



**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 09/11 thru 09/17.

(prices in dollars per carton)

Fri. Sep 11, 2009

**SHELL EGG NATIONAL SUMMARY**

Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	28.2% of 18,600 stores				21.7% of 18,600 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> USDA GRADE AA	White 12 pack	70	1.17	1,140	1.12	10	1.50	140	1.31	30	1.79	480	1.39
	White 18 pack							720	1.95			410	3.05
	Brown 12 pack												
<b>REGULAR</b> USDA GRADE A	White 12 pack	120	1.93					1,460	1.00	360	1.27	940	1.21
	White 18 pack			580	1.52							50	2.26
	Brown 12 pack			120	1.49			10	0.99			240	1.71
<b>SPECIALTY</b> USDA ORGANIC	White 12 pack												
	Brown 12 pack			680	4.14			470	4.23			1,150	4.11
<b>SPECIALTY</b> OMEGA-3	White 12 pack	420	2.74	1,760	2.52	110	2.31	700	2.31	400	2.68	1,000	2.57
	Brown 12 pack							120	2.49				
<b>SPECIALTY</b> CAGE-FREE	White 12 pack	10	1.99	510	2.70			20	1.59				
	Brown 12 pack	110	1.99	1,430	2.86			1,050	2.88			800	2.80
<b>SPECIALTY</b> VEGETARIAN FED	White 12 pack			10	2.29			250	2.48				
	Brown 12 pack			160	2.95	70	2.94	150	2.47				

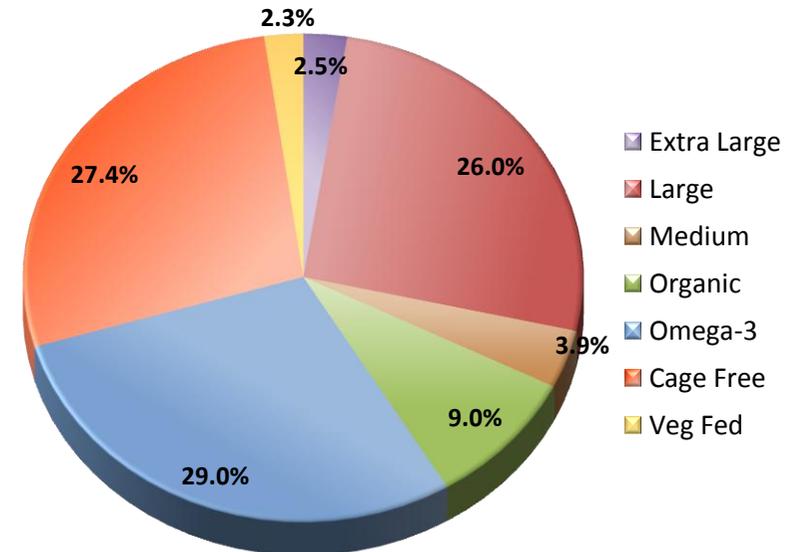
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,150	2,340	2,510	Large Eggs on Sep-07-2009
Specialty	5,090	2,940	3,350	
Total (includes MD)	7,530	5,310	6,020	486.0
Special Rate 4/:	1.1%	0.3%	7.9%	0% change

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

**SHELL EGG and EGG PRODUCTS FEATURING**

Promotional activity for regular shell eggs continues to decline as retailer focus shifts to specialty shell eggs for the next ad cycle. The weighted average advertised price of Grade A or better, Large white eggs dropped slightly but remains above one dollar, supported largely by Grade AA dozen packs in the Southwest. Ads for Medium and Extra Large size eggs are more noticeable this week and the incidence of "no price" specials increases slightly from past weeks with some stores offering "free eggs with additional purchase" promotions while others offer price incentives with the redemption of coupons. Promotional activity for specialty shell eggs nearly doubled this week led by active featuring of Omega-3 and cage-free types. Overall featuring of egg products is down this week with prices about unchanged.

