



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 11/14 thru 11/20.

(prices in dollars per carton)

Fri. Nov 14, 2008

SHELL EGG NATIONAL SUMMARY

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR							
	36.3% of 18,000 stores		42.3% of 18,000 stores				26.6% of 17,000 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	1.14	780	1.51	50	1.79	670	1.17		700	1.34	
	White 18 pack		30	2.49	310	2.14			390	2.76		90	2.67	
	Brown 12 pack													
	USDA GRADE A													
	White 12 pack		20	1.64	670	1.04	200	1.34	1,840	1.25	90	1.44	510	1.45
	White 18 pack				30	1.99			270	1.73			390	1.92
	Brown 12 pack				120	1.89								
	USDA ORGANIC													
White 12 pack														
Brown 12 pack				70	3.64			1,640	3.95		100	4.01		
OMEGA-3														
White 12 pack				1,210	2.62	300	2.99	1,680	2.30	130	2.42	1,160	2.29	
Brown 12 pack				440	3.12			270	2.46					
CAGE-FREE														
White 12 pack				690	2.27			1,150	2.54		240	2.00		
Brown 12 pack				1,740	2.60			2,390	2.84		740	2.28		

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,080	3,420	1,780	Large Eggs on Nov-10-2008
Specialty	4,150	7,430	2,370	
Total (includes MD)	6,360	#####	4,150	563.3
Special Rate 4/:	9.4%	2.9%	10.5%	up 5%

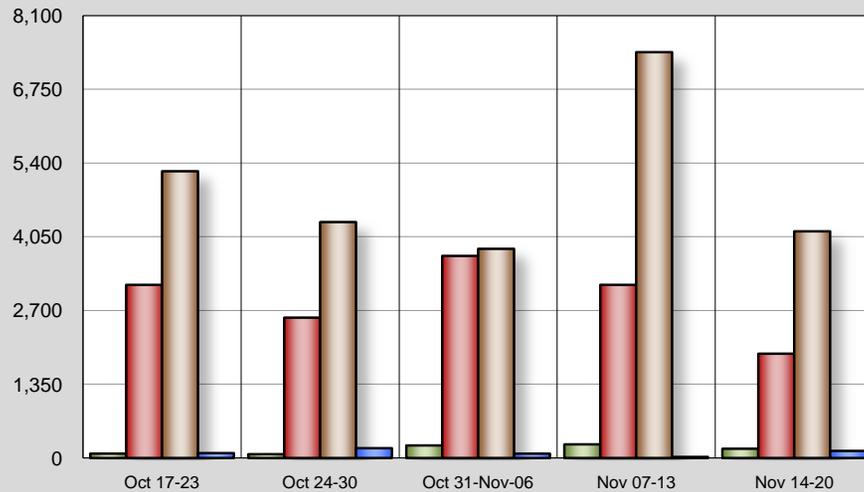
5/: 1,000's of 30-dozen cases

SHELL EGG and EGG PRODUCTS FEATURING

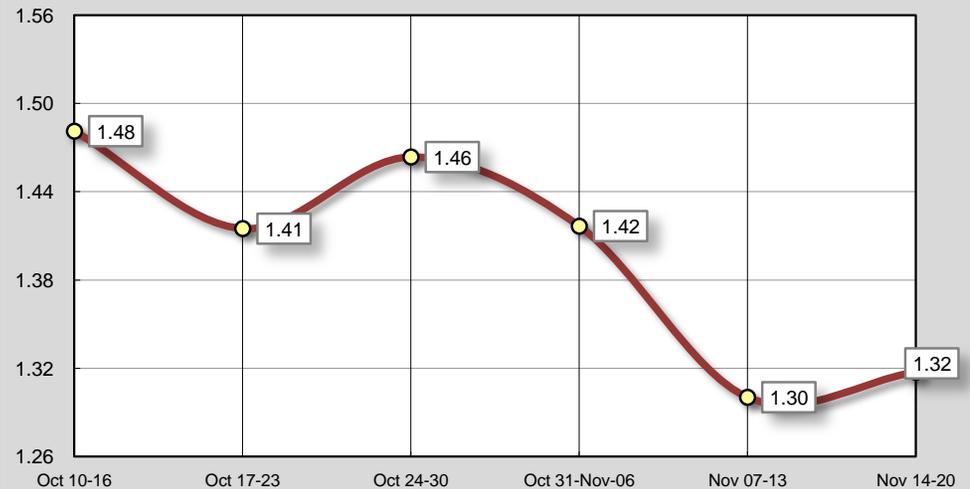
Promotional activity for regular shell eggs continues to decline and is about 40 percent less than last week. The average price for Large white eggs, Grade A or better, increased 2 cents. Specials, including "no price" ads increase this cycle with many tied to purchases of other items such as biscuits. Specialty egg featuring is not as active as last week but cage free brown and Omega-3 white eggs continue to lead the way in this category. Egg product featuring is more active this week, particularly in the Northeast, and egg nog ads continue to build into the holiday season and have begun to claim more ad space with half gallon units particularly favored by grocers. Regular shell egg promotional activity has been running noticeably behind last year but, with Thanksgiving a full week later this year, there is still time for ads to hit the papers.

