



**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 11/13 thru 11/19.

(prices in dollars per carton)

Fri. Nov 13, 2009

**SHELL EGG NATIONAL SUMMARY**

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR						
	39.6% of 18,600 stores		45.5% 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	
<b>REGULAR</b> USDA GRADE AA	White 12 pack		1,130	1.18	280	1.32	850	1.08	120	1.14	780	1.51	
	White 18 pack	30	2.69	660	1.97			490	1.73	30	2.49	310	2.14
	Brown 12 pack												
<b>REGULAR</b> USDA GRADE A	White 12 pack	180	1.16	1,230	0.99			960	0.97	20	1.64	670	1.04
	White 18 pack			220	1.85			580	1.74			30	1.99
	Brown 12 pack							10	1.99			120	1.89
<b>SPECIALTY</b> USDA ORGANIC	White 12 pack												
	Brown 12 pack			170	3.55			880	4.25			70	3.64
	<b>OMEGA-3</b>												
<b>SPECIALTY</b> CAGE-FREE	White 12 pack	240	2.97	1,210	2.57	240	2.77	1,700	2.51			1,210	2.62
	Brown 12 pack			1,310	2.14			90	2.39			440	3.12
<b>SPECIALTY</b> VEGETARIAN FED	White 12 pack			280	2.74	150	2.49	600	2.54			690	2.27
	Brown 12 pack	190	2.49	2,630	2.91			2,030	2.94			1,740	2.60
<b>SPECIALTY</b> VEGETARIAN FED	White 12 pack			940	2.00								
	Brown 12 pack			1,130	2.09	20	2.79	160	2.93				

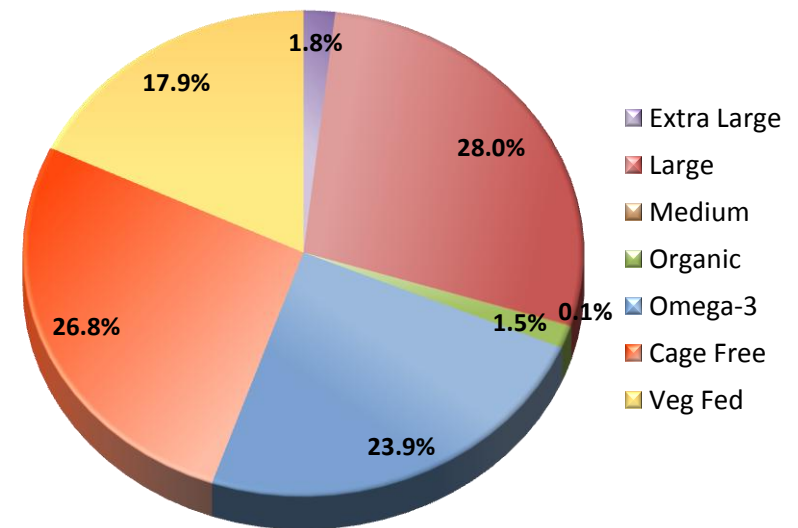
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	3,450	3,170	2,080	Large Eggs on Nov-09-2009
Specialty	8,100	5,870	4,150	
Total (includes MD)	11,560	9,350	6,360	568.5
Special Rate 4/:	2.6%	13.3%	9.4%	unchanged

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

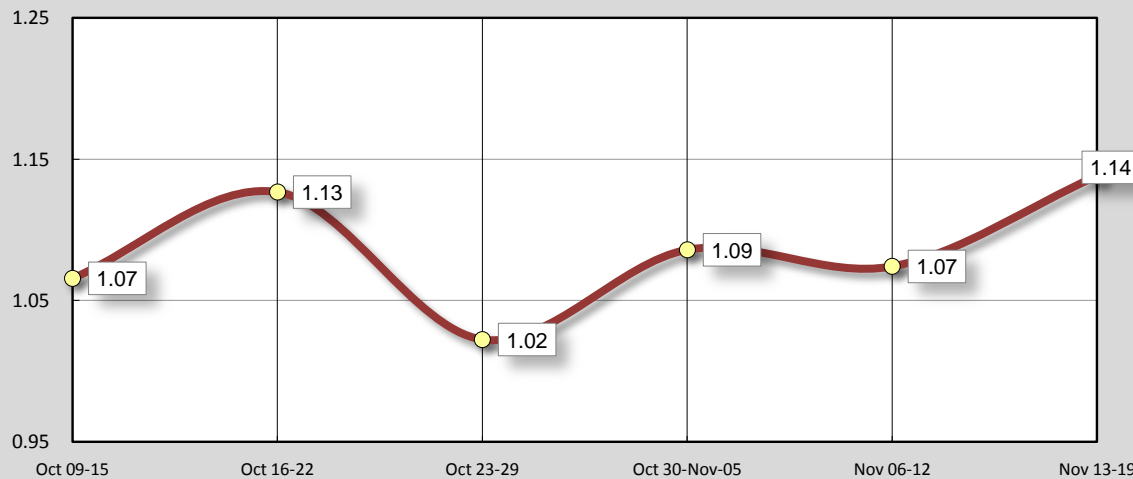
**SHELL EGG and EGG PRODUCTS FEATURING**

