USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Fri. Dec 04, 2009

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 12/04 thru 12/10.

(prices in dollars per carton)

SHELL EGG NATIONAL SUMMARY

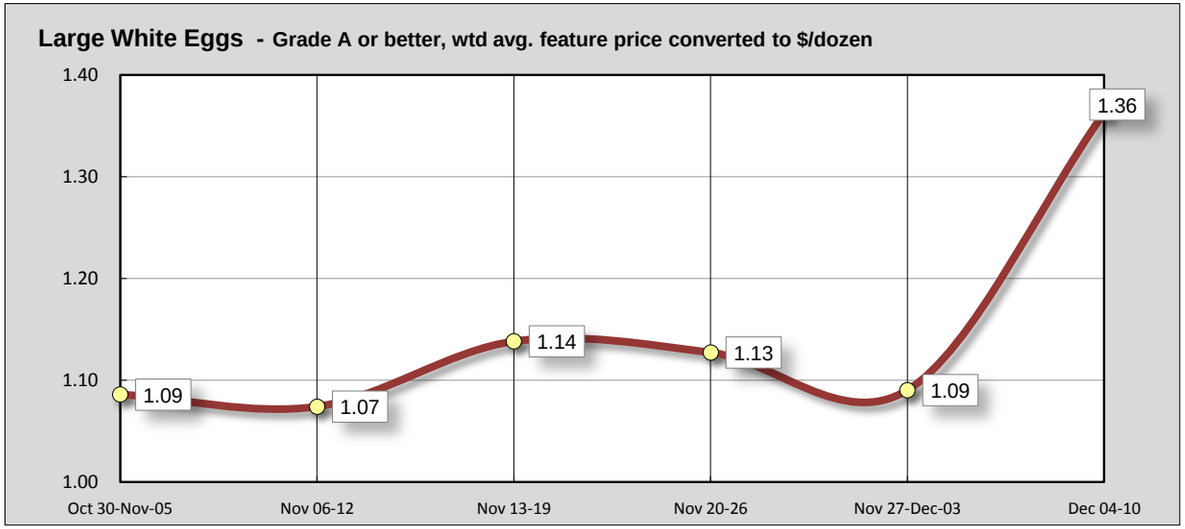
		THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
	Feature Rate	30.5% of 18,600 stores				26.9% of 18,600 stores				35.5% of 18,000 stores			
		X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	**USDA GRADE AA**												
	White 12 pack	40	1.84	940	1.67	120	0.99	70	1.12	70	1.62	700	1.12
	White 18 pack	30	2.00	80	1.92			140	1.99			700	2.72
	Brown 12 pack							70	2.99				
	USDA GRADE A												
	White 12 pack	30	1.59	770	1.15			1,140	1.04	270	1.19	1,110	1.08
	White 18 pack			510	1.72			130	1.87			660	2.19
	Brown 12 pack												
SPECIALTY	**USDA ORGANIC**												
	White 12 pack												
	Brown 12 pack			460	4.09			160	3.37			70	3.13
	OMEGA-3												
	White 12 pack	430	2.89	1,280	2.69	430	2.71	1,800	2.06			1,280	2.77
	Brown 12 pack			20	3.00			60	2.49			20	2.15
	CAGE-FREE												
	White 12 pack	190	2.26	140	2.57								
	Brown 12 pack	180	2.79	1,200	2.88	170	2.49	1,130	2.99			410	2.73
	VEGETARIAN FED												
	White 12 pack			30	2.00			30	2.50				
	Brown 12 pack			10	2.99								