Shell Egg Promotional Activity by Category

XL LG Spclty Med



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.)



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		NORTHEAST U.S. <small>(CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)</small>							SOUTHEAST U.S. <small>(AL,FL,GA,MS,NC,SC,TN,VA,WV)</small>							MIDWEST U.S. <small>(IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)</small>						
Feature Rate ^{1/} Activity Index ^{2/}		39.7% of 3,900 sampled outlets Activity Index = 1,290 (includes Medium)							35.6% of 4,900 sampled outlets Activity Index = 840 (includes Medium)							40.0% of 3,000 sampled outlets Activity Index = 1,450 (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				1.59	10	1.59				1.29	30	1.29									
	White 18 pack																					
	Brown 12 pack																					
	MEDIUM	White 12 pack							White 12 pack				White 12 pack									
USDA GRADE A	White 12 pack	1.79	10	1.79	0.79 - 1.50	30	0.93				0.79 - 0.99	200	0.96	1.49	10	1.49	0.79 - 1.29	370	1.08			
	White 18 pack				1.99	30	1.99															
	Brown 12 pack				1.89	120	1.89															
	MEDIUM	White 12 pack			1.09 - 1.50	100	1.43	White 12 pack			0.99	10	0.99	White 12 pack								
		White 30 pack							White 30 pack			White 30 pack										
S P E C I A L T Y	USDA ORGANIC																2.98 - 2.99	40	2.99			
	White 12 pack																					
	Brown 12 pack																					
	OMEGA-3				1.69 - 3.45	520	2.30				2.49 - 3.45	100	2.71				1.79 - 2.49	130	1.95			
	White 12 pack				2.79	120	2.79				2.79	70	2.79				2.98 - 3.50	240	3.43			
	Brown 12 pack																					
	CAGE-FREE				2.49	30	2.49				2.50	210	2.50				2.00	110	2.00			
	White 12 pack				2.99 - 3.59	320	3.43				2.50	220	2.50				2.00 - 3.50	550	2.78			
	Brown 12 pack																					
		SOUTH CENTRAL U.S. <small>(AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)</small>							SOUTHWEST U.S. <small>(CA,NV)</small>							NORTHWEST U.S. <small>(ID,MT,OR,WA,WY)</small>						
Feature Rate ^{1/} Activity Index ^{2/}		31.0% of 3,000 sampled outlets Activity Index = 1,590 (includes Medium)							39.8% of 2,300 sampled outlets Activity Index = 990 (includes Medium)							22.5% of 900 sampled outlets Activity Index = 200 (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 - 1.20	110	1.11	0.97 - 1.59	350	1.21	1.50	10	1.50	1.25 - 2.50	260	2.00				0.99 - 1.59	130	1.41			
	White 18 pack				1.77 - 2.19	150	1.80	2.49	30	2.49	2.50	140	2.50				2.19	20	2.19			
	Brown 12 pack																					
	MEDIUM	White 12 pack							White 12 pack				White 12 pack									
USDA GRADE A	White 12 pack				0.98 - 1.18	70	1.09															
	White 18 pack																					
	Brown 12 pack																					
	MEDIUM	White 12 pack			1.26	20	1.26	White 12 pack			White 12 pack											
		White 30 pack							White 30 pack			White 30 pack										
S P E C I A L T Y	USDA ORGANIC																					
	White 12 pack				5.00	20	5.00										3.50	10	3.50			
	Brown 12 pack																					
	OMEGA-3										2.49 - 3.49	450	3.18				2.33	10	2.33			
	White 12 pack				1.97	10	1.97															
	Brown 12 pack																					
	CAGE-FREE				2.00 - 2.50	290	2.14				2.50	40	2.50				2.50	10	2.50			
	White 12 pack				1.77 - 2.50	570	2.02				2.50 - 3.00	60	2.62				2.50	20	2.50			
	Brown 12 pack																					

Note: See page 1 for explanatory notes.



