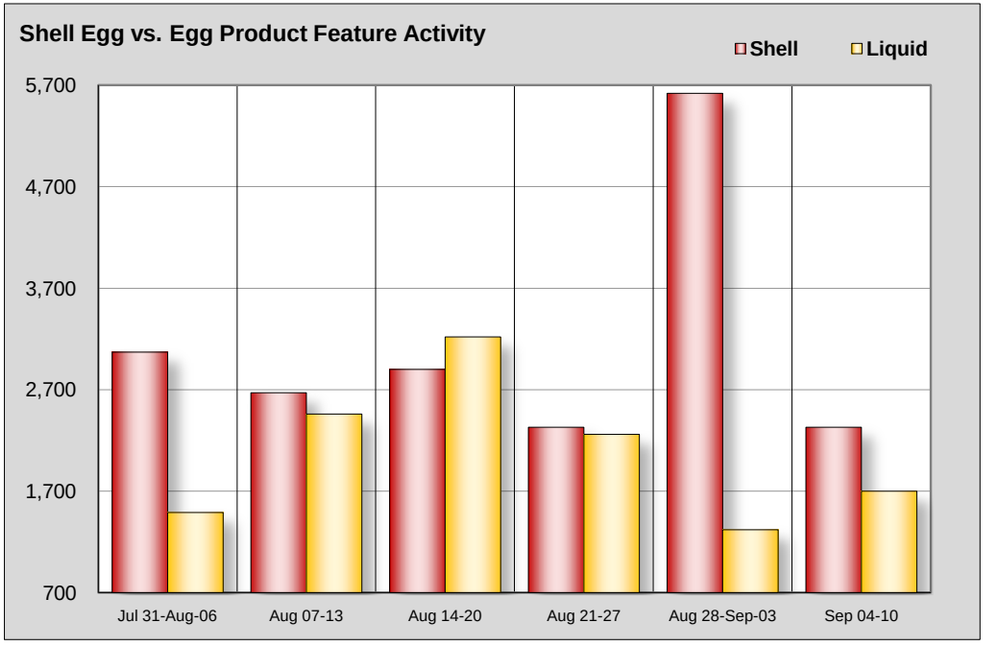
(prices in dollars per carton)

EGG PRODUCTS	THIS WEEK		LAST WEEK		LAST YEAR		NORTHEAST			SOUTHEAST			MIDWEST			SOUTH CENTRAL			SOUTHWEST			NORTHWEST		
1/ Feature Rate	8.8%		6.7%		9.0%		20.3% of 4,000 sampled			5.0% of 5,100 sampled			2.9% of 3,100 sampled			4.7% of 3,200 sampled			14.7% of 2,300 sampled			0.0% of 900 sampled		
2/ Activity Index	1,700		1,320		1,540		Activity Index = 820			Activity Index = 250			Activity Index = 50			Activity Index = 240			Activity Index = 340			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	1,210	2.49	980	2.28	570	2.49	1.99 - 3.00	620	2.61	1.79 - 3.00	250	2.34	1.79 - 3.00	50	2.08	1.79 - 2.99	150	2.41	2.50	140	2.50			
32 oz. crtn	410	4.48	160	3.96	530	4.93	4.99	200	4.99							3.99	10	3.99	3.99	200	3.99			
3 - 4 oz. cup	80	2.95	180	2.38	440	2.17										2.29 - 3.99	80	2.95						
2 - 8 oz. cup																								

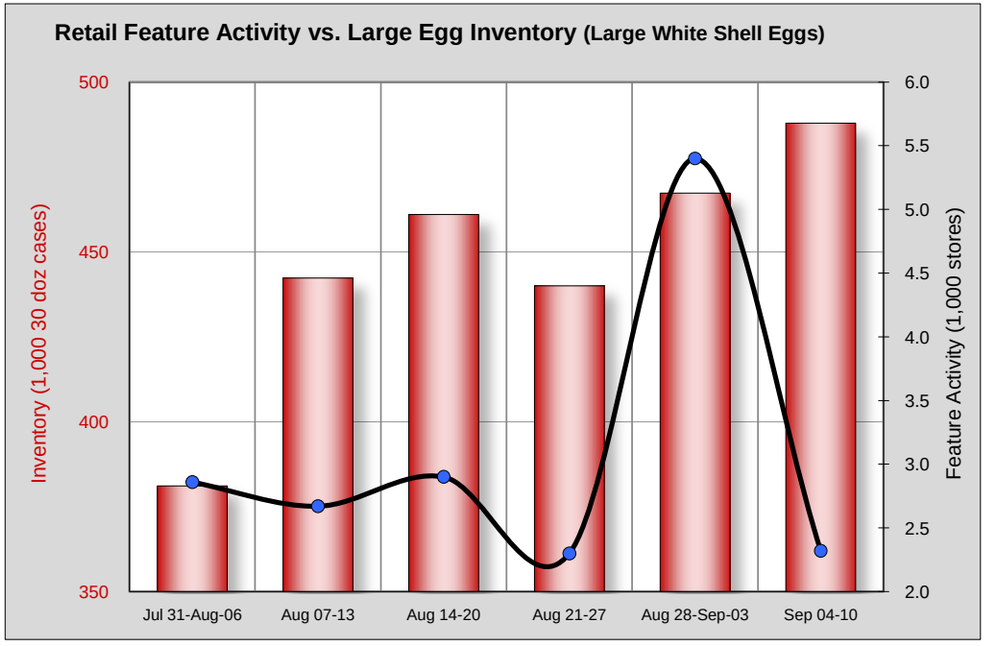
Large White Eggs - Grade A or better, wtd avg. feature price converted to $/dozen (cents per dozen)



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.