

Brown 12 pack

White 12 pack

Brown 12 pack

White 12 pack

Brown 12 pack

Brown 12 pack

VEGETARIAN FED
White 12 pack

500

40

2.42

2.49

2.50

OMEGA-3

CAGE-FREE

## **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 02/26 thru 03/04. (prices in dollars per carton)

			•	,											
	SHELL EGG NATIONAL SUMMARY														
			THIS	WEEK			PREVIO	US WEEK	(		PREVIO	US YEAR	(		
Feature Rate		33.	.9% of 19	,200 stor	es	36	.1% of 1	9,200 sto	res	41	res				
		X L	ARGE	LAR	GE	X L	ARGE	LAF	RGE	X LARGE L			RGE		
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg		
_	USDA GRADE AA														
R	White 12 pack	10	1.50	550	1.29	50	1.57	430	1.26	70	1.14	2,030	1.09		
E	White 18 pack	30	1.99	310	1.97			430	2.23			300	3.09		
U	Brown 12 pack			10	2.50							20	1.14		
ĭ	USDA GRADE A														
A	White 12 pack			1,180	1.14	190	1.91	1,000	1.19	440	1.57	2,930	1.17		
R	White 18 pack			190	1.56			980	1.94	10	1.69				
	Brown 12 pack											20	1.50		
	USDA ORGANIC				•						•				
	White 12 pack														

100

270

120

150

4.19

2.05

2.50

2.49

700

820

330

10

50

140

1.440

4.25

2.35

3.09

1.99

3.15

2.35

2.27

90

190

10

4.93

2.46

2.50

620

1,190

1,580

140

570

4.35

2.64

2.89

2.03

3.21

160

1,530

80

20

30

580

1.190

4.27

2.47

3.57

1.78

3.15

2.00

2.58

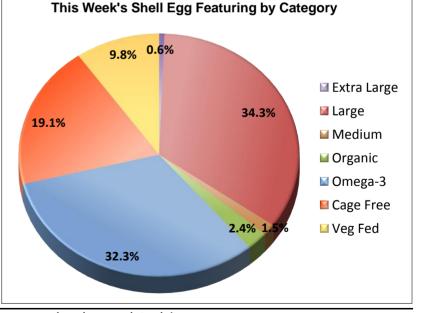
	S - Grade A or bette	r, wtd avg. feature	price converted to \$/d	lozen	
1.50					
1.40		1.35			
1.30			1.30	1.28	
1.20	1.16				1.19
1.10					
1.00 Jan 22-28	Jan 29-Feb-04	Feb 05-11	Feb 12-18	Feb 19-25	Feb 26-Mar-04

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,280	3,080	5,820	Large Eggs on
Specialty	4,160	4,130	4,390	Feb-22-2010
Total (includes MD)	6,540	7,530	10,250	468.4
Special Rate 4/:	6.9%	9.7%	5.0%	down 2%

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

## SHELL EGG and EGG PRODUCTS FEATURING

Feature activity on regular shell eggs is down this week with a noticeable shift away from 18-packs so prominent in last week's ads. While the occurrence of no price specials declined from last week, consumers are still able to find inexpensive eggs with additional purchases or buy one get 1 free incentives. The weighted average price of Grade A or better, Large white eggs to consumers continues to drift downward. Promotions for Medium and Extra Large eggs are very hard to find. Feature activity on specialty shell eggs is about the same as a week ago. Omega-3 white eggs and Cage-free brown eggs continue to command the most ad space. There is a noticeable increase in promotions for Vegetarian Fed eggs. Overall featuring of egg products is also unchanged, with the Northeast region most active. The traditional Easter demand period approaches and consumers can expect to find incentives on shell eggs in the next few weeks.



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.)

