



# 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 10/23 thru 10/29.

(prices in dollars per carton)

Fri. Oct 23, 2009

## SHELL EGG NATIONAL SUMMARY

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR						
	31.9% of 18,600 stores		43.5% 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>	<b>USDA GRADE AA</b>												
	White 12 pack	110	1.33	620	1.14	80	1.12	1,220	1.16	30	2.59	590	1.60
	White 18 pack	30	2.00	30	1.58			400	2.17			140	1.99
	Brown 12 pack			30	1.99								
<b>REGULAR</b>	<b>USDA GRADE A</b>												
	White 12 pack			1,980	1.00	110	1.00	1,300	0.99	40	1.36	1,470	1.47
	White 18 pack			900	1.49			450	1.74			370	1.91
	Brown 12 pack												
<b>SPECIALTY</b>	<b>USDA ORGANIC</b>												
	White 12 pack												
	Brown 12 pack			520	3.86	100	4.19	1,090	3.93	20	2.85	740	3.81
<b>SPECIALTY</b>	<b>OMEGA-3</b>												
	White 12 pack	90	2.38	620	2.46	350	2.37	3,100	2.06	350	2.09	980	2.62
	Brown 12 pack			20	3.68	120	2.50	200	2.63			30	2.50
<b>SPECIALTY</b>	<b>CAGE-FREE</b>												
	White 12 pack			230	2.31			290	1.88				
	Brown 12 pack			520	3.15			570	2.63			2,200	2.95
<b>SPECIALTY</b>	<b>VEGETARIAN FED</b>												
	White 12 pack			210	2.45								
	Brown 12 pack	80	2.87	80	2.32			750	2.57				

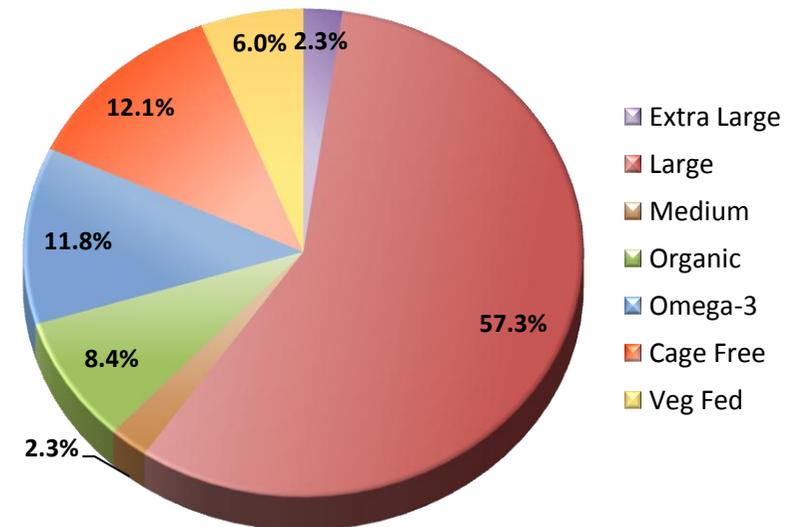
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	3,700	3,560	2,640	Large Eggs on Oct-19-2009
Specialty	2,370	6,570	4,320	
Total (includes MD)	6,210	10,130	7,140	507.5
Special Rate 4/:	8.0%	1.3%	2.1%	unchanged

