



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 11/20 thru 11/26.

(prices in dollars per carton)

Fri. Nov 20, 2009

SHELL EGG NATIONAL SUMMARY

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR						
	29.7% of 18,600 stores		39.6% 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	100	1.29	220	1.34			1,130	1.18	220	1.57	830	1.57
	White 18 pack			290	1.94	30	2.69	660	1.97			720	2.67
	Brown 12 pack			200	2.99								
	USDA GRADE A												
	White 12 pack			600	1.01	180	1.16	1,230	0.99	170	1.61	740	1.59
White 18 pack	30	1.29	140	1.45			220	1.85			60	2.14	
Brown 12 pack			40	1.99									
SPECIALTY	USDA ORGANIC												
	White 12 pack												
	Brown 12 pack			350	3.40			170	3.55			250	2.27
	OMEGA-3												
	White 12 pack	290	2.95	770	2.62	240	2.97	1,210	2.57	270	2.97	450	2.77
	Brown 12 pack			60	2.49			1,310	2.14			250	2.93
	CAGE-FREE												
	White 12 pack			190	2.16			280	2.74			120	2.39
	Brown 12 pack	40	2.49	1,330	2.71	190	2.49	2,630	2.91			1,540	2.97
	VEGETARIAN FED												
White 12 pack							940	2.00					
Brown 12 pack			100	1.95			1,130	2.09					

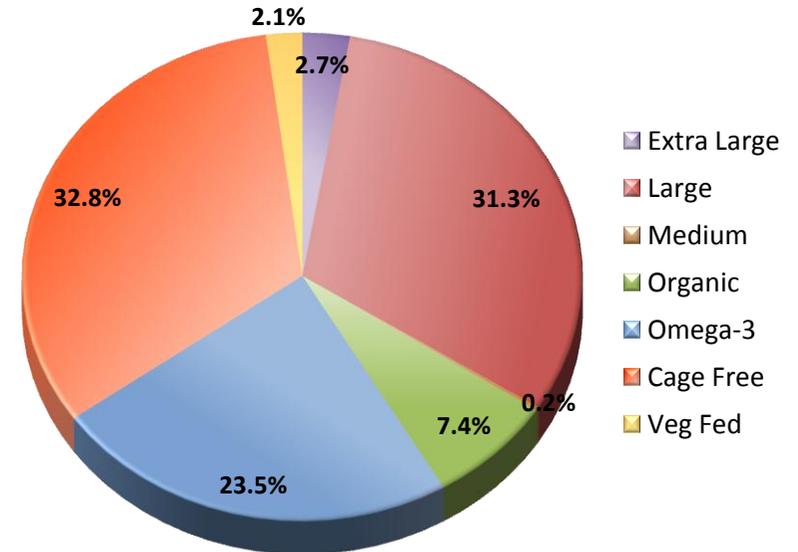
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,620	3,450	2,740	Large Eggs on Nov-16-2009
Specialty	3,130	8,100	2,880	
Total (includes MD)	4,760	11,560	5,620	507.7
Special Rate 4/:	2.9%	2.6%	13.3%	down 11%

