



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 02/19 thru 02/25.

(prices in dollars per carton)

Fri. Feb 19, 2010

SHELL EGG NATIONAL SUMMARY

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR						
	36.1% of 19,200 stores		21.4% of 19,200 stores				33.6% 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	50	1.57	430	1.26	190	1.48	230	1.16	20	1.25	680	1.67
	White 18 pack			430	2.23	30	2.50	50	2.55			330	2.52
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack	190	1.91	1,000	1.19	10	1.49	380	1.28	10	1.49	1,710	1.26
White 18 pack			980	1.94			220	2.10	240	1.93	280	1.98	
Brown 12 pack											120	1.89	
SPECIALTY	USDA ORGANIC												
	White 12 pack												
	Brown 12 pack	100	4.19	700	4.25			80	3.80	50	4.99	810	3.80
	OMEGA-3												
	White 12 pack	270	2.05	820	2.35	50	2.60	1,670	2.13	150	2.46	2,630	2.36
	Brown 12 pack	120	2.50	330	3.09			170	3.88			170	2.89
	CAGE-FREE												
	White 12 pack			10	1.99			680	2.72			190	2.50
	Brown 12 pack	150	2.49	1,440	3.15			1,670	2.91			730	2.77
	VEGETARIAN FED												
White 12 pack			50	2.35			210	2.13					
Brown 12 pack			140	2.27			230	2.46					

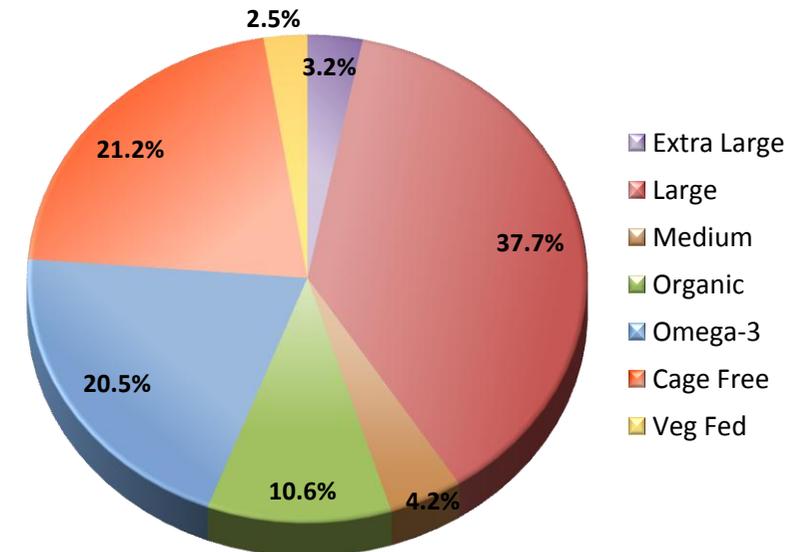
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	3,080	1,110	3,390	Large Eggs on Feb-15-2010
Specialty	4,130	4,760	4,730	
Total (includes MD)	7,530	6,070	8,400	477.3
Special Rate 4/:	9.7%	2.7%	5.4%	up 1%