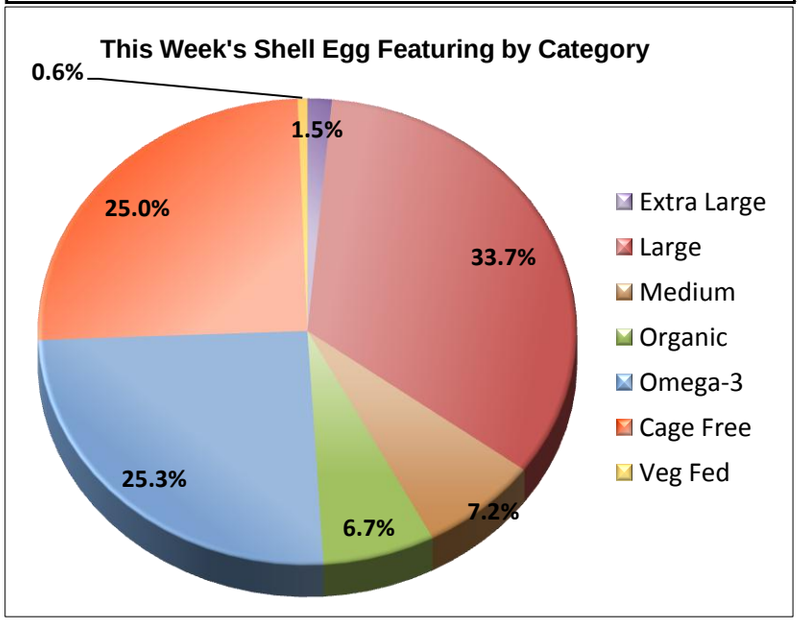
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,400	1,670	3,510	**Large Eggs on**
Specialty	3,940	3,780	1,780	**Nov-30-2009**
Total (includes MD)	6,830	5,510	5,380	490.5
Special Rate 4/:	2.6%	1.4%	13.3%	up 14%

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

SHELL EGG and EGG PRODUCTS FEATURING

Promotional activity increased on regular shells eggs. The average price of Grade A Large to consumers is sharply higher than in previous weeks, however, this appears to be the norm for this time period. Medium egg ads more than doubled in number over last week. Featuring of Grade AA eggs in 12 packs is also on the rise. Retailers are conducting more "free eggs with additional purchase" as well as offering discount egg coupons to shoppers. Specialty eggs are also commanding more ad space this cycle. Omegs-3 eggs and cage-free are commonly featured and at mostly higher average prices. Egg products are seeing more promotion this week. There is a significant increase in 14 to 16 ounce carton features with most activity in the Southeast area. Egg nog promotional activity is maintaining a steady, seasonal pace.





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/		46.8% of 4,000 sampled outlets						16.2% of 5,100 sampled outlets						42.6% of 3,100 sampled outlets					
Activity Index 2/		Activity Index = 2,630 (includes Medium)						Activity Index = 560 (includes Medium)						Activity Index = 1,340 (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																		
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM			White 12 pack						White 12 pack						White 12 pack			
USDA GRADE A	White 12 pack	1.59	30	1.59	1.00 - 1.39	220	1.02				0.59 - 2.00	200	1.48				0.59 - 1.79	270	1.01
	White 18 pack					20											1.88	160	1.88
	Brown 12 pack																		
	MEDIUM			White 12 pack	0.79 - 1.12	340	1.05			White 12 pack						White 12 pack	0.70 - 1.00	40	0.91
				White 30 pack						White 30 pack	2.99	10	2.99			White 30 pack			
SPECIALTY	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack				3.49 - 4.59	310	4.43										2.98 - 2.99	30	2.99
	OMEGA-3																		
	White 12 pack	2.99	230	2.99	2.00 - 2.99	970	2.85				1.79	60	1.79	2.50 - 2.79	200	2.77	1.99 - 2.50	50	2.26
	Brown 12 pack				2.99	10	2.99												
	CAGE-FREE																		
	White 12 pack	2.19 - 2.49	190	2.26															
	Brown 12 pack	2.49 - 2.99	150	2.85	2.99 - 3.49	160	3.07				2.77 - 3.39	290	2.95	2.48 - 2.49	30	2.49	2.77 - 3.39	560	2.90
	VEGETARIAN FED																		
	White 12 pack										2.00	30	2.00						
	Brown 12 pack																2.99	10	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/		25.4% of 3,200 sampled outlets						21.5% of 2,300 sampled outlets						38.4% of 900 sampled outlets					
Activity Index 2/		Activity Index = 1,160 (includes Medium)						Activity Index = 510 (includes Medium)						Activity Index = 590 (includes Medium)					
USDA GRADE AA	White 12 pack				1.00 - 1.25	240	1.11	1.79 - 1.99	40	1.84	0.99 - 2.49	420	2.11				0.88 - 1.66	280	1.47
	White 18 pack				2.25	10	2.25	2.00	30	2.00							1.78 - 2.25	70	1.87
	Brown 12 pack																		
	MEDIUM			White 12 pack						White 12 pack						White 12 pack	1.00	80	1.00
USDA GRADE A	White 12 pack				0.59 - 1.50	80	1.11												
	White 18 pack				1.49 - 1.88	330	1.74												
	Brown 12 pack																		
	MEDIUM			White 12 pack	1.00	20	1.00			White 12 pack						White 12 pack			
				White 30 pack						White 30 pack						White 30 pack			
SPECIALTY	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack																3.49	120	3.49
	OMEGA-3																		
	White 12 pack				1.99 - 2.50	200	2.29												
	Brown 12 pack										3.00	10	3.00						
	CAGE-FREE																		
	White 12 pack				2.50	120	2.50										2.99	20	2.99
	Brown 12 pack				2.29 - 2.99	160	2.47				3.49	10	3.49				2.99	20	2.99
	VEGETARIAN FED																		
	White 12 pack																		
	Brown 12 pack																		

