



**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 04/09 thru 04/15.

(prices in dollars per carton)

Fri. Apr 09, 2010

**SHELL EGG NATIONAL SUMMARY**

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR						
	19.2% of 19,200 stores		47.1% of 19,200 stores				59.4% 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	10	0.99	390	1.68	80	1.46	1,670	1.11	90	1.25	1,210	1.20
	White 18 pack			60	1.99			170	2.12			310	1.85
	Brown 12 pack												
	<b>USDA GRADE A</b>												
	White 12 pack	10	1.49	540	1.18	290	1.51	2,400	1.07	430	1.11	4,570	1.04
White 18 pack			10	1.25	10	1.88	810	2.30	10	1.59	380	1.73	
Brown 12 pack			20	1.00							80	1.34	
<b>SPECIALTY</b>	<b>USDA ORGANIC</b>												
	White 12 pack							70	3.99				
	Brown 12 pack			340	3.85			100	3.80			700	3.89
	<b>OMEGA-3</b>												
	White 12 pack	30	1.99	920	2.68	10	1.49	790	2.32	170	2.61	810	2.54
	Brown 12 pack			70	2.47							30	2.00
	<b>CAGE-FREE</b>												
	White 12 pack	30	2.49	150	2.78	40	2.59	140	1.92			730	3.24
	Brown 12 pack			1,310	3.27	60	2.50	1,420	2.79			1,520	3.07
	<b>VEGETARIAN FED</b>												
White 12 pack							40	2.09			440	2.48	
Brown 12 pack			570	2.58			730	2.71			40	2.20	

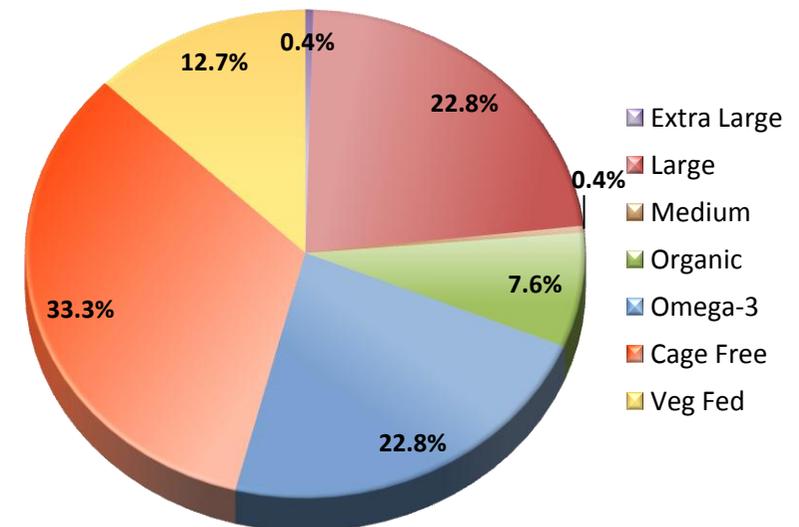
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,040	5,430	7,080	Large Eggs on Apr-05-2010
Specialty	3,420	3,400	4,440	
Total (includes MD)	4,480	9,220	11,790	478.7
Special Rate 4/:	2.4%	17.6%	14.8%	down 13%

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

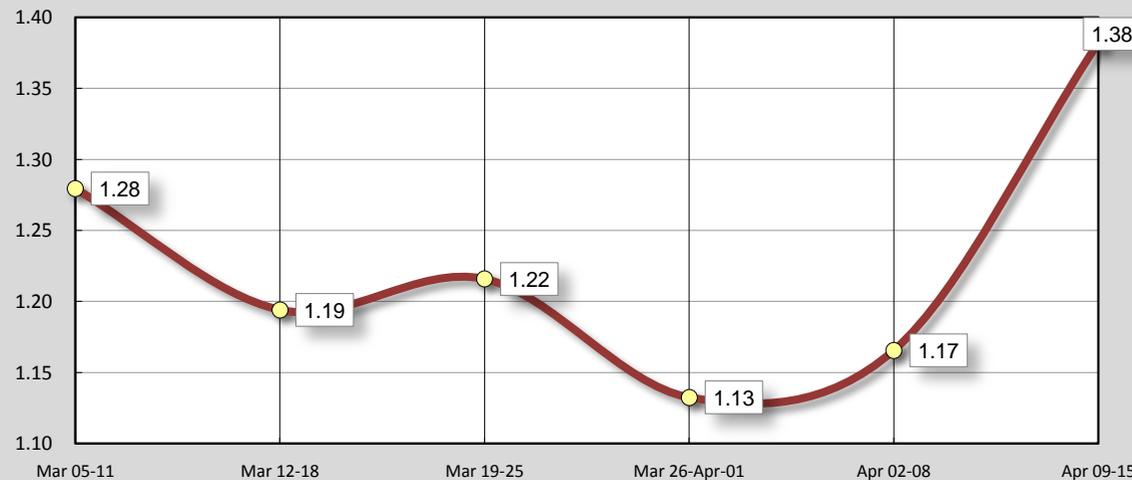
**SHELL EGG and EGG PRODUCTS FEATURING**

