



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 08/14 thru 08/20.

(prices in dollars per carton)

Fri. Aug 14, 2009

SHELL EGG NATIONAL SUMMARY

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR						
	33.6% of 18,600 stores		38.6% of 18,600 stores				40.0% 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	160	1.08	740	1.46			490	1.09			410	1.13
	White 18 pack	10	2.50	30	1.99			730	1.44			680	2.44
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack			1,350	1.01	230	1.58	1,180	0.94	10	0.99	1,920	1.08
White 18 pack			780	1.63			270	1.45			280	1.85	
Brown 12 pack									120	2.79	120	2.79	
SPECIALTY	USDA ORGANIC												
	White 12 pack			150	2.69							300	3.85
	Brown 12 pack	100	4.19	870	3.86			770	3.68				
	OMEGA-3												
	White 12 pack	570	2.36	1,560	2.47	210	3.43	2,340	2.27	530	2.78	950	2.45
	Brown 12 pack			190	3.00			130	2.44			30	2.11
	CAGE-FREE												
	White 12 pack	20	2.50	720	2.75			350	2.50			20	1.98
	Brown 12 pack			1,720	2.84			1,410	2.82			610	2.82
	VEGETARIAN FED												
White 12 pack			10	2.46									
Brown 12 pack	160	2.53	650	2.56	10	2.00	1,790	2.36					

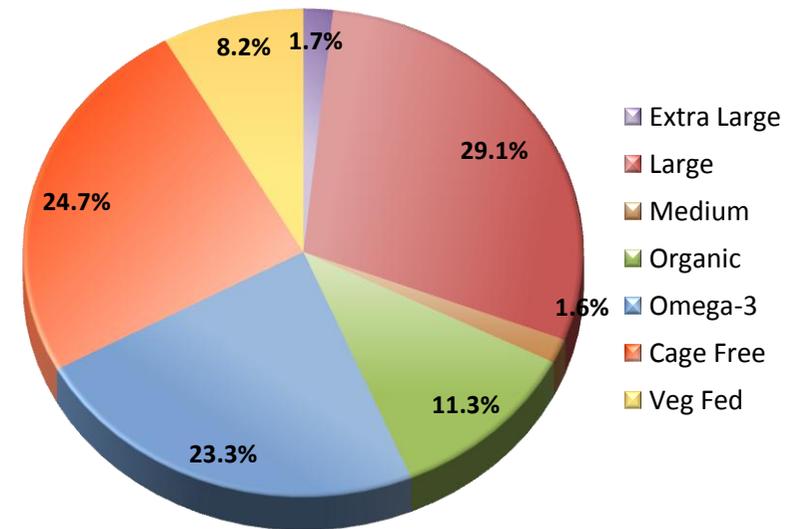
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	3,070	2,900	3,540	Large Eggs on Aug-10-2009
Specialty	6,720	7,010	2,440	
Total (includes MD)	9,950	10,170	6,150	461.0
Special Rate 4/:	3.6%	4.3%	11.4%	up 4%

