



**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 11/27 thru 12/03.**  
 (prices in dollars per carton)

Fri. Nov 27, 2009

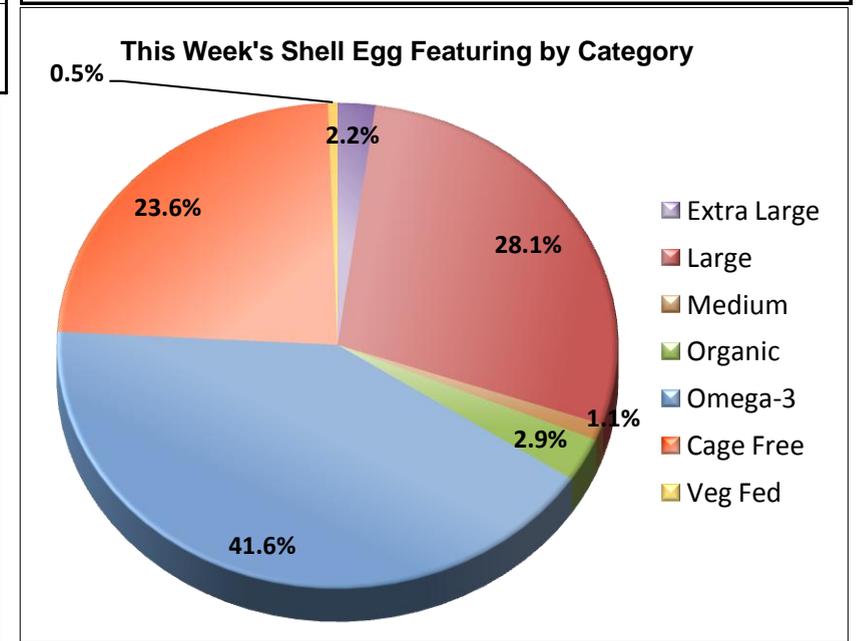
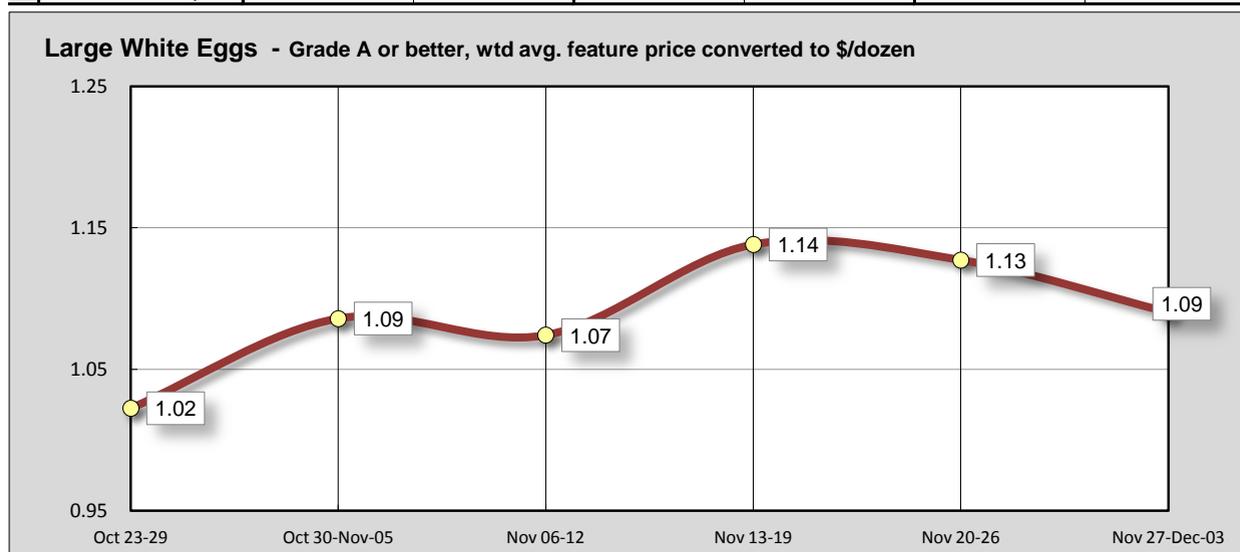
SHELL EGG NATIONAL SUMMARY													
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	26.9% of 18,600 stores				29.7% of 18,600 stores				31.5% of 17,000 stores				
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE		
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
REGULAR	<b>USDA GRADE AA</b>												
	White 12 pack	120	0.99	70	1.12	100	1.29	220	1.34		420	1.37	
	White 18 pack			140	1.99			290	1.94		220	2.81	
	Brown 12 pack			70	2.99			200	2.99				
	<b>USDA GRADE A</b>												
	White 12 pack			1,140	1.04			600	1.01	110	1.00	590	1.21
White 18 pack			130	1.87	30	1.29	140	1.45			160	1.99	
Brown 12 pack							40	1.99					
SPECIALTY	<b>USDA ORGANIC</b>												
	White 12 pack												
	Brown 12 pack			160	3.37			350	3.40		50	3.09	
	<b>OMEGA-3</b>												
	White 12 pack	430	2.71	1,800	2.06	290	2.95	770	2.62	210	2.99	280	2.95
	Brown 12 pack			60	2.49			60	2.49			210	3.79
<b>CAGE-FREE</b>													
White 12 pack							190	2.16			80	2.99	
Brown 12 pack	170	2.49	1,130	2.99	40	2.49	1,330	2.71			620	3.10	
<b>VEGETARIAN FED</b>													
White 12 pack			30	2.50									
Brown 12 pack							100	1.95					

