



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 12/25 thru 12/31.

(prices in dollars per carton)

Fri. Dec 25, 2009

SHELL EGG NATIONAL SUMMARY

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR						
	22.5% of 18,600 stores		28.6% of 18,600 stores				27.8% 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	60	1.20	570	1.37	120	1.25	300	1.33		200	1.47	
	White 18 pack			410	1.85	30	2.25	360	1.59		220	3.12	
	Brown 12 pack												
REGULAR USDA GRADE A	White 12 pack	220	1.60	890	1.19	170	1.03	1,270	1.09	200	1.40	690	1.08
	White 18 pack			780	1.40	110	2.19	650	1.82		850	2.34	
	Brown 12 pack												
SPECIALTY USDA ORGANIC	White 12 pack												
	Brown 12 pack			150	3.36			410	4.19	10	2.47	610	4.11
SPECIALTY OMEGA-3	White 12 pack	10	1.77	770	2.43	490	2.23	1,600	2.28	180	2.94	190	2.81
	Brown 12 pack					200	3.79	440	3.11			260	3.61
SPECIALTY CAGE-FREE	White 12 pack			20	2.99			380	2.36			460	2.88
	Brown 12 pack			760	2.87			560	2.60			2,220	2.92
SPECIALTY VEGETARIAN FED	White 12 pack												
	Brown 12 pack			220	2.50			250	2.50				

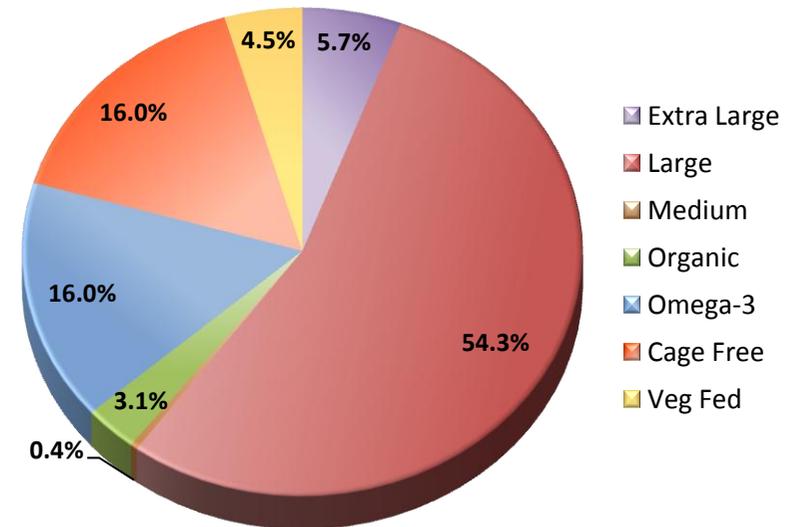
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,930	3,010	2,160	Large Eggs on Dec-21-2009
Specialty	1,930	4,330	3,930	
Total (includes MD)	4,880	7,340	6,130	501.2
Special Rate 4/:	2.5%	2.9%	6.8%	down 19%

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

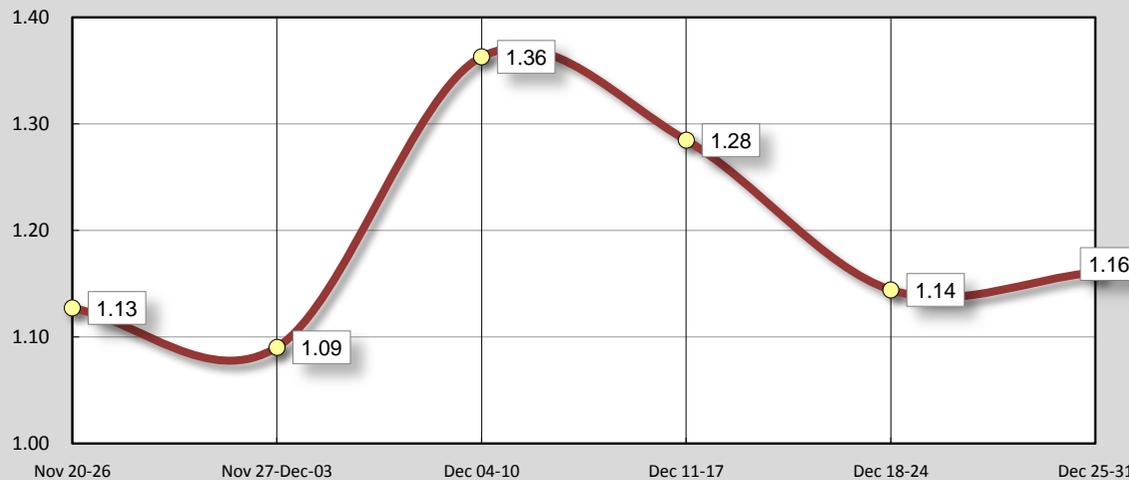
SHELL EGG and EGG PRODUCTS FEATURING

As the holiday baking season comes to an end, featuring of shell eggs continues to drop. The number of promotions for regular shell eggs is down from last week as retailers gradually move back into normal patterns following the holiday. The average price of Grade A Large white eggs to consumers is 2 cents higher than last week. Medium egg promotions are still very hard to find but a few Extra Large eggs remain. Specialty shell egg ads are sporadic and activity dropped to levels not seen in recent weeks. Cage free brown eggs increased in volume and average price while the featuring of remaining specialty egg types is down. Liquid egg promotions are also on the decline and virtually non-existent in many locations. Egg nog promotional activity is declining even though many stores are offering more than one size and brand to consumers at discounted prices. Nog ads will disappear altogether once the holidays are behind us. As the new year begins, consumers will look to their waistlines and eggs will be a popular option.