**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>		34.4% of 4,000 sampled outlets Activity Index = 1,940 (includes Medium)						20.0% of 5,100 sampled outlets Activity Index = 1,180 (includes Medium)						27.4% of 3,100 sampled outlets Activity Index = 1,580 (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																		
	<b>MEDIUM</b>				White 12 pack											White 12 pack			
USDA GRADE A	White 12 pack	1.29	10	1.29				1.99	110	1.99							0.58 - 1.00	110	0.91
	White 18 pack				1.49 - 1.50	240	1.49				1.50 - 1.66	300	1.55				1.66	10	1.66
	Brown 12 pack				1.49	120	1.49												
	<b>MEDIUM</b>				White 12 pack	0.50 - 0.84	40	0.71			White 12 pack	0.69	10	0.69		White 12 pack	0.92	10	0.92
					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				4.00 - 4.49	110	4.46				3.48 - 3.49	210	3.48				2.99 - 3.99	20	3.37
	Brown 12 pack																		
	<b>OMEGA-3</b>																		
	White 12 pack	2.00 - 3.09	190	2.76	1.76 - 3.00	850	2.26	2.39	90	2.39	1.99 - 2.50	280	2.47	2.39	10	2.39	2.99 - 3.00	340	3.00
Brown 12 pack																			
<b>CAGE-FREE</b>	White 12 pack										2.77	10	2.77				2.77 - 2.99	360	2.84
	Brown 12 pack	1.99	110	1.99	2.19 - 3.00	270	2.82				2.50 - 3.39	140	3.06				2.77 - 3.39	720	2.92
<b>VEGETARIAN FED</b>	White 12 pack																		
	Brown 12 pack				2.00 - 2.99	160	2.95				2.29	10	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 <sup>1/</sup> Activity Index <sup>2/</sup>		22.5% of 3,200 sampled outlets Activity Index = 1,010 (includes Medium)						37.1% of 2,300 sampled outlets Activity Index = 1,130 (includes Medium)						46.1% of 900 sampled outlets Activity Index = 520 (includes Medium)					
USDA GRADE AA	White 12 pack	1.12	60	1.12	0.96 - 0.99	170	0.99	1.50	10	1.50	0.77 - 1.50	630	1.01				0.68 - 1.66	310	1.43
	White 18 pack																		
	Brown 12 pack																		
	<b>MEDIUM</b>				White 12 pack						White 12 pack					White 12 pack			
USDA GRADE A	White 12 pack				1.00	10	1.00												
	White 18 pack				1.50	30	1.50												
	Brown 12 pack																		
	<b>MEDIUM</b>				White 12 pack	0.58 - 1.00	230	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	<b>USDA ORGANIC</b>																		
	White 12 pack										4.49 - 4.59	330	4.53				3.39	10	3.39
	Brown 12 pack																		
	<b>OMEGA-3</b>																		
	White 12 pack				2.50 - 2.99	180	2.66	2.99	130	2.99	1.67 - 2.79	20	2.37				2.99	90	2.99
Brown 12 pack																			
<b>CAGE-FREE</b>	White 12 pack				2.50	120	2.50	1.99	10	1.99						1.50	20	1.50	
	Brown 12 pack				1.89 - 2.99	210	2.55									2.99	90	2.99	
<b>VEGETARIAN FED</b>	White 12 pack																		
	Brown 12 pack																		



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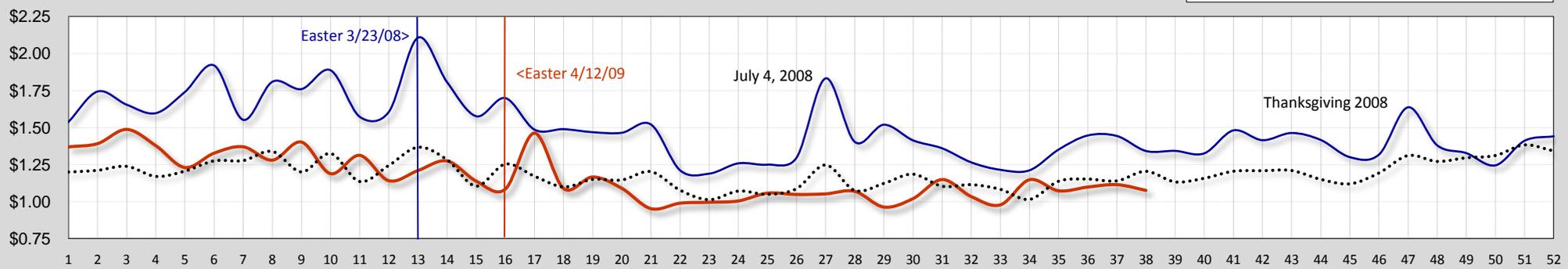
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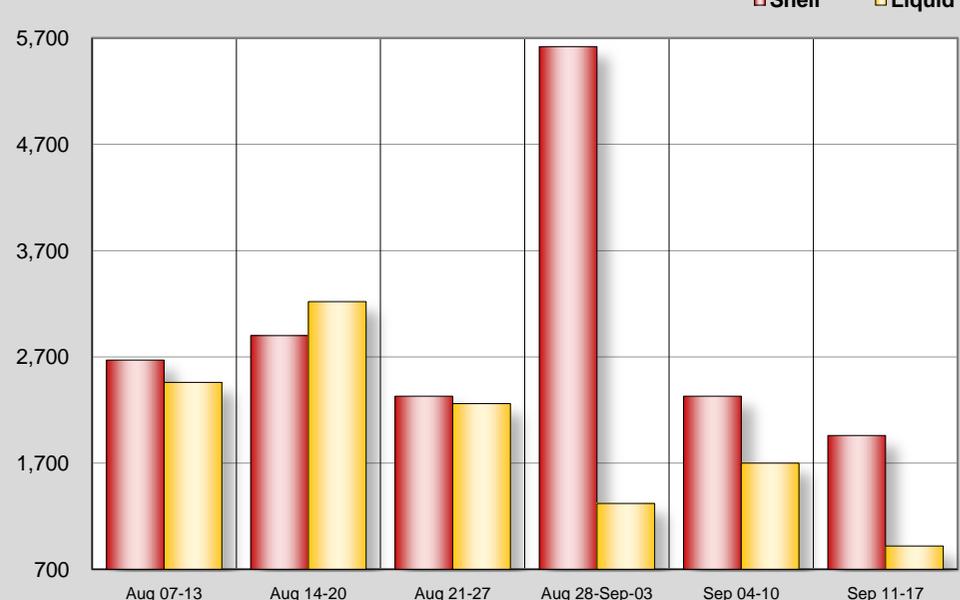
Fri. Sep 11, 2009

