



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 10/02 thru 10/08.

(prices in dollars per carton)

Fri. Oct 02, 2009

SHELL EGG NATIONAL SUMMARY

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR						
	27.9% of 18,600 stores		33.6% 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	
REGULAR	USDA GRADE AA												
	White 12 pack	30	1.10	820	1.17	140	1.44	560	1.08	70	1.74	430	1.04
	White 18 pack			390	1.68			280	1.38			210	2.34
	Brown 12 pack										30	1.99	
REGULAR	USDA GRADE A												
	White 12 pack	50	1.11	550	0.92	60	1.27	770	0.89	30	1.74	1,380	1.32
	White 18 pack			300	1.45			350	1.67			210	2.60
	Brown 12 pack										20	1.50	
SPECIALTY	USDA ORGANIC												
	White 12 pack												
	Brown 12 pack			1,070	3.74			1,080	3.40	100	4.19	390	4.03
	OMEGA-3												
	White 12 pack	240	2.94	1,410	2.74	220	3.11	2,610	2.66	640	2.90	1,300	2.61
	Brown 12 pack			240	2.46			70	3.36			90	2.83
	CAGE-FREE												
	White 12 pack			1,050	3.11			390	3.22				
	Brown 12 pack			1,060	3.26			1,370	2.82			700	2.44
	VEGETARIAN FED												
White 12 pack			190	2.50			940	2.00					
Brown 12 pack	260	2.50	620	2.60	200	2.99	1,570	2.30					

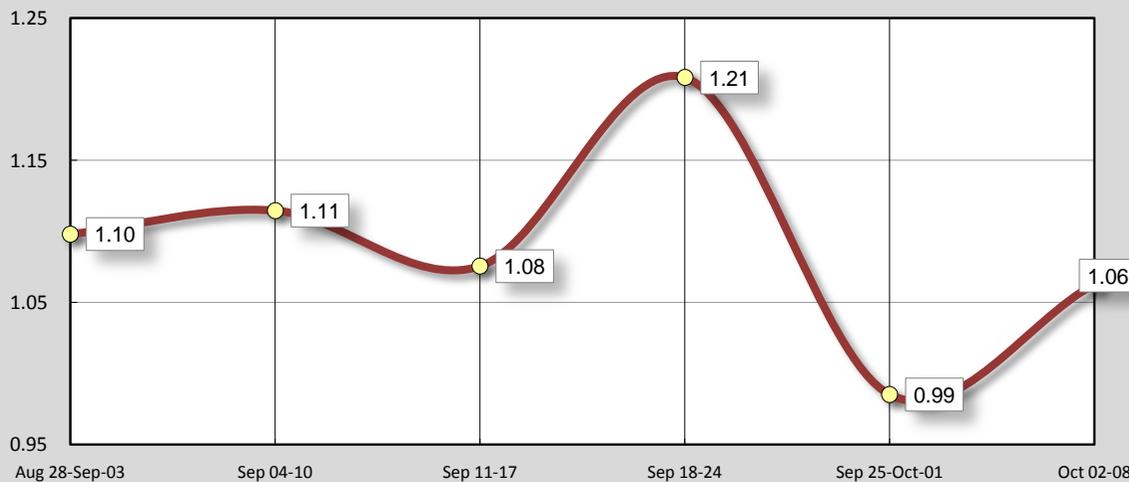
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,140	2,160	2,380	Large Eggs on Sep-28-2009
Specialty	6,140	8,450	3,220	
Total (includes MD)	8,330	10,800	5,750	504.7
Special Rate 4/:	0.4%	4.1%	3.4%	up 11%