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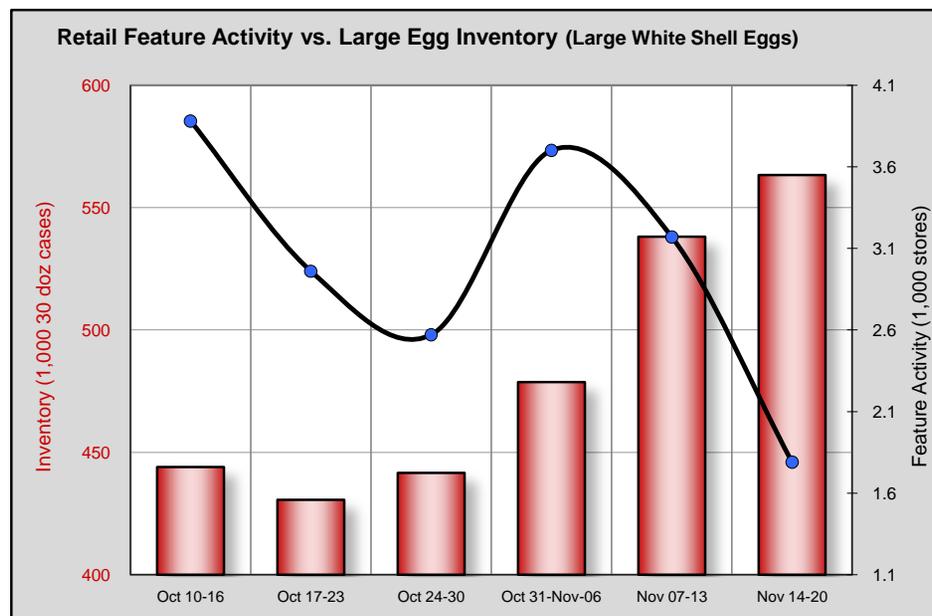
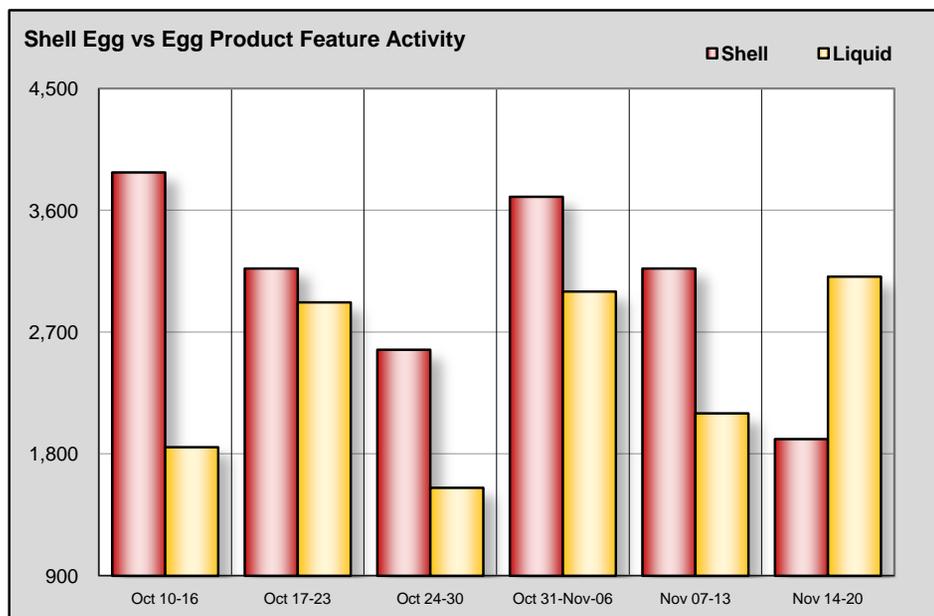
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EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST	
1/ Feature Rate	15.5%	9.8%	6.0%	25.3% of 3,900 sampled		1.7% of 4,900 sampled		19.2% of 3,000 sampled		12.5% of 3,000 sampled		29.3% of 2,300 sampled		12.0% of 900 sampled	
2/ Activity Index	3,110	2,100	1,120	Activity Index = 1,000		Activity Index = 140		Activity Index = 800		Activity Index = 380		Activity Index = 680		Activity Index = 110	
	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	2,160 2.88	1,550 2.53	500 2.82	1.99 - 3.50	610 2.85	2.39 - 3.50	90 3.10	2.50 - ###	380 3.51	1.99 - 2.69	340 2.52	2.39 - 3.49	660 2.74	2.50	80 2.50
32 oz. crtn	720 4.57	180 3.99	620 4.86	3.94 - 4.99	390 4.29	3.94 - 4.99	50 4.76	3.99 - 4.99	230 4.96			4.79	20 4.79	4.79	30 4.79
3 - 4 oz. cup	230 2.00	370 2.21						2.00	190 2.00	2.00	40 2.00				
2 - 8 oz. cup															

SPECIAL SEASONAL PROMOTIONS FEATURING EGG PRODUCTS - EGG NOG

(Non-alcoholic egg nog; this section will run through January 1, 2008)

EGG NOG	THIS WEEK	THIS WEEK	LAST YEAR	NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST	
1/ Feature Rate	23.2%	7.7%	14.1%	29.3% of 3,900 sampled		2.5% of 4,700 sampled		22.2% of 2,800 sampled		33.9% of 2,700 sampled		39.5% of 1,900 sampled		35.2% of 1,000 sampled	
2/ Activity Index	4,130	1,490	2,720	Activity Index = 1,030		Activity Index = 100		Activity Index = 620		Activity Index = 1,180		Activity Index = 910		Activity Index = 290	
	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	1,020 2.34	490 2.12	1,230 2.34	1.99 - 2.99	160 2.50	2.50	50 2.50	1.69 - 2.50	360 2.16	2.50 - 3.00	240 2.93	1.69 - 1.99	210 1.80		
64 ounce	3,110 3.22	1,000 3.79	1,490 2.70	3.29 - 4.89	870 4.08	3.29	50 3.29	1.65 - 3.49	260 3.14	1.65 - 3.99	940 3.12	1.50 - 3.50	700 2.43	1.65 - 2.99	290 2.94



Note: See page 1 for explanatory notes.