



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 12/11 thru 12/17.

(prices in dollars per carton)

Fri. Dec 11, 2009

SHELL EGG NATIONAL SUMMARY

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR						
	37.4% of 18,600 stores		30.5% of 18,600 stores				51.9% of 18,000 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	90	1.29	410	1.16	40	1.84	940	1.67	30	1.79	1,310	1.43
	White 18 pack	10	2.50	610	2.28	30	2.00	80	1.92			170	2.20
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack	10	1.39	490	1.17	30	1.59	770	1.15	20	1.50	2,340	1.06
White 18 pack			300	1.75			510	1.72			720	2.21	
Brown 12 pack			120	1.68									
SPECIALTY	USDA ORGANIC												
	White 12 pack												
	Brown 12 pack			1,160	3.58			460	4.09			930	3.50
	OMEGA-3												
	White 12 pack	300	2.86	1,820	2.57	430	2.89	1,280	2.69	100	2.99	950	2.57
	Brown 12 pack			60	2.82			20	3.00				
	CAGE-FREE												
	White 12 pack	20	2.49	160	2.74	190	2.26	140	2.57	130	1.69	330	2.29
	Brown 12 pack	110	2.50	1,330	2.79	180	2.79	1,200	2.88			1,080	2.29
	VEGETARIAN FED												
White 12 pack							30	2.00					
Brown 12 pack			190	2.50			10	2.99					

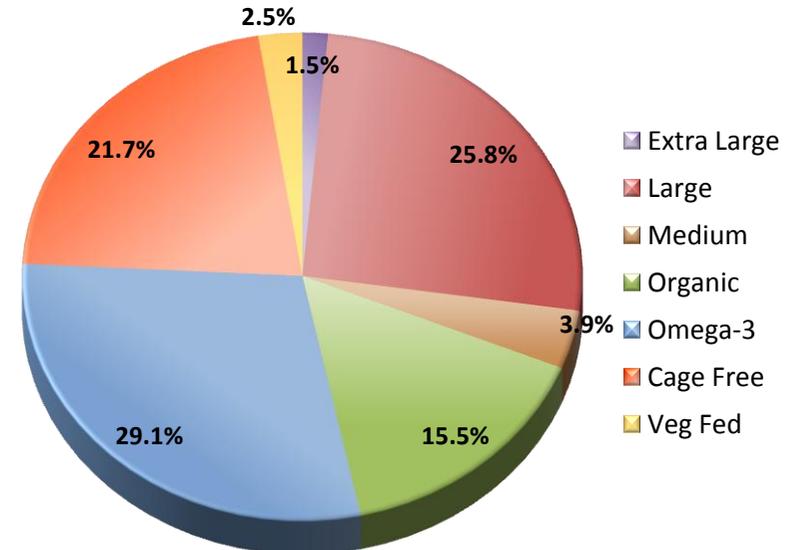
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,040	2,400	4,590	Large Eggs on Dec-07-2009
Specialty	5,150	3,940	3,520	
Total (includes MD)	7,480	6,830	8,410	593.4
Special Rate 4/:	7.3%	2.6%	12.2%	up 21%

