



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 01/02 thru 01/08.

(prices in dollars per carton)

Fri. Jan 02, 2009

SHELL EGG NATIONAL SUMMARY

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR																
	31.3% of 18,600 stores				27.8% of 18,000 stores				25.7% 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		10	1.50	560		1.29		200		1.47		200		2.47		370		1.68				
	White 18 pack				340		2.61				220		3.12										
	Brown 12 pack																						
	USDA GRADE A																						
	White 12 pack				780		1.07		200		1.40		690		1.08		240		1.32				
	White 18 pack				500		2.65						850		2.34		30		2.29				
	Brown 12 pack																						
	USDA ORGANIC																						
	White 12 pack		100	4.19																			
Brown 12 pack		10	2.69	660		3.68		10		2.47		610		4.11		110		3.59		630		3.24	
OMEGA-3																							
White 12 pack		70	2.99	1,080		2.16		180		2.94		190		2.81		850		2.34					
Brown 12 pack				1,270		2.40						260		3.61		260		3.25					
CAGE-FREE																							
White 12 pack				120		2.50						460		2.88		200		2.20					
Brown 12 pack		150	2.49	390		2.75						2,220		2.92		1,110		2.67					

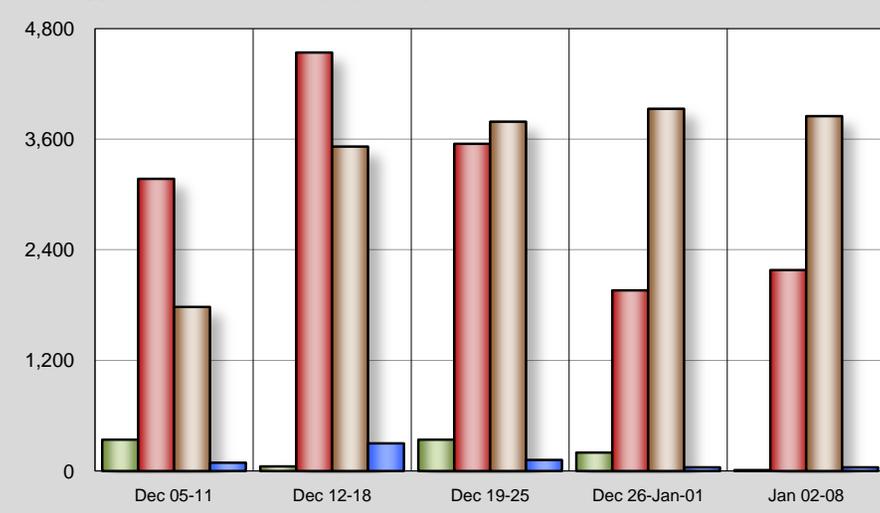
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,190	2,160	840	Large Eggs on Dec-29-2008 331.9
Specialty	3,850	3,930	3,160	
Total (includes MD)	6,080	6,130	4,010	down 4%
Special Rate 4/:	12.4%	6.8%	7.9%	

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

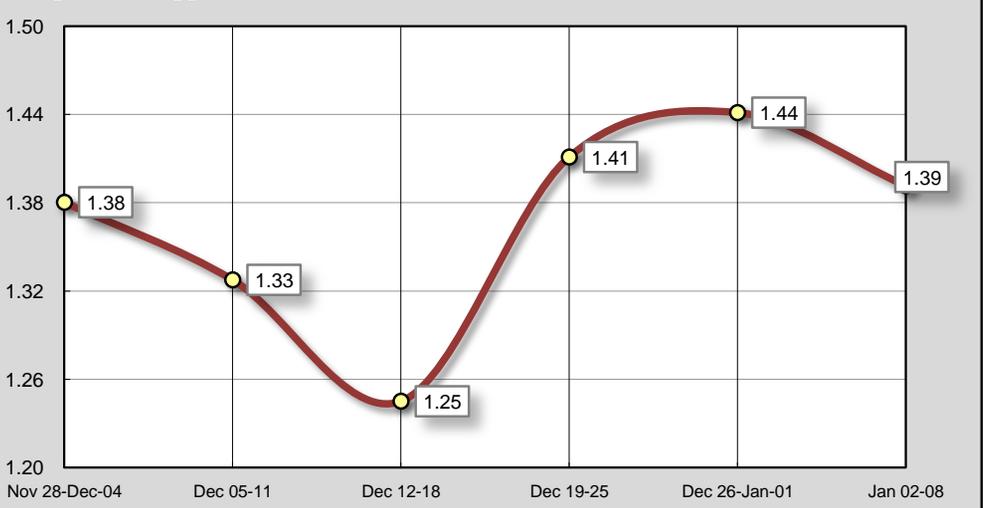
SHELL EGG and EGG PRODUCTS FEATURING

Shell eggs continue to enjoy good promotional activity at retail cases with overall activity just slightly behind that of last week. The average ad price for regular white Large shell eggs is down slightly but the percentage of no price specials for eggs has doubled since last week. Specialty shell eggs can be widely found in ads this week with Omega-3 varieties most common. Organically-grown shell eggs enjoy good promotional activity this week. Liquid egg products are a retail favorite this time of year and are widely tested across the nation with twice the frequency in ads as their shelled counterparts. Egg nog has run its course for the holidays and is fading from ad space. Eggs continue to be a value to shoppers as the market enters the new year.