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/}		28.9% of 4,000 sampled outlets Activity Index = 900 (includes Medium)						14.7% of 5,100 sampled outlets Activity Index = 920 (includes Medium)						25.2% of 3,100 sampled outlets Activity Index = 950 (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																		
	MEDIUM				White 12 pack												White 12 pack		
USDA GRADE A	White 12 pack				1.29 - 1.50	190	1.35	2.19	110	2.19	0.99 - 1.29	60	1.05	1.00	110	1.00	0.87 - 1.50	460	1.12
	White 18 pack				1.20	230	1.20				1.49 - 1.89	400	1.84						110
	Brown 12 pack																		
	MEDIUM				White 12 pack											White 12 pack			
					White 30 pack											White 30 pack			
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack				3.99	20	3.99				2.89	30	2.89				2.99	20	2.99
	OMEGA-3																		
	White 12 pack				1.98 - 2.99	340	2.36				2.50	220	2.50				2.50	190	2.50
Brown 12 pack																			
CAGE-FREE																			
White 12 pack																			
Brown 12 pack				2.50 - 3.49	110	2.98				2.99	70	2.99				2.48 - 2.99	60	2.71	
VEGETARIAN FED																			
White 12 pack																			
Brown 12 pack											2.50	30	2.50				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/}		23.8% of 3,200 sampled outlets Activity Index = 1,010 (includes Medium)						17.7% of 2,300 sampled outlets Activity Index = 460 (includes Medium)						35.8% of 900 sampled outlets Activity Index = 420 (includes Medium)					
USDA GRADE AA	White 12 pack	1.20	60	1.20	1.25 - 1.50	130	1.31				1.20 - 1.69	240	1.50				0.99 - 1.59	170	1.31
	White 18 pack				1.99	280	1.99				2.00	10	2.00				1.50	120	1.50
	Brown 12 pack																		
	MEDIUM				White 12 pack						0.99	10	0.99				White 12 pack		
USDA GRADE A	White 12 pack				1.18 - 1.29	180	1.25												
	White 18 pack				1.88	40	1.88												
	Brown 12 pack																		
	MEDIUM				White 12 pack											White 12 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				3.29 - 3.49	20	3.39				3.49	30	3.49
	OMEGA-3																		
	White 12 pack	1.77	10	1.77	1.77 - 3.00	20	2.30												
Brown 12 pack																			
CAGE-FREE																			
White 12 pack																2.99	20	2.99	
Brown 12 pack				2.50 - 2.99	260	2.72				2.98 - 3.99	180	3.03				2.79 - 2.99	80	2.87	
VEGETARIAN FED																			
White 12 pack																			
Brown 12 pack																			



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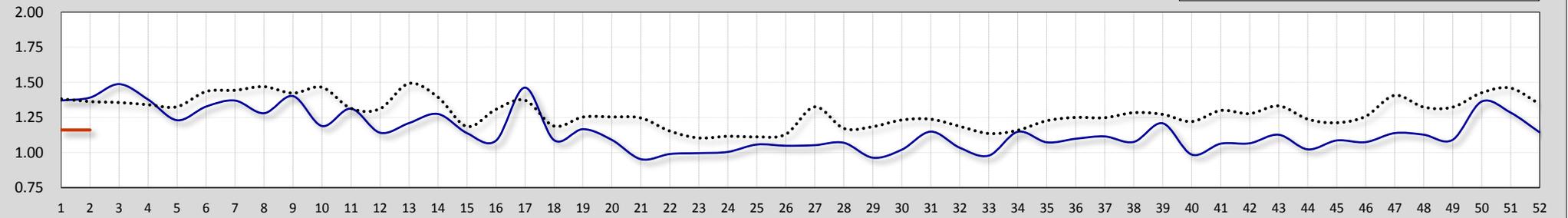
Fri. Dec 25, 2009

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	5.3%	9.3%	22.4%	12.4% of 4,000 sampled	1.2% of 5,100 sampled	8.8% of 3,100 sampled	0.0% of 3,200 sampled	6.1% of 2,300 sampled	2.2% of 900 sampled
2/ Activity Index	1,300	1,980	4,670	Activity Index = 620	Activity Index = 60	Activity Index = 470	Activity Index = 0	Activity Index = 130	Activity Index = 20
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range Stores Avg ^{3/}					
14-16 oz. crtn	770 2.61	1,520 2.26	3,180 2.36	1.99 - 3.29 440 3.09	2.00 - 2.29 40 2.20	1.50 - 2.50 270 1.82			3.49 20 3.49
32 oz. crtn	460 4.00	460 4.69	1,100 4.17	3.59 - 4.99 130 4.37		3.99 - 4.09 200 4.08		3.49 130 3.49	
3 - 4 oz. cup	70 2.69		390 2.23	2.69 50 2.69	2.69 20 2.69				
2 - 8 oz. cup									