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

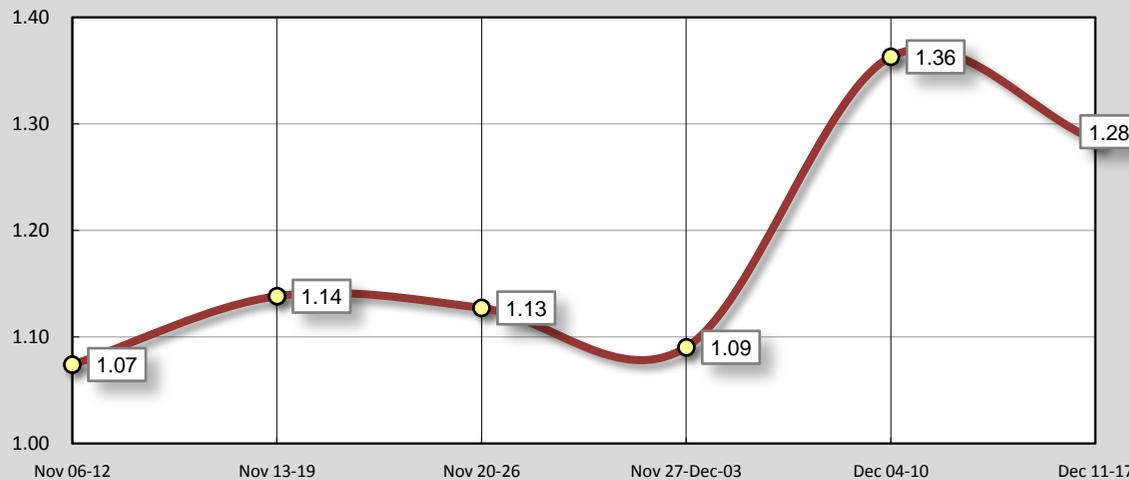
SHELL EGG and EGG PRODUCTS FEATURING

Despite a higher number of stores promoting eggs, regular shell egg activity is down as specialty shell eggs are commanding a bigger share of ad space. The average price of Grade A Large to consumers is lower than last week, but is still a seasonally-higher price in comparison to earlier weeks. Medium egg ad activity decreased. Featuring of Grade AA eggs in 18 packs increased while Grade A egg promotions declined. Retailers continue conducting more "free eggs with additional purchase" as well as offering discount egg coupons to as an incentive to shoppers to buy eggs. Omega-3 eggs and cage-free eggs are heavily featured as well as USDA Organic brown eggs. Vegetarian-fed egg ads are scarce. Egg product promotions dropped in number this week. There is a notable increase in stores promoting 32 ounce cartons at sharply higher average prices. Seasonal egg nog promotions continue to rise.

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/}		52.3% of 4,000 sampled outlets Activity Index = 2,710 (includes Medium)						32.9% of 5,100 sampled outlets Activity Index = 1,560 (includes Medium)						38.2% 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										0.99	30	0.99				0.99	10	0.99				
	White 18 pack										1.98	30	1.98										
	Brown 12 pack																						
	MEDIUM				White 12 pack				White 12 pack					White 12 pack									
USDA GRADE A	White 12 pack				1.00 - 1.19	210	1.03				1.25 - 1.50	100	1.33				1.39	10	1.39	0.99 - 1.79	100	1.28	
	White 18 pack				1.59 - 1.99	20	1.80										1.39 - 2.00	150	1.73				
	Brown 12 pack				1.68	120	1.68																
	MEDIUM				White 12 pack	1.20	230	1.20	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				3.49	30	3.49				3.50	940	3.50				3.99	190	3.99				
	OMEGA-3																						
	White 12 pack	2.50 - 2.99	240	2.70	1.99 - 2.99	1,270	2.59										1.99 - 2.50	330	2.28				
Brown 12 pack				3.47	20	3.47																	
CAGE-FREE	White 12 pack	2.49	20	2.49	2.49	40	2.49										1.99	20	1.99				
	Brown 12 pack	2.50	110	2.50	2.79 - 2.99	400	2.94				2.79	460	2.79				2.50 - 2.79	320	2.62				
VEGETARIAN FED	White 12 pack																						
	Brown 12 pack																2.50	190	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/}		23.5% of 3,200 sampled outlets Activity Index = 540 (includes Medium)						42.5% of 2,300 sampled outlets Activity Index = 820 (includes Medium)						30.6% of 900 sampled outlets Activity Index = 530 (includes Medium)									
USDA GRADE AA	White 12 pack	1.29	90	1.29	0.99	80	0.99				0.99	20	0.99				0.88 - 1.59	270	1.24				
	White 18 pack							2.50	10	2.50	1.49 - 2.99	550	2.32				1.78	30	1.78				
	Brown 12 pack																						
	MEDIUM				White 12 pack	1.17	60	1.17	White 12 pack					White 12 pack									
USDA GRADE A	White 12 pack				1.19 - 1.25	80	1.22																
	White 18 pack				1.49 - 2.33	130	1.75																
	Brown 12 pack																						
	MEDIUM				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	USDA ORGANIC																						
	White 12 pack																						
	Brown 12 pack																						
	OMEGA-3																						
	White 12 pack				1.65 - 1.89	20	1.76	3.49	20	3.49	2.99	200	2.99	3.49	40	3.49							
Brown 12 pack				2.50	30	2.50				2.50	10	2.50											
CAGE-FREE	White 12 pack										3.00	10	3.00				2.99	90	2.99				
	Brown 12 pack				2.79	50	2.79										1.48 - 2.99	100	2.81				
VEGETARIAN FED	White 12 pack																						
	Brown 12 pack																						



