



**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 11/06 thru 11/12.

(prices in dollars per carton)

Fri. Nov 06, 2009

**SHELL EGG NATIONAL SUMMARY**

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR						
	45.5% of 18,600 stores		25.3% 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	280	1.32	850	1.08			190	1.26	50	1.79	670	1.17
	White 18 pack			490	1.73			360	2.01			390	2.76
	Brown 12 pack							10	1.50				
	<b>USDA GRADE A</b>												
	White 12 pack			960	0.97	10	0.99	600	0.94	200	1.34	1,840	1.25
White 18 pack			580	1.74			370	1.49			270	1.73	
Brown 12 pack			10	1.99									
<b>SPECIALTY</b>	<b>USDA ORGANIC</b>												
	White 12 pack												
	Brown 12 pack			880	4.25			540	4.00			1,640	3.95
	<b>OMEGA-3</b>												
	White 12 pack	240	2.77	1,700	2.51	630	2.66	1,860	2.52	300	2.99	1,680	2.30
	Brown 12 pack			90	2.39							270	2.46
	<b>CAGE-FREE</b>												
	White 12 pack	150	2.49	600	2.54			660	2.90			1,150	2.54
	Brown 12 pack			2,030	2.94			960	2.79			2,390	2.84
	<b>VEGETARIAN FED</b>												
White 12 pack													
Brown 12 pack	20	2.79	160	2.93			80	2.42					

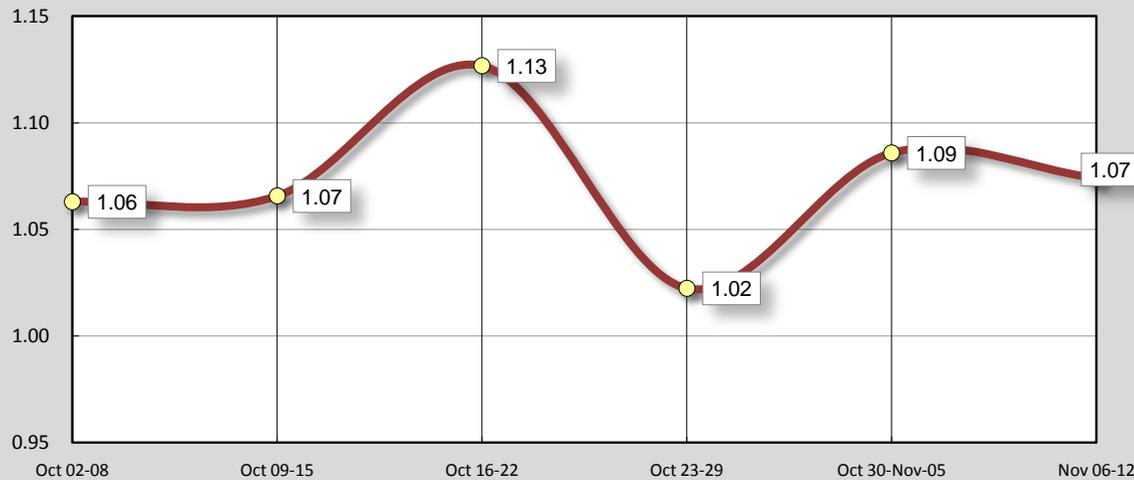
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	3,170	1,540	3,420	Large Eggs on Nov-02-2009
Specialty	5,870	4,730	7,430	
Total (includes MD)	9,350	6,280	10,870	566.7
Special Rate 4/:	13.3%	0.5%	2.9%	up 4%