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

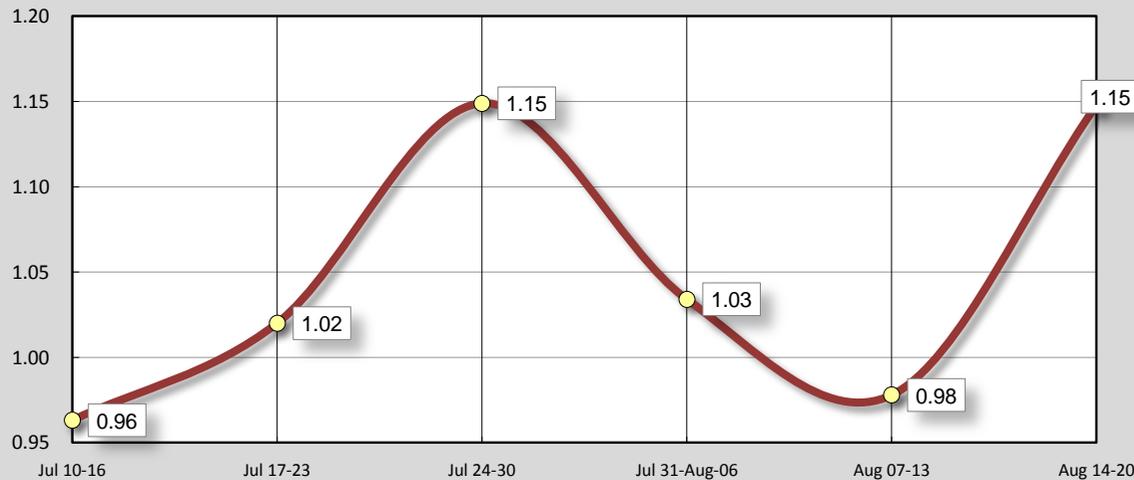
SHELL EGG and EGG PRODUCTS FEATURING

Feature activity on regular shell eggs increased slightly over a week ago. The average price of Large white eggs, Grade A or better, to consumers continues to fluctuate and is up significantly this cycle. No price ads are not as prevalent as a week ago. The Northeast is very active this week with over 50% of stores promoting eggs. Specialty shell egg promotions are slightly less in number from last week. Omega-3 white eggs are not as visible as last week, but are still commanding ad space, with a noticeable increase in extra large sizes. Cage free brown claimed top position in the specialty category. The number of ads for USDA Certified Organic egg promotions increased slightly. In the egg products sector, liquid egg promotion featuring increases to surpassed regular shell eggs for the first time in several weeks. The 14-16 oz. cartons are heavily promoted throughout the country.

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/}		51.3% of 4,000 sampled outlets Activity Index = 3,000 (includes Medium)						21.5% of 5,100 sampled outlets Activity Index = 1,340 (includes Medium)						43.7% of 3,100 sampled outlets Activity Index = 2,400 (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			
USDA GRADE A	White 12 pack				0.89 - 1.20	380	1.08				0.88 - 1.19	160	1.00				0.88 - 1.19	750	0.98
	White 18 pack				1.88	30	1.88				1.38 - 1.79	490	1.58				1.49 - 1.77	200	1.73
	Brown 12 pack																		
	MEDIUM				White 12 pack	0.88	10	0.88			White 12 pack					White 12 pack	0.68 - 0.69	30	0.69
					White 30 pack						White 30 pack					White 30 pack	1.24	10	1.24
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack				2.69	150	2.69												
	Brown 12 pack	4.19	100	4.19	2.99 - 3.99	870	3.86												
	OMEGA-3																		
	White 12 pack	2.33 - 2.99	440	2.50	1.98 - 2.59	860	2.39				2.00 - 2.49	470	2.35	1.50 - 2.00	130	1.90	2.49 - 3.00	90	2.96
	Brown 12 pack															3.00	190	3.00	
CAGE-FREE	White 12 pack	2.50	20	2.50							2.77	10	2.77				2.77	360	2.77
	Brown 12 pack				2.79 - 2.99	140	2.97				2.00 - 2.77	180	2.38				2.50 - 3.00	640	2.86
VEGETARIAN FED	White 12 pack																2.00 - 2.99	10	2.46
	Brown 12 pack	2.50 - 2.79	160	2.53	1.67 - 2.99	400	2.62				2.49	220	2.49				2.29	30	2.29
		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/}		20.8% of 3,200 sampled outlets Activity Index = 1,090 (includes Medium)						31.3% of 2,300 sampled outlets Activity Index = 820 (includes Medium)						39.5% of 900 sampled outlets Activity Index = 480 (includes Medium)					
USDA GRADE AA	White 12 pack				0.88 - 1.00	120	0.99	1.25 - 1.49	40	1.32	1.00 - 1.79	470	1.60	1.00	120	1.00	1.00 - 1.59	120	1.46
	White 18 pack							2.50	10	2.50							1.99	30	1.99
	Brown 12 pack																		
	MEDIUM				White 12 pack	0.77	60	0.77			White 12 pack					White 12 pack			
USDA GRADE A	White 12 pack				0.89 - 1.29	60	0.96												
	White 18 pack				1.50 - 1.77	60	1.67												
	Brown 12 pack																		
	MEDIUM				White 12 pack	0.78 - 0.79	50	0.78			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																		
	OMEGA-3																		
	White 12 pack				2.99	50	2.99										2.99	90	2.99
	Brown 12 pack																		
CAGE-FREE	White 12 pack				2.59 - 2.99	290	2.70				2.99	40	2.99				1.99 - 2.99	20	2.62
	Brown 12 pack				1.88 - 2.99	400	2.62				1.99 - 3.49	260	3.34				2.99	100	2.99
VEGETARIAN FED	White 12 pack																		
	Brown 12 pack																		



