



**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 01/29 thru 02/04.

(prices in dollars per carton)

Fri. Jan 29, 2010

**SHELL EGG NATIONAL SUMMARY**

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR						
	33.7% of 19,200 stores		30.6% of 19,200 stores				23.1% 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	
<b>REGULAR</b>	<b>USDA GRADE AA</b>												
	White 12 pack	30	1.50	320	1.29	130	1.27	570	1.36			510	1.75
	White 18 pack			1,220	1.74	30	1.79	210	2.51			150	2.59
	Brown 12 pack												
	<b>USDA GRADE A</b>												
	White 12 pack			1,360	1.15	40	1.49	380	1.02	130	1.38	1,200	1.08
White 18 pack			980	1.68			740	2.02			270	2.09	
Brown 12 pack			10	0.99	10	3.00							
<b>SPECIALTY</b>	<b>USDA ORGANIC</b>												
	White 12 pack												
	Brown 12 pack			450	3.84			400	4.14			230	3.99
	<b>OMEGA-3</b>												
	White 12 pack	70	2.99	1,080	2.28	400	2.72	2,620	2.32	200	2.75	320	2.53
	Brown 12 pack			130	3.99			120	2.39				
	<b>CAGE-FREE</b>												
	White 12 pack			430	2.55			250	2.63				
	Brown 12 pack			1,000	2.93			1,010	2.98			790	2.61
	<b>VEGETARIAN FED</b>												
White 12 pack			200	2.99									
Brown 12 pack			460	2.77			180	2.49					

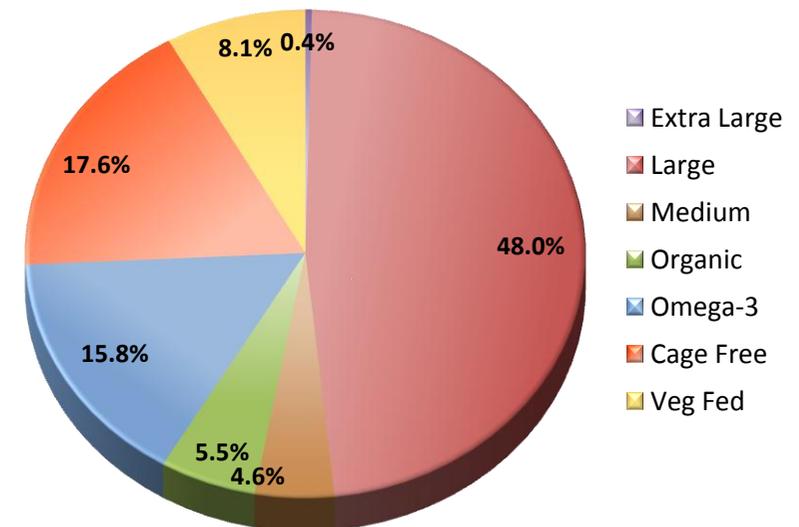
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	3,920	2,110	2,260	Large Eggs on Jan-25-2010
Specialty	3,820	4,980	1,540	
Total (includes MD)	8,110	7,220	4,020	384.2
Special Rate 4/:	2.9%	3.6%	5.4%	up 5%