Promotional activity for regular shell eggs declined as retailers attempt to settle back into normal post-Easter patterns. The weighted average price of Grade A or better, Large white eggs to consumers is sharply higher, although offerings are limited. There is a noticeable decline in "no price specials" and featuring of Medium and Extra Large eggs is very scarce. Specialty shell egg promotions are about the same as last week. Cage-free brown eggs are still most commonly featured in this sector. Omega-3 white and USDA Organic brown egg promotions increased in number. Vegetarian fed brown eggs are maintaining a steady pace. In the egg products sector, liquid egg promotions declined, but are commanding more ad space than regular shell eggs.

**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>		46.7% of 4,000 sampled outlets Activity Index = 2,650 (includes Medium)						3.6% of 5,100 sampled outlets Activity Index = 190 (includes Medium)						20.0% of 3,200 sampled outlets Activity Index = 820 (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																		
	<b>MEDIUM</b>																		
USDA GRADE A	White 12 pack	1.49	10	1.49	0.99 - 1.19	190	1.15										0.88 - 1.39	310	1.18
	White 18 pack																1.25	10	1.25
	Brown 12 pack				1.00	20	1.00												
	<b>MEDIUM</b>				0.99	10	0.99												
S P E C I A L T Y	<b>USDA ORGANIC</b>																		
	White 12 pack																		
	Brown 12 pack				3.69 - 4.58	310	3.94				2.89	30	2.89						
	<b>OMEGA-3</b>																		
	White 12 pack				1.99 - 2.99	610	2.62	1.99	30	1.99							2.50 - 2.99	310	2.80
	Brown 12 pack																		
	<b>CAGE-FREE</b>																		
	White 12 pack	2.49	30	2.49	2.00 - 2.99	60	2.85												
	Brown 12 pack				2.99 - 3.69	840	3.45				2.49 - 3.69	100	3.25				2.99	190	2.99
	<b>VEGETARIAN FED</b>																		
	White 12 pack				2.05 - 2.99	570	2.58												
	Brown 12 pack																		
		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>		7.5% of 3,500 sampled outlets Activity Index = 270 (includes Medium)						27.0% of 2,400 sampled outlets Activity Index = 390 (includes Medium)						8.6% of 1,000 sampled outlets Activity Index = 160 (includes Medium)					
USDA GRADE AA	White 12 pack							0.99	10	0.99	0.99 - 1.99	360	1.74						
	White 18 pack				1.99	60	1.99												
	Brown 12 pack																		
	<b>MEDIUM</b>																		
USDA GRADE A	White 12 pack																		
	White 18 pack				1.39	40	1.39												
	Brown 12 pack																		
	<b>MEDIUM</b>																		
S P E C I A L T Y	<b>USDA ORGANIC</b>																		
	White 12 pack																		
	Brown 12 pack																		
	<b>OMEGA-3</b>																		
	White 12 pack				2.29 - 2.50	50	2.46				2.50	20	2.50						
	Brown 12 pack																		
	<b>CAGE-FREE</b>																		
	White 12 pack																1.59 - 2.99	90	2.74
	Brown 12 pack				2.49	110	2.49										2.99	70	2.99
	<b>VEGETARIAN FED</b>																		
	White 12 pack																		
	Brown 12 pack																		