Supermarket featuring of all types of shell eggs is up this week as stores target holiday bakers once more before the holiday arrives. However, specialty shell eggs are much more likely to be seen in ads this cycle with the exception of organic types which are getting little press. The average price of regular Large white shell eggs on ad is up this week, supported by strong ad pricing for 18-packs. The remaining specialty types enjoy equal billing in the dairy case along with higher average ad pricing. Liquid egg products keep a low profile this cycle. Egg nog sees more ad space this week but continues to lag in promotional activity from last year activity can be expected to increase as the winter holidays approach. Extra Large and Medium shell eggs drop in add activity this week but their Jumbo cousins show up in several ads. Once Thanksgiving has past, shell eggs typically enter a short lull before breaking out in mid-December for holiday baking. Time will tell if this trend holds in 2009.

**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.)

		<b>NORTHEAST U.S.</b> (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT) 					<b>SOUTHEAST U.S.</b> (AL,FL,GA,MS,NC,SC,TN,VA,WV) 					<b>MIDWEST U.S.</b> (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI) 							
<b>Feature Rate <sup>1/</sup> Activity Index <sup>2/</sup></b>		<b>47.1% of 4,000 sampled outlets Activity Index = 2,540 (includes Medium)</b>					<b>39.2% of 5,100 sampled outlets Activity Index = 2,010 (includes Medium)</b>					<b>40.3% of 3,100 sampled outlets Activity Index = 1,880 (includes Medium)</b>							
<b>CLASS</b>		<b>EXTRA LARGE</b>			<b>LARGE</b>			<b>EXTRA LARGE</b>			<b>LARGE</b>			<b>EXTRA LARGE</b>			<b>LARGE</b>		
		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/
<b>USDA GRADE AA</b>	White 12 pack				0.99 - 1.54	210	1.35				0.99	30	0.99				1.19	10	1.19
	White 18 pack																		
	Brown 12 pack																		
	<b>MEDIUM</b>				White 12 pack						White 12 pack						White 12 pack		
<b>USDA GRADE A</b>	White 12 pack	1.39	10	1.39	0.99	140	0.99				0.98 - 1.00	140	0.99	0.99 - 1.00	120	1.00	0.79 - 1.19	730	0.99
	White 18 pack										1.88	120	1.88				1.49 - 1.88	10	1.65
	Brown 12 pack																		
	<b>MEDIUM</b>				White 12 pack						White 12 pack						White 12 pack		
					White 30 pack						White 30 pack						White 30 pack		
<b>SPECIALTY</b>	<b>USDA ORGANIC</b>																		
	White 12 pack																		
	Brown 12 pack				2.99 - 3.99	120	3.68				3.49	30	3.49						
	<b>OMEGA-3</b>																		
White 12 pack	2.69 - 2.99	240	2.97	2.00 - 2.99	810	2.67					2.49	60	2.49			1.50 - 2.50	290	2.33	
Brown 12 pack										2.00 - 2.49	1,000	2.03				2.50	190	2.50	
<b>CAGE-FREE</b>																			
White 12 pack																			
Brown 12 pack	2.49	190	2.49	2.69 - 3.59	820	2.97					1.99 - 3.79	630	2.93				2.77 - 3.79	530	2.90
<b>VEGETARIAN FED</b>																			
White 12 pack											2.00	940	2.00						
Brown 12 pack											2.00	940	2.00				2.50 - 2.99	190	2.52
		<b>SOUTH CENTRAL U.S.</b> (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT) 					<b>SOUTHWEST U.S.</b> (CA,NV) 					<b>NORTHWEST U.S.</b> (ID,MT,OR,WA,WY) 							
<b>Feature Rate <sup>1/</sup> Activity Index <sup>2/</sup></b>		<b>34.0% of 3,200 sampled outlets Activity Index = 1,520 (includes Medium)</b>					<b>32.7% of 2,300 sampled outlets Activity Index = 1,040 (includes Medium)</b>					<b>43.8% of 900 sampled outlets Activity Index = 500 (includes Medium)</b>							
<b>USDA GRADE AA</b>	White 12 pack				0.79 - 1.40	270	1.07				0.99 - 1.67	460	1.19				0.98 - 1.50	150	1.16
	White 18 pack				1.49 - 1.95	150	1.52	2.69	30	2.69	1.49 - 2.99	240	2.71				1.49 - 1.95	270	1.55
	Brown 12 pack																		
	<b>MEDIUM</b>				White 12 pack						White 12 pack						White 12 pack		
<b>USDA GRADE A</b>	White 12 pack	1.50	50	1.50	0.99 - 1.00	220	1.00												
	White 18 pack				1.69 - 2.00	90	1.84												
	Brown 12 pack																		
	<b>MEDIUM</b>				White 12 pack						White 12 pack						White 12 pack		
					White 30 pack						White 30 pack						White 30 pack		
<b>SPECIALTY</b>	<b>USDA ORGANIC</b>																		
	White 12 pack																		
	Brown 12 pack																2.50 - 3.29	20	2.84
	<b>OMEGA-3</b>																		
White 12 pack				2.50	30	2.50					2.50 - 2.79	20	2.68						
Brown 12 pack				2.50	120	2.50													
<b>CAGE-FREE</b>																			
White 12 pack				2.50 - 2.99	200	2.69					2.99	40	2.99				2.50 - 2.99	40	2.75
Brown 12 pack				1.88 - 2.99	390	2.42					2.99 - 3.59	240	3.49				2.99	20	2.99
<b>VEGETARIAN FED</b>																			
White 12 pack																			
Brown 12 pack																			