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

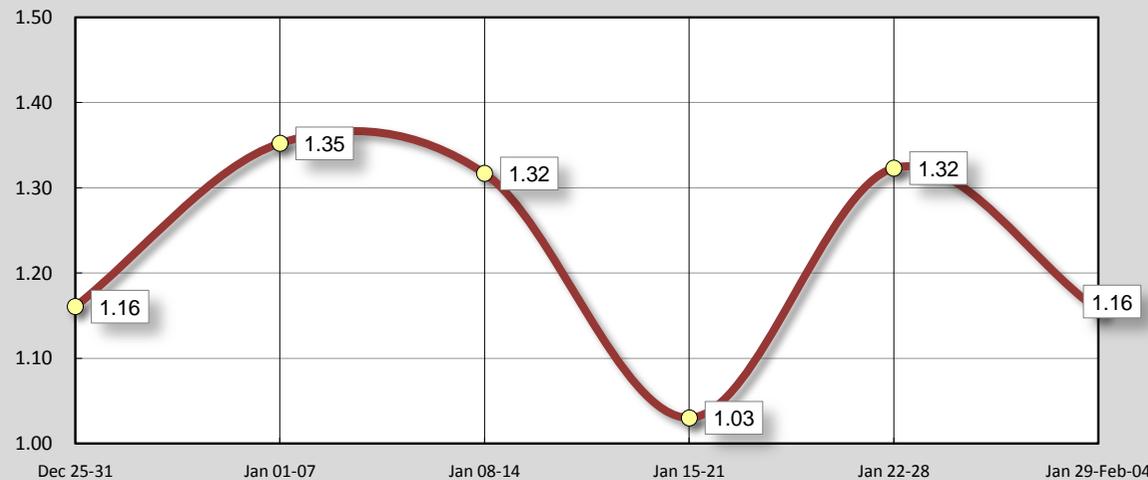
**SHELL EGG and EGG PRODUCTS FEATURING**

Promotional activity for regular shell eggs is up considerably due primarily to a significant increase in the number of ads for Grade AA white eggs in 18 packs, primarily in the West. Offerings of dozen packs increase late in the ad cycle, adding to the overall activity. Budget conscious consumers are finding good deals on eggs this week as the average price of Grade A Large eggs is down considerably from last week. Promotions of Medium eggs continue to show up in ads but ads for Extra Large sizes are sporadic. Specialty shell eggs are not as heavily featured as last week. Omega-3 white and cage free brown eggs are still the most active in the sector. Despite the substantial increase in regular shell egg promotions, liquid egg feature activity declined only slightly.

**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 <sup>1/</sup> Activity Index <sup>2/</sup>		43.1% of 4,000 sampled outlets Activity Index = 2,850 (includes Medium)						20.9% of 5,100 sampled outlets Activity Index = 1,260 (includes Medium)						29.9% of 3,200 sampled outlets Activity Index = 930 (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																				
	Brown 12 pack																				
	<b>MEDIUM</b>				White 12 pack												White 12 pack				
USDA GRADE A	White 12 pack				0.99 - 1.49	510	1.38				0.88 - 1.19	350	1.00				0.88 - 1.29	380	1.03		
	White 18 pack				1.49 - 1.52	350	1.51				1.49 - 1.88	380	1.61				1.99	20	1.99		
	Brown 12 pack				0.99	10	0.99														
	<b>MEDIUM</b>				White 12 pack	0.69 - 1.28	100	0.84				White 12 pack	0.66	80	0.66				White 12 pack	0.66 - 0.88	170
	White 30 pack				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																			
		Brown 12 pack				3.49 - 3.99	390	3.91				3.69	10	3.69				2.59	10	2.59	
		<b>OMEGA-3</b>																			
		White 12 pack	2.99	70	2.99	1.98 - 3.49	680	2.32				1.99 - 2.50	300	2.36				1.99	10	1.99	
		Brown 12 pack																			
		<b>CAGE-FREE</b>																			
		White 12 pack				3.29	110	3.29									2.50	190	2.50		
	Brown 12 pack				2.50 - 3.59	630	3.12				1.99 - 3.39	110	3.04				1.39 - 3.39	140	2.77		
	<b>VEGETARIAN FED</b>																				
	White 12 pack				2.99	200	2.99														
	Brown 12 pack				2.49 - 2.99	460	2.77														
		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>		29.0% of 3,500 sampled outlets Activity Index = 820 (includes Medium)						47.4% of 2,400 sampled outlets Activity Index = 770 (includes Medium)						56.5% of 1,000 sampled outlets Activity Index = 820 (includes Medium)							
USDA GRADE AA	White 12 pack				0.99 - 1.50	120	1.15	1.50	30	1.50	1.20 - 2.00	70	1.45				0.99 - 1.59	90	1.48		
	White 18 pack				1.19 - 2.19	270	1.36				1.79 - 2.50	470	2.03				1.29 - 2.19	480	1.68		
	Brown 12 pack																				
	<b>MEDIUM</b>				White 12 pack						White 12 pack						White 12 pack				
USDA GRADE A	White 12 pack				0.44 - 1.29	120	0.95														
	White 18 pack				1.99 - 2.33	230	2.03														
	Brown 12 pack																				
	<b>MEDIUM</b>				White 12 pack	0.99	10	0.99				White 12 pack						White 12 pack			
	White 30 pack				1.98	10	1.98				White 30 pack						White 30 pack				
S P E C I A L T Y	<b>USDA ORGANIC</b>																				
		White 12 pack																			
		Brown 12 pack				3.50	10	3.50				3.50	30	3.50							
		<b>OMEGA-3</b>																			
		White 12 pack				1.49 - 1.89	50	1.79				1.50 - 3.50	40	1.88							
		Brown 12 pack										3.99	130	3.99							
		<b>CAGE-FREE</b>																			
		White 12 pack															1.99 - 2.00	130	2.00		
	Brown 12 pack															2.00	120	2.00			
	<b>VEGETARIAN FED</b>																				
	White 12 pack																				
	Brown 12 pack																				

