



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 08/07 thru 08/13.

(prices in dollars per carton)

Fri. Aug 07, 2009

SHELL EGG NATIONAL SUMMARY

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR							
	38.6% of 18,600 stores		27.0% of 18,600 stores				45.5% 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		
REGULAR	USDA GRADE AA													
	White 12 pack		490	1.09	20	1.76	810	1.16	20	1.20	370	1.41		
	White 18 pack		730	1.44			270	1.63			530	2.57		
	Brown 12 pack						210	3.31	100	1.50				
	USDA GRADE A													
	White 12 pack		230	1.58	1,180	0.94	280	1.00	1,410	1.00	110	1.33	1,490	1.09
White 18 pack				270	1.45			370	1.29			590	1.81	
Brown 12 pack												10	2.50	
SPECIALTY	USDA ORGANIC													
	White 12 pack													
	Brown 12 pack				770	3.68			410	4.20			780	4.08
	OMEGA-3													
	White 12 pack		210	3.43	2,340	2.27	360	2.46	1,190	2.19	540	2.72	1,800	2.51
	Brown 12 pack				130	2.44			230	3.06			570	2.77
	CAGE-FREE													
	White 12 pack				350	2.50	120	1.99	120	1.99			80	2.99
	Brown 12 pack				1,410	2.82			590	2.92			340	2.98
	VEGETARIAN FED													
White 12 pack						200	2.79	620	2.59					
Brown 12 pack		10	2.00	1,790	2.36			60	2.79			40	2.00	

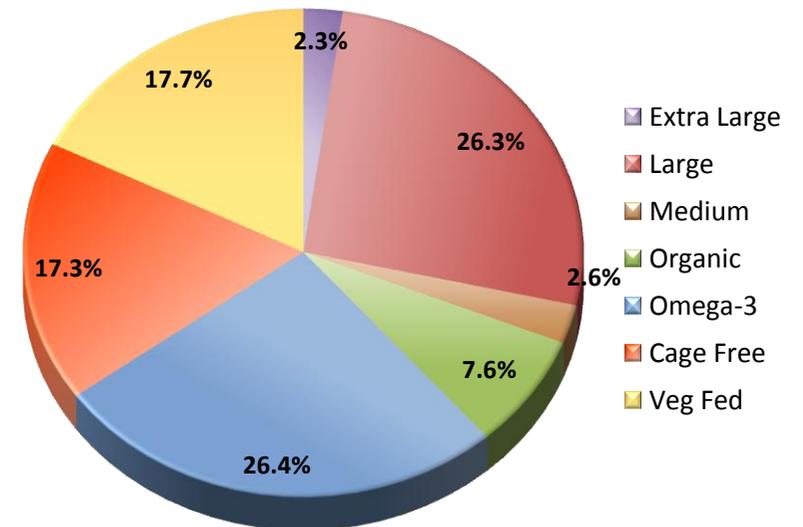
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,900	3,370	3,220	Large Eggs on Aug-03-2009
Specialty	7,010	3,900	4,110	
Total (includes MD)	10,170	7,320	7,540	442.3
Special Rate 4/:	4.3%	3.1%	10.6%	up 16%

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

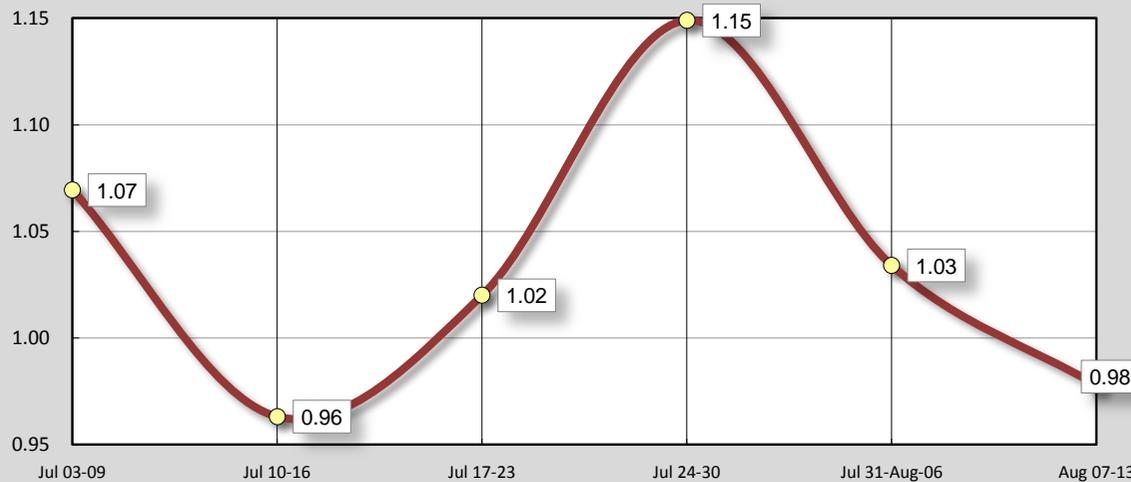
SHELL EGG and EGG PRODUCTS FEATURING

Regular shell egg promotional activity is considerably lower than both last week and the same week last year. No price specials are a little more visible this week as some retailers feature "buy 1 dozen of eggs and get 2 dozen eggs free". The average price of Large white eggs, Grade A or better, to consumers continues moving downward. Specialty shell egg featuring is up tremendously when compared to a week ago. Omega-3 white eggs show up in increased volume, especially in the Northeast and Southeast regions. Cage free brown and Vegetarian brown eggs are also commanding more ad space than the previous week. USDA Certified Organic egg promotions moved up slightly. Liquid egg featuring increased significantly, but still falls short of surpassing regular shell eggs in ad space. 14-16 oz. cartons are heavily promoted in this sector.

