



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 07/03 thru 07/09.

(prices in dollars per carton)

Fri. Jul 03, 2009

SHELL EGG NATIONAL SUMMARY

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR						
	22.7% of 18,600 stores		26.6% of 18,600 stores				16.1% 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	10	0.99	410	1.13	60	1.25	320	1.19	30	2.50	320	2.08
	White 18 pack	30	2.00	800	1.85			350	2.01			350	2.92
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack	120	1.00	1,040	0.90	140	1.00	860	0.91	20	1.23	390	1.58
White 18 pack			150	1.83			160	1.39			30	1.85	
Brown 12 pack													
SPECIALTY	USDA ORGANIC												
	White 12 pack												
	Brown 12 pack	350	3.99	680	3.79	230	3.99	1,180	3.86			670	4.61
	OMEGA-3												
	White 12 pack	10	2.00	1,060	2.69	180	2.65	960	2.45	140	2.50	270	2.66
	Brown 12 pack			150	2.66			160	3.27			80	2.89
	CAGE-FREE												
	White 12 pack	140	1.95	140	1.95	110	1.99	300	2.73	10	2.69	150	3.12
	Brown 12 pack			650	2.92	110	1.99	630	2.75			260	2.95
	VEGETARIAN FED												
White 12 pack							210	1.98					
Brown 12 pack			150	2.66	20	2.79	290	2.68					

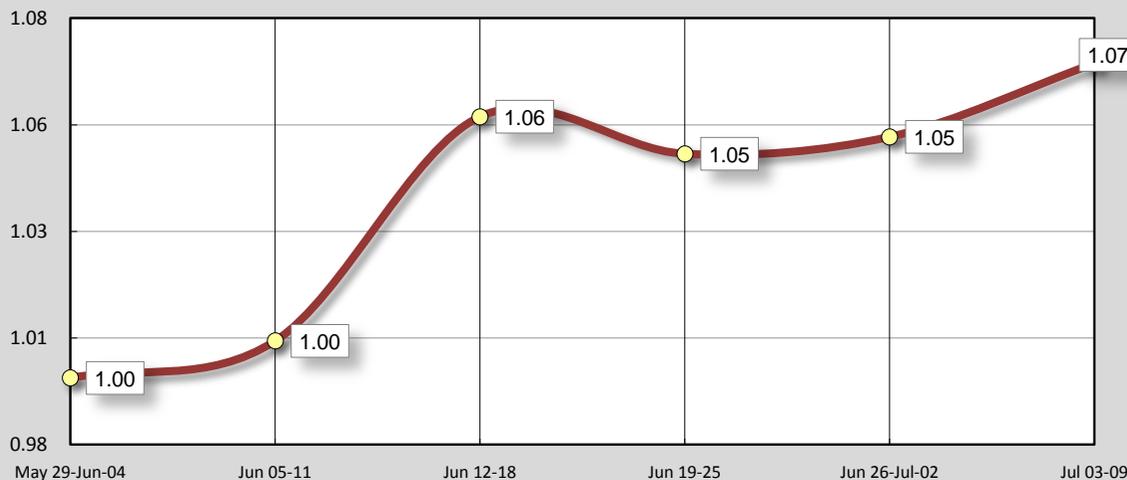
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,560	1,890	1,140	Large Eggs on Jun-29-2009
Specialty	3,330	4,380	1,580	
Total (includes MD)	5,920	6,410	2,730	473.3
Special Rate 4/:	1.8%	2.6%	3.2%	down 6%

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

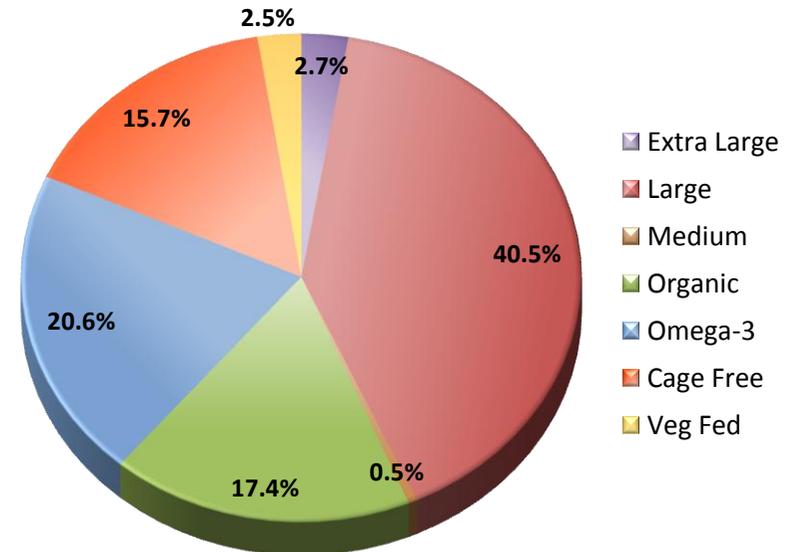
SHELL EGG and EGG PRODUCTS FEATURING

Even as items for the Fourth of July holiday dominate ad space, regular shell eggs manage to increase their presence in store ads significantly from last week. The average price for Large white eggs, Grade A or better, to consumers increased slightly and the frequency of "no price" promotions remains sporadic. Specialty shell egg ads are less prevalent than last week. Omega-3 white eggs and Cage Free brown eggs maintain a steady pace promotional pace while organic varieties drop in offerings. Featuring of egg products is only slightly better than last week with ad pricing for 32 ounce cartons up sharply. Regardless of what is on the grill, it will be egg and potato salad at every picnic as we celebrate the nation's 233rd birthday!