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

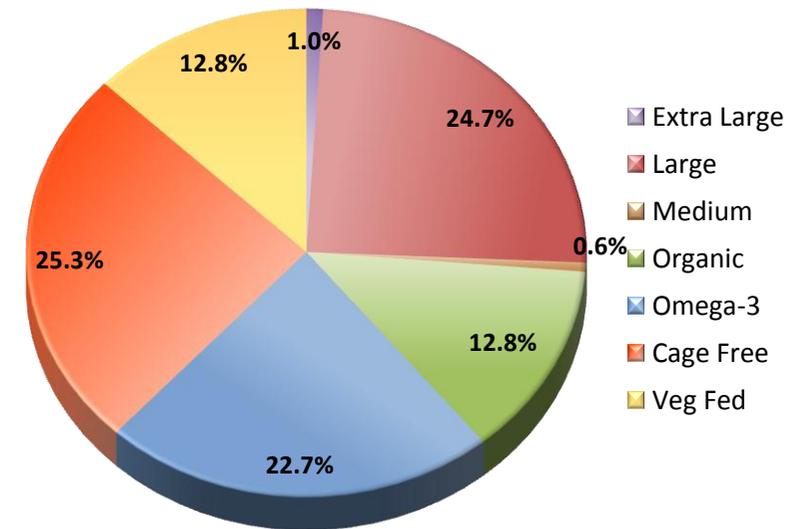
SHELL EGG and EGG PRODUCTS FEATURING

Specialty shell egg continue to command more ad space than regular shell eggs despite a drop in their overall feature rate. Promotional activity for regular shell eggs is virtually unchanged from last week and is generally concentrated in the Southwestern U.S. The average ad price of Grade A or better, Large white eggs offered to consumers has gone up dramatically this week fueled by ad price increases for Grade AA. The occurrence of "no price" specials has declined. Omega-3 white eggs continue to be the popular favorite in the specialty category but cage-free brown and white eggs command a sizable portion of ad space as well. USDA Organic brown egg featuring is maintaining a steady pace, however, vegetarian-fed egg ads reflect a dramatic decline. Liquid egg features are more prevalent than in past weeks with 14-16 oz. cartons being heavily promoted nationwide. With seven weeks to go before Thanksgiving, consumers can expect a push on shell eggs to get the baking season rolling.

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/}		36.0% of 4,000 sampled outlets Activity Index = 1,780 (includes Medium)						15.6% of 5,100 sampled outlets Activity Index = 1,190 (includes Medium)						31.6% of 3,100 sampled outlets Activity Index = 1,450 (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				0.89	10	0.89		
	White 18 pack																				
	Brown 12 pack																				
	MEDIUM				White 12 pack						White 12 pack						White 12 pack				
USDA GRADE A	White 12 pack	1.00	10	1.00	0.88 - 1.29	170	0.90	1.19	30	1.19	0.88 - 1.00	80	0.91	0.99	10	0.99	0.78 - 1.00	230	0.87		
	White 18 pack										1.50	220	1.50				1.19 - 1.29	30	1.26		
	Brown 12 pack																				
	MEDIUM				White 12 pack	0.88	10	0.88	White 12 pack	0.99	10	0.99	White 12 pack			White 12 pack			White 30 pack		
S P E C I A L T Y	USDA ORGANIC																				
	White 12 pack																				
	Brown 12 pack				3.00 - 3.99	530	3.96				4.29	60	4.29				4.29	100	4.29		
	OMEGA-3																				
	White 12 pack	2.00 - 2.99	240	2.94	1.99 - 2.99	750	2.55				2.19 - 2.50	230	2.44				1.50 - 1.99	20	1.69		
	Brown 12 pack										2.50	220	2.50								
CAGE-FREE	White 12 pack										2.50 - 2.77	190	2.51				2.77 - 2.99	510	2.88		
	Brown 12 pack										2.50 - 3.99	120	3.55				2.77 - 3.99	540	2.91		
	VEGETARIAN FED																				
White 12 pack											2.50	190	2.50								
Brown 12 pack	2.50	260	2.50	2.00 - 2.99	550	2.63															
		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/}		23.2% of 3,200 sampled outlets Activity Index = 830 (includes Medium)						39.1% of 2,300 sampled outlets Activity Index = 1,580 (includes Medium)						36.0% of 900 sampled outlets Activity Index = 500 (includes Medium)							
USDA GRADE AA	White 12 pack				0.88 - 1.25	170	1.00	0.99 - 1.20	30	1.10	0.88 - 1.59	480	1.19				0.99 - 1.59	130	1.38		
	White 18 pack				1.50	80	1.50				1.50 - 1.99	180	1.88				1.50	130	1.50		
	Brown 12 pack																				
	MEDIUM				White 12 pack						White 12 pack						White 12 pack	0.88	30	0.88	
USDA GRADE A	White 12 pack				0.98 - 0.99	40	0.99				1.29	30	1.29								
	White 18 pack				1.18 - 1.39	50	1.33														
	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				2.99 - 3.49	290	3.13				3.49 - 3.50	50	3.49				2.99 - 3.49	40	3.30		
	OMEGA-3																				
	White 12 pack				1.79 - 2.49	130	2.07				2.49 - 3.99	270	3.94				2.49	10	2.49		
	Brown 12 pack																				
CAGE-FREE	White 12 pack										3.99	270	3.99				2.99	80	2.99		
	Brown 12 pack										2.99 - 3.99	270	3.96				2.99	80	2.99		
VEGETARIAN FED																					
White 12 pack																					
Brown 12 pack					2.39	70	2.39														