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(prices in dollars per carton)

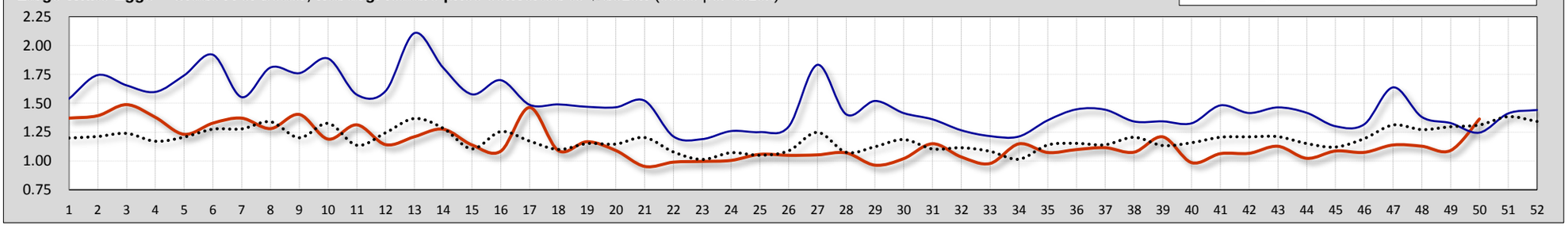
EGG PRODUCTS	THIS WEEK		LAST WEEK		LAST YEAR		NORTHEAST			SOUTHEAST			MIDWEST			SOUTH CENTRAL			SOUTHWEST			NORTHWEST		
1/ Feature Rate	16.0%		7.0%		8.2%		23.7% of 4,000 sampled			19.7% of 5,100 sampled			18.7% of 3,100 sampled			7.4% of 3,200 sampled			5.7% of 2,300 sampled			9.5% of 900 sampled		
2/ Activity Index	2,800		1,930		1,640		Activity Index = 960			Activity Index = 980			Activity Index = 630			Activity Index = 140			Activity Index = 0			Activity Index = 90		
	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	2,080	2.08	1,370	2.43	940	2.65	1.99 - 2.99	510	2.42	1.67 - 2.50	960	1.69	1.88 - 2.79	390	2.41	2.19 - 2.50	130	2.39				2.49	90	2.49
32 oz. crtn	360	3.99	70	5.45	440	4.96	3.49 - 5.99	170	3.89				4.09	190	4.09									
3 - 4 oz. cup	360	2.47	260	2.22	260	2.80	2.50	280	2.50	2.50	20	2.50	1.89 - 2.50	50	2.29	2.50	10	2.50						
2 - 8 oz. cup			230	2.73																				