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



This Week's Shell Egg Featuring by Category



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/}		37.4% of 4,000 sampled outlets Activity Index = 2,170 (includes Medium)						12.4% of 5,100 sampled outlets Activity Index = 630 (includes Medium)						22.1% of 3,100 sampled outlets Activity Index = 1,070 (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	10	0.99												
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM																		
USDA GRADE A	White 12 pack	0.99	10	0.99	0.49 - 1.00	140	0.73	1.00	70	1.00	0.49 - 1.25	440	0.99	1.00	40	1.00	0.49 - 1.25	400	0.84
	White 18 pack				1.88	140	1.88												
	Brown 12 pack																		
	MEDIUM																		
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack	3.99	350	3.99	3.79 - 3.99	480	3.94										2.49 - 3.49	200	3.44
	OMEGA-3																		
	White 12 pack				2.59 - 2.99	450	2.76				1.50 - 2.33	90	2.05	2.00	10	2.00	1.59 - 2.50	220	2.39
	Brown 12 pack				2.99	50	2.99										2.49	100	2.49
	CAGE-FREE																		
	White 12 pack																		
	Brown 12 pack				2.50 - 3.29	540	3.00										2.49	100	2.49
	VEGETARIAN FED																		
	White 12 pack																		
	Brown 12 pack				2.99	50	2.99										2.49	100	2.49
		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/}		12.5% of 3,200 sampled outlets Activity Index = 470 (includes Medium)						32.2% of 2,300 sampled outlets Activity Index = 1,110 (includes Medium)						28.7% of 900 sampled outlets Activity Index = 320 (includes Medium)					
USDA GRADE AA	White 12 pack				0.99	230	0.99	0.99	10	0.99	0.99	50	0.99				0.99 - 2.00	120	1.45
	White 18 pack				1.79	10	1.79	2.00	30	2.00	1.79 - 2.00	640	1.91				1.50 - 2.50	150	1.62
	Brown 12 pack																		
	MEDIUM																		
USDA GRADE A	White 12 pack				0.88 - 1.25	60	1.02												
	White 18 pack				1.09	10	1.09												
	Brown 12 pack																		
	MEDIUM																		
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack																		
	OMEGA-3																		
	White 12 pack										2.99	300	2.99						
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack	1.95	80	1.95	1.95	80	1.95	1.95	40	1.95	1.95	40	1.95	1.95	20	1.95	1.95	20	1.95
	Brown 12 pack																2.50	10	2.50
	VEGETARIAN FED																		
	White 12 pack																		
	Brown 12 pack																		