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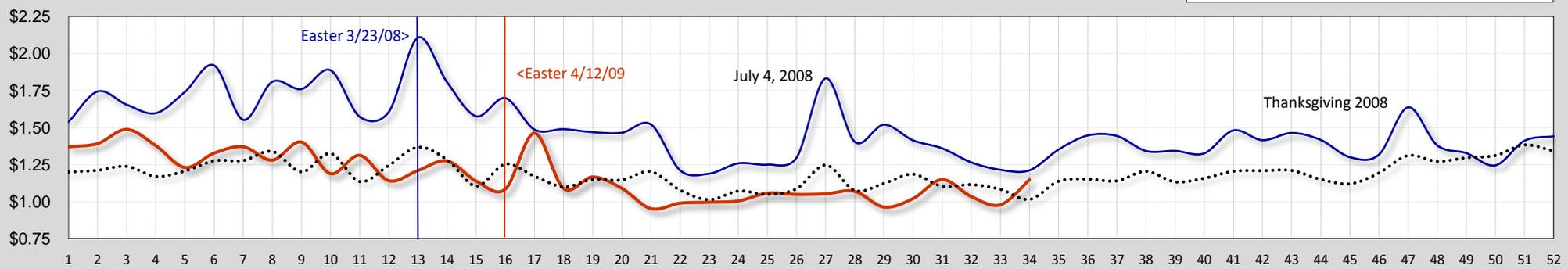
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(prices in dollars per carton)

