



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 12/18 thru 12/24.

(prices in dollars per carton)

Fri. Dec 18, 2009

SHELL EGG NATIONAL SUMMARY

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR						
	28.6% of 18,600 stores		37.4% of 18,600 stores				31.3% 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	120	1.25	300	1.33	90	1.29	410	1.16	110	1.54	780	1.53
	White 18 pack	30	2.25	360	1.59	10	2.50	610	2.28	30	2.50	810	2.65
	Brown 12 pack												
REGULAR USDA GRADE A	White 12 pack	170	1.03	1,270	1.09	10	1.39	490	1.17	200	1.31	1,220	1.13
	White 18 pack	110	2.19	650	1.82			300	1.75			740	2.03
	Brown 12 pack							120	1.68				
SPECIALTY	USDA ORGANIC												
	White 12 pack												
	Brown 12 pack			410	4.19			1,160	3.58			650	4.12
	OMEGA-3												
	White 12 pack	490	2.23	1,600	2.28	300	2.86	1,820	2.57	100	2.89	1,310	2.64
	Brown 12 pack	200	3.79	440	3.11			60	2.82				
	CAGE-FREE												
	White 12 pack			380	2.36	20	2.49	160	2.74			660	2.76
	Brown 12 pack			560	2.60	110	2.50	1,330	2.79			1,070	2.91
	VEGETARIAN FED												
	White 12 pack												
	Brown 12 pack			250	2.50			190	2.50				

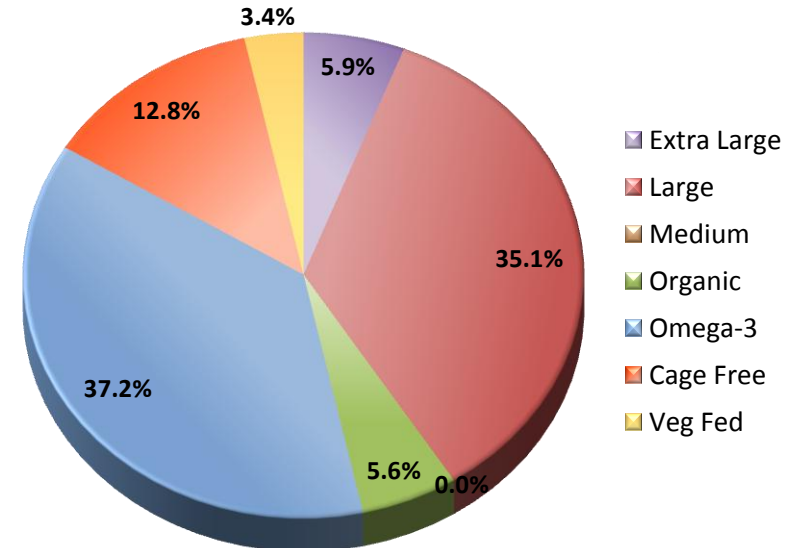
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	3,010	2,040	3,890	Large Eggs on Dec-14-2009
Specialty	4,330	5,150	3,790	
Total (includes MD)	7,340	7,480	7,800	616.5
Special Rate 4/:	2.9%	7.3%	2.8%	up 4%