USDA Weekly Retail Shell Egg and Egg Products Feature Activity

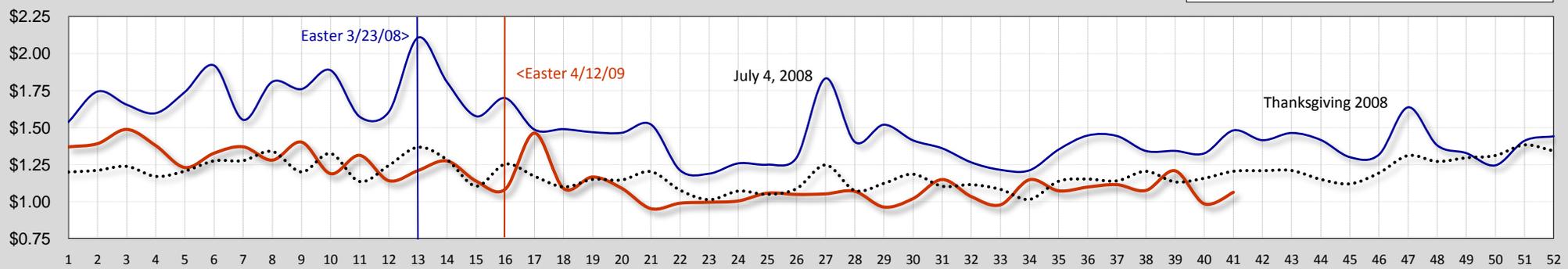
Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 10/02 thru 10/08.

(prices in dollars per carton)