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(prices in dollars per carton)

Fri. Nov 13, 2009

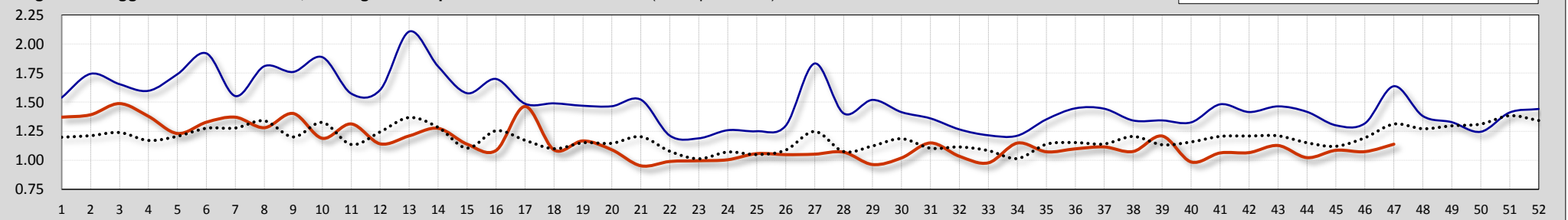
EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	6.2%	18.8%	12.3%	16.1% of 4,000 sampled	0.0% of 5,100 sampled	3.4% of 3,100 sampled	7.3% of 3,200 sampled	5.7% of 2,300 sampled	3.8% of 900 sampled
2/ Activity Index	1,200	2,900	2,240	Activity Index = 520	Activity Index = 0	Activity Index = 290	Activity Index = 230	Activity Index = 130	Activity Index = 30
	Stores Avg <sup>3/</sup>	Stores Avg <sup>3/</sup>	Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>
14-16 oz. crtn	940 2.51	2,620 2.21	1,740 2.68	2.99 260 2.99		1.99 - 2.99 290 2.74	1.50 - 2.50 230 2.01	1.99 130 1.99	2.24 30 2.24
32 oz. crtn	260 4.92	130 3.49	500 4.03	3.99 - 4.99 260 4.92					
3 - 4 oz. cup		150 2.99							
2 - 8 oz. cup									

