



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 01/30 thru 02/05.

(prices in dollars per carton)

Fri. Jan 30, 2009

SHELL EGG NATIONAL SUMMARY

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR					
	23.1% of 18,600 stores		27.9% of 18,600 stores				24.6% 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		510 1.75		560 1.48		30 1.99		10 1.99			
	White 18 pack		150 2.59		80 3.00		20 3.69		620 2.83			
	Brown 12 pack											
	USDA GRADE A											
	White 12 pack		130 1.38		1,200 1.08		70 1.99		1,160 1.06		380 1.57	
	White 18 pack				270 2.09				120 1.89		330 2.48	
	Brown 12 pack											
	USDA ORGANIC											
	White 12 pack											
	Brown 12 pack		230 3.99		400 4.23				970 3.40			
	OMEGA-3											
White 12 pack		200 2.75		320 2.53		470 2.39		630 2.28		490 2.62		
Brown 12 pack						80 3.66		10 1.99				
CAGE-FREE												
White 12 pack						470 3.11						
Brown 12 pack		790 2.61		1,340 2.87				130 3.13				

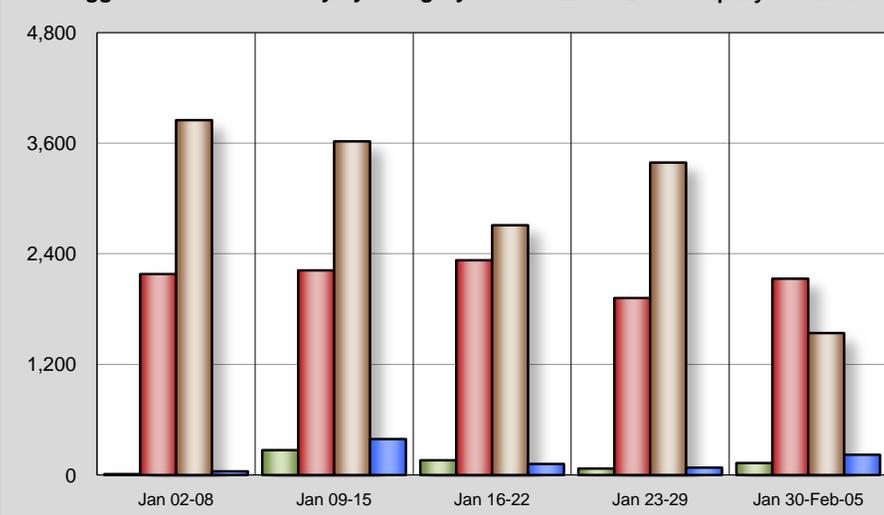
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,260	1,990	1,390	Large Eggs on Jan-26-2009
Specialty	1,540	3,390	2,160	
Total (includes MD)	4,020	5,460	3,570	404.8
Special Rate 4/:	5.4%	1.6%	11.3%	up 6%