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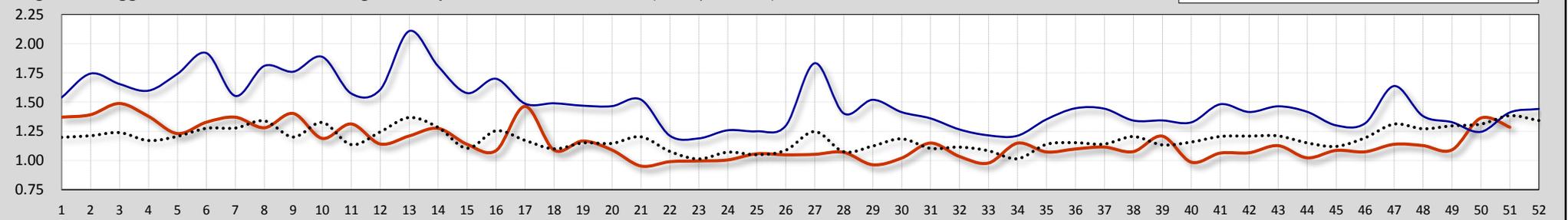
EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	7.4%	16.0%	3.8%	24.6% of 4,000 sampled	0.9% of 5,100 sampled	6.9% of 3,100 sampled	0.4% of 3,200 sampled	5.7% of 2,300 sampled	0.0% of 900 sampled
2/ Activity Index	1,700	2,800	730	Activity Index = 1,280	Activity Index = 50	Activity Index = 210	Activity Index = 10	Activity Index = 150	Activity Index = 0
	Stores Avg 3/	Stores Avg 3/	Stores Avg 3/	Price Range Stores Avg 3/					
14-16 oz. crtn	810 1.95	2,080 2.08	720 2.20	0.99 - 3.00 610 1.91	2.50 30 2.50	1.50 - 2.50 20 1.90		1.88 - 2.50 150 2.01	
32 oz. crtn	720 5.10	360 3.99		3.99 - 5.99 520 5.49		4.09 190 4.09	3.50 10 3.50		
3 - 4 oz. cup	170 2.50	360 2.47	10 2.50	2.50 150 2.50	2.50 20 2.50				
2 - 8 oz. cup									