Shell Egg Promotional Activity 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.)



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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/}		24.6% of 4,000 sampled outlets Activity Index = 1,090 (includes Medium)						54.1% of 5,100 sampled outlets Activity Index = 2,520 (includes Medium)						17.7% of 3,100 sampled outlets Activity Index = 680 (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 - 1.78	80	1.75												
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				0.79 - 1.69	70	1.37				0.79 - 1.69	440	1.07				0.68 - 1.49	220	0.99
	White 18 pack				1.99 - 3.00	290	2.45				2.19	10	2.19				3.00	190	3.00
	Brown 12 pack																		
	MEDIUM	White 12 pack			1.33 20 1.33			White 12 pack						White 12 pack					
		White 30 pack						White 30 pack						White 30 pack					
S P E	USDA ORGANIC																		
	White 12 pack	4.19	100	4.19															
	Brown 12 pack				3.99	250	3.99							2.69	10	2.69	3.00 - 3.49	110	3.43
C I A	OMEGA-3																		
	White 12 pack	2.99	70	2.99	1.98 - 2.39	30	2.25				2.00	940	2.00				3.49	110	3.49
	Brown 12 pack				3.99	30	3.99				2.00	940	2.00						
L T Y	CAGE-FREE																		
	White 12 pack										2.79 - 3.19	190	2.97				2.49 - 3.19	40	2.87
	Brown 12 pack	2.49	150	2.49															
		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/}		22.1% of 3,200 sampled outlets Activity Index = 930 (includes Medium)						29.7% of 2,300 sampled outlets Activity Index = 690 (includes Medium)						18.1% of 900 sampled outlets Activity Index = 170 (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 - 1.50	370	1.13	1.50	10	1.50	1.29 - 2.00	60	1.43				1.25 - 1.99	50	1.56
	White 18 pack				2.29	10	2.29				2.39 - 3.00	310	2.66				2.00 - 2.29	20	2.09
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				0.99	50	0.99												
	White 18 pack				2.10	10	2.10												
	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					
S P E	USDA ORGANIC																		
	White 12 pack				2.99 - 3.99	200	3.27										3.88 - 3.99	100	3.98
	Brown 12 pack																		
C I A	OMEGA-3																		
	White 12 pack										3.49	300	3.49						
	Brown 12 pack																		
L T Y	CAGE-FREE																		
	White 12 pack				2.50	120	2.50												
	Brown 12 pack				1.99 - 2.50	150	2.39				3.50	10	3.50						

Note: See page 1 for explanatory notes.