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

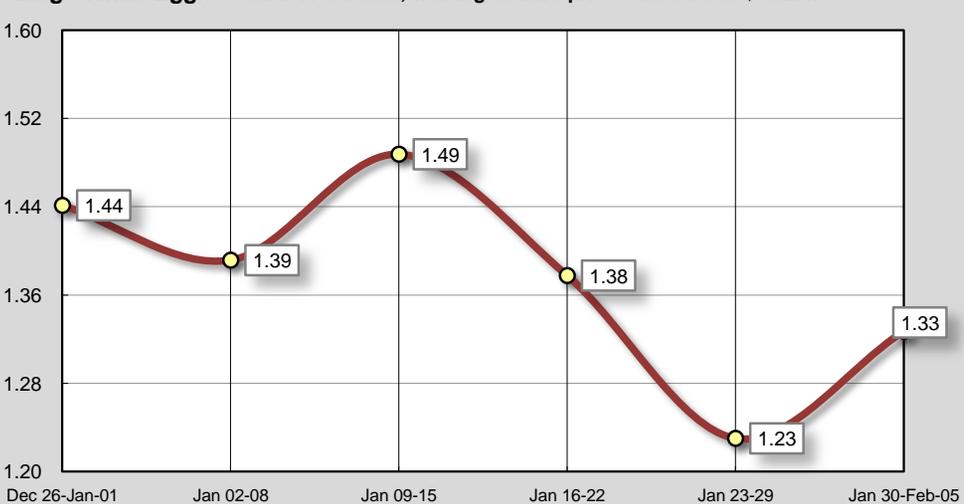
SHELL EGG and EGG PRODUCTS FEATURING

Even though most retailers are focusing their attention on Super Bowl related items, regular shell egg featuring is more active than last week. Although sale prices of Grade A Large white eggs covered a wide spectrum, the average price to consumers is sharply higher and "no price" specials increased in frequency. Specialty shell egg promotional activity is sharply reduced from last week's pace as ads are sporadic this cycle and show up primarily near week's end. Cage Free brown eggs remain in the top position despite a substantial decline in feature activity. In the egg products sector, liquid egg features continue to decline in number although 14-16 ounce carton ads are still highly visible. Liquid egg promotions are very hard to find in the Northwest

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. (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/}		34.4% of 4,000 sampled outlets Activity Index = 1,050 (includes Medium)						13.9% of 5,100 sampled outlets Activity Index = 650 (includes Medium)						28.7% of 3,100 sampled outlets Activity Index = 900 (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																			
	MEDIUM																			
USDA GRADE A	White 12 pack	1.78	10	1.78	0.79 - 1.18	170	0.97	1.33	70	1.33	0.79 - 1.69	320	1.21	1.59	10	1.59	0.79 - 1.49	630	1.04	
	White 18 pack				2.50	130	2.50				1.67	120	1.67				1.67 - 1.98	20	1.89	
	Brown 12 pack																			
	MEDIUM																			
	White 12 pack				1.25	10	1.25										1.33	10	1.33	
	White 30 pack																			
S P E C I A L T Y	USDA ORGANIC																			
	White 12 pack																			
	Brown 12 pack				3.99	150	3.99													
	OMEGA-3																			
	White 12 pack	2.00	10	2.00	2.00 - 3.00	290	2.53							2.79	190	2.79	2.50	30	2.50	
	Brown 12 pack																			
	CAGE-FREE																			
	White 12 pack										2.49 - 3.19	140	2.91				3.19	10	3.19	
	Brown 12 pack				2.69 - 3.99	270	2.95													
		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/}		23.7% of 3,200 sampled outlets Activity Index = 780 (includes Medium)						15.1% of 2,300 sampled outlets Activity Index = 350 (includes Medium)						23.7% of 900 sampled outlets Activity Index = 290 (includes Medium)						
USDA GRADE AA	White 12 pack				0.99 - 1.79	270	1.38				2.29	200	2.29				1.50	30	1.50	
	White 18 pack										2.50 - 3.39	150	2.59							
	Brown 12 pack																			
	MEDIUM																			
USDA GRADE A	White 12 pack	1.33	40	1.33	0.99 - 1.33	80	1.17													
	White 18 pack																			
	Brown 12 pack																			
	MEDIUM																			
	White 12 pack				0.88 - 1.33	60	1.11													
	White 30 pack																			
S P E C I A L T Y	USDA ORGANIC																			
	White 12 pack																			
	Brown 12 pack																3.99	80	3.99	
	OMEGA-3																			
	White 12 pack																			
	Brown 12 pack																			
	CAGE-FREE																			
	White 12 pack																			
	Brown 12 pack				2.19	280	2.19										2.00 - 2.39	90	2.34	

Note: See page 1 for explanatory notes.



