



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 06/05 thru 06/11.

(prices in dollars per carton)

Fri. Jun 05, 2009

SHELL EGG NATIONAL SUMMARY

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR						
	52.7% of 18,600 stores		54.3% of 18,600 stores				41.7% 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	390	1.15	450	1.26	30	0.94	1,530	1.09	130	1.65	1,100	1.23
	White 18 pack			560	1.87			80	1.49	50	0.99	460	1.87
REGULAR	USDA GRADE A												
	White 12 pack	310	1.27	2,590	0.92	130	0.91	2,940	0.96	760	1.10	1,170	1.11
	White 18 pack			710	1.43			1,240	1.46			140	2.00
SPECIALTY	USDA ORGANIC												
	White 12 pack												
	Brown 12 pack	70	3.99	710	3.57			860	4.00			560	3.75
SPECIALTY	OMEGA-3												
	White 12 pack	130	2.99	2,880	2.31	160	2.00	1,390	2.53	260	2.92	1,530	2.84
	Brown 12 pack			370	3.25			270	3.40			540	2.69
SPECIALTY	CAGE-FREE												
	White 12 pack			120	2.68			80	2.99			1,000	3.41
	Brown 12 pack			1,930	2.88			1,140	2.89			1,930	3.10
SPECIALTY	VEGETARIAN FED												
	White 12 pack			30	2.39			460	2.48				
	Brown 12 pack			1,520	2.21	140	2.50	700	2.59				

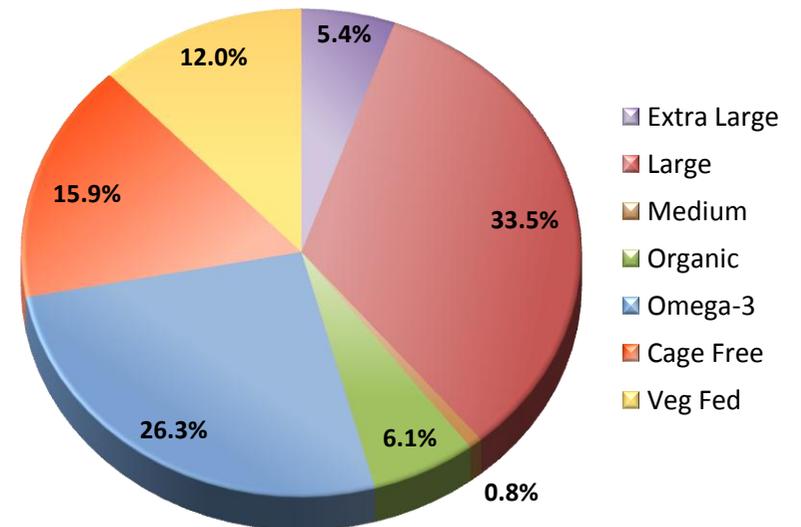
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	5,010	6,010	3,810	Large Eggs on Jun-01-2009
Specialty	7,760	5,200	5,820	
Total (includes MD)	12,870	11,380	9,720	443.8
Special Rate 4/:	9.7%	15.7%	10.9%	unchanged

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

SHELL EGG and EGG PRODUCTS FEATURING

Feature activity for regular shell eggs is down from the previous week but the average price to consumers on Large Grade A or better remains unchanged. Promotion in the Southeast region is very active with over 70% of sampled outlets featuring regular or specialty shell eggs. Specialty shell egg featuring is sharply higher than a week ago with Omega-3, cage free and vegetarian fed showing in increased volume at lower average prices. Organic brown eggs drop in both volume and average price. Liquid egg promotions are more active than a week ago, however, continue to not be as active as advertising for shell eggs.