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/}		58.1% of 4,000 sampled outlets Activity Index = 2,700 (includes Medium)						37.5% of 5,100 sampled outlets Activity Index = 2,330 (includes Medium)						38.8% of 3,100 sampled outlets Activity Index = 1,500 (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	30	0.99						
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM				White 12 pack						White 12 pack			0.69	10	0.69		White 12 pack	
USDA GRADE A	White 12 pack	1.39	10	1.39	0.99	230	0.99	2.29	110	2.29	0.89 - 0.98	70	0.97	0.88	110	0.88	0.50 - 1.00	880	0.93
	White 18 pack				1.79	20	1.79				1.38	220	1.38						
	Brown 12 pack																		
	MEDIUM				White 12 pack						White 12 pack			0.69	30	0.69		White 12 pack	
					White 30 pack						White 30 pack			1.99	30	1.99		White 30 pack	
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack				2.99 - 4.49	490	3.65				3.99	170	3.99						
	OMEGA-3																		
	White 12 pack	3.49	200	3.49	1.98 - 3.49	950	2.60				1.99 - 2.00	1,130	2.00	2.29	10	2.29	1.99 - 2.50	220	2.43
	Brown 12 pack				2.49	120	2.49												
CAGE-FREE	White 12 pack				3.29	20	3.29				2.50	220	2.50				1.99	30	1.99
	Brown 12 pack				2.50 - 3.44	660	3.05				1.99 - 3.44	310	2.54				1.99 - 2.99	220	2.45
	VEGETARIAN FED																		
	White 12 pack	2.00	10	2.00	1.88 - 2.99	600	2.85				2.00 - 2.79	1,000	2.05				2.50	190	2.50
	Brown 12 pack																		
		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/}		18.5% of 3,200 sampled outlets Activity Index = 680 (includes Medium)						38.5% of 2,300 sampled outlets Activity Index = 790 (includes Medium)						28.3% of 900 sampled outlets Activity Index = 370 (includes Medium)					
USDA GRADE AA	White 12 pack				0.89 - 1.50	250	1.16				0.99 - 1.39	190	1.02				0.95 - 0.97	20	0.96
	White 18 pack				0.14 - 0.99	260	0.56				0.99 - 2.29	380	2.04				1.49 - 1.50	90	1.49
	Brown 12 pack																		
	MEDIUM				White 12 pack						White 12 pack			0.69 - 1.20	40	1.04		White 12 pack	0.99 30 0.99
USDA GRADE A	White 12 pack				1.48 - 1.99	30	1.74												
	White 18 pack																		
	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										3.49 - 3.79	40	3.62				2.79 - 3.49	70	3.18
	OMEGA-3																		
	White 12 pack				1.07	40	1.07												
	Brown 12 pack				1.79	10	1.79												
CAGE-FREE	White 12 pack																2.49 - 2.50	80	2.49
	Brown 12 pack										2.99 - 3.49	140	3.02				2.49 - 3.99	80	2.65
	VEGETARIAN FED																		
	White 12 pack																		
	Brown 12 pack																		