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

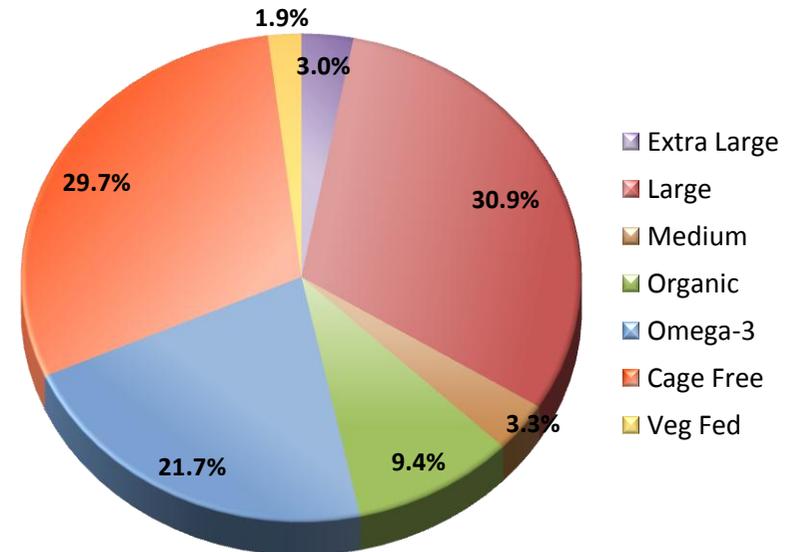
**SHELL EGG and EGG PRODUCTS FEATURING**

Promotional activity for regular shell eggs is on the rise as most retailers are focusing their attention back to eggs and other holiday-related baking items. The average ad price of Grade A or better, Large white eggs offered to consumers is down slightly from last week but continues to trend above \$1 per dozen. Extra Large and Medium eggs are starting to show up more in ads as are ads for bulk packs of 20 or more eggs. Shell eggs are actively being featured in the Northwestern U.S. where a large number of "no price" promotions are currently in place. Feature activity on specialty shell eggs increases this week and cage-free brown eggs are commanding the most ad space this cycle, promoted in all regions. Promotions for liquid egg products have doubled in number and ad pricing has softened. Seasonal egg nog promotions continue to increase in frequency but are off pace from last week and year. Frost is in the air and ovens are heating up in preparation for cooking up lots of holiday goodies with eggs.

**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 <sup>1/</sup> Activity Index <sup>2/</sup>		51.4% of 4,000 sampled outlets Activity Index = 2,870 (includes Medium)						28.2% of 5,100 sampled outlets Activity Index = 1,520 (includes Medium)						42.5% of 3,100 sampled outlets Activity Index = 1,130 (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				0.79 - 1.50	170	1.20				0.99 - 1.00	90	1.00				0.99	10	0.99	
	White 18 pack																			
	Brown 12 pack																			
	<b>MEDIUM</b>				White 12 pack						White 12 pack						White 12 pack			
USDA GRADE A	White 12 pack				0.99 - 1.00	40	0.99				0.99	280	0.99				0.78 - 1.00	540	0.96	
	White 18 pack				1.49 - 1.99	350	1.87				1.99	10	1.99				1.29 - 1.49	80	1.35	
	Brown 12 pack																			
	<b>MEDIUM</b>				White 12 pack	100	0.80				White 12 pack	90	0.73				White 12 pack	40	1.00	
					White 30 pack						White 30 pack						White 30 pack	10		
S P E C I A L T Y	<b>USDA ORGANIC</b>																			
	White 12 pack				2.99 - 4.99	590	4.39										3.49	10	3.49	
	Brown 12 pack																			
	<b>OMEGA-3</b>																			
	White 12 pack	2.66 - 2.99	240	2.77	1.98 - 2.50	530	2.24				1.99 - 2.99	450	2.16				1.99 - 2.99	210	2.90	
Brown 12 pack										2.49	60	2.49								
<b>CAGE-FREE</b>	White 12 pack	2.49	150	2.49	2.99	330	2.99													
	Brown 12 pack				2.50 - 3.49	370	3.03				2.99 - 3.79	540	3.12				2.00 - 3.79	230	2.94	
<b>VEGETARIAN FED</b>	White 12 pack																			
	Brown 12 pack	2.79	20	2.79	2.99	150	2.99				1.99	10	1.99							
		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>		41.8% of 3,200 sampled outlets Activity Index = 1,310 (includes Medium)						70.4% of 2,300 sampled outlets Activity Index = 1,570 (includes Medium)						74.6% of 900 sampled outlets Activity Index = 770 (includes Medium)						
USDA GRADE AA	White 12 pack				0.88 - 1.00	380	0.97	1.50 - 1.59	160	1.57	0.99 - 1.59	140	1.34	0.99	120	0.99	0.58 - 1.50	60	1.04	
	White 18 pack				1.49	140	1.49				1.77 - 2.50	330	1.84				1.59	20	1.59	
	Brown 12 pack																			
	<b>MEDIUM</b>				White 12 pack						White 12 pack	10	0.89				White 12 pack			
USDA GRADE A	White 12 pack				0.99 - 1.00	100	0.99													
	White 18 pack				1.38 - 1.99	150	1.62													
	Brown 12 pack																			
	<b>MEDIUM</b>				White 12 pack	60	1.00				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										3.99	150	3.99				3.99	130	3.99	
	Brown 12 pack																			
	<b>OMEGA-3</b>																			
	White 12 pack	2.50 - 2.99	80	2.82	2.50 - 3.00	340	2.97				2.99	90	2.99				2.99	90	2.99	
Brown 12 pack				2.19	10	2.19				2.19	20	2.19				2.19	20	2.19		
<b>CAGE-FREE</b>	White 12 pack				1.88	140	1.88										2.00 - 3.29	130	2.09	
	Brown 12 pack				2.50 - 2.99	250	2.71				2.99	440	2.99				2.00 - 2.99	200	2.42	
<b>VEGETARIAN FED</b>	White 12 pack																			
	Brown 12 pack																			



