

## 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 05/13 thru 05/19. (prices in dollars per carton)

	SHELL EGG NATIONAL SUMMARY													
			PREVIO	JS WEEK	(	PREVIOUS YEAR								
Feature Rate		26.	.9% of 19	,500 stor	es	34	.9% of 19	9,500 sto	res	27.0% of 19,200 stores				
		X LARGE		LARGE		X LA	X LARGE		LARGE		X LARGE		RGE	
			Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
R	USDA GRADE AA													
E	White 12 pack			300	1.18	10	1.50	540	1.44	10	0.99	260	0.95	
G	White 18 pack			1,540	2.44			1,810	2.25			290	1.85	
U	Brown 12 pack													
ı	USDA GRADE A													
Ā	White 12 pack	40	1.19	1,290	1.14	70	1.63	1,170	1.01			1,950	0.96	
R	White 18 pack			130	2.29			620	2.01	40	1.12	300	1.36	
.,	Brown 12 pack													
	USDA ORGANIC													
s	White 12 pack													
P	Brown 12 pack	100	3.99	910	3.55	20	3.99	70	3.12	100	4.19	250	3.84	
E	OMEGA-3													
C	White 12 pack	500	2.55	1,600	2.04	640	2.68	1,350	2.48	50	2.99	1,130	2.31	
ı	Brown 12 pack			370	3.50			80	3.37			380	3.25	
A	CAGE-FREE													
î	White 12 pack			100	2.65	10	2.39	120	2.86			100	2.55	
- -	Brown 12 pack			650	3.25			280	3.13			450	3.64	
۱ ۷	VEGETARIAN FED													
•	White 12 pack			40	2.59			230	2.50					
	Brown 12 pack			220	3.85			10	2.11	140	2.50	440	2.50	

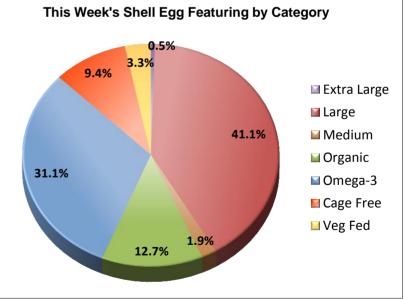
Large White Eggs	S - Grade A or bet	ter, avg. feature pric	e converted to \$/doz	en	
1.45					
1.38					1.39
1.31				1.33	
1.24					
1.21	1.20	1.23	1.19		
1.17			1.10		
1.10 Apr 08-14	Apr 15-21	Apr 22-28	Apr 29-May-05	May 06-12	May 13-19

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	3,300	4,220	2,850	Large Eggs on
Specialty	4,490	2,810	3,040	May-09-2011
Total (includes MD)	7,940	7,040	6,020	479.2
Special Rate 4/:	0.4%	10.7%	4.2%	up 6.2%

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

## SHELL EGG and EGG PRODUCTS FEATURING

Promotional activity for regular shell eggs has dropped off from last week's pace but still remains relatively active, capturing over 40 percent of shell egg ad space this week. Shopper's in the West are seeing the most featuring, led by a large number of stores offering 18-packs again this week, although at much higher average ad pricing. This has helped to increase the average price of Grade A or better, Large white eggs to consumers again this week. Consumers are less likely to find "no price" incentives to move eggs this week as the use of this marketing tool is virtually nonexistent. Featuring of specialty shell eggs has filled the void left by the retreat of regular shell eggs from ads. Omega-3's continue their dominance of the category, driven by active featuring in the Northeast, on the rise at the end of the ad cycle. However, Organic offerings are posting a good showing after being almost shutout of last week's cycle. While overall, featuring of egg products is down this week, offerings in the standard pack size are much more prevalent than in the last cycle.



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 <u>anv</u> 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.)