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

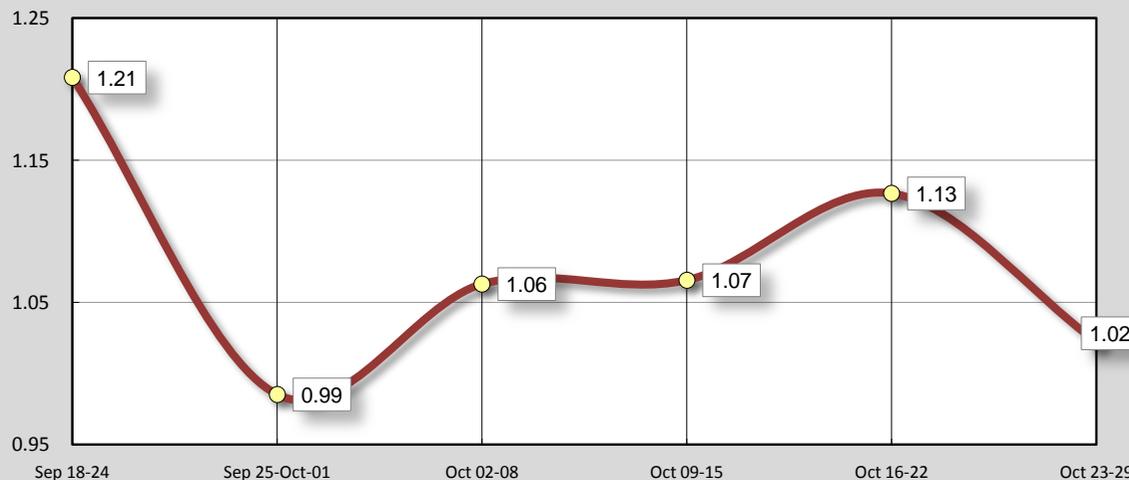
### SHELL EGG and EGG PRODUCTS FEATURING

Although the overall percentage of sampled outlets featuring shell eggs is less than the previous week, promotional activity for regular shell eggs increased. Featuring was slow in the early part of the week, but increased significantly late in the ad cycle into next week. The average ad price of Grade A or better, Large white eggs offered to consumers is down from last week. The occurrence of "no price" specials is sharply higher as some retailers are offering "free eggs with a purchase of orange juice" and occasionally "buy 1 dozen, get 1 dozen free" promotions. Specialty shell egg feature activity is sharply lower, especially on Omega-3 white eggs and USDA Organic brown eggs. In the egg products sector, feature activity increased with ads for 14-16 ounce cartons almost doubling with most regions actively promoting the smaller sized carton. Seasonal egg nog ads are beginning to show up and many cartons are packaged especially for Halloween usage.

### 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.)

Source: USDA Agricultural Marketing Service, Poultry Market News and Analysis - (202) 720-6911 website: <http://www.ams.usda.gov/pymarketnews.htm>

		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>		40.0% of 4,000 sampled outlets Activity Index = 2,030 (includes Medium)						40.0% of 5,100 sampled outlets Activity Index = 1,020 (includes Medium)						41.3% of 3,100 sampled outlets Activity Index = 1,110 (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				0.88	10	0.88		
	White 18 pack																				
	Brown 12 pack																1.99	30	1.99		
	<b>MEDIUM</b>				White 12 pack						White 12 pack					White 12 pack					
USDA GRADE A	White 12 pack				0.98 - 1.50	880	1.03				0.88 - 1.00	490	0.94				0.79 - 1.00	480	0.97		
	White 18 pack				1.50 - 1.79	170	1.52				1.50 - 1.88	230	1.52				1.39 - 1.50	500	1.46		
	Brown 12 pack																				
	<b>MEDIUM</b>				White 12 pack						White 12 pack		0.99	30	0.99		White 12 pack		0.78	30	0.78
					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				2.99 - 4.59	380	3.84														
	<b>OMEGA-3</b>																				
	White 12 pack	2.79	50	2.79	2.50 - 2.89	230	2.78	2.00	20	2.00	2.00 - 2.29	110	2.16	2.00	10	2.00	1.99 - 2.00	40	2.00		
	Brown 12 pack				3.68	20	3.68														
<b>CAGE-FREE</b>																					
White 12 pack																					
Brown 12 pack				2.50 - 3.49	300	3.08				1.99 - 3.99	110	3.48				3.99	10	3.99			
<b>VEGETARIAN FED</b>																					
White 12 pack	1.88 - 2.99	80	2.87							1.99	20	1.99									
	Brown 12 pack									2.29	60	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>		16.8% of 3,200 sampled outlets Activity Index = 1,140 (includes Medium)						11.4% of 2,300 sampled outlets Activity Index = 370 (includes Medium)						24.6% of 900 sampled outlets Activity Index = 380 (includes Medium)							
USDA GRADE AA	White 12 pack	1.12	60	1.12	0.88 - 1.00	250	0.89	1.50 - 2.00	50	1.59	1.00 - 1.49	150	1.42				0.99 - 1.59	180	1.30		
	White 18 pack							2.00	30	2.00							1.58	30	1.58		
	Brown 12 pack																				
	<b>MEDIUM</b>				White 12 pack		0.99	10	0.99				White 12 pack								
USDA GRADE A	White 12 pack				0.88 - 1.18	130	1.08														
	White 18 pack																				
	Brown 12 pack																				
	<b>MEDIUM</b>				White 12 pack		0.69 - 0.78	70	0.73				White 12 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				2.98	10	2.98				3.99	130	3.99								
	<b>OMEGA-3</b>																				
	White 12 pack	1.49	10	1.49	1.49 - 2.50	240	2.36														
	Brown 12 pack																				
<b>CAGE-FREE</b>																					
White 12 pack				1.88	140	1.88				3.00	10	3.00				2.99	80	2.99			
Brown 12 pack				1.99	10	1.99										2.99	90	2.99			
<b>VEGETARIAN FED</b>																					
White 12 pack				2.50	190	2.50															
Brown 12 pack				2.39	20	2.39															