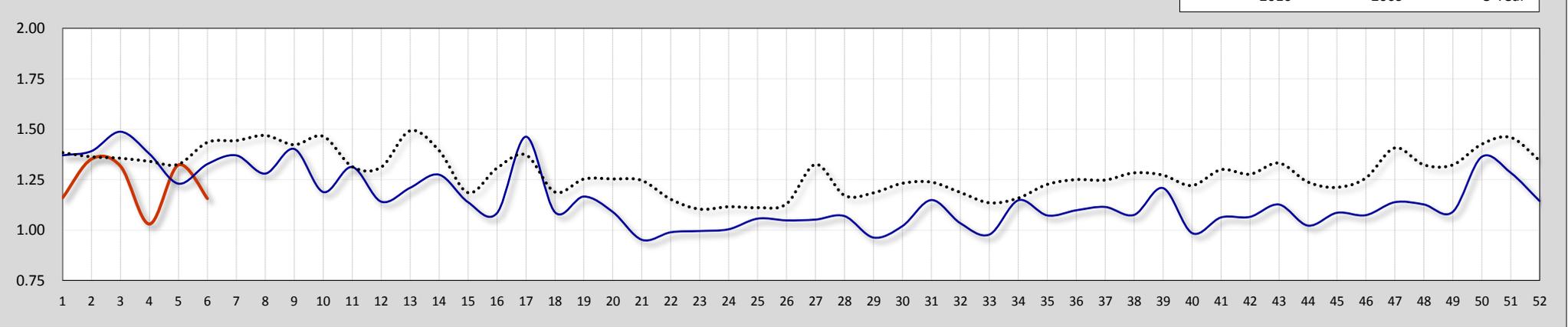


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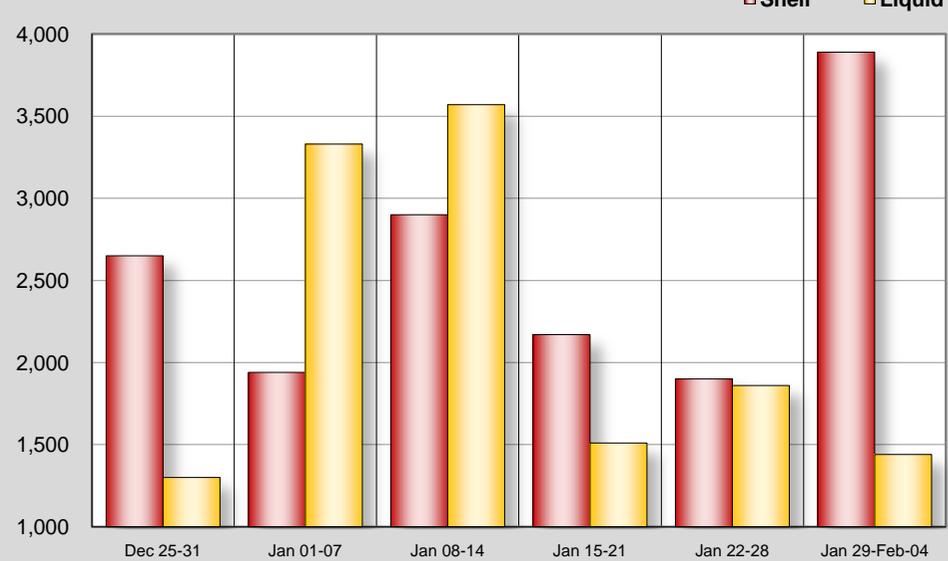
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EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	9.7%	9.8%	10.6%	15.9% of 4,000 sampled	2.9% of 5,100 sampled	15.8% of 3,200 sampled	5.7% of 3,500 sampled	5.4% of 2,400 sampled	22.8% of 1,000 sampled
2/ Activity Index	1,440	1,860	2,150	Activity Index = 460	Activity Index = 160	Activity Index = 530	Activity Index = 70	Activity Index = 130	Activity Index = 90
