



**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 05/29 thru 06/04.

(prices in dollars per carton)

Fri. May 29, 2009

**SHELL EGG NATIONAL SUMMARY**

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR							
	54.3% of 18,600 stores		34.6% of 18,600 stores				39.5% 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		
<b>REGULAR</b>	<b>USDA GRADE AA</b>													
	White 12 pack		30	0.94	1,530	1.09	10	1.29	610	1.02	20	1.51	2,140	1.17
	White 18 pack				80	1.49			480	1.96			490	2.05
	Brown 12 pack													
	<b>USDA GRADE A</b>													
	White 12 pack		130	0.91	2,940	0.96	240	1.02	2,770	0.96	20	1.19	750	1.09
White 18 pack				1,240	1.46			530	1.28			150	2.79	
Brown 12 pack				60	1.17									
<b>SPECIALTY</b>	<b>USDA ORGANIC</b>													
	White 12 pack													
	Brown 12 pack				860	4.00			220	4.30			130	4.25
	<b>OMEGA-3</b>													
	White 12 pack		160	2.00	1,390	2.53	30	2.16	1,250	2.55	290	2.78	1,460	2.78
	Brown 12 pack				270	3.40			130	3.49				
	<b>CAGE-FREE</b>													
	White 12 pack				80	2.99			330	2.71			170	3.39
	Brown 12 pack				1,140	2.89			780	2.83			810	2.63
	<b>VEGETARIAN FED</b>													
White 12 pack				460	2.48			230	2.99					
Brown 12 pack		140	2.50	700	2.59			30	2.50					

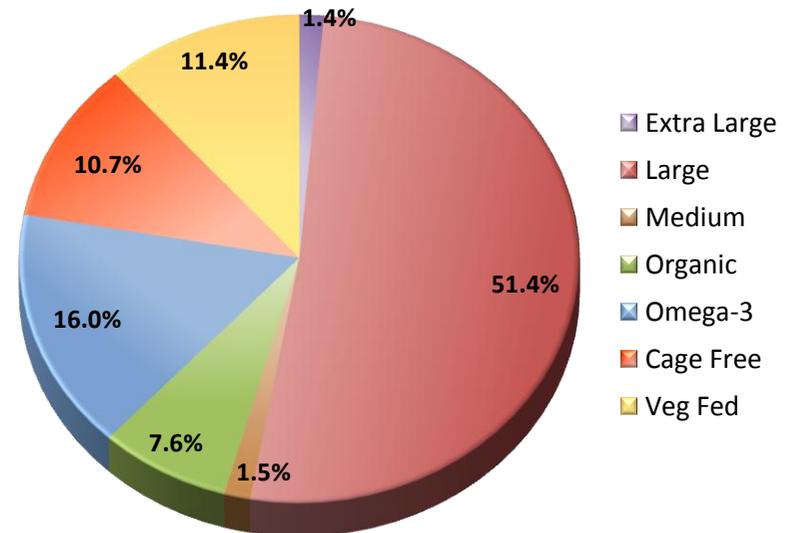
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	6,010	4,640	3,570	Large Eggs on May-25-2009
Specialty	5,200	3,000	2,860	
Total (includes MD)	11,380	7,640	6,470	435.0
Special Rate 4/:	15.7%	4.1%	9.5%	up 1%

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

**SHELL EGG and EGG PRODUCTS FEATURING**

A sharp increase in outlets featuring all pack sizes near the end of the ad cycle helped to push regular shell egg feature activity dramatically higher than a week ago. The average ad price for Grade A, Large white eggs to consumers is only 1 cent more than last week. Stores conducting "combination" promotions (free eggs with bacon purchase) caused a substantial increase in the rate of "no price" specials. Medium eggs are becoming more common. Specialty shell egg promotions are also up considerably compared to a week ago. Omega-3 white eggs continues dominating this sector, while Cage-free brown eggs follow close behind. In the egg products sector, liquid egg featuring is more activity than in recent weeks.