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

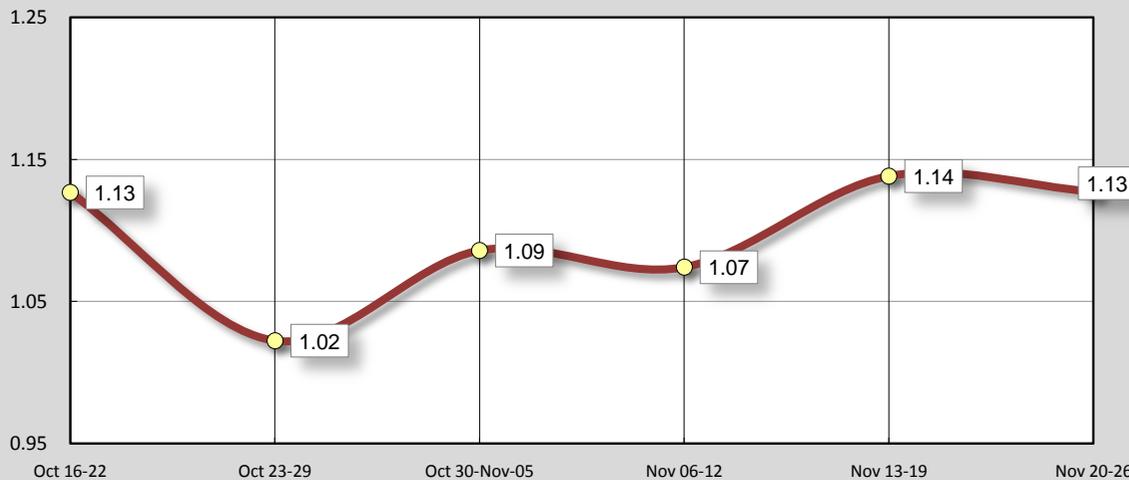
SHELL EGG and EGG PRODUCTS FEATURING

With the arrival of the Thanksgiving holiday, retailers turn their attention towards turkeys and ad space is filled with big birds, leaving little space for eggs. Last minute bakers will have to look hard for deals this week but, luckily for them, the average ad price for regular Large white shell eggs is about unchanged. Egg promotional activity is down sharply with specialty types taking the biggest hit. Shell eggs across all category types are tested this week with brown cage-free the only type to show any significant volume. Extra Large sizes are more common this week with even a few Jumbos sneaking into the papers. Liquid eggs are enjoying a brief revival in the circulars but are dominated by the onset of egg nog ads as Thanksgiving ushers in the long holiday season. Once Thanksgiving is past, the crazy season begins as hectic shoppers raise to prepare for the December holidays. A big part of that will be cookie baking and eggs will enjoy a resurgence in the next few weeks.

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 ^{1/} Activity Index ^{2/}		22.8% of 4,000 sampled outlets Activity Index = 1,370 (includes Medium)						17.4% of 5,100 sampled outlets Activity Index = 450 (includes Medium)						52.6% of 3,100 sampled outlets Activity Index = 1,350 (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										1.50	30	1.50						
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM				White 12 pack						White 12 pack						White 12 pack		
USDA GRADE A	White 12 pack													1.29	30	1.29	0.79 - 1.29	390	0.92
	White 18 pack																1.39 - 1.48	140	1.45
	Brown 12 pack										1.99	10	1.99				1.99	30	1.99
	MEDIUM				White 12 pack						White 12 pack						White 12 pack		
	White 30 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 - 3.99	320	3.41										2.89 - 3.49	10	3.17
	OMEGA-3																		
	White 12 pack	2.99	280	2.99	1.69 - 2.99	340	2.89				2.38 - 2.49	260	2.41				2.00 - 2.50	130	2.46
	Brown 12 pack										2.49	60	2.49						
	CAGE-FREE																		
	White 12 pack				2.49 - 2.50	60	2.49												
	Brown 12 pack	2.49	40	2.49	2.66 - 2.99	330	2.74				2.77 - 3.79	90	3.71				2.50 - 3.79	620	2.84
	VEGETARIAN FED																		
	White 12 pack																		
	Brown 12 pack				2.99	10	2.99				1.50	60	1.50				2.50	30	2.50
		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/}		30.3% of 3,200 sampled outlets Activity Index = 640 (includes Medium)						35.4% of 2,300 sampled outlets Activity Index = 300 (includes Medium)						31.7% of 900 sampled outlets Activity Index = 550 (includes Medium)					
USDA GRADE AA	White 12 pack	1.29	90	1.29	0.88	20	0.88	1.29	10	1.29	0.99 - 1.79	80	1.35				0.89 - 1.59	120	1.41
	White 18 pack				1.98	120	1.98				1.99	130	1.99				2.00	10	2.00
	Brown 12 pack										2.99	70	2.99				2.99	130	2.99
	MEDIUM				White 12 pack						White 12 pack						White 12 pack		
USDA GRADE A	White 12 pack				0.97 - 1.50	200	1.19										0.98	10	0.98
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM				White 12 pack						White 12 pack						White 12 pack		
	White 30 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				3.36	10	3.36										3.29	10	3.29
	OMEGA-3																		
	White 12 pack	1.88	10	1.88	1.88	20	1.88										2.48	20	2.48
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack																1.99 - 2.00	130	2.00
	Brown 12 pack				2.00 - 2.99	160	2.07				3.99	10	3.99				2.00	120	2.00
	VEGETARIAN FED																		
	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 11/20 thru 11/26.