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

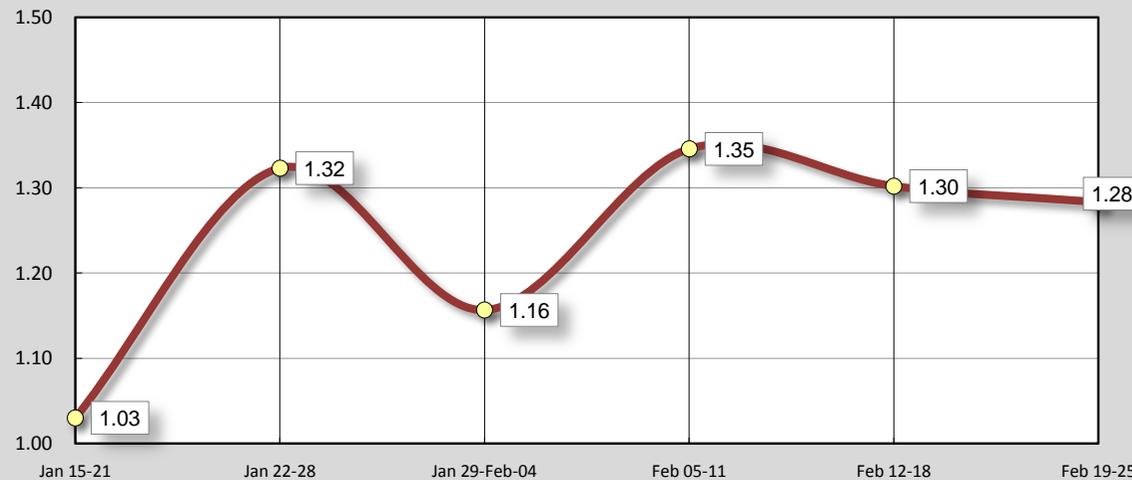
SHELL EGG and EGG PRODUCTS FEATURING

Despite many retailers heavily promoting Lenten-related items, feature activity for regular shell eggs is up this week, driven by a sharp increase in USDA Grade A 12 and 18 pack promotions. Most activity can be found in the Midwest and along the East Coast and a large number of "no price" promotions are being conducted in the Southeast area. The weighted average price of Grade A or better, Large white eggs to consumers is down slightly. Promotions for Medium and Extra Large eggs are showing up more this week. Feature activity on specialty shell eggs declined slightly. USDA Organic brown egg ads increased in visibility and Cage-free brown eggs are maintaining a steady pace in circulars. Overall featuring of egg products is up again this week, with most activity found in the Northeast. With the start of Lent, the market enters the Easter demand season where eggs are a perennial favorite. Supermarkets can be expected to devote even more ad space to eggs in coming weeks to take advantage of consumer demand.

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/}		50.1% of 4,000 sampled outlets Activity Index = 2,620 (includes Medium)						37.9% of 5,100 sampled outlets Activity Index = 1,370 (includes Medium)						47.9% of 3,200 sampled outlets Activity Index = 1,620 (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																					
	White 18 pack																					
	Brown 12 pack																					
	MEDIUM																					
USDA GRADE A	White 12 pack	1.25 - 2.19	170	1.97	0.99 - 1.49	190	1.38				0.99 - 1.18	160	1.12	1.29	10	1.29	0.50 - 1.39	570	1.14			
	White 18 pack				1.50 - 1.99	420	1.90				1.88 - 1.99	280	1.96				1.99	190	1.99			
	Brown 12 pack																					
	MEDIUM				White 12 pack	0.69 - 1.48	110	0.90				White 12 pack	0.88 - 1.28	170	0.91				White 12 pack	0.88 - 0.99	30	0.97
					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	4.19	100	4.19	3.89 - 3.99	500	3.99										2.99 - 4.99	200	4.92		
		OMEGA-3																				
		White 12 pack	2.00	60	2.00	1.99 - 3.49	540	2.40	2.50	30	2.50	1.99 - 2.29	170	2.22	1.99 - 2.00	180	2.00	2.29 - 2.50	50	2.35		
		Brown 12 pack	2.50	120	2.50	2.50	120	2.50				2.50	40	2.50								
		CAGE-FREE																				
		White 12 pack																				
		Brown 12 pack	2.49	150	2.49	2.99 - 3.59	140	3.33				2.49 - 3.39	490	3.01				2.49 - 3.39	390	2.83		
		VEGETARIAN FED																				
	White 12 pack																2.29 - 2.50	50	2.35			
	Brown 12 pack				2.00	10	2.00				2.29	130	2.29									
		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/}		16.4% of 3,500 sampled outlets Activity Index = 650 (includes Medium)						33.2% of 2,400 sampled outlets Activity Index = 960 (includes Medium)						9.9% of 1,000 sampled outlets Activity Index = 120 (includes Medium)								
USDA GRADE AA	White 12 pack				1.28 - 1.29	170	1.29	1.48 - 1.99	50	1.57	0.99 - 1.99	220	1.29				0.99	10	0.99			
	White 18 pack				1.89 - 2.29	120	2.04				1.89 - 2.50	240	2.40				1.89 - 2.29	70	1.99			
	Brown 12 pack																					
	MEDIUM				White 12 pack	0.99	10	0.99				White 12 pack							White 12 pack			
USDA GRADE A	White 12 pack	1.50	10	1.50	1.19 - 1.49	80	1.24															
	White 18 pack				1.88 - 2.29	90	1.98															
	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				1.99	50	1.99				3.50	10	3.50								
		Brown 12 pack				2.50	40	2.50				3.99	130	3.99								
		CAGE-FREE																				
		White 12 pack																1.99	10	1.99		
		Brown 12 pack				2.90	80	2.90				2.99 - 3.99	310	3.83				1.88 - 2.99	30	2.50		
		VEGETARIAN FED																				
	White 12 pack																					
	Brown 12 pack																					