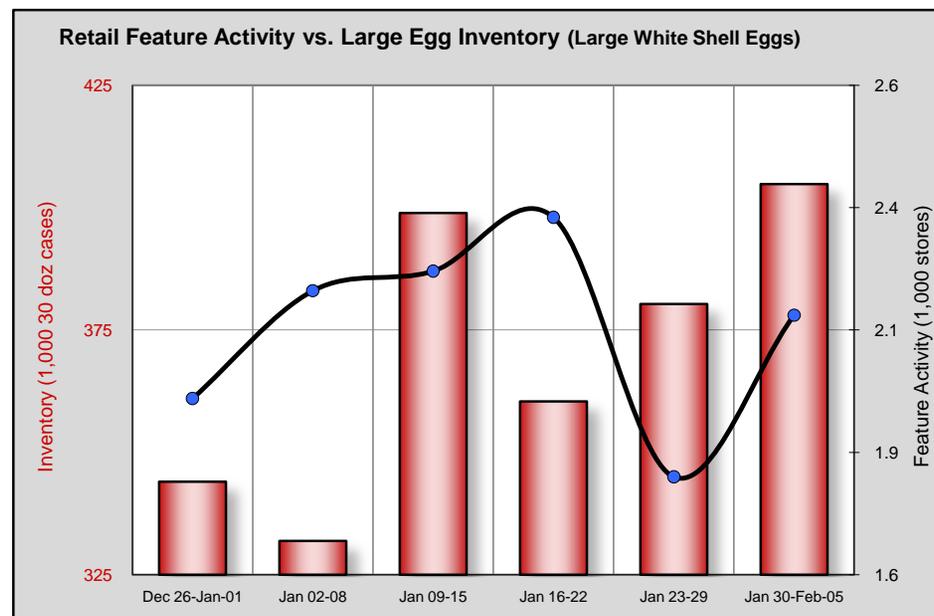
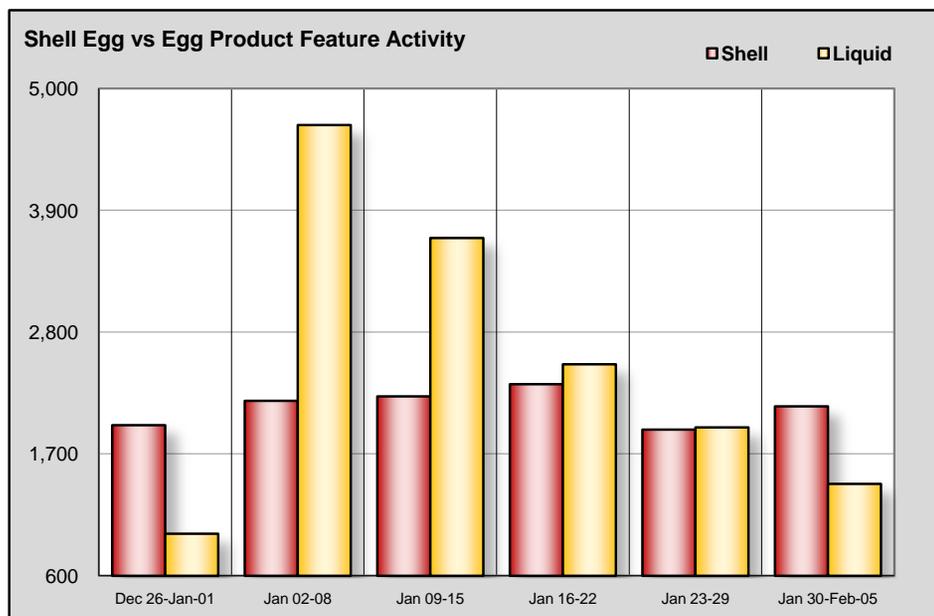
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EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST	
1/ Feature Rate	8.0%	11.1%	14.3%	11.4% of 4,000 sampled		5.1% of 5,100 sampled		7.7% of 3,100 sampled		12.8% of 3,200 sampled		5.8% of 2,300 sampled		0.0% of 900 sampled	
2/ Activity Index	1,430	1,940	2,860	Activity Index = 450		Activity Index = 190		Activity Index = 250		Activity Index = 410		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/}	Price Range	Stores Avg ^{3/}	Price Range	Stores Avg ^{3/}	Price Range	Stores Avg ^{3/}	Price Range	Stores Avg ^{3/}
14-16 oz. crtn	1,280 2.72	1,610 2.22	1,990 2.65	1.99 - 3.00	450 2.66	2.50 - 3.00	190 2.71	2.50 - 3.00	230 2.94	2.00 - 2.99	410 2.68				
32 oz. crtn	130 3.49	310 4.41	490 4.57									3.49	130 3.49		
3 - 4 oz. cup	20 2.50		370 2.40					2.50	20 2.50						
2 - 8 oz. cup		20 3.29	10 2.00												



Note: See page 1 for explanatory notes.