



**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 01/23 thru 01/29.

(prices in dollars per carton)

Fri. Jan 23, 2009

**SHELL EGG NATIONAL SUMMARY**

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR					
	27.9% of 18,600 stores		25.8% of 18,600 stores				31.5% 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	<b>USDA GRADE AA</b>											
	White 12 pack		560 1.48		30 1.99		680 1.42				250 1.49	
	White 18 pack		80 3.00				200 3.00		10 3.00		90 3.02	
	Brown 12 pack											
	<b>USDA GRADE A</b>											
	White 12 pack		70 1.99		1,160 1.06		130 1.30		1,420 1.27		340 1.59	
	White 18 pack						30 1.85				30 1.99	
	Brown 12 pack				120 1.89							
	<b>USDA ORGANIC</b>											
White 12 pack				400 4.23		20 4.49		100 3.97		1,040 3.60		
Brown 12 pack												
<b>OMEGA-3</b>												
White 12 pack		470 2.39		630 2.28		100 2.99		1,100 2.73		330 2.60		
Brown 12 pack				80 3.66				40 2.99		260 3.49		
<b>CAGE-FREE</b>												
White 12 pack		470 3.11				80 2.50				200 2.25		
Brown 12 pack		1,340 2.87				1,270 3.25				1,040 2.56		

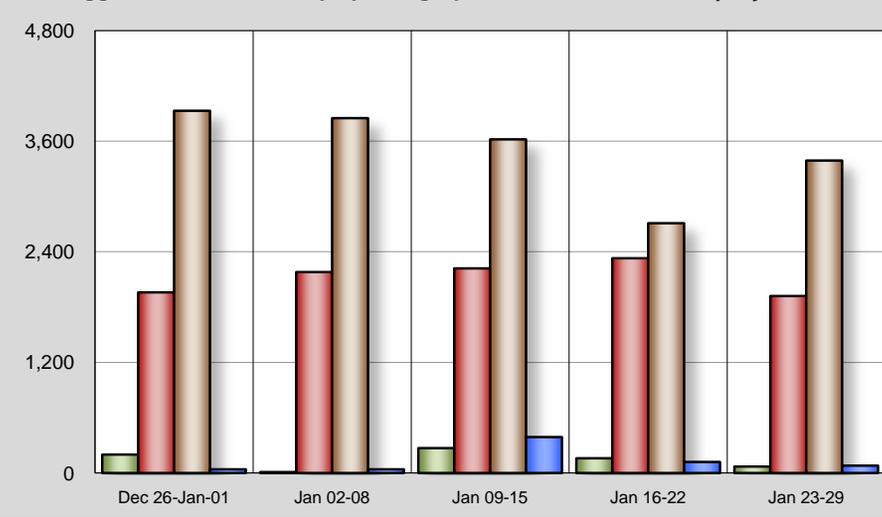
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,990	2,490	720	Large Eggs on Jan-19-2009
Specialty	3,390	2,710	4,240	
Total (includes MD)	5,460	5,320	4,970	380.3
Special Rate 4/:	1.6%	4.1%	12.7%	up 6%

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

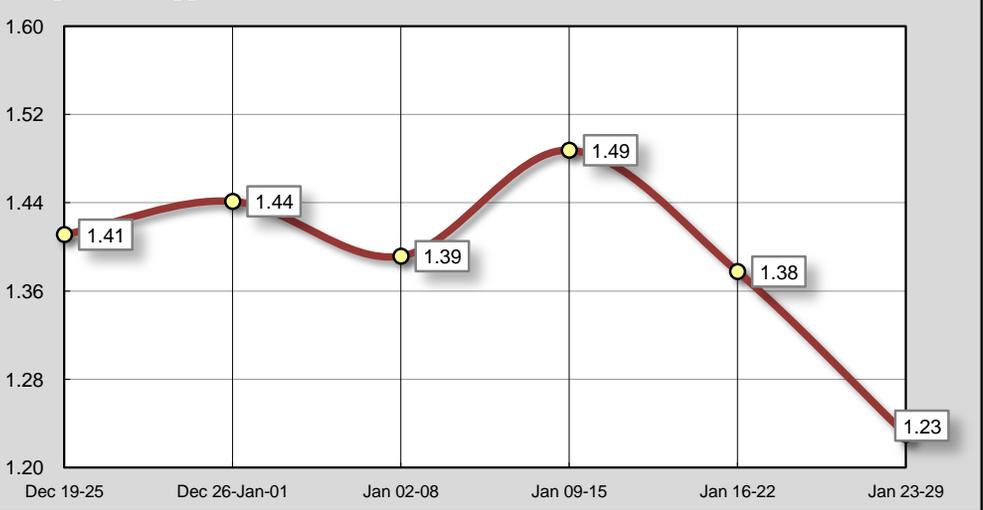
**SHELL EGG and EGG PRODUCTS FEATURING**