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

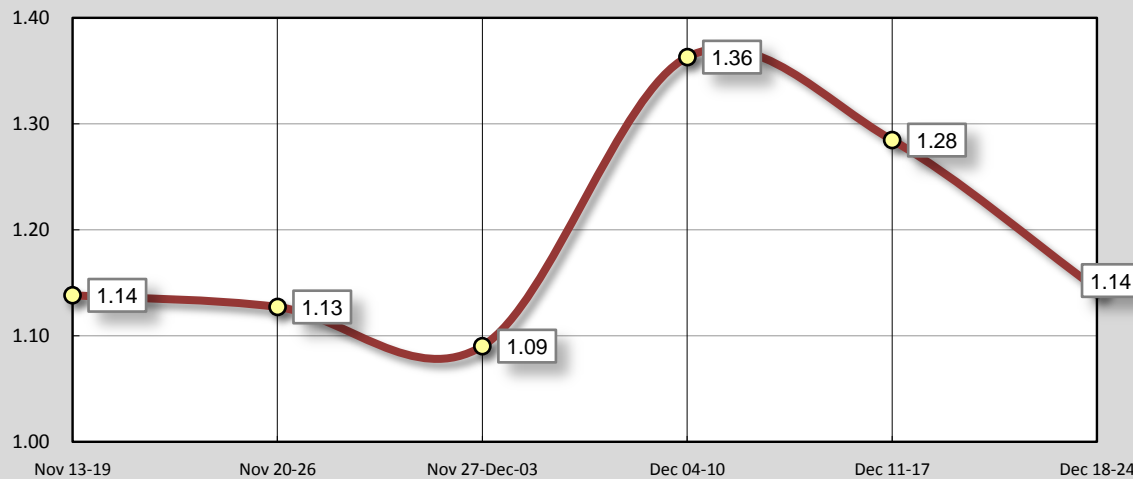
SHELL EGG and EGG PRODUCTS FEATURING

Although only a third of sampled stores are conducting promotions for regular shell eggs, activity is up as more larger chains are running ads than last week. Regular shell eggs enjoy a large share of ad space but have begun to loose ground to specialty types late in the ad cycle as retailers look past the holiday. At the same time, liquid egg promotions have begun to gather steam late in the cycle. The average price of Grade A Large to consumers continues to decline rapidly and is nearing its starting point of three weeks ago. Medium egg promotions are non-existent while Extra Large are seeing increased activity in all pack sizes. In the specialty category, nationally enhanced egg promotion dominates with most of the activity coming late in the cycle and include both Large and Extra Large sizes. Other types are represented but in much smaller volumes. Egg nog promotional activity has reached its zenith with over half of all stores featuring nog with an emphasis on larger cartons. As the old year passes, consumers will start looking at the bottom line and the waist line and eggs should be a popular favorite.

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/}		43.8% of 4,000 sampled outlets Activity Index = 2,640 (includes Medium)						18.8% of 5,100 sampled outlets Activity Index = 1,130 (includes Medium)						36.7% of 3,100 sampled outlets Activity Index = 1,430 (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																			
USDA GRADE A	White 12 pack	1.49	10	1.49	1.50 - 1.58	80	1.52				0.99 - 1.50	160	1.16	0.77	110	0.77	0.77 - 1.50	720	0.99	
	White 18 pack				1.79	230	1.79	2.19	110	2.19	1.77 - 2.00	230	1.89				1.39 - 2.00	160	1.74	
	Brown 12 pack																			
	MEDIUM				White 12 pack			White 12 pack						White 12 pack			White 12 pack			
					White 30 pack			White 30 pack						White 30 pack			White 30 pack			
SPECIALTY	USDA ORGANIC																			
		White 12 pack				3.99 - 4.78	290	4.60				2.89	30	2.89				2.99	40	2.99
		Brown 12 pack																		
		OMEGA-3																		
		White 12 pack	1.89 - 2.99	480	2.24	1.89 - 2.79	820	2.21				1.99 - 2.50	430	2.26				2.00 - 2.50	190	2.49
		Brown 12 pack	3.79	200	3.79	2.50 - 3.79	270	3.49				2.50	30	2.50						
		CAGE-FREE																		
		White 12 pack				2.99	10	2.99				2.99	70	2.99				2.00 - 2.49	140	2.12
		Brown 12 pack				2.50 - 2.99	250	2.64				2.99	70	2.99				2.50 - 2.99	70	2.80
		VEGETARIAN FED																		
	White 12 pack																			
	Brown 12 pack				2.50	60	2.50										2.50	190	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/} Activity Index ^{2/}		26.7% of 3,200 sampled outlets Activity Index = 1,080 (includes Medium)						13.4% of 2,300 sampled outlets Activity Index = 200 (includes Medium)						34.8% of 900 sampled outlets Activity Index = 610 (includes Medium)						
USDA GRADE AA	White 12 pack				1.18 - 1.50	60	1.36				1.29 - 1.50	50	1.33	1.25	120	1.25	0.87 - 1.59	190	1.32	
	White 18 pack				1.19 - 1.99	260	1.62	2.25	30	2.25	1.25 - 2.00	80	1.55				1.25	20	1.25	
	Brown 12 pack																			
	MEDIUM				White 12 pack			White 12 pack						White 12 pack						
USDA GRADE A	White 12 pack	1.50	50	1.50	0.98 - 1.50	300	1.18				0.99	10	0.99							
	White 18 pack				1.79 - 2.10	30	1.91													
	Brown 12 pack																			
	MEDIUM				White 12 pack			White 12 pack						White 12 pack			White 12 pack			
					White 30 pack			White 30 pack						White 30 pack			White 30 pack			
SPECIALTY	USDA ORGANIC																			
		White 12 pack										3.99	10	3.99				3.29 - 3.49	40	3.45
		Brown 12 pack																		
		OMEGA-3																		
		White 12 pack	1.77	10	1.77	1.77 - 2.50	150	2.44				3.00	10	3.00						
		Brown 12 pack				2.50	140	2.50												
		CAGE-FREE																		
		White 12 pack				2.99	40	2.99										2.00	120	2.00
		Brown 12 pack				2.99	40	2.99				2.99	10	2.99				2.00	120	2.00
		VEGETARIAN FED																		
	White 12 pack																			
	Brown 12 pack																			