SPECIAL SEASONAL PROMOTIONS FEATURING EGG PRODUCTS - EGG NOG

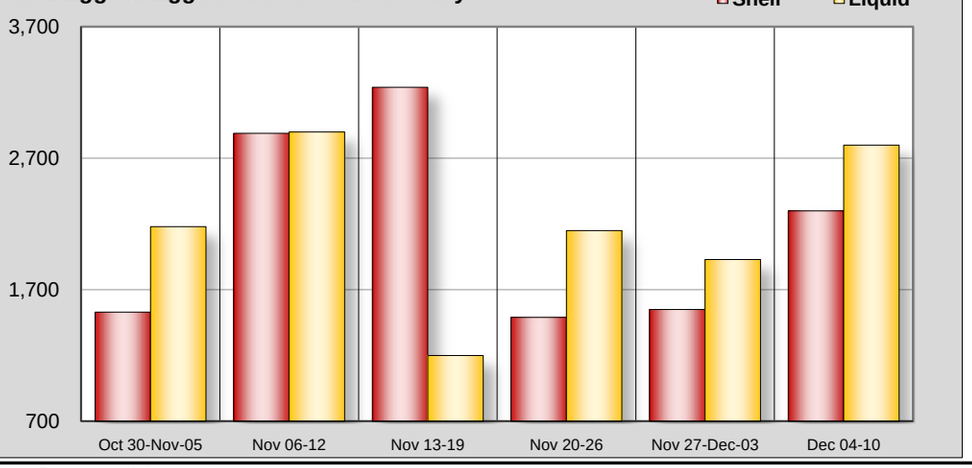
(Non-alcoholic egg nog; this section will run through January 1, 2010)

EGG NOG	THIS WEEK		THIS WEEK		LAST YEAR		NORTHEAST			SOUTHEAST			MIDWEST			SOUTH CENTRAL			SOUTHWEST			NORTHWEST		
1/ Feature Rate	20.2%		19.5%		30.0%		36.4% of 4,000 sampled			4.8% of 5,100 sampled			25.9% of 3,100 sampled			17.1% of 3,200 sampled			24.9% of 2,300 sampled			14.5% of 900 sampled		
2/ Activity Index	4,170		4,150		3,890		Activity Index = 1,620			Activity Index = 230			Activity Index = 860			Activity Index = 670			Activity Index = 660			Activity Index = 130		
	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/
32 ounce	2,050	2.15	1,760	2.07	1,480	2.21	1.99 - 2.99	590	2.44	1.79 - 2.59	100	2.33	1.00 - 2.69	530	2.11	0.99 - 2.50	360	2.09	1.49 - 2.00	460	1.83	2.50	10	2.50
64 ounce	2,120	3.59	2,390	3.28	2,410	3.68	2.99 - 4.79	1,030	3.76	1.99 - 3.79	130	3.52	2.99 - 5.99	330	4.81	2.50 - 3.67	310	2.87	2.50	200	2.50	2.50 - 3.79	120	2.56

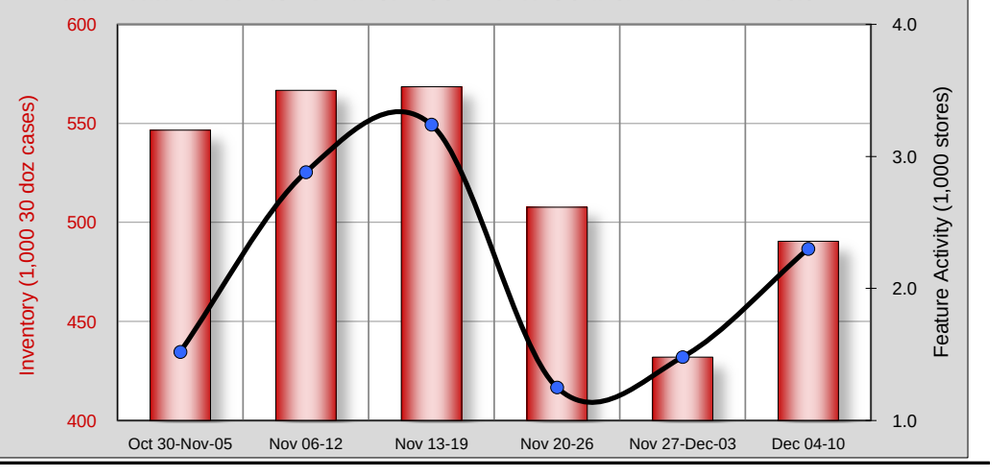
Large White Eggs - Grade A or better, wtd avg. feature price converted to $/dozen (cents per dozen)



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