



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 01/08 thru 01/14.

(prices in dollars per carton)

Fri. Jan 08, 2010

SHELL EGG NATIONAL SUMMARY

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR						
	35.6% of 19,200 stores		23.6% of 19,200 stores				38.0% 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	70	1.50	360	1.31			430	1.49	150	1.96	650	1.25
	White 18 pack	10	2.59	1,150	2.01			290	2.28			460	2.99
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack			880	1.31			760	1.23	120	1.38	790	1.34
White 18 pack			510	1.91			460	1.97			320	2.42	
Brown 12 pack													
SPECIALTY	USDA ORGANIC												
	White 12 pack										110	3.98	
	Brown 12 pack			860	3.89	100	4.19	440	3.86			340	3.95
	OMEGA-3												
	White 12 pack			1,300	2.19			1,310	2.51			1,840	2.77
	Brown 12 pack			60	2.50			290	2.97			620	2.37
	CAGE-FREE												
	White 12 pack			240	2.25			360	2.99			120	2.50
	Brown 12 pack	140	1.83	1,600	2.61			1,890	3.00	10	2.49	580	2.78
	VEGETARIAN FED												
White 12 pack													
Brown 12 pack			460	2.67			40	2.99					

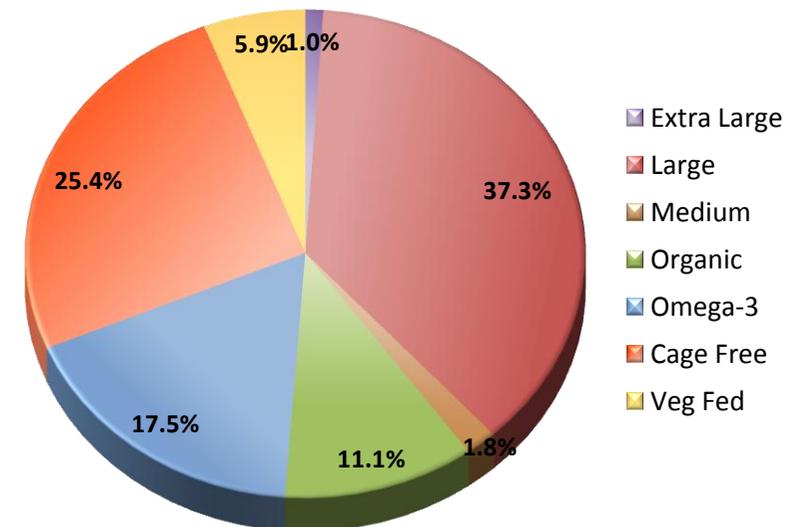
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,980	1,940	2,490	Large Eggs on Jan-04-2010
Specialty	4,660	4,430	3,620	
Total (includes MD)	7,780	6,420	6,500	442.8
Special Rate 4/:	7.7%	1.2%	10.3%	down 4%

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

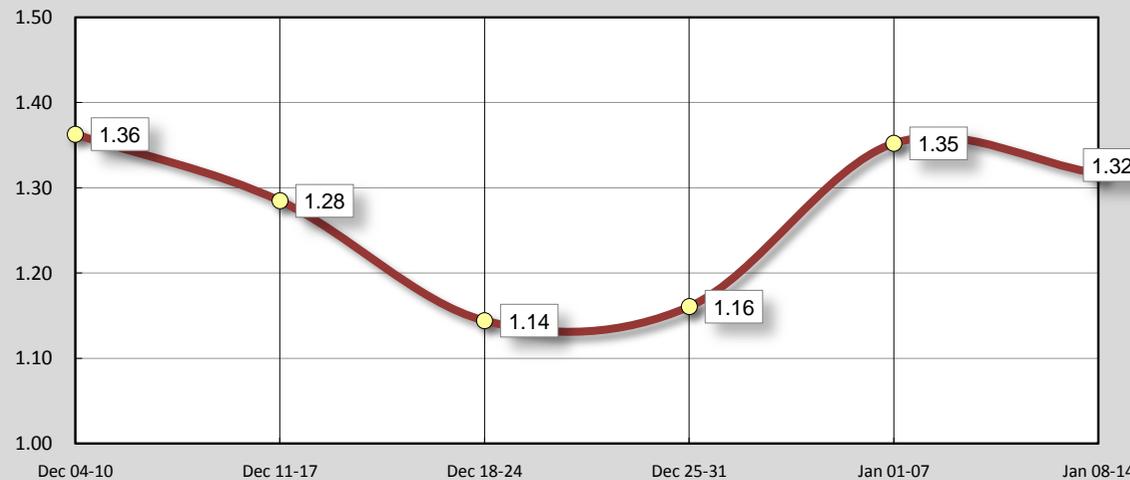
SHELL EGG and EGG PRODUCTS FEATURING

As wintry weather blankets the country, many consumers can take advantage of the increased promotional activity of eggs as they stock up on supplies to wait out the storms. Feature activity of regular shell eggs is up from last week while the average price to consumers for Grade A Large white eggs declined. The number of stores promoting USDA Grade A and AA 18-pack eggs increased significantly, especially in the South Central and West Coast regions. The occurrence of "no price" specials is higher than in past weeks with some retailers offerings eggs for free with additional purchase" or other price incentives with the redemption of coupons. Specialty shell egg features are slightly higher in number. Cage free brown eggs continue to be most commonly featured while other specialty types are maintaining a steady pace. Liquid egg promotional activity increased and 14-16 oz. cartons are still heavily promoted, predominately in the Northeast region.