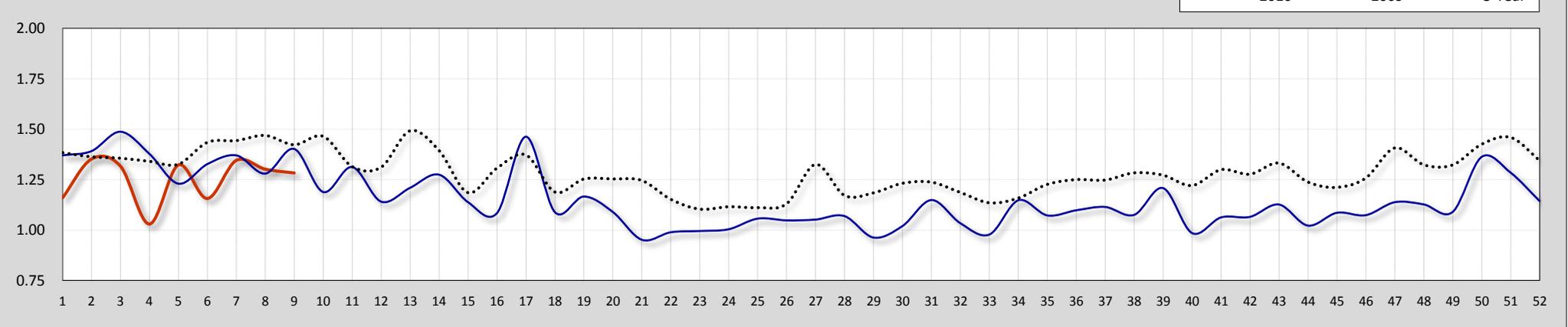


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 (prices in dollars per carton)