(prices in dollars per carton)

Fri. Nov 20, 2009

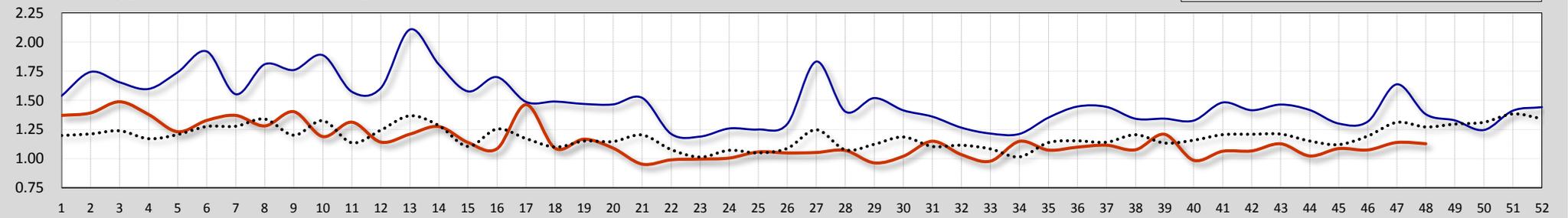
EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	15.9%	6.2%	7.2%	41.1% of 4,000 sampled	6.0% of 5,100 sampled	10.8% of 3,100 sampled	6.5% of 3,200 sampled	13.6% of 2,300 sampled	17.8% of 900 sampled
2/ Activity Index	2,150	1,200	1,300	Activity Index = 910	Activity Index = 260	Activity Index = 330	Activity Index = 190	Activity Index = 300	Activity Index = 160
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range Stores Avg ^{3/}					
14-16 oz. crtn	1,510 2.63	940 2.51	730 2.54	2.00 - 2.99 420 2.32	2.00 - 2.50 260 2.07	1.99 - 2.99 320 2.27	2.99 50 2.99	3.79 300 3.79	2.50 - 2.99 160 2.76
32 oz. crtn	450 4.22	260 4.92	300 3.76	3.99 - 4.99 440 4.22		4.29 - 4.59 10 4.44			
3 - 4 oz. cup	190 2.12		190 2.18	2.50 50 2.50			1.99 140 1.99		
2 - 8 oz. cup			80 2.50						

