



United Egg Producers

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U.E.P. CONSUMER TRENDS ANALYSIS:

WHAT EGGS DO AMERICAN CONSUMERS REALLY WANT?

CAGE? CAGE-FREE? ENRICHED COLONY? FREE RANGE?

AMERICAN CONSUMERS CHOOSE “REGULAR” EGGS OVER CAGE-FREE BY 40-TO-1 MARGIN

AND PAY THREE TIMES LESS FOR EGGS THAN EUROPEANS

WASHINGTON (May 10, 2010) American consumers continue to buy “regular” eggs over cage-free eggs by a margin of 40-to-1, according to data from Information Resources, Inc. (IRI) which tracks checkout scanner data from 34,000 grocery, drug and mass merchandiser stores across the U.S.

“Regular” eggs produced in traditional cage housing systems continued to be the most popular eggs among supermarket shoppers, accounting for 92 percent of the 21 billion eggs bought at retail last year, according to the IRI data. According to the data, cage-free eggs only account for 2% of all retail eggs bought, and organic/free range eggs accounted for only 1 percent. Sales of all three types of eggs were relatively flat compared to the previous year, with organic/free range egg sales falling by 1.67 percent, cage free eggs up slightly by 1.25 percent and regular eggs down less than 1 percent, all of which are statistically immaterial changes from the previous year.

“Our farmers produce all of these types of eggs, and more,” said Gene Gregory, president of United Egg Producers, a national farmer cooperative and trade association for America’s egg farmers, which was meeting here this week. “We’ve always said that consumers should be free to choose which types of eggs they prefer to buy, based on their own personal opinions and abilities to pay. It’s disturbing to see animal rights activists try to force retailers and restaurant companies take away that consumer choice by making them buy only cage-free eggs, especially when regular eggs have similar nutritional content . This data clearly indicate that consumers ... when given free choice ... still prefer regular eggs to cage -free or other types of eggs by an overwhelming majority.”

The average advertised price for one dozen Large, Grade A eggs from hens in traditional cage housing today is \$1.10, according to the latest USDA statistics (April 30, 2010).

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Cage-free eggs are nearly three times more expensive (\$2.99 per dozen) and organic/free range eggs are four times more expensive (4.38 per dozen) than eggs from hens in traditional cage housing, according to USDA.

Other research presented at the meeting of America's egg farmers showed that American consumers pay nearly three times less for eggs than European consumers, according to data compiled from the U.S. Bureau of Labor Statistics and Eurostat analyzed by Promar International, a Washington D.C. economic consulting firm.

On average, U.S. consumers paid \$1.63 for one dozen eggs (a weighted average of regular eggs, cage-free and free range) in the U.S., compared to \$5.81 in Luxembourg, \$5.76 in Denmark, \$5.54 in Austria, \$5.19 in Ireland and \$4.89 in the United Kingdom. U.S. egg farms tend to be larger and more efficient than many European egg farms, and Europe also is adding new and costly requirements for changes in housing systems for egg-laying hens that could cause severe egg shortages and higher prices in the coming years.

About United Egg Producers

United Egg Producers (UEP) is the nation's leading egg farming cooperative for U.S. egg farmers, representing 97 percent of U.S. egg farmers, whose members produce eggs including modern cage production, cage-free, organic/free range and other specialty eggs. UEP is based in Alpharetta, GA. To learn more about the egg industry visit www.uepcertified.com.

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