# 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 11/06 thru 11/12.

(prices in dollars per carton)

Fri. Nov 06, 2009

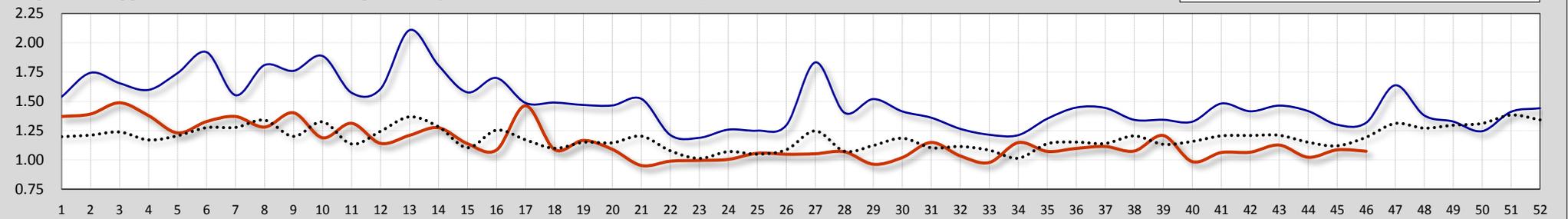
EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	18.8%	11.2%	15.5%	19.8% of 4,000 sampled	20.4% of 5,100 sampled	17.7% of 3,100 sampled	6.0% of 3,200 sampled	35.5% of 2,300 sampled	12.1% of 900 sampled
2/ Activity Index	2,900	2,180	3,110	Activity Index = 800	Activity Index = 970	Activity Index = 290	Activity Index = 50	Activity Index = 700	Activity Index = 90
	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	2,620 2.21	1,130 2.57	2,160 2.88	1.99 - 2.99 650 2.34	1.66 - 2.99 970 1.70	1.79 - 2.49 290 2.43	2.49 50 2.49	2.49 - 2.99 570 2.72	2.49 - 3.00 90 2.52
32 oz. crtn	130 3.49	980 5.31	720 4.57					3.49 130 3.49	
3 - 4 oz. cup	150 2.99	70 2.99	230 2.00	2.99 150 2.99					
2 - 8 oz. cup									