Regular shell egg feature activity is down sharply from last week. The average price of Large white shell eggs offered to consumers dropped dramatically. Notably, there is a significant increase in outlets promoting Grade A Large white eggs at 99 cents per dozen. Ads for Medium or Extra Large eggs are hard to find. Specialty shell egg promotional activity increased, mostly in the Northeast region. Cage Free brown eggs continue to dominate this sector. The number of Omega-3 Large white egg ads declined and USDA Certified Organic egg featuring increased. In the egg products sector, liquid egg features are fewer than a week ago. Notably, regular shell egg and egg products feature activity is about the same this ad cycle.

**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 <sup>1/</sup> Activity Index <sup>2/</sup>		49.0% of 4,000 sampled outlets Activity Index = 2,140 (includes Medium)						20.4% of 5,100 sampled outlets Activity Index = 570 (includes Medium)						25.1% of 3,100 sampled outlets Activity Index = 940 (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													
	White 18 pack																			
	Brown 12 pack																			
	<b>MEDIUM</b>																			
	White 12 pack																			
USDA GRADE A	White 12 pack				0.99 - 1.25	160	1.20				0.99 - 1.25	310	1.11				0.99 - 1.33	570	1.10	
	White 18 pack	1.99	70	1.99																
	Brown 12 pack				1.89	120	1.89													
	<b>MEDIUM</b>																			
	White 12 pack																1.33	10	1.33	
	White 30 pack																			
S P E C I A L T Y	<b>USDA ORGANIC</b>																			
	White 12 pack																			
	Brown 12 pack				3.99	210	3.99										4.49	190	4.49	
	<b>OMEGA-3</b>																			
	White 12 pack	1.88 - 2.99	470	2.39	1.88 - 3.00	360	2.17										2.39	150	2.39	
	Brown 12 pack																			
	<b>CAGE-FREE</b>																			
	White 12 pack				2.69 - 3.49	740	2.91				2.69 - 3.19	260	2.90				2.99 - 3.19	20	3.12	
	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 <sup>1/</sup> Activity Index <sup>2/</sup>		18.4% of 3,200 sampled outlets Activity Index = 780 (includes Medium)						24.3% of 2,300 sampled outlets Activity Index = 570 (includes Medium)						28.8% of 900 sampled outlets Activity Index = 460 (includes Medium)						
USDA GRADE AA	White 12 pack				0.99 - 1.25	190	1.06				1.50 - 1.99	250	1.93				0.88 - 1.25	110	1.16	
	White 18 pack																3.00	80	3.00	
	Brown 12 pack																			
	<b>MEDIUM</b>																			
	White 12 pack																			
USDA GRADE A	White 12 pack				0.50	120	0.50													
	White 18 pack																			
	Brown 12 pack																			
	<b>MEDIUM</b>																			
	White 12 pack				0.99 - 1.33	70	1.13													
	White 30 pack																			
S P E C I A L T Y	<b>USDA ORGANIC</b>																			
	White 12 pack																			
	Brown 12 pack																			
	<b>OMEGA-3</b>																			
	White 12 pack				2.50	120	2.50													
	Brown 12 pack				1.79	10	1.79				3.49 - 3.99	30	3.85				3.99	40	3.99	
	<b>CAGE-FREE</b>																			
	White 12 pack				2.50	120	2.50				3.50	270	3.50				2.69	80	2.69	
	Brown 12 pack				1.99 - 2.50	150	2.39				3.29	20	3.29				2.69 - 3.49	150	3.03	

Note: See page 1 for explanatory notes.