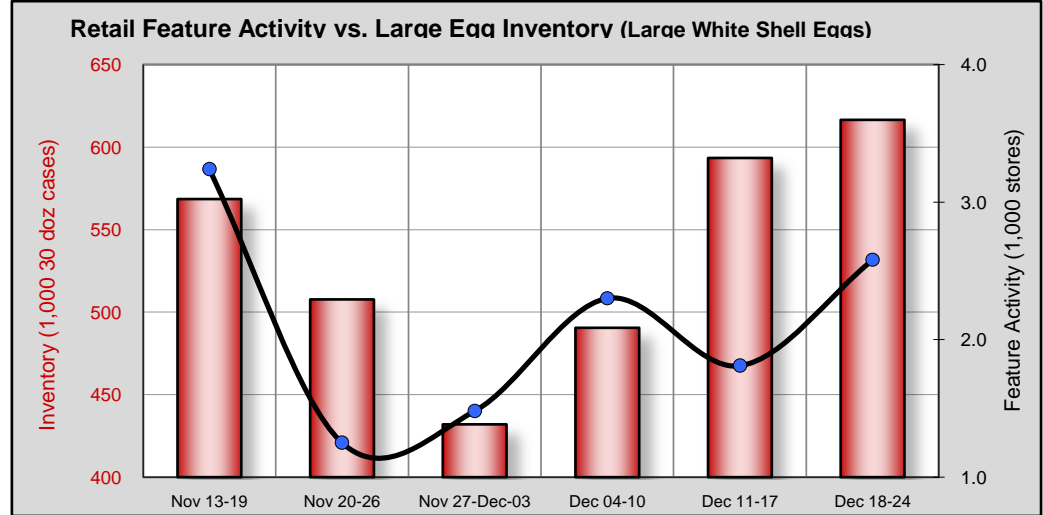
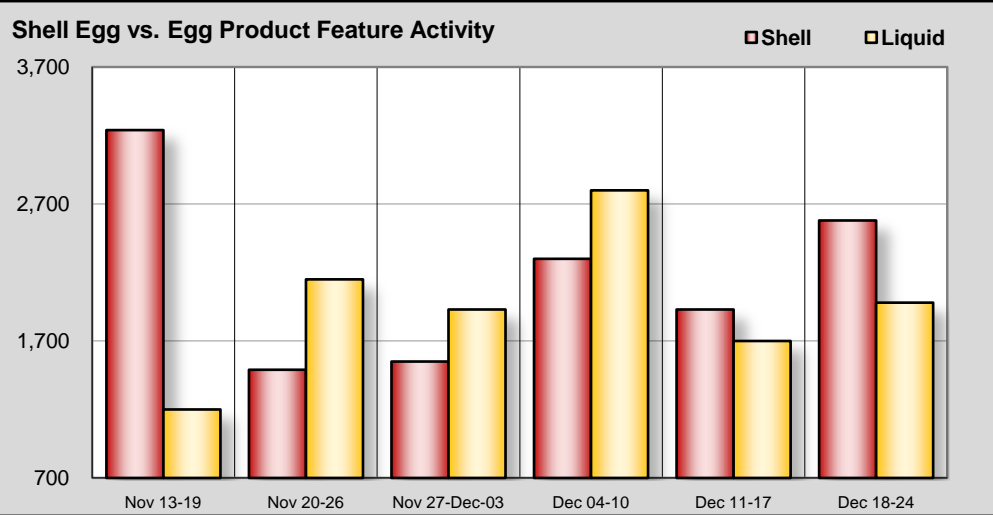
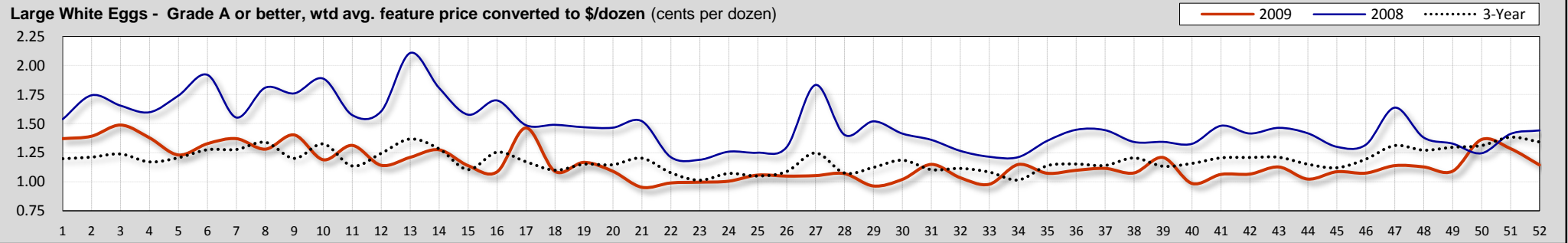
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 (prices in dollars per carton)