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 ^{1/} Activity Index ^{2/}		52.6% of 4,000 sampled outlets Activity Index = 2,710 (includes Medium)						73.3% of 5,100 sampled outlets Activity Index = 3,200 (includes Medium)						46.6% of 3,100 sampled outlets Activity Index = 2,340 (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				1.50	130	1.50				1.00	30	1.00				0.69	10	0.69
	White 18 pack																1.18	80	1.18
	Brown 12 pack																		
	MEDIUM			White 12 pack						White 12 pack						White 12 pack			
USDA GRADE A	White 12 pack	1.00 - 1.50	200	1.48	0.49 - 1.00	90	0.85				0.49 - 0.99	1,330	0.93	0.88	110	0.88	0.49 - 1.00	1,030	0.94
	White 18 pack				1.49 - 1.88	280	1.84												
	Brown 12 pack																		
	MEDIUM			White 12 pack						White 12 pack						White 12 pack	0.67	60	0.67
				White 30 pack						White 30 pack						White 30 pack			
S P E C I A L T Y	USDA ORGANIC																		
		White 12 pack																	
		Brown 12 pack	3.99	70	3.99	2.99 - 3.99	540	3.70									2.99 - 3.49	110	3.43
		OMEGA-3																	
		White 12 pack				1.77 - 3.49	990	2.46			2.00 - 2.59	1,250	2.11				1.88 - 2.50	370	2.40
		Brown 12 pack				2.49 - 3.00	30	2.61									2.98	10	2.98
		CAGE-FREE																	
		White 12 pack				2.69	110	2.69											
		Brown 12 pack				2.50 - 3.59	270	2.95			2.77 - 3.39	590	2.83				2.50 - 2.99	560	2.69
		VEGETARIAN FED																	
	White 12 pack															2.39	30	2.39	
	Brown 12 pack				2.50	140	2.50			2.00 - 2.89	1,050	2.09				2.39 - 2.50	310	2.46	
		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/}		39.6% of 3,200 sampled outlets Activity Index = 1,390 (includes Medium)						42.3% of 2,300 sampled outlets Activity Index = 1,220 (includes Medium)						33.2% of 900 sampled outlets Activity Index = 480 (includes Medium)					
USDA GRADE AA	White 12 pack	0.90 - 1.20	210	1.05	0.69	80	0.69	1.50	30	1.50	1.39	200	1.39	1.00 - 2.00	150	1.23			
	White 18 pack										1.79 - 2.00	440	1.94				2.49	40	2.49
	Brown 12 pack																		
	MEDIUM			White 12 pack						White 12 pack	0.99	10	0.99			White 12 pack	0.78	30	0.78
USDA GRADE A	White 12 pack				0.79 - 1.20	140	0.83												
	White 18 pack				0.75 - 1.67	430	1.17												
	Brown 12 pack																		
	MEDIUM			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	USDA ORGANIC																		
		White 12 pack																	
		Brown 12 pack				2.98 - 2.99	20	2.98									2.49	40	2.49
		OMEGA-3																	
		White 12 pack				1.77 - 2.99	160	2.38	2.99	130	2.99	1.33	10	1.33			2.99 - 3.39	100	3.03
		Brown 12 pack				2.29 - 2.99	180	2.95				3.99	130	3.99			2.29	20	2.29
		CAGE-FREE																	
		White 12 pack															2.59	10	2.59
		Brown 12 pack				1.99 - 2.99	150	2.65			2.00 - 3.49	270	3.44				2.99	90	2.99
		VEGETARIAN FED																	
	White 12 pack																		
	Brown 12 pack				2.50	20	2.50												



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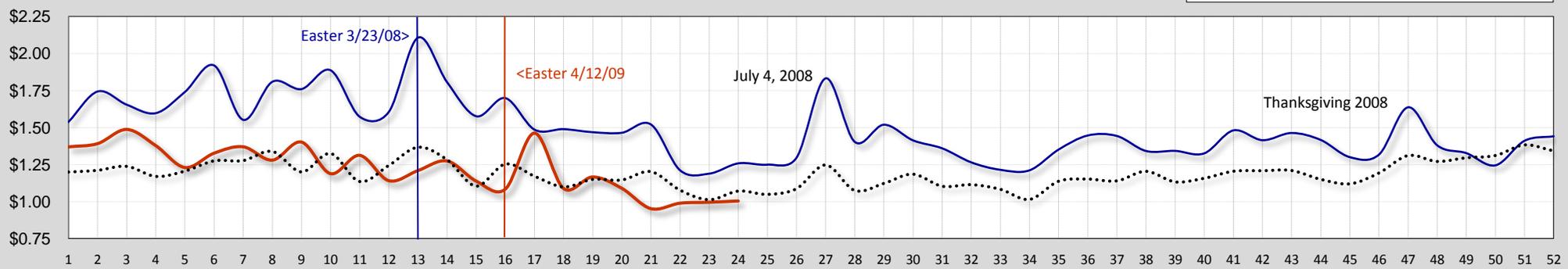
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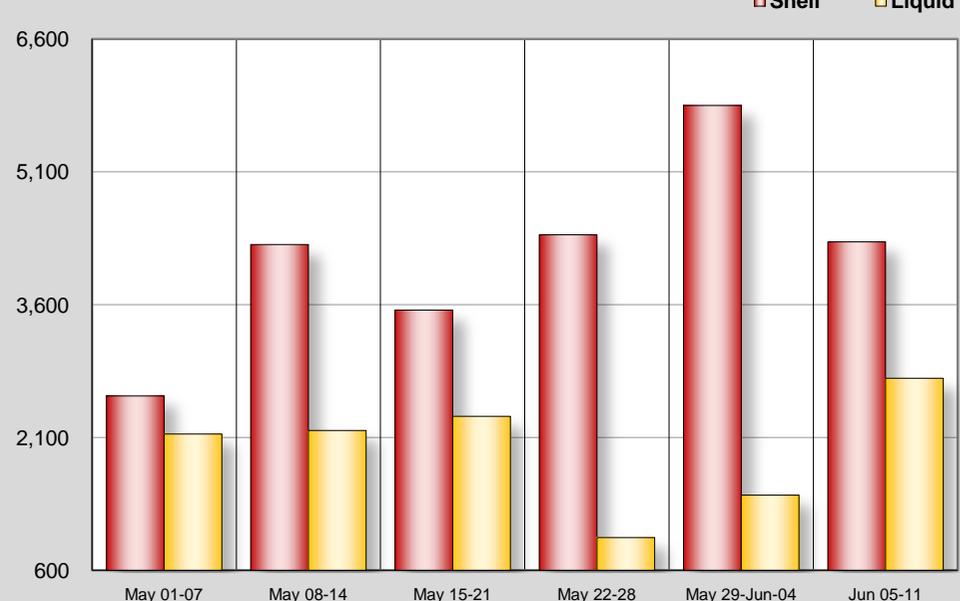
Fri. Jun 05, 2009