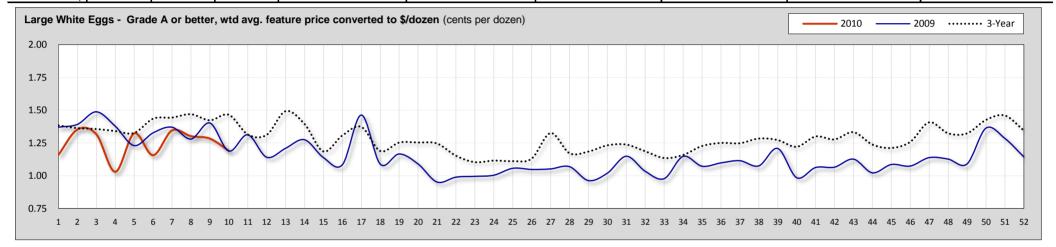
		NORTHEAST (CT,DE,MA,MD,M		PA RI VT)				SOUTHI		U.S. C.SC,TN,VA,WV)					MIDWEST U	. <b>S.</b> IN,ND,NE,OH,SD,W	/D				
Feature Rate 1/ Activity Index 4		46.2% of 4,000 sampled outlets Activity Index = 1,610 (includes Medium)							19.5% of 5,100 sampled outlets Activity Index = 880 (includes Medium)							37.5% of 3,200 sampled outlets Activity Index = 1,080 (includes Medium)					
CLASS White 12 pack		EXTRA I		LARGE			EXTRA LA		LARGE		LAF	ARGE		EXTRA LARGE		LARGE					
		Price Range	Stores Avg	3/ Price	e Range	Stores	Avg 3/	Price Rai	nge	Stores Avg 3/	Price	Range	Stores	Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores	Avg 3/		
USDA	White 12 pack				1.39	10	1.39					0.99	30	0.99			1.00	10	1.00		
GRADE	White 18 pack																1.39 - 1.77	20	1.64		
AA	Brown 12 pack																				
	MEDIUM		White 12 pa							White 12 pack						White 12 pack					
LICDA	White 12 pack			0.99	- 1.29	160	1.01				0.99	2.00	130	1.86			0.89 - 1.50		1.03		
USDA GRADE	White 18 pack Brown 12 pack																1.49 - 1.99	170	1.54		
A	Brown 12 pack	,	White 12 pa	ck	1.19	50	1.19			White 12 pack						White 12 pack					
^	MEDIUM		White 30 pa		1.13	30	1.13			White 30 pack		2.99	20	2.99		White 30 pack					
USD	A ORGANIC									·						·					
	White 12 pack																				
S	Brown 12 pack			3.79	- 5.00	80	4.62														
OME	EGA-3																				
c	White 12 pack	1.99 - 2.79	160 2.0			770					2.49	3.69	230	2.53			1.50 - 2.50	200	2.44		
1 040	Brown 12 pack			2.39	- 3.69	80	3.57														
A CAG	E-FREE White 12 pack																				
L	Brown 12 pack		40 2.4	40 2 70	- 2.99	260	2.98					2.99	470	2.99							
VEGI	ETARIAN FED	2.43	40 Z.	75 2.75	2.55	200	2.50					2.00	470	2.55							
1	White 12 pack											2.00	30	2.00							
	Brown 12 pack	2.50	30 2.5	50 2.69	- 2.99	170	2.78					2.49	220	2.49			2.50	190	2.50		
-		SOUTH CENT	TRAL U.S				AM	SOUTH	WEST	T U.S.					NORTHWES	T U.S.			H		
		(AR,AZ,CO,KS,LA	,MO,NM,OK,	TX,UT)			The Tales	(CA,NV)						17	(ID,MT,OR,WA,V	VY)			1		
	ature Rate 1/	23.1% of 3,500 sampled outlets							55.8% of 2,400	-				32.0% of 1,000 sampled outlets							
Act	tivity Index 2/		Activity Index = 630 (includes Medium)						Activity Index = 1,360 (includes Medium)  1.50							Activity Index = 340 (includes Medium)					
USDA	White 12 pack			1.00	- 1.50	160	1.14		1.50 1.99	10 1.50 30 1.99		· 1.50 · 2.00	250 170	1.43			0.69 - 1.50		1.28 2.00		
GRADE	White 18 pack Brown 12 pack								1.99	30 1.99	1.99	2.50		1.99 2.50			2.00	120	2.00		
AA	MEDIUM	,	White 12 pa	ck					,	White 12 pack		2.50	10	2.50		White 12 pack					
	White 12 pack		vviiito 12 pa		- 1.98	190	1.19			Wille 12 pack		0.69	20	0.69		Wille 12 pack					
USDA	White 18 pack			0.00	1.68	20	1.68					0.00		0.00							
GRADE																					
Α	MEDIUM	,	White 12 pa	ck 0.99	- 1.11	30	1.05		,	White 12 pack						White 12 pack					
		\	White 30 pa	ck					,	White 30 pack						White 30 pack					
USD	A ORGANIC																				
s	White 12 pack											0.40	40	0.40			0.00	70	0.00		
В	Brown 12 pack EGA-3											3.49	10	3.49			3.99	70	3.99		
E	White 12 pack				2.50	40	2.50	2.49 - 2	2 ga	300 2.53	2 10	2.50	200	2.49	2.99	40 2.99					
C	Brown 12 pack				2.00	40	2.50	2.70 - 2		500 2.55	2.43	۷.50	230	2.43	2.39	<del>7</del> 0 2.35					
CAG	E-FREE																				
A	White 12 pack																1.50 - 1.99	20	1.78		
T	Brown 12 pack			2.50	- 2.99	190	2.63				3.50	3.99	270	3.98							
YVEGI	ETARIAN FED																	<u></u>			
	White 12 pack																				
	Brown 12 pack																		2 of 2		