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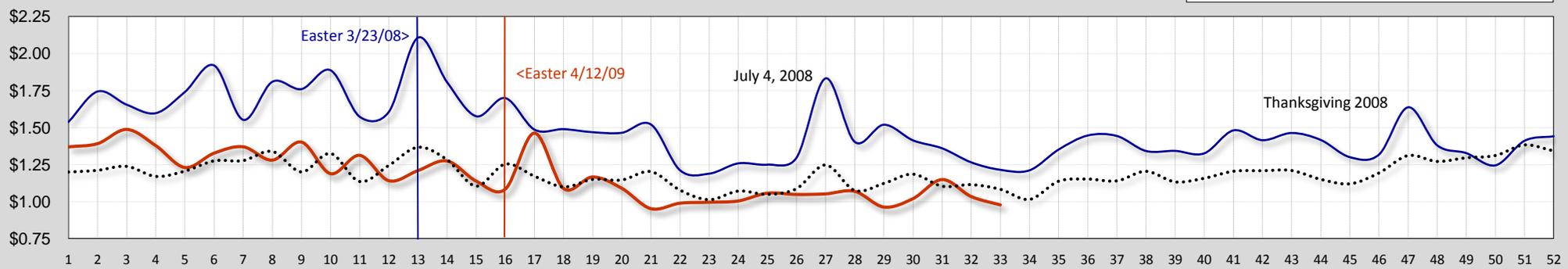
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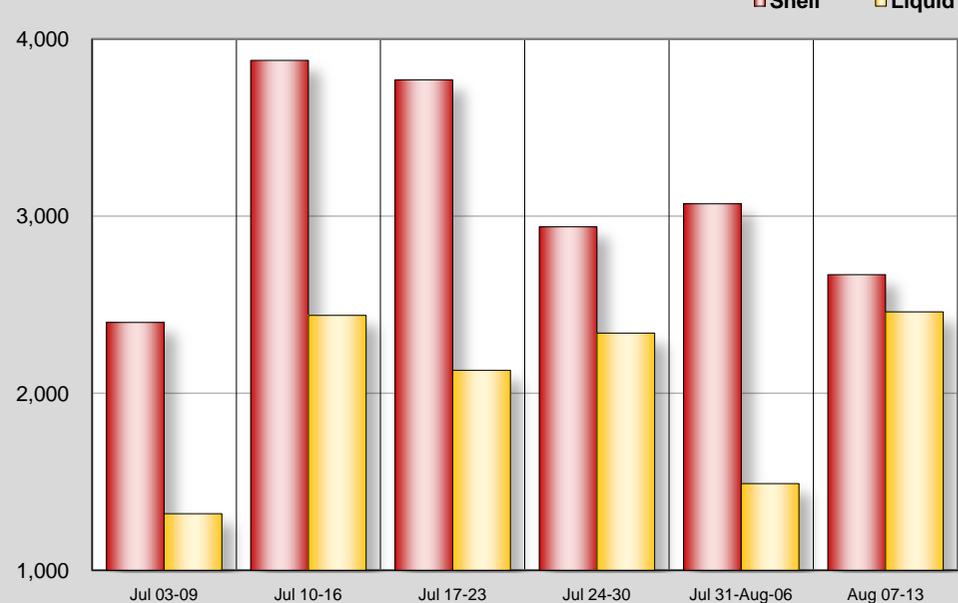
Fri. Aug 07, 2009

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	11.2%	7.9%	17.6%	26.8% of 4,000 sampled	3.0% of 5,100 sampled	10.3% of 3,100 sampled	12.5% of 3,200 sampled	5.7% of 2,300 sampled	0.0% of 900 sampled
2/ Activity Index	2,460	1,490	3,430	Activity Index = 1,480	Activity Index = 130	Activity Index = 310	Activity Index = 410	Activity Index = 130	Activity Index = 0
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range Stores Avg ^{3/}					
14-16 oz. crtn	2,210 2.43	1,010 2.59	2,700 2.75	1.49 - 3.29 1,370 2.54	1.49 - 2.00 130 1.96	1.98 - 2.50 310 2.16	1.98 - 3.00 270 2.60	1.99 130 1.99	
32 oz. crtn	110 4.74	290 5.14	490 4.15	3.99 - 5.49 110 4.74					
3 - 4 oz. cup	140 2.39	190 2.36	240 2.29				2.39 140 2.39		
2 - 8 oz. cup									

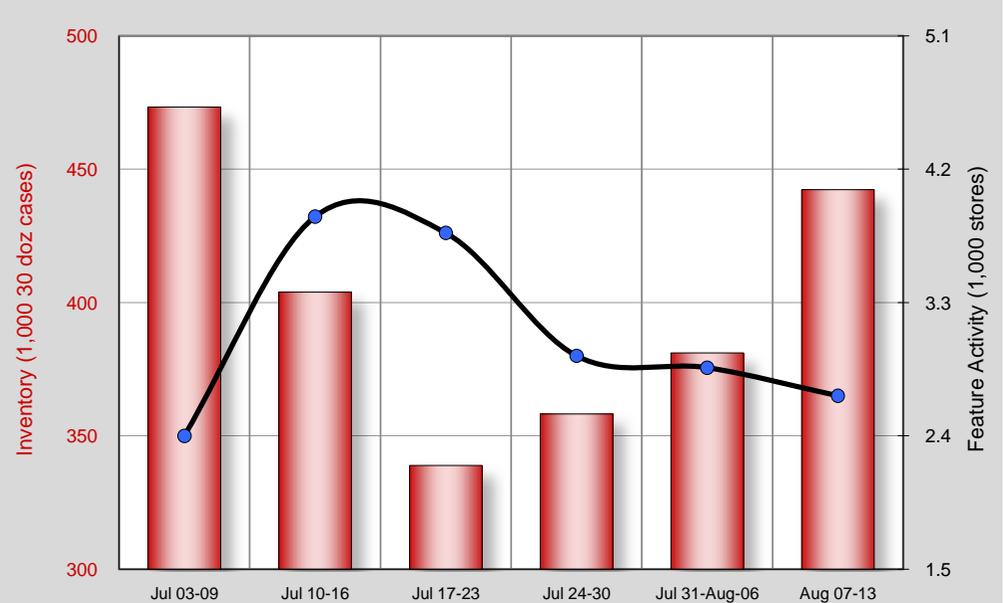
Large White Eggs - Grade A or better, wtd avg. feature price converted to \$/dozen (cents per dozen)



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.