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	12.4%	12.7%	7.7%	28.1% of 4,000 sampled	13.5% of 5,100 sampled	1.2% of 3,100 sampled	10.1% of 3,200 sampled	5.8% of 2,300 sampled	0.0% of 900 sampled
2/ Activity Index	2,770	1,450	1,900	Activity Index = 1,470	Activity Index = 680	Activity Index = 40	Activity Index = 310	Activity Index = 270	Activity Index = 0
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range Stores Avg ^{3/}					
14-16 oz. crtn	1,540 2.37	1,160 2.57	960 2.80	1.99 - 3.00 810 2.49	0.20 - 2.50 160 2.02	1.99 - 2.39 40 2.14	2.00 - 2.50 260 2.26	1.99 - 2.69 270 2.34	
32 oz. crtn	1,220 4.27	280 4.20	700 4.48	3.99 - 4.99 650 4.64	3.49 - 3.99 520 3.93		2.79 50 2.79		
3 - 4 oz. cup	10 2.00	10 1.99	220 3.12	2.00 10 2.00					
2 - 8 oz. cup			20 3.50						

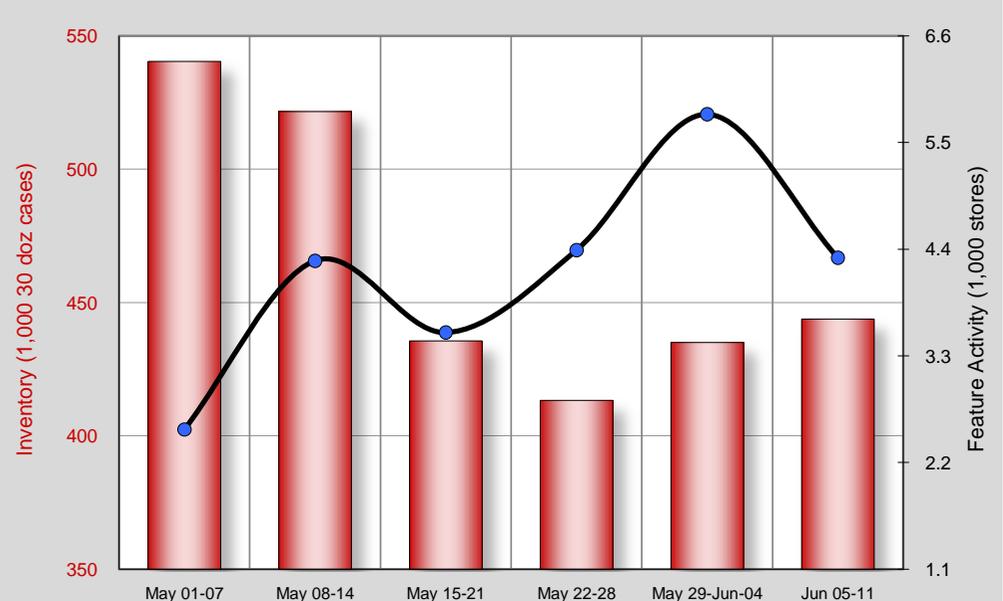
Large White Eggs - Grade A or better, wtd avg. feature price converted to \$/dozen (cents per dozen)



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.