	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	1,280 2.38	1,690 2.27	1,600 2.55	1.99 - 2.99 460 2.40	2.00 - 2.99 150 2.23	1.99 - 2.99 380 2.55	1.99 - 2.89 70 2.67	2.00 130 2.00	1.99 - 2.99 90 2.06
32 oz. crtn	160 4.89	140 2.52	420 4.47		4.49 10 4.49	4.49 - 4.99 150 4.92			
3 - 4 oz. cup		30 2.99	130 2.50						
2 - 8 oz. cup									

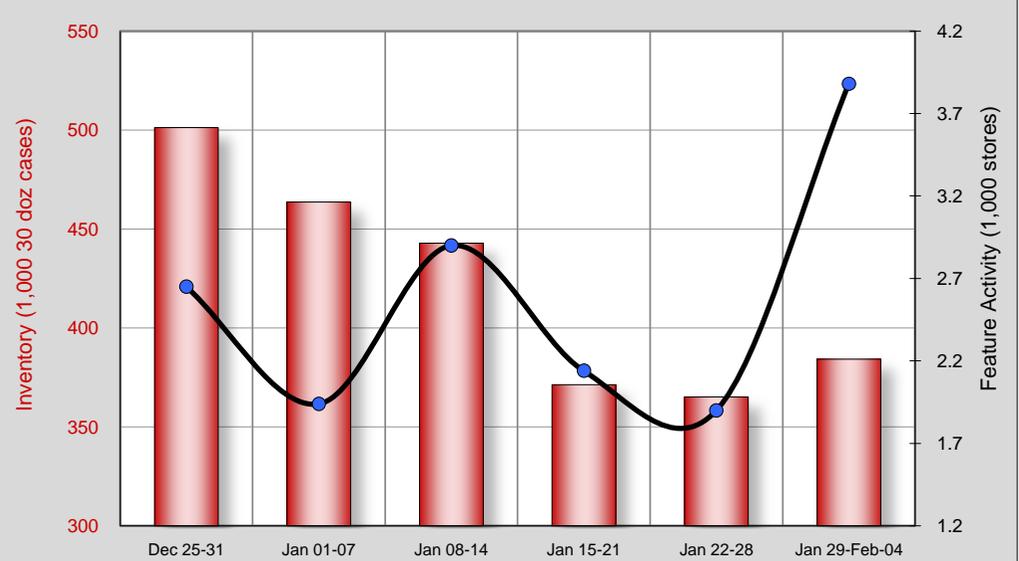
Large White Eggs - Grade A or better, wtd avg. feature price converted to \$/dozen (cents per dozen)



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.