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(prices in dollars per carton)

Fri. Oct 23, 2009

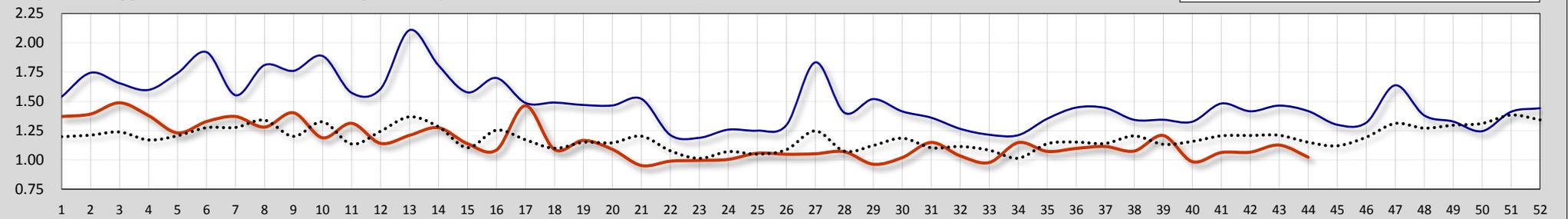
EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	13.9%	12.8%	14.1%	15.3% of 4,000 sampled	10.0% of 5,100 sampled	12.3% of 3,100 sampled	8.6% of 3,200 sampled	30.6% of 2,300 sampled	9.5% of 900 sampled
2/ Activity Index	2,880	2,140	3,000	Activity Index = 920	Activity Index = 500	Activity Index = 390	Activity Index = 490	Activity Index = 490	Activity Index = 90
	Stores Avg 3/	Stores Avg 3/	Stores Avg 3/	Price Range Stores Avg 3/					
14-16 oz. crtn	2,240 2.35	1,040 2.82	1,370 2.40	1.99 - 2.69 570 2.49	2.00 - 2.50 500 2.05	1.99 - 2.69 280 2.48	2.50 - 2.99 350 2.87	1.99 - 2.50 450 2.01	2.50 90 2.50
32 oz. crtn	470 4.99	950 4.11	1,200 4.47	4.99 220 4.99		4.99 110 4.99	4.99 140 4.99		
3 - 4 oz. cup	150 2.61	150 1.50	430 2.17	2.00 - 2.69 130 2.63				2.50 20 2.50	
2 - 8 oz. cup	20 2.50							2.50 20 2.50	