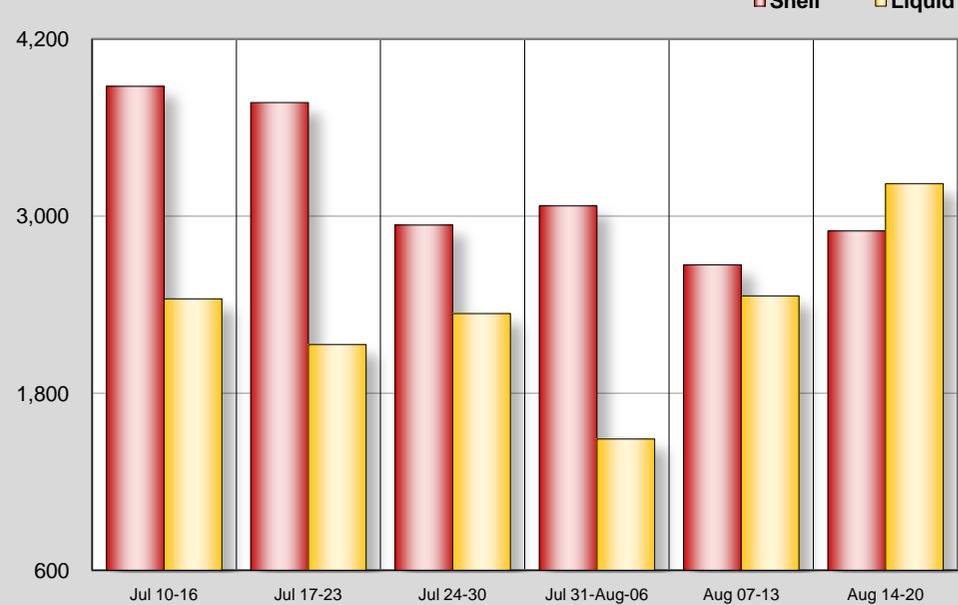
Fri. Aug 14, 2009

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	18.1%	11.2%	8.7%	30.3% of 4,000 sampled	24.0% of 5,100 sampled	5.4% of 3,100 sampled	8.6% of 3,200 sampled	15.5% of 2,300 sampled	15.0% of 900 sampled
2/ Activity Index	3,220	2,460	1,660	Activity Index = 990	Activity Index = 1,010	Activity Index = 280	Activity Index = 310	Activity Index = 480	Activity Index = 150
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range Stores Avg ^{3/}					
14-16 oz. crtn	2,710 2.27	2,210 2.43	1,380 2.62	1.99 - 2.99 820 2.62	1.67 - 2.99 960 1.69	2.29 - 2.50 170 2.37	2.49 - 3.00 260 2.77	2.39 - 2.69 350 2.51	2.49 - 2.50 150 2.49
32 oz. crtn	70 5.82	110 4.74	270 4.74	4.99 - 5.99 70 5.82					
3 - 4 oz. cup	440 2.40	140 2.39	10 2.39	2.50 100 2.50	2.50 50 2.50	2.29 - 2.50 110 2.31	2.29 50 2.29	2.39 130 2.39	
2 - 8 oz. cup									

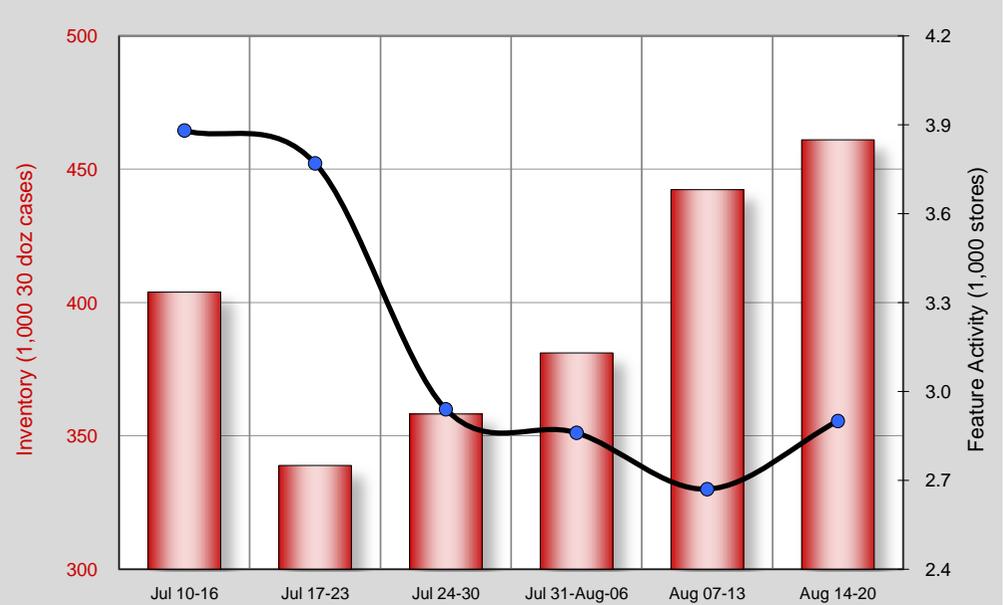
Large White Eggs - Grade A or better, wtd avg. feature price converted to \$/dozen (cents per dozen)



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.