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	4.7%	8.8%	4.4%	13.7% of 4,000 sampled	0.4% of 5,100 sampled	2.9% of 3,100 sampled	6.9% of 3,200 sampled	0.0% of 2,300 sampled	0.0% of 900 sampled
2/ Activity Index	920	1,700	1,150	Activity Index = 500	Activity Index = 20	Activity Index = 120	Activity Index = 280	Activity Index = 0	Activity Index = 0
	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	750 2.42	1,210 2.49	520 2.37	1.99 - 3.00 400 2.35	3.00 20 3.00	1.69 - 2.69 120 2.18	2.59 - 2.69 210 2.66		
32 oz. crtn	100 4.99	410 4.48	350 4.53	4.99 100 4.99					
3 - 4 oz. cup	70 2.29	80 2.95	280 2.26				2.29 70 2.29		
2 - 8 oz. cup									

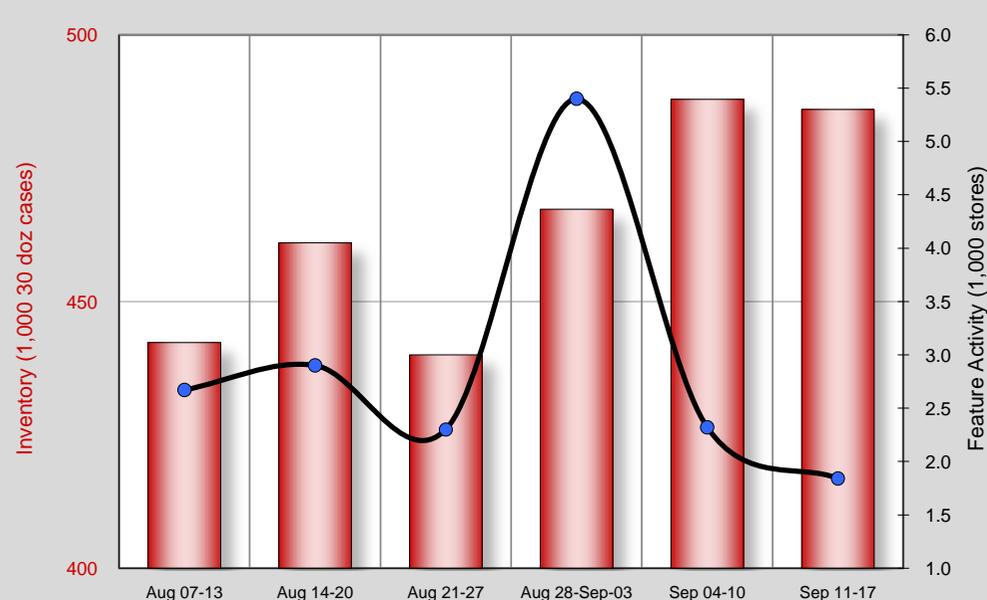
Large White Eggs - Grade A or better, wtd avg. feature price converted to \$/dozen (cents per dozen)



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.