## SPECIAL SEASONAL PROMOTIONS FEATURING EGG PRODUCTS - EGG NOG

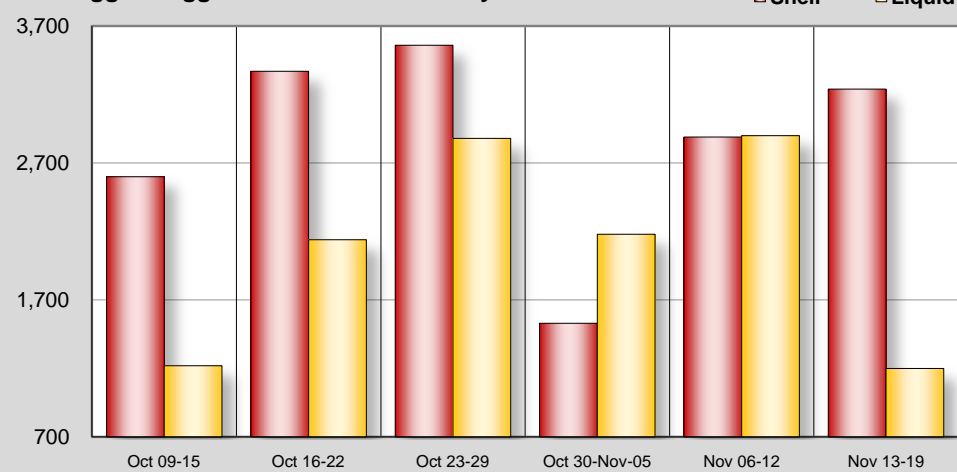
(Non-alcoholic egg nog; this section will run through January 1, 2010)

EGG NOG	THIS WEEK	THIS WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	12.9%	8.1%	51.4%	32.1% of 4,000 sampled	2.5% of 5,100 sampled	9.4% of 3,100 sampled	6.5% of 3,200 sampled	18.4% of 2,300 sampled	7.3% of 900 sampled
2/ Activity Index	2,880	1,420	9,940	Activity Index = 1,490	Activity Index = 130	Activity Index = 290	Activity Index = 210	Activity Index = 690	Activity Index = 70
	Stores Avg <sup>3/</sup>	Stores Avg <sup>3/</sup>	Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>
32 ounce	1,440 2.11	540 2.16	2,440 2.14	1.50 - 2.99 560 2.37		1.67 - 3.00 140 2.23	1.66 - 2.50 160 2.07	1.50 - 2.99 560 1.83	1.99 20 1.99
64 ounce	1,440 3.57	880 3.44	7,500 3.31	3.49 - 5.49 930 3.85	2.99 - 3.49 130 3.26	2.99 150 2.99	3.00 50 3.00	2.99 130 2.99	2.99 50 2.99

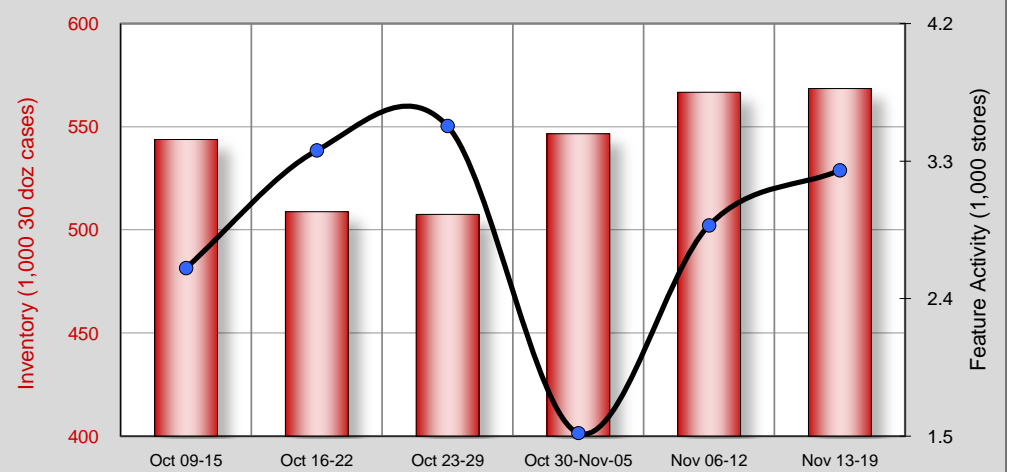
Large White Eggs - Grade A or better, wtd avg. feature price converted to \$/dozen (cents per dozen)



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.

Source: USDA Agricultural Marketing Service, Poultry Market News and Analysis - (202) 720-6911

website: <http://www.ams.usda.gov/pymarketnews.htm>