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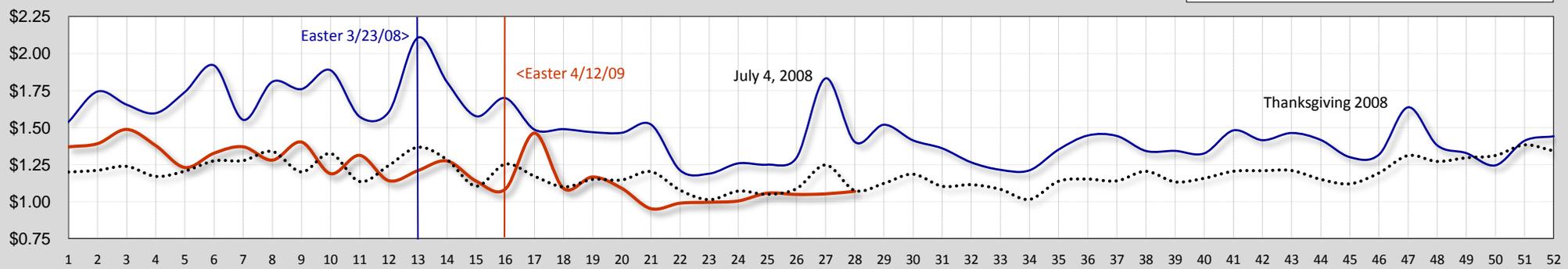
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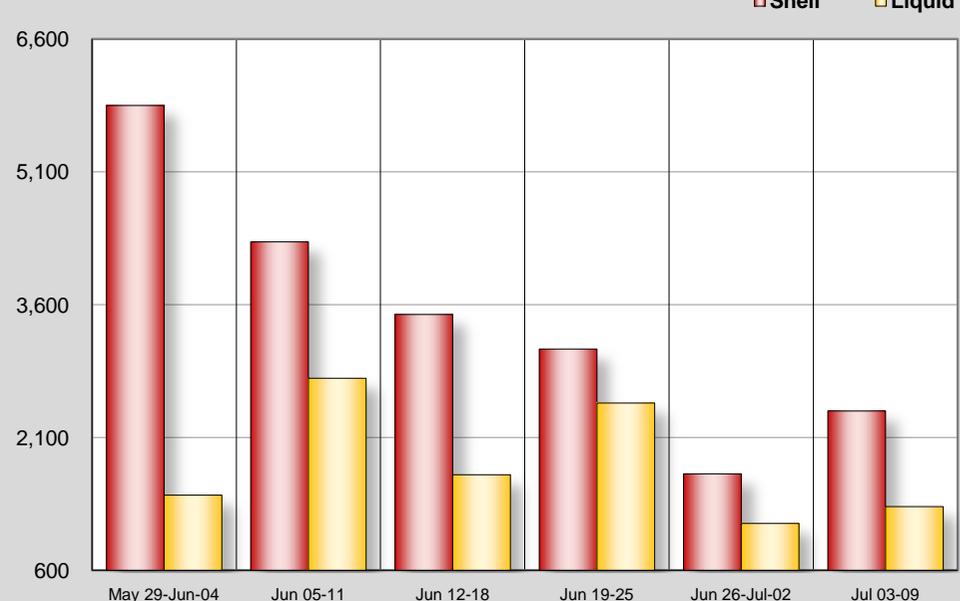
Fri. Jul 03, 2009

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	5.6%	5.2%	11.2%	10.0% of 4,000 sampled	4.8% of 5,100 sampled	7.6% of 3,100 sampled	5.2% of 3,200 sampled	0.0% of 2,300 sampled	0.0% of 900 sampled
2/ Activity Index	1,320	1,130	2,180	Activity Index = 410	Activity Index = 440	Activity Index = 20	Activity Index = 450	Activity Index = 0	Activity Index = 0
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range Stores Avg ^{3/}					
14-16 oz. crtn	550 2.14	1,070 2.23	1,560 2.52	1.99 110 1.99	2.00 - 3.00 240 2.19	1.98 - 2.69 20 2.44	1.99 - 2.50 180 2.12		
32 oz. crtn	450 4.80	10 3.99	540 4.85	4.99 230 4.99			2.50 - 4.99 220 4.60		
3 - 4 oz. cup	320 2.19	50 2.45	80 2.06	2.50 70 2.50	2.00 200 2.00		2.50 50 2.50		
2 - 8 oz. cup									

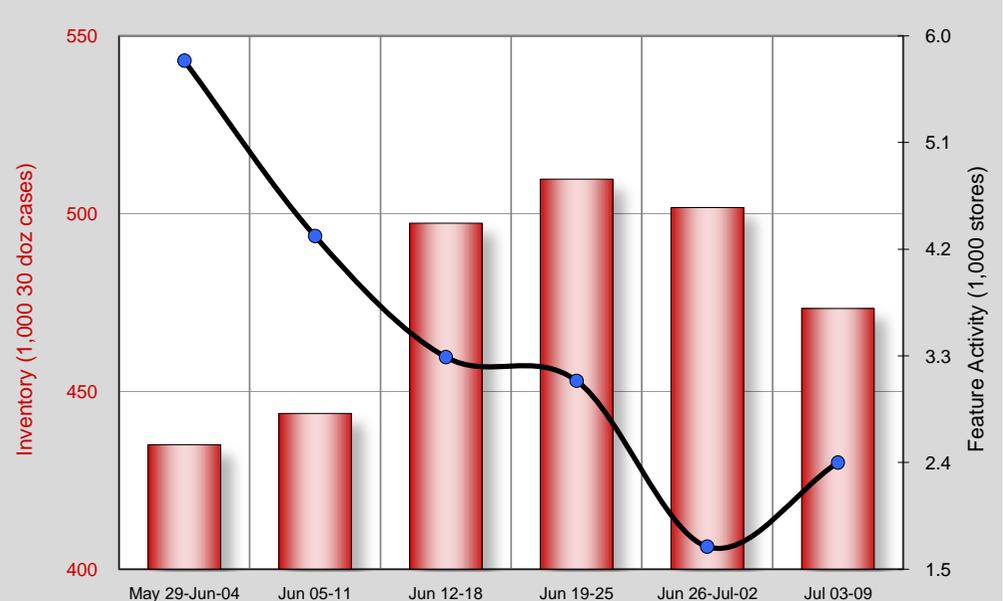
Large White Eggs - Grade A or better, wtd avg. feature price converted to \$/dozen (cents per dozen)



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.