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,670	1,620	1,500	Large Eggs on Nov-23-2009
Specialty	3,780	3,130	1,450	
Total (includes MD)	5,510	4,760	3,020	432.0
Special Rate 4/:	1.4%	2.9%	2.5%	down 15%

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

**SHELL EGG and EGG PRODUCTS FEATURING**

Shell egg featuring this week is on par with the past week but most activity is in ads targeting last minute Thanksgiving business. Ads later in the cycle focus less on shell eggs and more on egg nog as the Christmas holiday shopping period gets officially underway. The average price for regular shell eggs on sale is down about a nickel per dozen this week led mostly by a drop in the featuring of white AA types. Specialty eggs are seeing an increase in ad activity late in the cycle with nutritionally-enhanced eggs more likely to be found on sale, commanding over 40% of egg ads, but at sharply lower average ad pricing than in recent weeks. Cage-free varieties are a distant second. Egg products are seeing slightly less promotion this week and ad prices are lower. Egg nog promotional activity has dropped by half from the pre-Thanksgiving buildup but can be expected to take a brief rest before coming back strongly for the Christmas season.



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>		41.7% of 4,000 sampled outlets Activity Index = 2,060 (includes Medium)						33.9% of 5,100 sampled outlets Activity Index = 1,770 (includes Medium)						34.1% of 3,100 sampled outlets Activity Index = 1,100 (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						White 12 pack					
USDA GRADE A	White 12 pack				0.99 - 1.50	330	1.10				0.98 - 0.99	370	0.99			0.50 - 1.39	300	1.04			
	White 18 pack				1.88	120	1.88									1.79	10	1.79			
	Brown 12 pack																				
	<b>MEDIUM</b>			White 12 pack	0.98	20	0.98			White 12 pack						White 12 pack	1.00	30	1.00		
				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															2.89 - 4.98	30	4.54			
	Brown 12 pack				2.99 - 3.59	130	3.10														
	<b>OMEGA-3</b>																				
	White 12 pack	2.99	230	2.99	2.00 - 2.99	580	2.80	2.38	200	2.38	1.67 - 2.49	1,000	1.72			1.50 - 2.50	220	1.64			
	Brown 12 pack										2.49	60	2.49								
	<b>CAGE-FREE</b>																				
	White 12 pack																				
	Brown 12 pack	2.49	170	2.49	2.79 - 3.59	480	3.06				3.29 - 3.79	110	3.68			2.77 - 3.79	510	2.85			
	<b>VEGETARIAN FED</b>																				
	White 12 pack															2.50	30	2.50			
	Brown 12 pack																				
		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>		6.0% of 3,200 sampled outlets Activity Index = 190 (includes Medium)						10.6% of 2,300 sampled outlets Activity Index = 230 (includes Medium)						13.6% of 900 sampled outlets Activity Index = 130 (includes Medium)							
USDA GRADE AA	White 12 pack				0.88 - 1.40	30	1.12				1.50	10	1.50	0.99	120	0.99			2.00	10	2.00
	White 18 pack										1.99	130	1.99								
	Brown 12 pack										2.99	70	2.99								
	<b>MEDIUM</b>			White 12 pack						White 12 pack	0.99	10	0.99			White 12 pack					
USDA GRADE A	White 12 pack				0.99 - 1.19	130	1.05				0.99	10	0.99								
	White 18 pack																				
	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>																				
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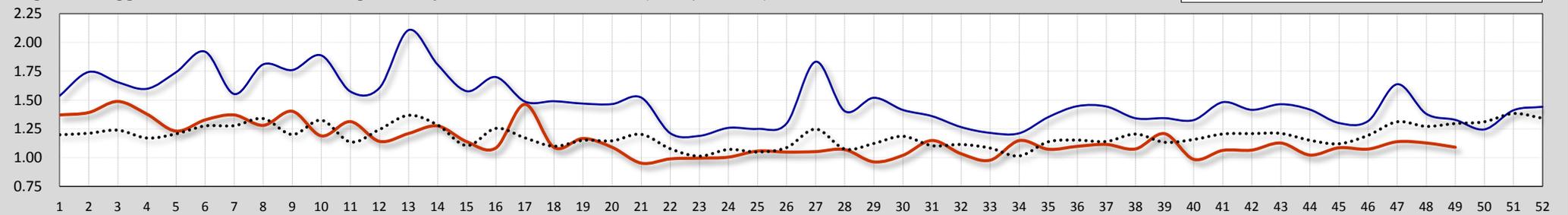
EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	7.0%	15.9%	10.2%	18.9% of 4,000 sampled	3.9% of 5,100 sampled	6.3% of 3,100 sampled	4.3% of 3,200 sampled	0.6% of 2,300 sampled	0.0% of 900 sampled
2/ Activity Index	1,930	2,150	1,880	Activity Index = 1,400	Activity Index = 200	Activity Index = 170	Activity Index = 140	Activity Index = 20	Activity Index = 0
	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	1,370 2.43	1,510 2.63	1,480 2.58	2.00 - 3.29 990 2.58	2.00 200 2.00	1.79 - 2.00 160 1.98		2.69 20 2.69	
32 oz. crtn	70 5.45	450 4.22	330 4.99	3.99 - 5.99 60 5.60		4.59 10 4.59			
3 - 4 oz. cup	260 2.22	190 2.12	70 2.50	2.49 120 2.49			1.99 140 1.99		
2 - 8 oz. cup	230 2.73			2.49 - 2.99 230 2.73					

