



**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 10/16 thru 10/22.

(prices in dollars per carton)

Fri. Oct 16, 2009

**SHELL EGG NATIONAL SUMMARY**

Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR					
	43.5% of 18,600 stores				32.4% 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	80	1.12	1,220	1.16			290	1.14	10	1.50	360	1.62	
	White 18 pack			400	2.17	30	2.00	160	1.46			540	2.15	
	Brown 12 pack													
<b>REGULAR</b> USDA GRADE A	White 12 pack	110	1.00	1,300	0.99	120	0.92	1,170	0.96	10	1.69	1,880	1.33	
	White 18 pack			450	1.74			980	1.78	60	1.30	180	2.78	
	Brown 12 pack											210	1.77	
<b>SPECIALTY</b> USDA ORGANIC	White 12 pack													
	Brown 12 pack	100	4.19	1,090	3.93			1,270	3.81	10	2.48	1,500	4.04	
	<b>OMEGA-3</b>	White 12 pack	350	2.37	3,100	2.06	190	1.99	1,580	2.67	110	2.95	1,200	2.37
		Brown 12 pack	120	2.50	200	2.63							560	2.79
	<b>CAGE-FREE</b>	White 12 pack			290	1.88							120	2.50
		Brown 12 pack			570	2.63			1,630	2.97			1,750	3.04
	<b>VEGETARIAN FED</b>	White 12 pack					190	2.99	130	2.46				
		Brown 12 pack			750	2.57	190	2.99	660	2.43				

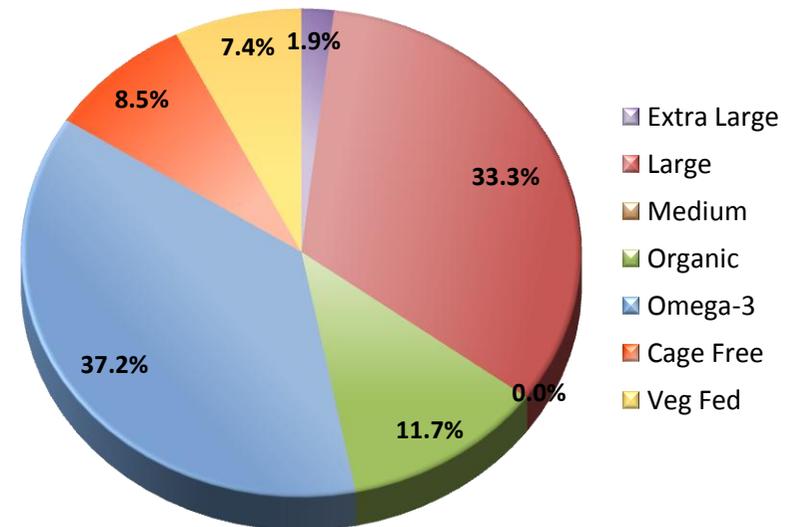
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	3,560	2,750	3,250	Large Eggs on Oct-12-2009
Specialty	6,570	5,840	5,250	
Total (includes MD)	10,130	8,630	8,590	508.8
Special Rate 4/:	1.3%	1.6%	1.5%	down 6%

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

**SHELL EGG and EGG PRODUCTS FEATURING**

As cooler temperatures move across the nation, many retailers have begun promoting fall baking for the upcoming holidays by highlighting eggs and other baking related items in their advertisements. Feature activity of regular shell eggs is up this week and the average ad price of Grade A or better, Large white eggs to consumers is considerably higher. Features of Grade AA white eggs in 18-packs are showing up more in store volume and also at a higher average ad price. Specialty shell egg promotions are up in number from last week. Omega-3 white eggs are being heavily promoted in the Southeast region. USDA Organic brown and vegetarian-fed eggs are still visible, however, cage free brown eggs are featured sparingly. In the egg products sector, feature activity increased on liquid cartons.