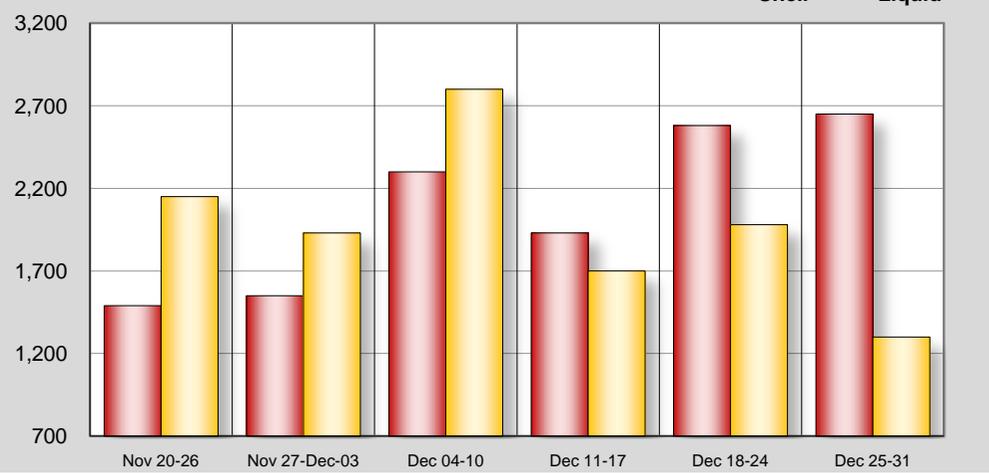
SPECIAL SEASONAL PROMOTIONS FEATURING EGG PRODUCTS - EGG NOG
 (Non-alcoholic egg nog; this section will run through January 1, 2010)

EGG NOG	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	42.8%	51.0%		29.9% of 4,000 sampled	19.6% of 5,100 sampled	52.2% of 3,100 sampled	59.8% of 3,200 sampled	71.8% of 2,300 sampled	60.8% of 900 sampled
2/ Activity Index	9,930	11,270		Activity Index = 1,530	Activity Index = 1,330	Activity Index = 1,800	Activity Index = 2,530	Activity Index = 2,010	Activity Index = 730
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range Stores Avg ^{3/}					
32 ounce	2,970 2.11	3,860 2.23		1.79 - 2.99 210 2.31	1.69 - 3.29 540 2.44	1.29 - 2.99 920 1.99	0.98 - 2.50 670 2.16	1.47 - 2.50 600 1.85	2.49 - 2.50 30 2.50
64 ounce	6,960 3.29	7,410 3.33		2.50 - 4.29 1,320 3.80	2.99 - 4.29 790 3.20	1.50 - 5.99 880 3.10	2.79 - 5.99 1,860 3.50	2.50 - 4.99 1,410 2.91	2.50 - 3.99 700 2.84

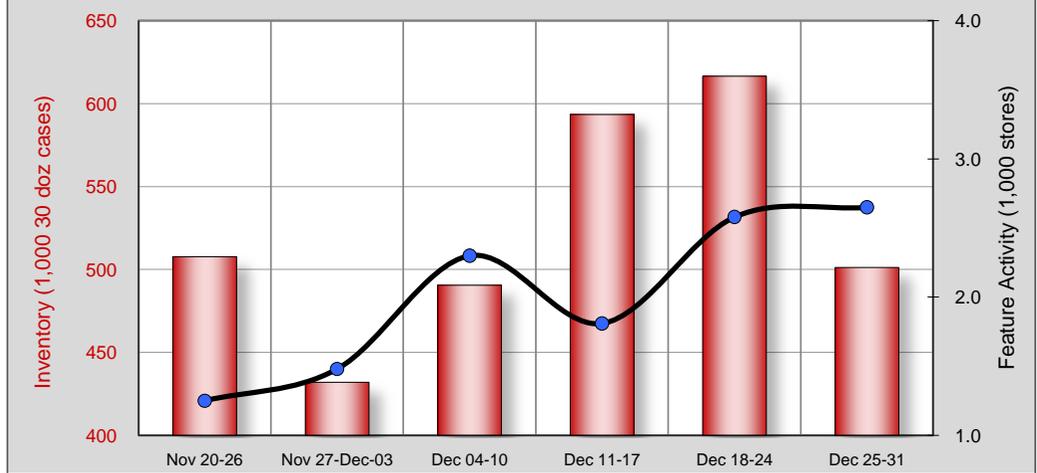
Large White Eggs - Grade A or better, wtd avg. feature price converted to \$/dozen (cents per dozen)



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>