SPECIAL SEASONAL PROMOTIONS FEATURING EGG PRODUCTS - EGG NOG

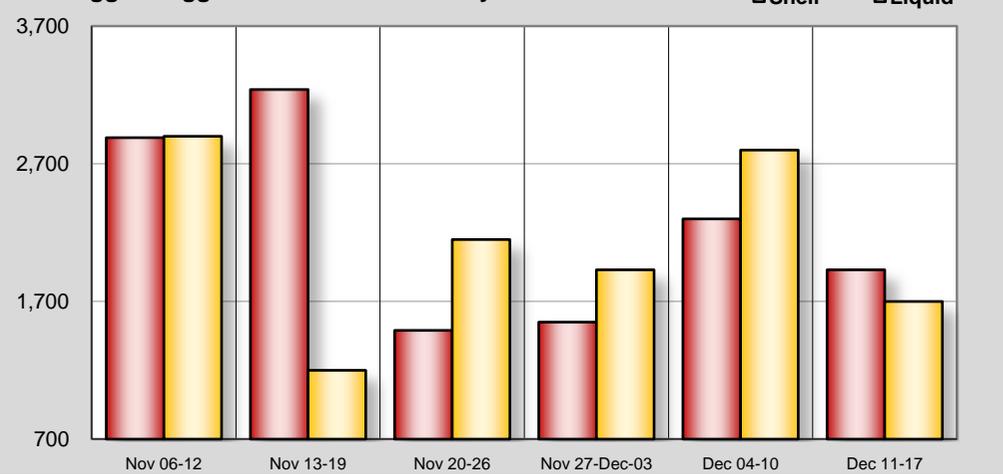
(Non-alcoholic egg nog; this section will run through January 1, 2010)

EGG NOG	THIS WEEK	THIS WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	24.6%	20.2%	42.2%	46.0% of 4,000 sampled	9.2% of 5,100 sampled	32.2% of 3,100 sampled	29.6% of 3,200 sampled	11.9% of 2,300 sampled	5.1% of 900 sampled
2/ Activity Index	5,390	4,170	7,180	Activity Index = 1,890	Activity Index = 560	Activity Index = 1,290	Activity Index = 1,190	Activity Index = 350	Activity Index = 110
	Stores Avg 3/	Stores Avg 3/	Stores Avg 3/	Price Range Stores Avg 3/					
32 ounce	2,870 2.16	2,050 2.15	1,880 2.44	1.99 - 3.00 660 2.33	1.59 - 3.00 210 2.31	1.00 - 3.00 860 2.13	1.69 - 2.69 840 2.14	1.50 200 1.50	2.49 - 2.50 100 2.50
64 ounce	2,520 3.74	2,120 3.59	5,300 3.40	2.99 - 4.49 1,230 3.75	2.99 - 3.79 350 3.39	2.50 - 5.99 430 4.60	2.67 - 3.99 350 3.35	2.99 - 3.99 150 3.04	3.79 10 3.79

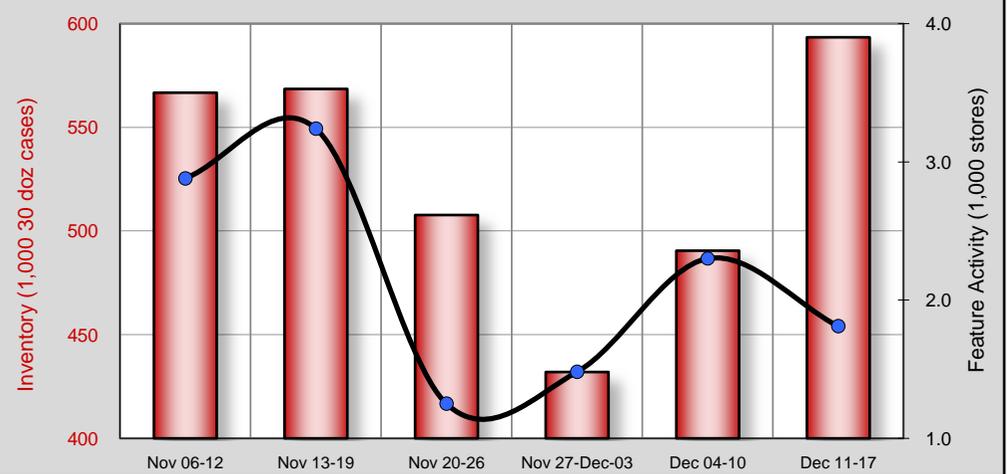
Large White Eggs - Grade A or better, wtd avg. feature price converted to \$/dozen (cents per dozen)



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>