**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>		48.3% of 4,000 sampled outlets Activity Index = 2,530 (includes Medium)						60.6% of 5,100 sampled outlets Activity Index = 2,860 (includes Medium)						30.2% of 3,100 sampled outlets Activity Index = 1,320 (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				0.97 - 1.29	10	1.14				0.97 - 1.09	460	1.00	1.00	110	1.00	0.69 - 1.09	640	0.96
	White 18 pack				1.50 - 1.99	190	1.86				1.67	70	1.67				1.39 - 1.89	70	1.76
	Brown 12 pack																		
	<b>MEDIUM</b>				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	<b>USDA ORGANIC</b>																		
	White 12 pack																		
	Brown 12 pack	4.19	100	4.19	2.99 - 4.29	620	3.77				2.89 - 3.39	110	3.26				3.39 - 4.99	210	4.85
	<b>OMEGA-3</b>																		
	White 12 pack	2.50	260	2.50	1.69 - 2.50	790	2.20	2.00	30	2.00	2.00 - 2.09	2,140	2.00				2.00 - 2.79	20	2.28
	Brown 12 pack	2.50	120	2.50	2.50 - 2.99	170	2.62				2.99	20	2.99						
	<b>CAGE-FREE</b>																		
	White 12 pack																1.88	150	1.88
	Brown 12 pack				2.50 - 3.49	270	2.88										1.88 - 2.79	120	1.93
	<b>VEGETARIAN FED</b>																		
	White 12 pack																		
	Brown 12 pack				2.50 - 2.99	400	2.68				2.29 - 2.99	300	2.50				2.79	10	2.79
		<b>SOUTH CENTRAL U.S.</b> (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)						<b>SOUTHWEST U.S.</b> (CA,NV)						<b>NORTHWEST U.S.</b> (ID,MT,OR,WA,WY)					
Feature Rate <sup>1/</sup> Activity Index <sup>2/</sup>		33.0% of 3,200 sampled outlets Activity Index = 1,320 (includes Medium)						32.4% of 2,300 sampled outlets Activity Index = 930 (includes Medium)						40.0% of 900 sampled outlets Activity Index = 460 (includes Medium)					
USDA GRADE AA	White 12 pack	0.99	50	0.99	0.88 - 1.49	410	1.02	0.99 - 1.99	30	1.34	0.99 - 1.69	490	1.15				0.99 - 1.59	290	1.39
	White 18 pack				1.98	120	1.98				2.49 - 2.59	200	2.53				1.59	80	1.59
	Brown 12 pack																		
	<b>MEDIUM</b>				White 12 pack						White 12 pack						White 12 pack		
USDA GRADE A	White 12 pack				0.88 - 1.09	180	1.02				1.09	10	1.09						
	White 18 pack				1.50 - 1.67	120	1.58												
	Brown 12 pack																		
	<b>MEDIUM</b>				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	<b>USDA ORGANIC</b>																		
	White 12 pack																		
	Brown 12 pack										3.99	130	3.99				2.29	20	2.29
	<b>OMEGA-3</b>																		
	White 12 pack	1.99	60	1.99	1.79 - 2.49	140	2.06				2.49	10	2.49						
	Brown 12 pack				2.00	10	2.00												
	<b>CAGE-FREE</b>																		
	White 12 pack				1.88	140	1.88												
	Brown 12 pack				1.99 - 2.29	50	2.25				1.99 - 3.79	60	2.61				1.99 - 3.79	70	3.14
	<b>VEGETARIAN FED</b>																		
	White 12 pack																		
	Brown 12 pack				1.99	40	1.99												



# USDA Weekly Retail Shell Egg and Egg Products Feature Activity

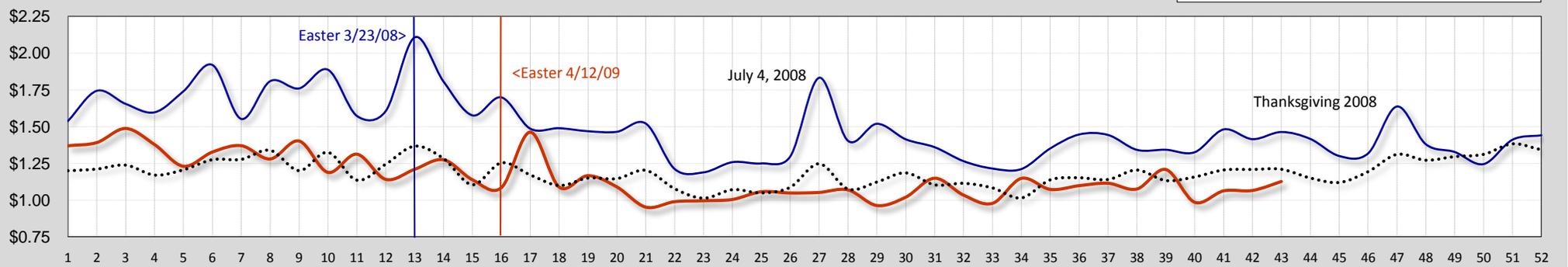
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(prices in dollars per carton)