**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 <sup>1/</sup> Activity Index <sup>2/</sup>		58.7% of 4,000 sampled outlets Activity Index = 2,310 (includes Medium)						50.5% of 5,100 sampled outlets Activity Index = 2,660 (includes Medium)						49.7% of 3,100 sampled outlets Activity Index = 1,810 (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 - 1.19	120	1.01												
	White 18 pack																		
	Brown 12 pack																		
	<b>MEDIUM</b>				White 12 pack						White 12 pack						White 12 pack		
USDA GRADE A	White 12 pack				0.77 - 0.99	630	0.95	0.88	70	0.88	0.77 - 1.00	1,410	0.98	1.19 - 1.50	10	1.35	0.47 - 1.00	860	0.92
	White 18 pack				1.29 - 2.50	500	1.89				1.19	120	1.19				1.18 - 1.49	360	1.34
	Brown 12 pack				1.00	20	1.00												
	<b>MEDIUM</b>				White 12 pack						White 12 pack	0.79 - 0.99	130	0.81			White 12 pack		
					White 30 pack						White 30 pack						White 30 pack		
S P E C I A L T Y	<b>USDA ORGANIC</b>																		
	White 12 pack																		
	Brown 12 pack				4.49 - 5.00	260	4.60				3.79	460	3.79				3.49	10	3.49
	<b>OMEGA-3</b>																		
	White 12 pack				1.99 - 2.99	430	2.77	2.00	10	2.00	1.98 - 2.00	200	1.99	1.99 - 2.00	150	2.00	1.98 - 2.50	200	2.47
Brown 12 pack				3.69	220	3.69				2.19	40	2.19				1.79	10	1.79	
<b>CAGE-FREE</b>																			
White 12 pack																			
Brown 12 pack					2.99	130	2.99				3.00	220	3.00				2.39 - 2.77	210	2.59
<b>VEGETARIAN FED</b>																			
White 12 pack					2.00 - 2.50	270	2.47										2.50	190	2.50
Brown 12 pack		2.50	140	2.50	2.50	160	2.50				2.19	20	2.19				1.79 - 2.39	100	2.35
		<b>SOUTH CENTRAL U.S.</b> (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)						<b>SOUTHWEST U.S.</b> (CA,NV)						<b>NORTHWEST U.S.</b> (ID,MT,OR,WA,WY)					
Feature Rate <sup>1/</sup> Activity Index <sup>2/</sup>		49.3% of 3,200 sampled outlets Activity Index = 1,740 (includes Medium)						69.9% of 2,300 sampled outlets Activity Index = 1,640 (includes Medium)						49.6% of 900 sampled outlets Activity Index = 340 (includes Medium)					
USDA GRADE AA	White 12 pack				0.77 - 1.18	650	0.91	0.90 - 0.99	30	0.94	0.68 - 1.79	720	1.27				0.95 - 0.99	40	0.97
	White 18 pack																1.49	80	1.49
	Brown 12 pack																		
	<b>MEDIUM</b>				White 12 pack						White 12 pack						White 12 pack		
USDA GRADE A	White 12 pack	0.87 - 0.88	50	0.88	0.88	40	0.88												
	White 18 pack				0.88 - 1.33	260	0.94												
	Brown 12 pack				1.25	30	1.25				1.25	10	1.25						
	<b>MEDIUM</b>				White 12 pack						White 12 pack						White 12 pack		
					White 30 pack						White 30 pack						White 30 pack		
S P E C I A L T Y	<b>USDA ORGANIC</b>																		
	White 12 pack																		
	Brown 12 pack				3.79 - 3.98	100	3.89										1.99 - 3.89	30	2.53
	<b>OMEGA-3</b>																		
	White 12 pack				1.79 - 2.08	250	2.01				2.99	310	2.99						
Brown 12 pack																			
<b>CAGE-FREE</b>																			
White 12 pack																	2.99	80	2.99
Brown 12 pack					1.99 - 2.68	200	2.19				2.99 - 3.49	270	3.47				2.99	110	2.99
<b>VEGETARIAN FED</b>																			
White 12 pack																			
Brown 12 pack					1.99	120	1.99				2.99	300	2.99						



# USDA Weekly Retail Shell Egg and Egg Products Feature Activity

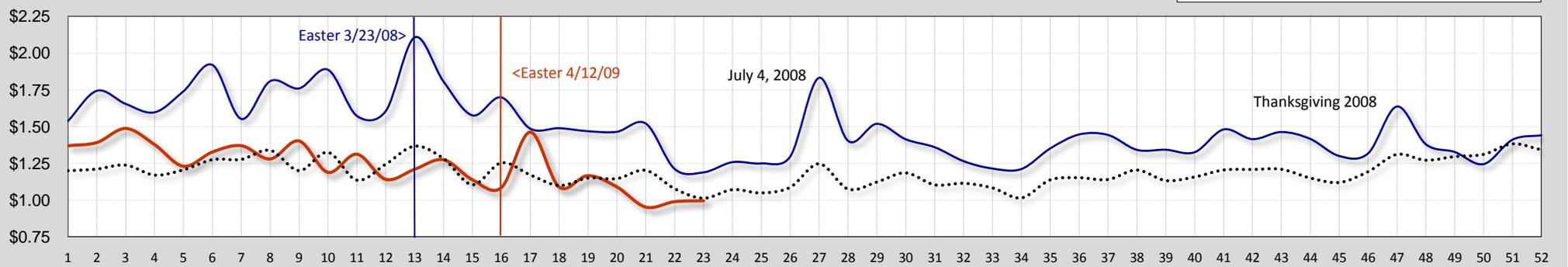
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(prices in dollars per carton)