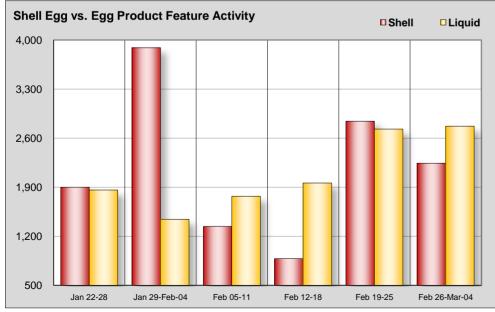
## **USDA**

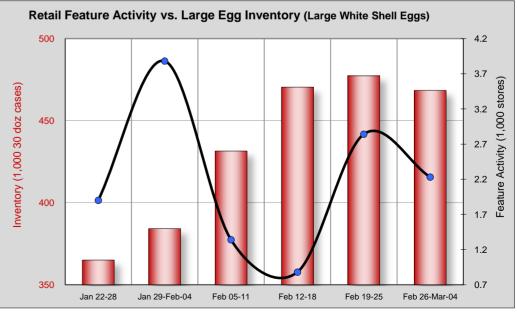
## USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 02/26 thru 03/04. (prices in dollars per carton)

EGG PRODUCTS	THIS LAST LAST WEEK WEEK YEAR		LAST YEAR	I NORTHEAST I		SOUTHEAST		MIDW	EST	SOUTH C	ENTRAL	SOUTH	WEST	NORTHWEST	
1/ Feature Rate	14.4%	16.7%	14.8%	25.7% of 4,0	00 sampled	d 24.7% of 5,100 sampled 7.7% of 3,200 sampled 2.8% of 3,500 sample		00 sampled	5.6% of 2,400 sampled		0.0% of 1,000 sample				
2/ Activity Index	2,770	2,730	2,730	Activity Inc	lex = 1,030	Activity Inc	dex = 1,260	Activity Inc	Activity Index = 250 Activity Index = 100		Activity Index = 130		Activity Index = 0		
	Stores Avg 3/	Stores Avg 3/	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/	Price Range	Stores Avg 3/
14-16 oz. crtn	1,860 1.80	2,370 2.42	2,300 2.10	1.99 - 2.50	270 2.22	1.66 - 2.50	1,260 1.70	1.50 - 2.28	230 1.77	1.99	100 1.99				
32 oz. crtn	870 4.37	330 4.86	420 4.75	3.50 - 5.99	740 4.53							3.49	130 3.49		
3 - 4 oz. cup	40 2.35	30 1.99	10 2.00	2.50	20 2.50			2.19	20 2.19						
2 - 8 oz. cup															







Note: See page 1 for explanatory notes.