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/}		35.1% of 4,000 sampled outlets Activity Index = 1,480 (includes Medium)						35.2% of 5,100 sampled outlets Activity Index = 790 (includes Medium)						22.6% of 3,200 sampled outlets Activity Index = 1,290 (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										1.29	40	1.29						
	White 18 pack										1.88	70	1.88						
	Brown 12 pack																		
	MEDIUM				White 12 pack												White 12 pack		
USDA GRADE A	White 12 pack				1.19 - 1.99	300	1.52				0.99 - 1.25	100	1.21				0.99 - 1.33	130	1.19
	White 18 pack										1.88 - 1.99	200	1.95				1.49 - 1.99	270	1.88
	Brown 12 pack																		
	MEDIUM				White 12 pack						1.19	20	1.19				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				2.99 - 3.99	250	3.63				2.99 - 4.29	50	4.11						
	OMEGA-3																		
White 12 pack				1.54 - 2.99	490	1.89				2.19 - 2.49	170	2.38				1.79 - 2.99	480	2.43	
Brown 12 pack																			
CAGE-FREE																			
White 12 pack																			
Brown 12 pack					2.69 - 2.99	440	2.97				2.19 - 3.39	140	2.89				2.19 - 3.39	410	2.57
VEGETARIAN FED																			
White 12 pack																			
Brown 12 pack					2.99	160	2.99				2.49	110	2.49				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/}		45.1% of 3,500 sampled outlets Activity Index = 1,800 (includes Medium)						34.6% of 2,400 sampled outlets Activity Index = 960 (includes Medium)						49.7% of 1,000 sampled outlets Activity Index = 1,000 (includes Medium)					
USDA GRADE AA	White 12 pack				1.29 - 1.40	130	1.30	1.50	70	1.50	0.99 - 1.50	70	1.25				0.78 - 1.59	120	1.37
	White 18 pack				1.29 - 2.49	550	1.55	2.59	10	2.59	1.89 - 2.99	380	2.70				1.89 - 2.49	150	2.04
	Brown 12 pack																		
	MEDIUM				White 12 pack						0.90 - 0.99	80	0.93				White 12 pack		
USDA GRADE A	White 12 pack				0.99 - 1.33	350	1.20												
	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				3.99	50	3.99				3.99	280	3.99				3.99	230	3.99
	OMEGA-3																		
White 12 pack				1.19 - 2.50	160	2.18													
Brown 12 pack				2.50	40	2.50				2.50	20	2.50							
CAGE-FREE																			
White 12 pack					2.50	120	2.50										2.00	120	2.00
Brown 12 pack	1.80	80	1.80	1.88 - 2.50	260	2.16	1.88	40	1.88	2.99	10	2.99	1.88	20	1.88	2.00 - 2.99	340	2.43	
VEGETARIAN FED																			
White 12 pack																			
Brown 12 pack																			

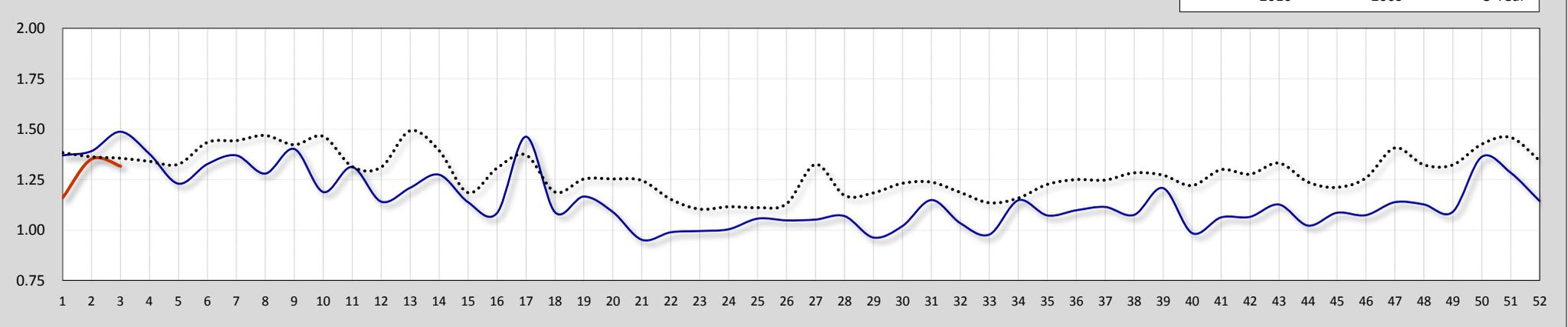


USDA Weekly Retail Shell Egg and Egg Products Feature Activity
 Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 01/08 thru 01/14.
 (prices in dollars per carton)