**SPECIAL SEASONAL PROMOTIONS FEATURING EGG PRODUCTS - EGG NOG**

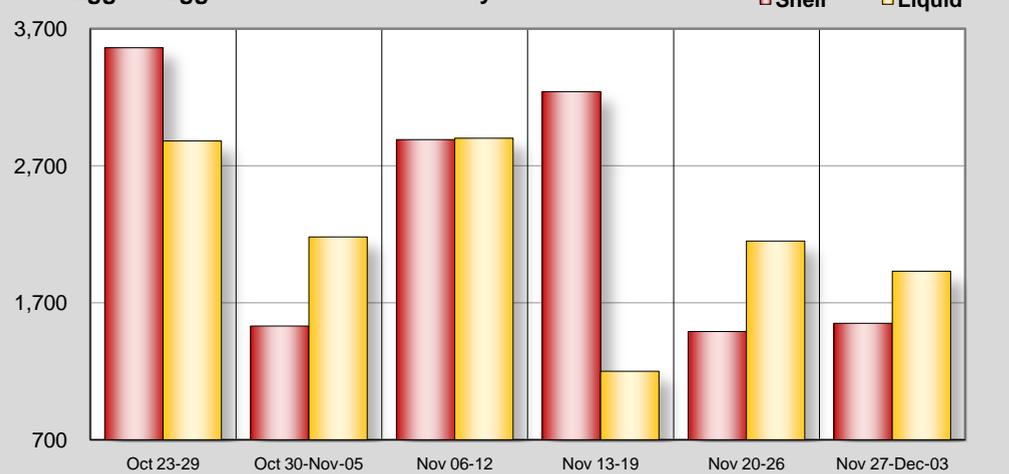
(Non-alcoholic egg nog; this section will run through January 1, 2010)

EGG NOG	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	19.5%	48.5%	33.1%	41.8% of 4,000 sampled	15.6% of 5,100 sampled	23.3% of 3,100 sampled	4.1% of 3,200 sampled	6.4% of 2,300 sampled	17.3% of 900 sampled
2/ Activity Index	4,150	9,420	5,420	Activity Index = 2,010	Activity Index = 790	Activity Index = 740	Activity Index = 160	Activity Index = 290	Activity Index = 160
	Stores Avg <sup>3/</sup>	Stores Avg <sup>3/</sup>	Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>	Price Range StoresAvg <sup>3/</sup>	Price Range StoresAvg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>	Price Range StoresAvg <sup>3/</sup>
32 ounce	1,760 2.07	3,340 2.03	1,290 2.32	1.99 - 2.99 760 2.40	1.50 - 2.59 320 1.79	1.50 - 2.99 350 2.01	1.29 - 2.19 120 1.85	1.50 - 2.99 210 1.56	
64 ounce	2,390 3.28	6,080 3.34	4,130 3.04	2.99 - 3.99 1,250 3.57	2.99 - 3.49 470 3.06	1.99 - 2.99 390 2.96	2.99 - 3.00 40 3.00	2.50 - 3.99 80 2.65	2.50 - 4.99 160 2.92

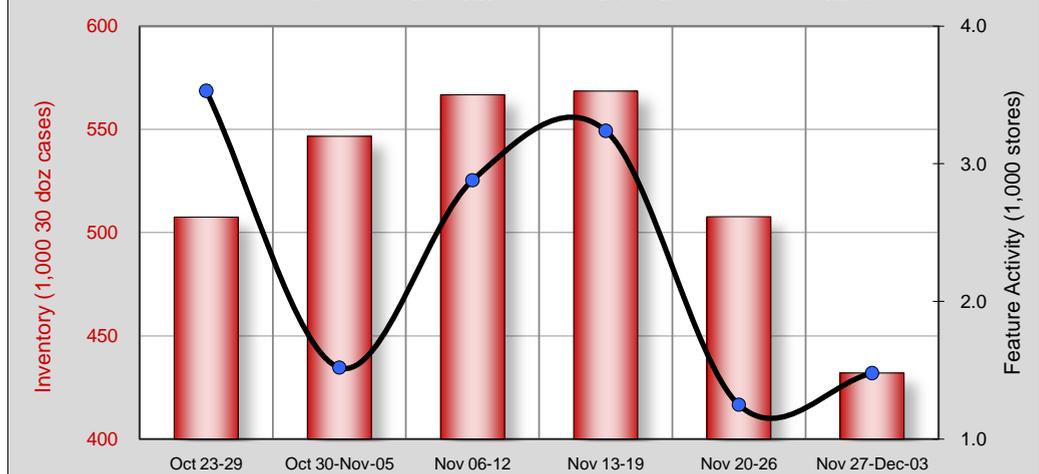
Large White Eggs - Grade A or better, wtd avg. feature price converted to \$/dozen (cents per dozen)



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.