Fri. Dec 18, 2009

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	9.3%	7.4%	5.4%	29.2% of 4,000 sampled	4.1% of 5,100 sampled	6.5% of 3,100 sampled	4.1% of 3,200 sampled	0.0% of 2,300 sampled	2.2% of 900 sampled
2/ Activity Index	1,980	1,700	980	Activity Index = 1,020	Activity Index = 240	Activity Index = 570	Activity Index = 130	Activity Index = 0	Activity Index = 20
	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	1,520 2.26	810 1.95	950 2.25	1.99 - 3.59 760 2.51	2.00 - 2.29 240 2.27	1.50 370 1.50	2.29 - 2.99 130 2.75		3.49 20 3.49
32 oz. crtn	460 4.69	720 5.10		4.99 - 5.99 260 5.15		3.99 - 4.09 200 4.08			
3 - 4 oz. cup		170 2.50	30 2.59						
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	51.0%	24.6%	25.6%	50.2% of 4,000 sampled	22.3% of 5,100 sampled	65.0% of 3,100 sampled	68.2% of 3,200 sampled	63.3% of 2,300 sampled	73.7% of 900 sampled
2/ Activity Index	11,270	5,390	4,530	Activity Index = 2,970	Activity Index = 1,110	Activity Index = 2,430	Activity Index = 2,130	Activity Index = 1,900	Activity Index = 730
	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	3,860 2.23	2,870 2.16	1,990 2.19	1.50 - 3.50 1,190 2.59	1.50 - 2.49 260 2.02	1.39 - 3.00 1,140 2.09	0.98 - 2.99 770 2.22	1.50 - 2.99 460 1.87	1.29 - 2.49 40 1.81
64 ounce	7,410 3.33	2,520 3.74	2,540 3.18	2.99 - 4.78 1,780 3.89	2.48 - 4.29 850 3.16	2.29 - 5.99 1,290 3.44	2.79 - 3.89 1,360 3.23	2.50 - 3.50 1,440 2.90	2.50 - 3.99 690 2.99



Note: See page 1 for explanatory notes.