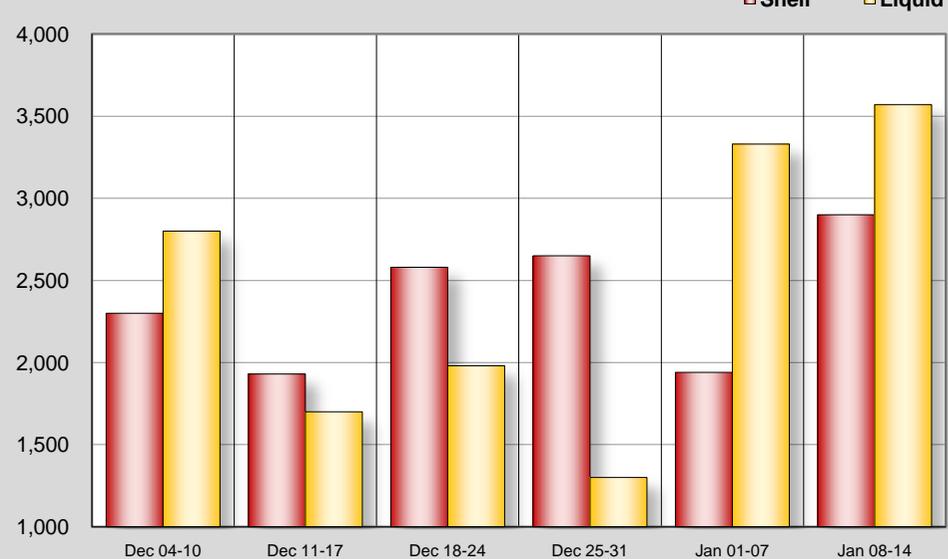
Fri. Jan 08, 2010

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	17.1%	16.4%	14.7%	47.7% of 4,000 sampled	5.6% of 5,100 sampled	14.3% of 3,200 sampled	6.8% of 3,500 sampled	12.8% of 2,400 sampled	9.1% of 1,000 sampled
2/ Activity Index	3,570	3,330	2,510	Activity Index = 2,080	Activity Index = 290	Activity Index = 690	Activity Index = 240	Activity Index = 170	Activity Index = 100
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range Stores Avg ^{3/}					
14-16 oz. crtn	3,060 2.31	2,510 2.11	1,160 2.57	1.99 - 3.00 1,570 2.33	2.00 - 2.50 290 2.31	1.79 - 2.99 690 2.27	1.50 - 2.50 240 2.05	2.49 170 2.49	2.50 - 3.59 100 2.74
32 oz. crtn	510 4.98	820 4.41	1,330 4.33	3.49 - 5.99 510 4.98					
3 - 4 oz. cup									
2 - 8 oz. cup			20 3.29						

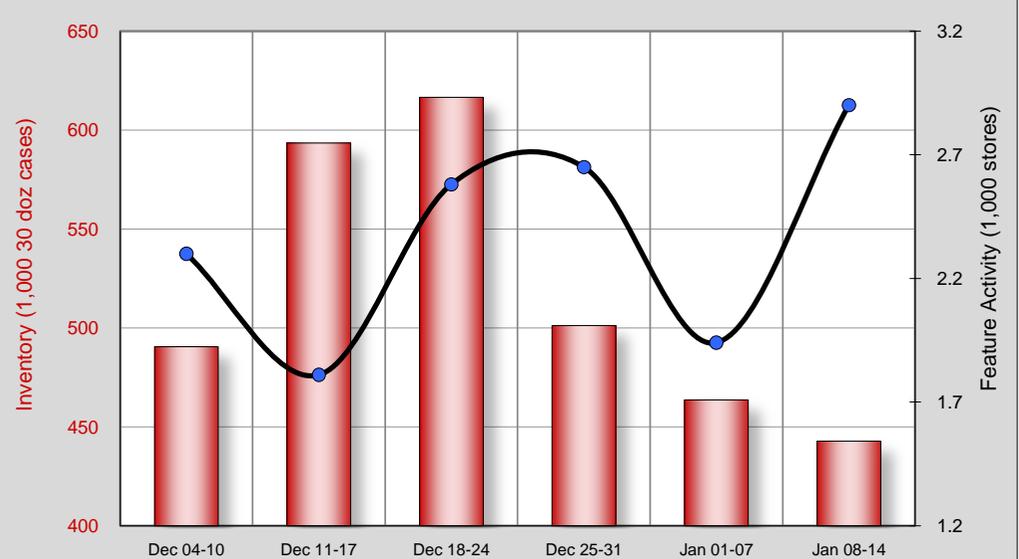
Large White Eggs - Grade A or better, wtd avg. feature price converted to \$/dozen (cents per dozen)



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>