## SPECIAL SEASONAL PROMOTIONS FEATURING EGG PRODUCTS - EGG NOG

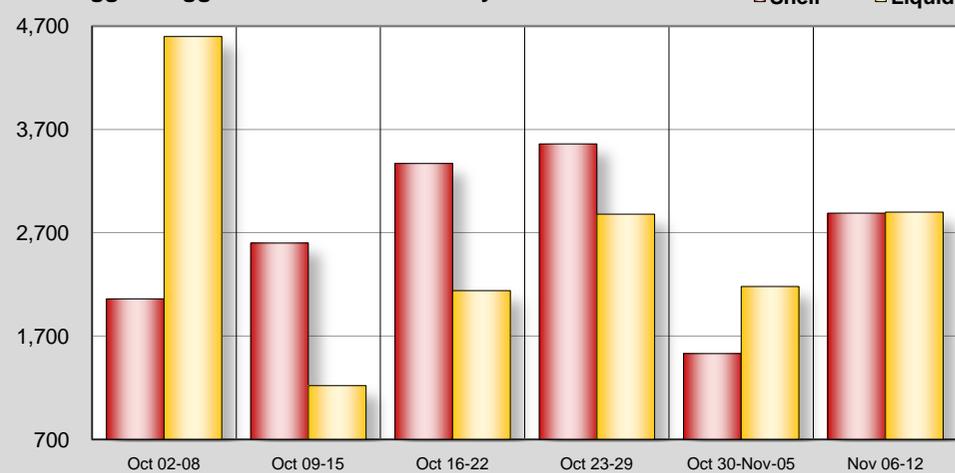
(Non-alcoholic egg nog; this section will run through January 1, 2010)

EGG NOG	THIS WEEK	THIS WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	8.1%	7.7%	23.2%	24.9% of 4,000 sampled	1.3% of 5,100 sampled	6.1% of 3,100 sampled	0.4% of 3,200 sampled	9.1% of 2,300 sampled	1.8% of 900 sampled
2/ Activity Index	1,420	1,410	4,130	Activity Index = 680	Activity Index = 70	Activity Index = 140	Activity Index = 60	Activity Index = 220	Activity Index = 250
	Stores Avg <sup>3/</sup>	Stores Avg <sup>3/</sup>	Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>					
32 ounce	540 2.16	1,060 2.27	1,020 2.34	1.29 - 2.50 350 2.44		1.00 - 1.69 40 1.13	1.69 50 1.69	2.99 10 2.99	1.69 90 1.69
64 ounce	880 3.44	350 3.72	3,110 3.22	3.69 - 4.49 330 4.19	2.99 70 2.99	2.99 100 2.99	2.79 10 2.79	2.50 - 3.49 210 3.14	2.50 - 3.99 160 2.81

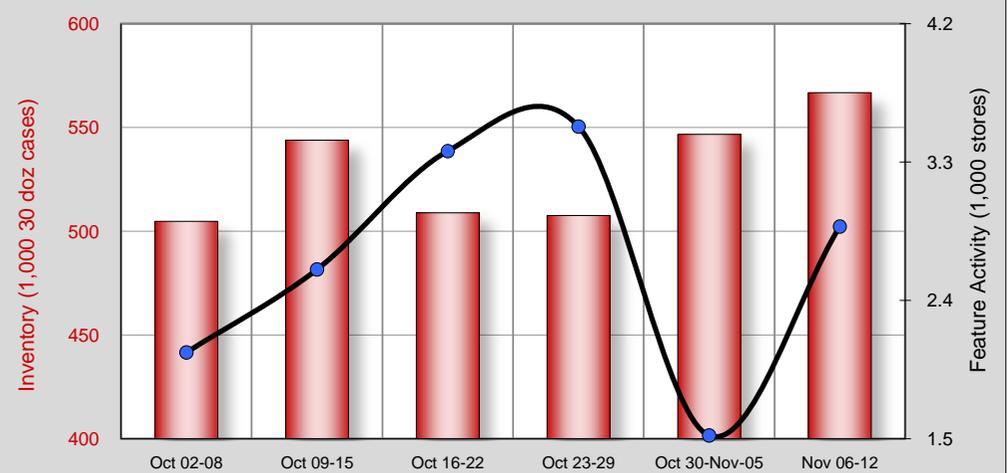
Large White Eggs - Grade A or better, wtd avg. feature price converted to \$/dozen (cents per dozen)



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>