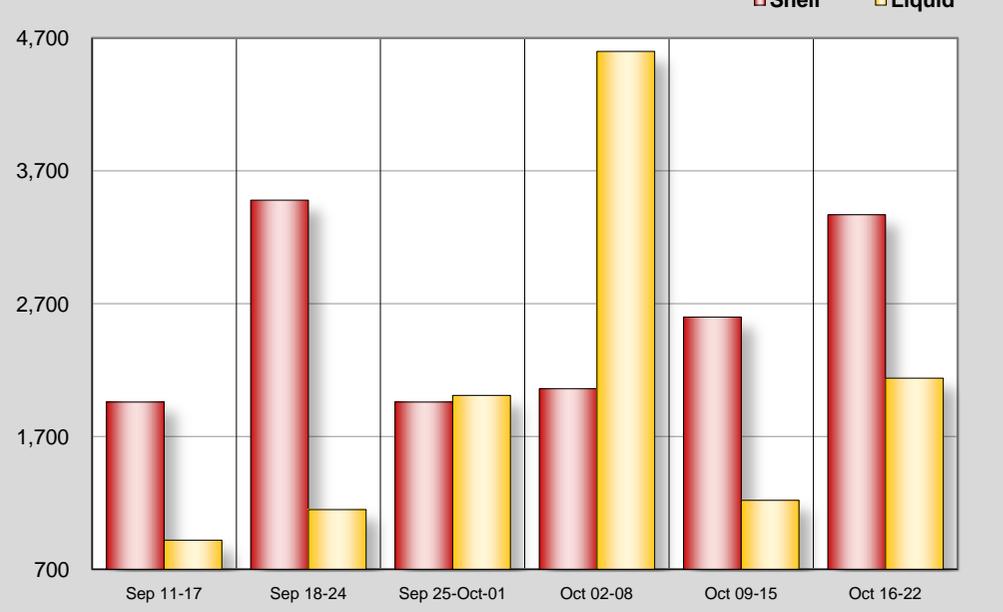
Fri. Oct 16, 2009

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	12.8%	6.1%	7.7%	39.4% of 4,000 sampled	1.8% of 5,100 sampled	2.7% of 3,100 sampled	5.6% of 3,200 sampled	17.0% of 2,300 sampled	5.6% of 900 sampled
2/ Activity Index	2,140	1,220	1,550	Activity Index = 1,210	Activity Index = 90	Activity Index = 80	Activity Index = 180	Activity Index = 530	Activity Index = 50
	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	1,040 2.82	510 2.47	1,320 2.48	1.99 - 3.00 430 2.73	2.99 - 3.00 50 2.99	1.99 - 4.00 70 2.70	2.00 40 2.00	2.99 400 2.99	2.99 50 2.99
32 oz. crtn	950 4.11	710 4.54		3.49 - 5.49 640 3.98	4.99 30 4.99	4.99 10 4.99	4.99 140 4.99	3.49 130 3.49	
3 - 4 oz. cup	150 1.50		230 2.49	1.50 140 1.50	1.50 10 1.50				
2 - 8 oz. cup									

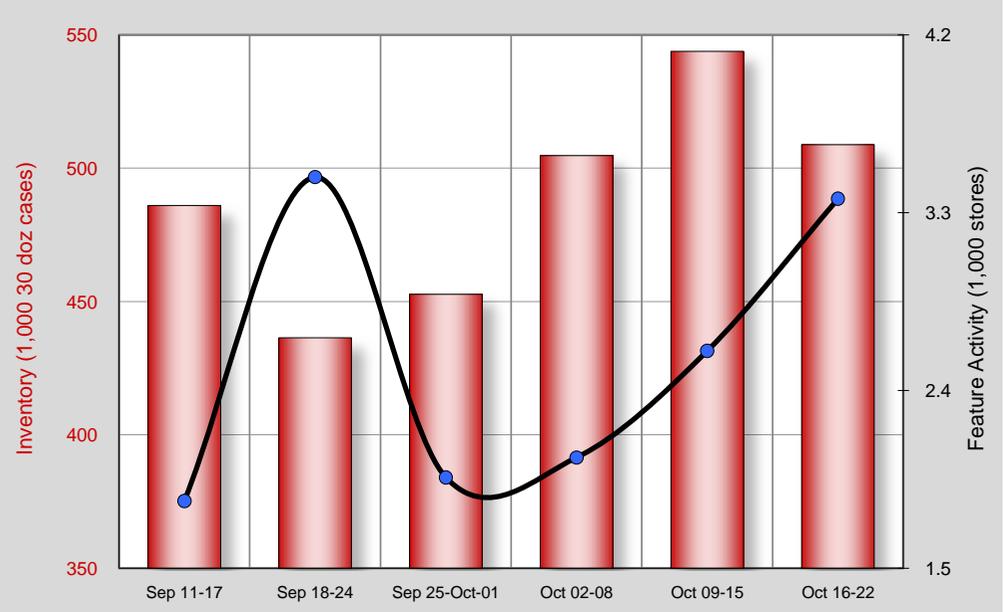
Large White Eggs - Grade A or better, wtd avg. feature price converted to \$/dozen (cents per dozen)



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.