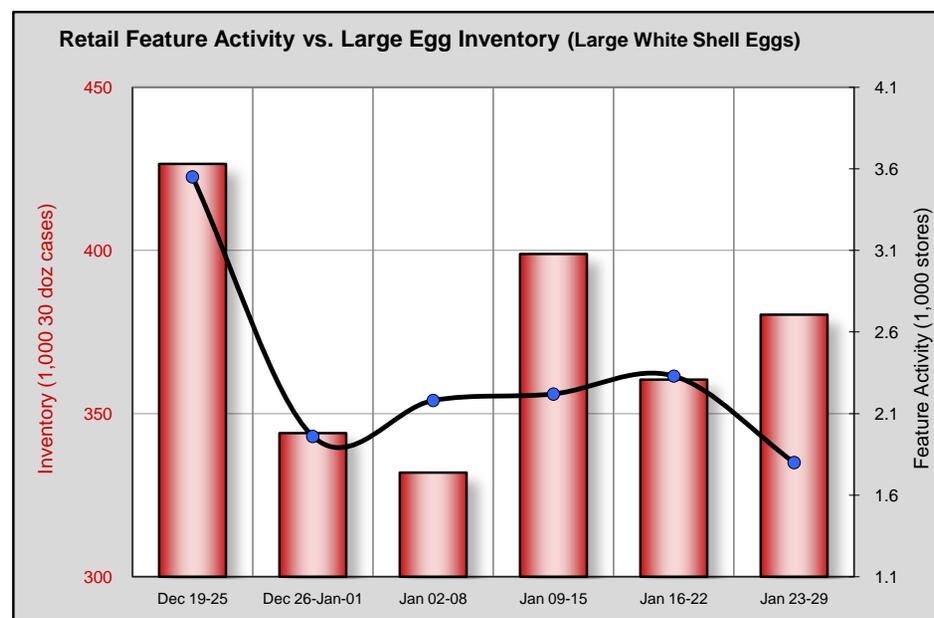
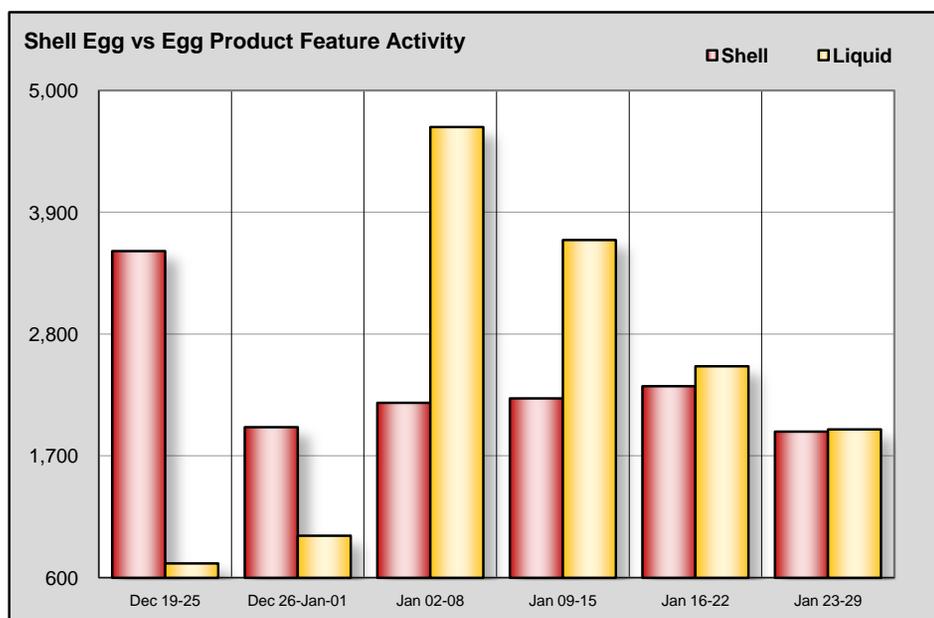
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EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	11.1%	14.7%	9.3%	18.1% of 4,000 sampled	20.7% of 5,100 sampled	1.3% of 3,100 sampled	1.1% of 3,200 sampled	9.4% of 2,300 sampled	0.0% of 900 sampled
2/ Activity Index	1,940	2,510	2,060	Activity Index = 450	Activity Index = 1,040	Activity Index = 40	Activity Index = 0	Activity Index = 200	Activity Index = 210
	Stores Avg <sup>3/</sup>	Stores Avg <sup>3/</sup>	Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>					
14-16 oz. crtn	1,610 2.22	1,160 2.57	1,180 2.47	1.79 - 2.99 340 2.09	1.79 - 2.79 1,040 2.05	2.50 - 3.00 40 2.59		3.99 - 4.29 200 4.10	3.29 190 3.29
32 oz. crtn	310 4.41	1,330 4.33	370 4.77	4.99 110 4.99					
3 - 4 oz. cup			370 2.27						
2 - 8 oz. cup	20 3.29	20 3.29	140 2.99						3.29 20 3.29



Note: See page 1 for explanatory notes.