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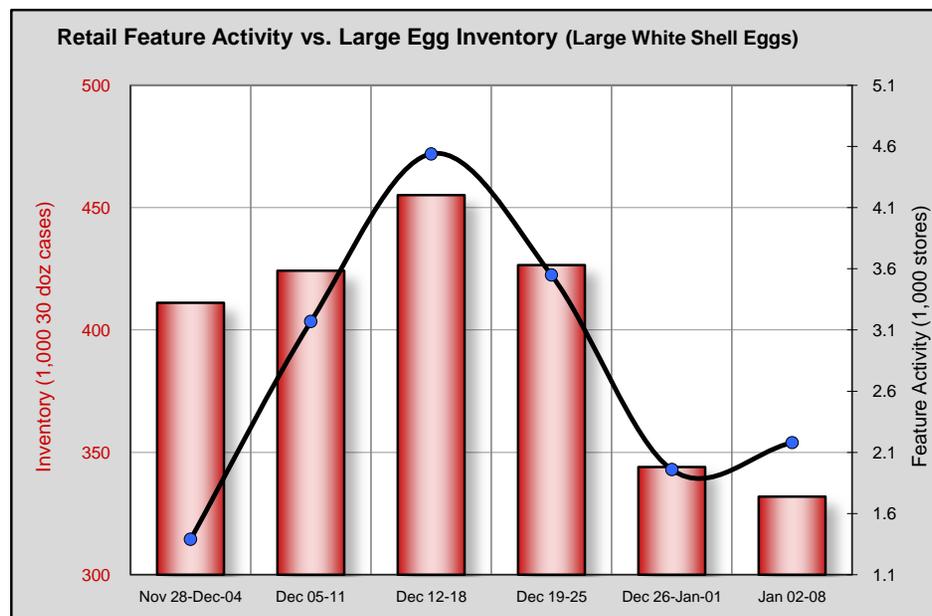
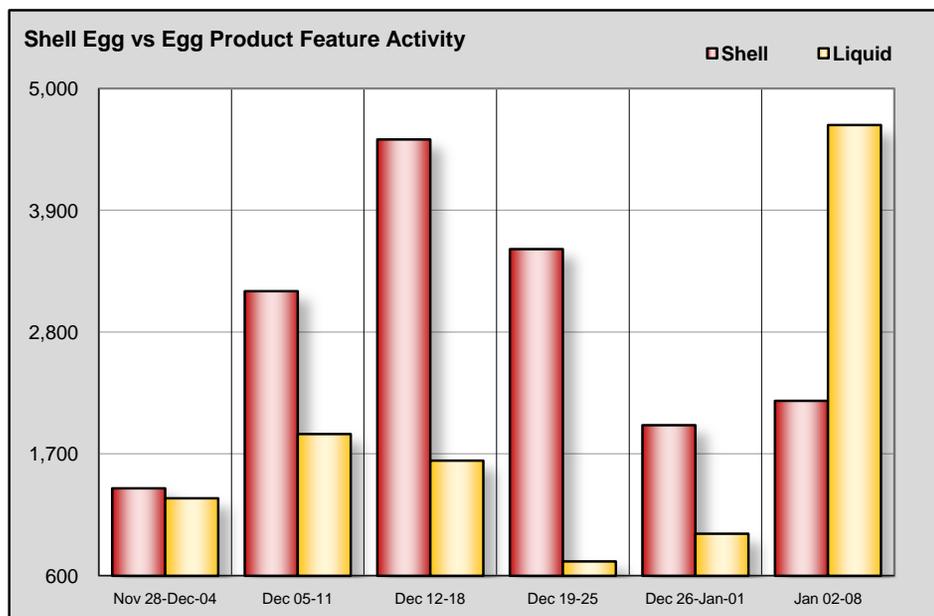
Fri. Jan 02, 2009

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST	
1/ Feature Rate	22.4%	5.4%	16.1%	39.3% of 4,000 sampled		30.4% of 5,100 sampled		18.9% of 3,100 sampled		12.0% of 3,200 sampled		0.0% of 2,300 sampled		9.1% of 900 sampled	
2/ Activity Index	4,670	980	3,480	Activity Index = 1,570		Activity Index = 1,540		Activity Index = 960		Activity Index = 390		Activity Index = 130		Activity Index = 80	
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range	Stores Avg ^{3/}	Price Range	Stores Avg ^{3/}	Price Range	Stores Avg ^{3/}						
14-16 oz. crtn	3,180 2.36	950 2.25	2,220 2.61	2.00 - 2.67	1,010 2.33	2.00 - 3.00	1,410 2.15	2.00 - 3.00	610 2.81	1.99 - 2.59	70 2.48			1.99 - 3.00	80 2.91
32 oz. crtn	1,100 4.17		830 4.36	2.99 - 4.79	560 4.60	3.99 - 4.79	130 4.42			3.49	280 3.49	3.49	130 3.49		
3 - 4 oz. cup	390 2.23	30 2.59	430 2.64					1.98 - 2.50	350 2.26	1.98	40 1.98				
2 - 8 oz. cup															

SPECIAL SEASONAL PROMOTIONS FEATURING EGG PRODUCTS - EGG NOG

(Non-alcoholic egg nog; this section will run through January 1, 2009)

EGG NOG	THIS WEEK	THIS WEEK	LAST YEAR	NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST	
1/ Feature Rate	2.7%	25.6%	14.1%	5.1% of 4,000 sampled		0.0% of 5,100 sampled		0.8% of 3,100 sampled		6.8% of 3,200 sampled		1.7% of 2,300 sampled		1.7% of 900 sampled	
2/ Activity Index	500	4,530	2,720	Activity Index = 210		Activity Index = 0		Activity Index = 20		Activity Index = 140		Activity Index = 130		Activity Index = 0	
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range	Stores Avg ^{3/}	Price Range	Stores Avg ^{3/}								
32 ounce	370 2.02	1,990 2.19	1,230 2.34	1.99 - 2.50	210 2.05			1.29 - 2.00	20 1.82	1.99 - 2.00	140 2.00				
64 ounce	130 2.79	2,540 3.18	1,490 2.70									2.79	130 2.79		



Note: See page 1 for explanatory notes.