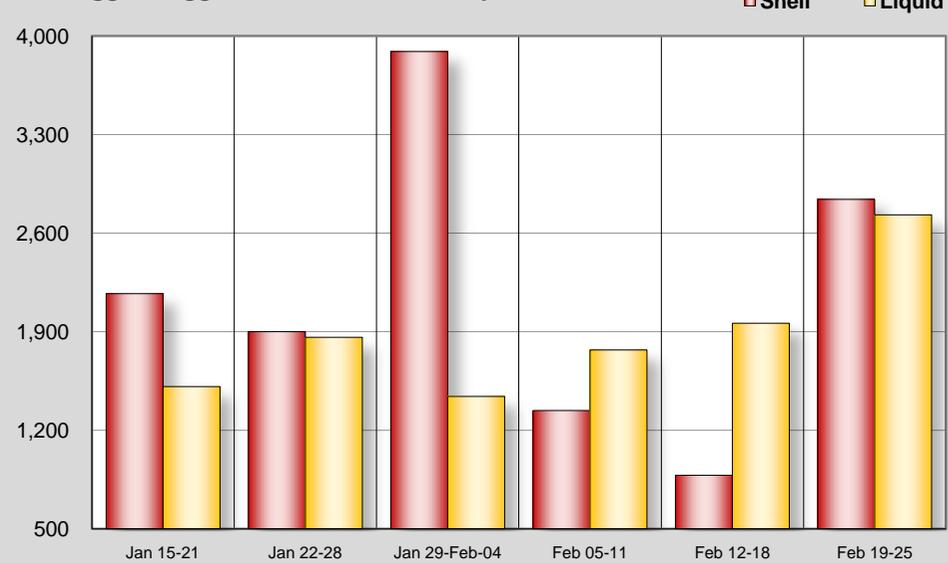
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EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	16.7%	9.5%	12.8%	35.6% of 4,000 sampled	5.3% of 5,100 sampled	19.0% of 3,200 sampled	7.2% of 3,500 sampled	17.6% of 2,400 sampled	22.2% of 1,000 sampled
2/ Activity Index	2,730	1,960	2,400	Activity Index = 1,250	Activity Index = 250	Activity Index = 420	Activity Index = 240	Activity Index = 420	Activity Index = 150
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range Stores Avg ^{3/}					
14-16 oz. crtn	2,370 2.42	1,330 2.43	1,350 2.50	1.99 - 2.99 960 2.48	2.50 - 2.99 220 2.82	2.00 - 2.59 390 2.26	1.49 - 1.99 240 1.96	1.99 - 2.49 410 2.33	2.79 150 2.79
32 oz. crtn	330 4.86	490 3.42	840 4.66	3.99 - 4.99 260 4.92	4.99 30 4.99	3.99 - 4.99 30 4.38		4.19 10 4.19	
3 - 4 oz. cup	30 1.99	140 2.54	210 2.46	1.99 30 1.99					
2 - 8 oz. cup									

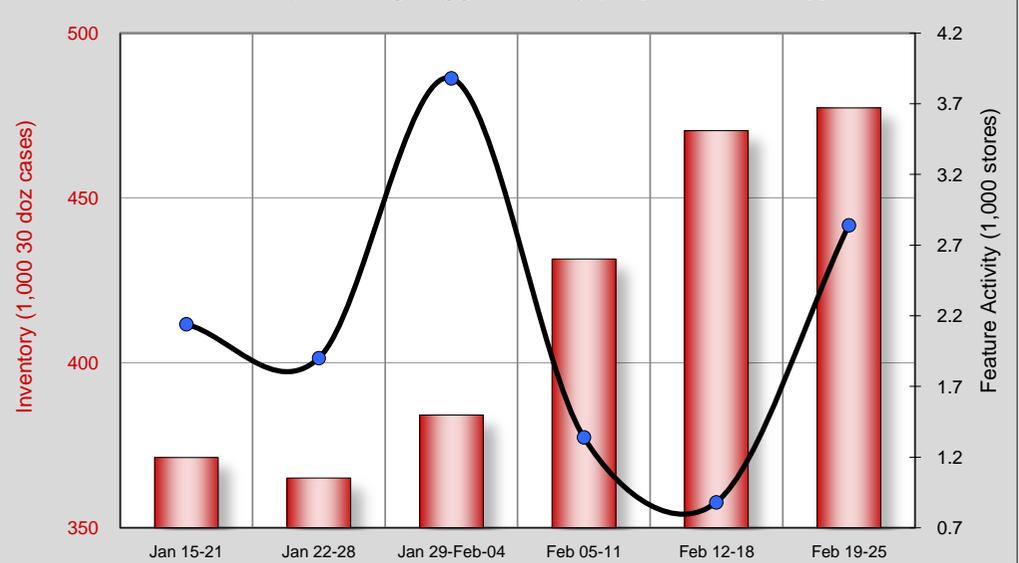
Large White Eggs - Grade A or better, wtd avg. feature price converted to \$/dozen (cents per dozen)



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.