SPECIAL SEASONAL PROMOTIONS FEATURING EGG PRODUCTS - EGG NOG

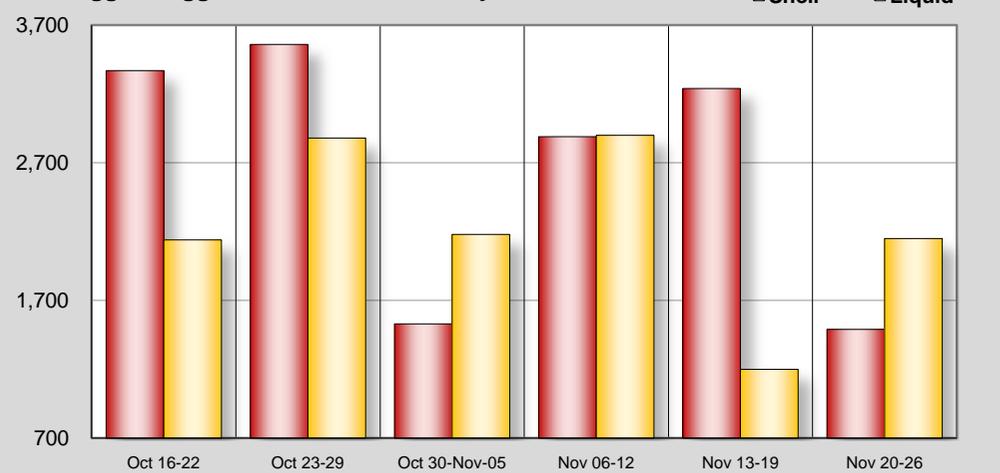
(Non-alcoholic egg nog; this section will run through January 1, 2010)

EGG NOG	THIS WEEK	THIS WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	48.5%	12.9%	16.5%	57.4% of 4,000 sampled	24.4% of 5,100 sampled	49.3% of 3,100 sampled	66.2% of 3,200 sampled	54.8% of 2,300 sampled	61.7% of 900 sampled
2/ Activity Index	9,420	2,880	2,930	Activity Index = 2,580	Activity Index = 1,170	Activity Index = 1,840	Activity Index = 1,940	Activity Index = 1,480	Activity Index = 410
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range Stores Avg ^{3/}					
32 ounce	3,340 2.03	1,440 2.11	1,390 2.25	1.79 - 3.49 720 2.33	1.50 - 2.99 350 1.77	1.50 - 3.29 750 2.00	1.29 - 2.50 1,070 2.09	1.50 - 2.99 390 1.65	1.29 - 2.49 60 1.85
64 ounce	6,080 3.34	1,440 3.57	1,540 3.42	2.99 - 4.29 1,860 3.66	2.99 - 4.69 820 3.33	2.49 - 5.99 1,090 3.48	2.99 - 3.69 870 3.16	2.50 - 2.99 1,090 2.89	2.79 - 4.99 350 3.03

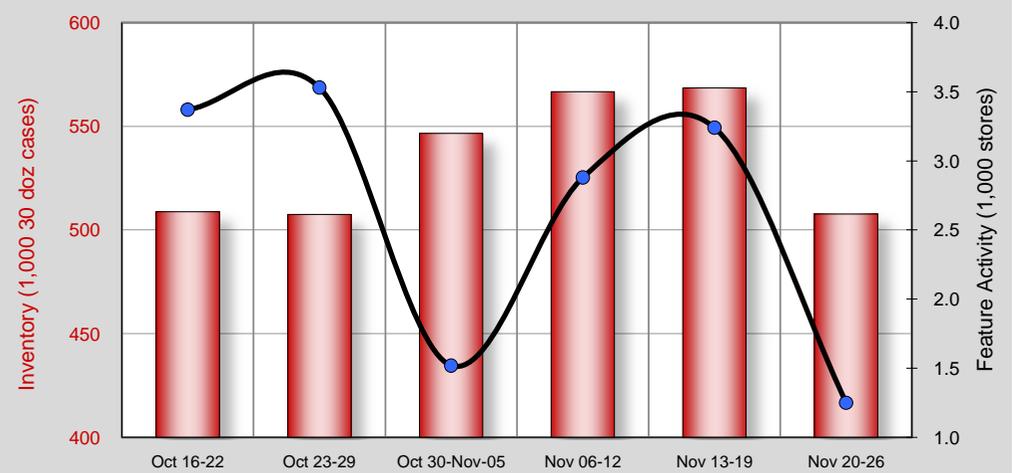
Large White Eggs - Grade A or better, wtd avg. feature price converted to \$/dozen (cents per dozen)



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.