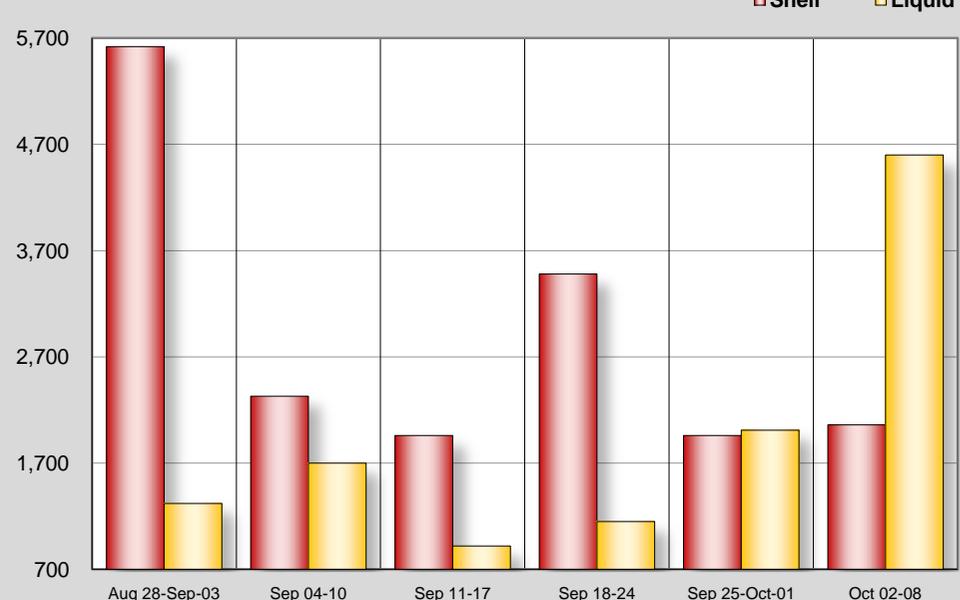
Fri. Oct 02, 2009

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	22.5%	11.0%	11.3%	42.2% of 4,000 sampled	20.9% of 5,100 sampled	15.1% of 3,100 sampled	7.3% of 3,200 sampled	27.2% of 2,300 sampled	12.4% of 900 sampled
2/ Activity Index	4,600	2,010	1,850	Activity Index = 2,060	Activity Index = 1,070	Activity Index = 480	Activity Index = 220	Activity Index = 660	Activity Index = 110
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range Stores Avg ^{3/}					
14-16 oz. crtn	3,920 2.27	1,320 2.49	1,550 2.59	1.99 - 3.00 1,580 2.49	1.67 - 3.00 1,050 1.77	1.99 - 3.00 460 2.62	1.78 - 2.69 220 2.50	1.99 - 2.29 500 2.17	2.19 - 3.00 110 2.38
32 oz. crtn	320 4.48	610 4.56	230 4.58	3.79 - 5.49 160 5.38				3.49 - 4.00 160 3.59	
3 - 4 oz. cup	360 2.51	80 2.85	70 2.11	2.00 - 2.69 320 2.54	2.50 20 2.50	1.99 - 2.00 20 1.99			
2 - 8 oz. cup									

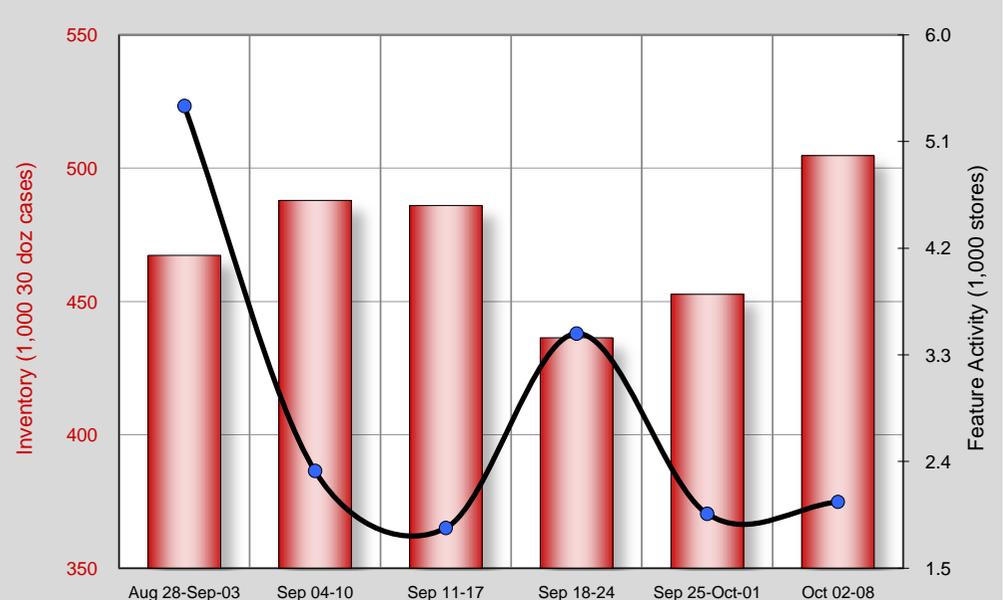
Large White Eggs - Grade A or better, wtd avg. feature price converted to \$/dozen (cents per dozen)



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.