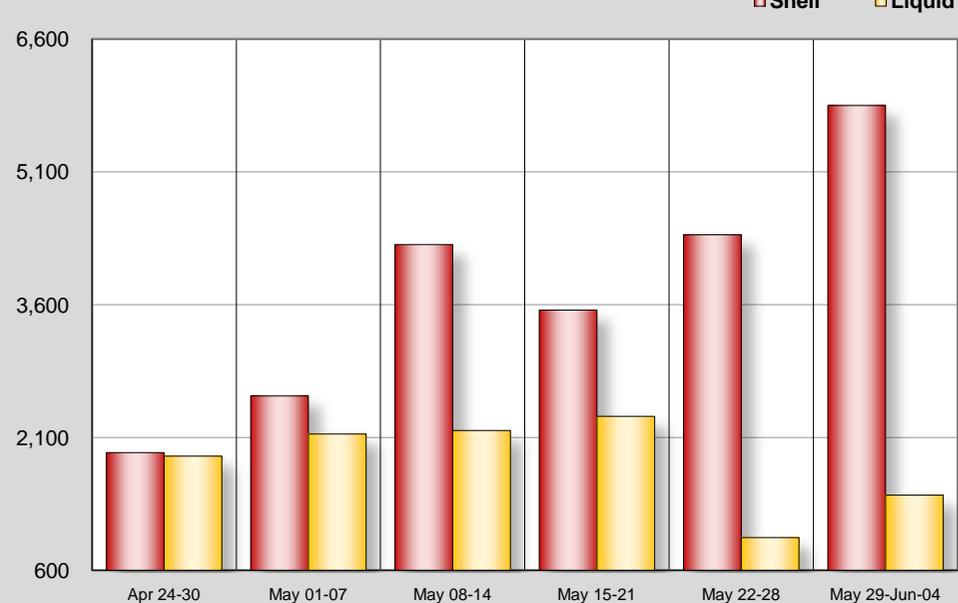
Fri. May 29, 2009

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	12.7%	3.9%	15.2%	24.4% of 4,000 sampled	20.1% of 5,100 sampled	1.4% of 3,100 sampled	4.3% of 3,200 sampled	6.1% of 2,300 sampled	5.8% of 900 sampled
2/ Activity Index	1,450	970	3,610	Activity Index = 1,010	Activity Index = 80	Activity Index = 40	Activity Index = 140	Activity Index = 140	Activity Index = 40
	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	1,160 2.57	630 2.65	2,510 2.63	1.99 - 3.00 930 2.61	1.99 10 1.99	1.99 - 2.50 30 2.30	2.50 140 2.50	2.79 10 2.79	2.50 40 2.09
32 oz. crtn	280 4.20	330 4.14	370 3.64	3.99 - 4.99 80 4.73	4.79 - 4.99 60 4.91	4.99 10 4.99		3.49 130 3.49	
3 - 4 oz. cup	10 1.99	10 1.99	510 2.74		1.99 10 1.99				
2 - 8 oz. cup			220 2.99						

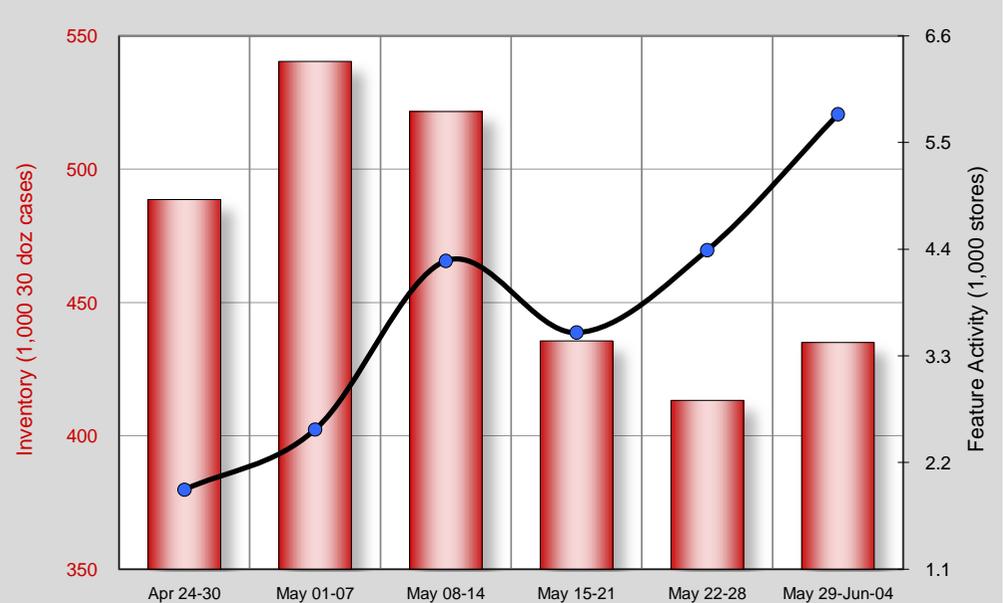
Large White Eggs - Grade A or better, wtd avg. feature price converted to \$/dozen (cents per dozen)



Shell Egg vs Egg Product Feature Activity



Retail Feature Activity vs. Large Egg Inventory (Large White Shell Eggs)



Note: See page 1 for explanatory notes.