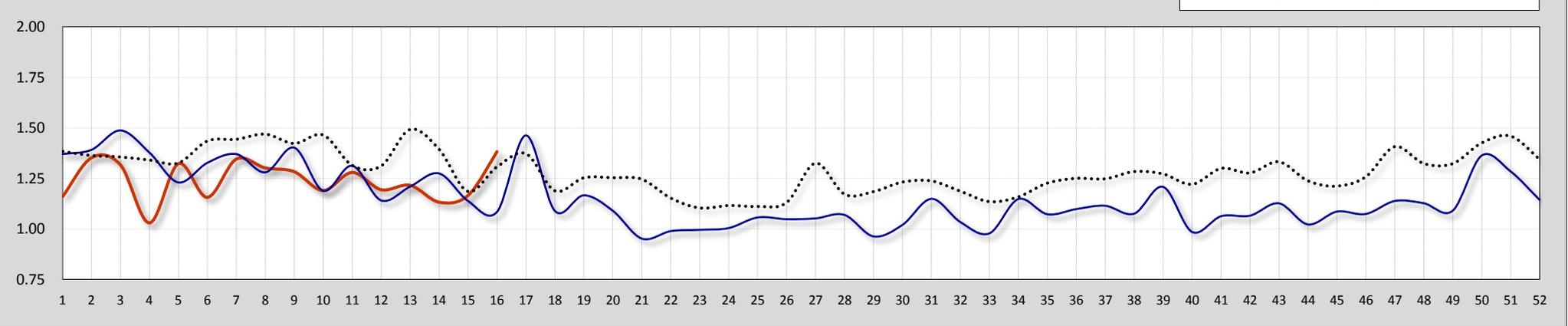


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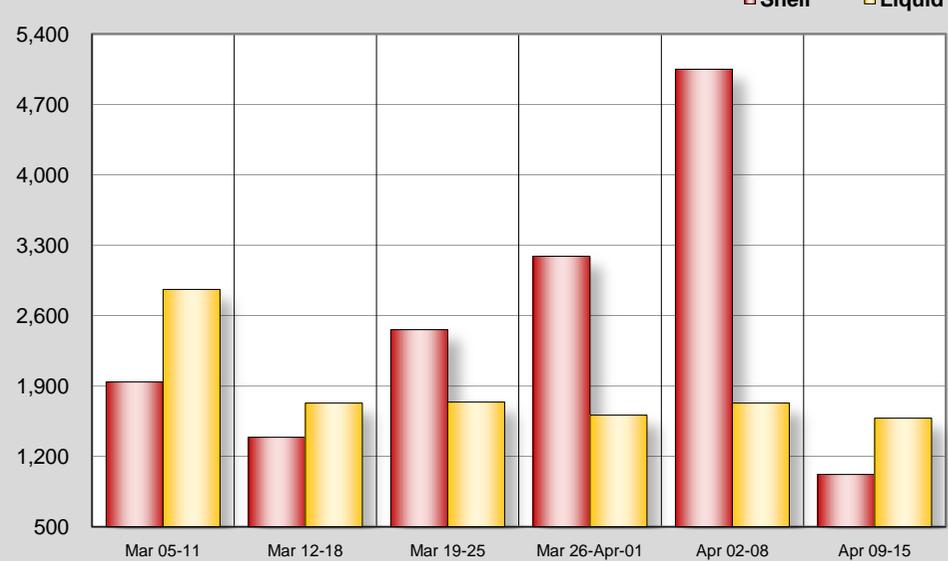
Fri. Apr 09, 2010

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	6.3%	8.2%	10.8%	16.0% of 4,000 sampled	0.0% of 5,100 sampled	9.5% of 3,200 sampled	3.9% of 3,500 sampled	5.6% of 2,400 sampled	0.0% of 1,000 sampled
2/ Activity Index	1,580	1,730	1,790	Activity Index = 1,300	Activity Index = 0	Activity Index = 270	Activity Index = 10	Activity Index = 0	Activity Index = 0
	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	830 2.19	1,210 2.42	1,310 2.71	2.00 - 2.99 580 2.27		1.99 - 2.00 250 2.00			
32 oz. crtn	620 5.25	390 4.42	230 4.87	4.99 - 5.99 590 5.32		3.99 20 3.99	3.99 10 3.99		
3 - 4 oz. cup	130 2.61	130 2.43	250 2.29	2.00 - 2.99 130 2.61					
2 - 8 oz. cup									

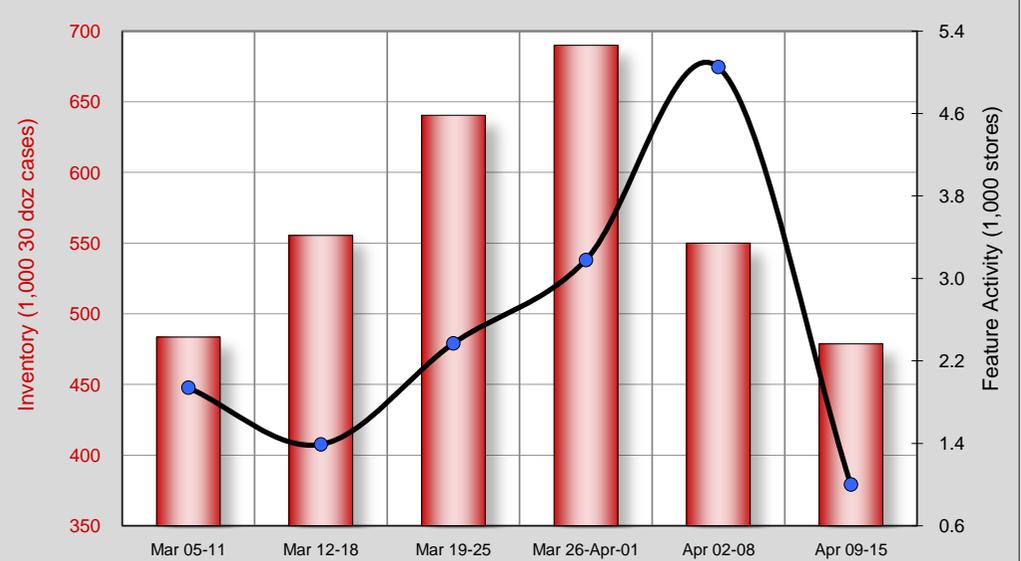
Large White Eggs - Grade A or better, wtd avg. feature price converted to \$/dozen (cents per dozen)



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.