## SPECIAL SEASONAL PROMOTIONS FEATURING EGG PRODUCTS - EGG NOG

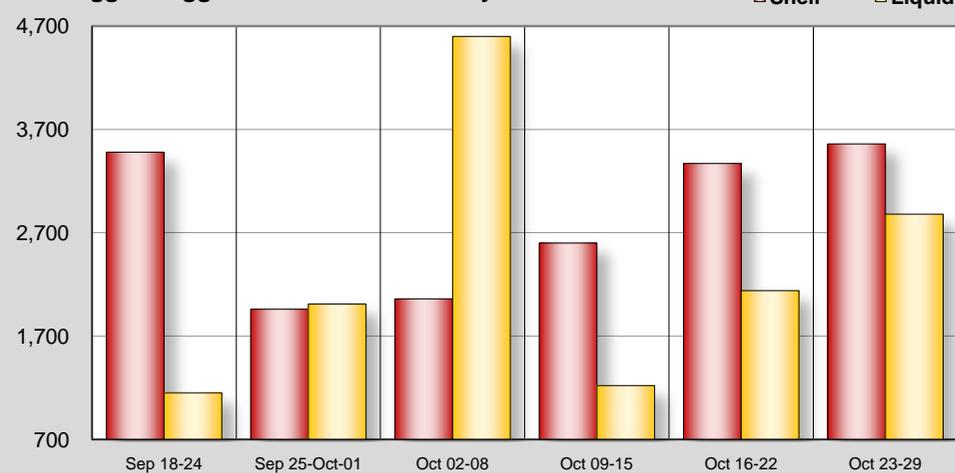
(Non-alcoholic egg nog; this section will run through January 1, 2010)

EGG NOG	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	2.6%		3.1%	6.9% of 4,000 sampled	0.0% of 5,100 sampled	0.0% of 3,100 sampled	4.3% of 3,200 sampled	1.7% of 2,300 sampled	3.5% of 900 sampled
2/ Activity Index	440		550	Activity Index = 280	Activity Index = 0	Activity Index = 0	Activity Index = 80	Activity Index = 40	Activity Index = 40
	Stores Avg 3/	Stores Avg 3/	Stores Avg 3/	Price Range Stores Avg 3/					
32 ounce	290 2.25		540 2.06	2.49 150 2.49			1.79 - 1.99 80 1.98	1.99 40 1.99	1.99 20 1.99
64 ounce	150 3.96		10 3.50	3.99 130 3.99					3.79 20 3.79

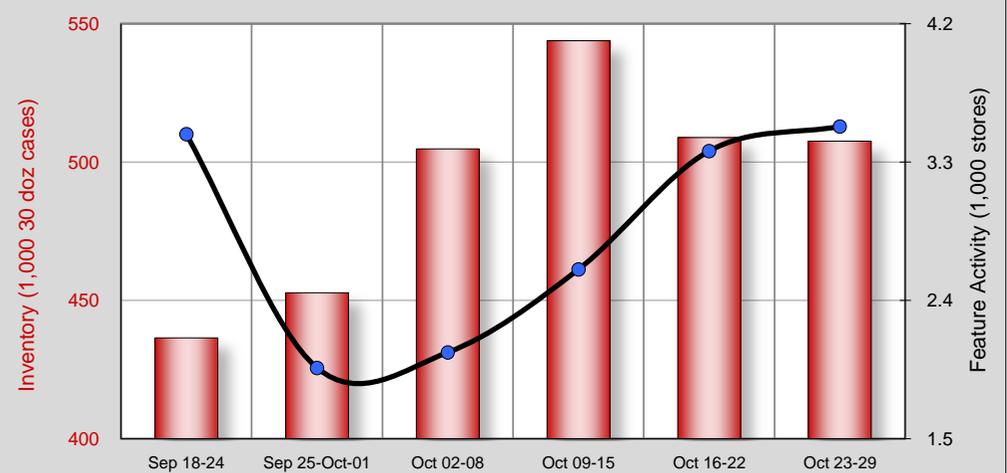
Large White Eggs - Grade A or better, wtd avg. feature price converted to \$/dozen (cents per dozen)



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.

Source: USDA Agricultural Marketing Service, Poultry Market News and Analysis - (202) 720-6911

website: <http://www.ams.usda.gov/pymarketnews.htm>