		(CT			ST U.S.	)				EAST U.S.	<b>/</b>	MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)						
	Feature Rate 1/ Activity Index 4/	,	25.2% of 3,9	00 sa	H,NJ,NY,PA,F mpled outlets (includes Me	s , ,			20.8% of 5,100	IC,SC,TN,VA,WV sampled outlets IO (includes Med		28.5% of 3,300 sampled outlets Activity Index = 1,250 (includes Medium)						
			LARGE		LARGE			EXTRA LARGE			RGE		LARGE	LARGÉ				
	CLASS	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/		
USI	White 12 pack													0.99	100	0.99		
GRA	White 18 pack				2.50	90	2.50			2.50	40 2.50							
A	Brown 12 pack		M// '' 10						14/1 % 40 1				1411:4 40					
	MEDIUN		White 12 pa 20 1.		1.00 - 1.50	120	1.05		White 12 pack	0.99 - 1.50	730 1.25	0.89 - 1.29	White 12 pack	0.88 - 1.00	370	0.94		
USI	White 12 pack White 18 pack		20 1.	25	2.00	30	2.00			0.99 - 1.50	730 1.25	0.89 - 1.29	20 1.13	2.50	80	2.50		
GRA	· ·				2.00	30	2.00							2.30	80	2.50		
A	· ·		White 12 pa	ıck	1.29	60	1.29		White 12 pack	0.88 - 1.19	60 0.96	<u> </u>	White 12 pack					
-	MEDIUM		White 30 pa		0	00	0		White 30 pack	2.99	20 2.99		White 30 pack					
π	ISDA ORGANIC																	
_	White 12 pack																	
S	Brown 12 pack	3.99	50 3.	99	2.99 - 3.99	230	3.41			3.59	460 3.59			3.50 - 3.99	10	3.50		
F C	MEGA-3																	
c	White 12 pack		220 1.	99	1.77 - 2.99	1,340				1.79 - 1.88	180 1.82			2.00 - 2.59	50	2.43		
1	Brown 12 pack				2.99	180	2.99							3.99	190	3.99		
A	White 12 pack				2.99	30	2.99											
L	Brown 12 pack				2.99 - 3.49	300				2.49	20 2.49			2.99 - 3.99	200	3.95		
T <sub>v</sub>	EGETARIAN FED				2.33 3.43	300	0.21			2.40	20 2.40			2.00 - 0.00	200	0.00		
Y	White 12 pack													2.49 - 2.99	40	2.59		
	Brown 12 pack				2.99	30	2.99							3.99	190	3.99		
			SOUTH	CEN	TRAL U.S				SOUTH	VEST U.S.			NORTH	WEST U.S.				
		(A	R,AZ,CO,KS	,LA,M	O,NM,OK,TX,	UT)			(CA	A,NV)			(ID,MT,C	DR,WA,WY)				
	Feature Rate 1/				mpled outlets					sampled outlets		48.5% of 1,100 sampled outlets						
_	Activity Index 2/	+	ivity Index =	680 (i	includes Med			Activ	ity Index = 1,18	30 (includes Med		Activity Index = 620 (includes Medium)						
USI	White 12 pack				0.99 - 1.29	60				1.50 - 1.99	30 1.62			0.69 - 1.50	110	1.18		
GRA	White 18 pack				2.00 - 2.50	370	2.34			1.79 - 2.50	710 2.47			1.99 - 2.50	330	2.45		
A	Brown 12 pack		White 12 pa	ıck					White 12 pack			+	White 12 pack			<del></del>		
	White 12 pack		Willie 12 pa	_	0.99 - 1.39	70	1.31		Wille 12 pack				Willie 12 pack					
USI					1.88	20	1.88											
GRA																		
Α	MEDIUM		White 12 pa	ıck					White 12 pack				White 12 pack					
			White 30 pa	ıck	1.99	10	1.99		White 30 pack				White 30 pack					
ا ا	ISDA ORGANIC																	
s	White 12 pack																	
Р	Brown 12 pack	3.99	10 3.	99	3.49 - 3.99	100	3.74	3.99	40 3.99	3.49 - 3.50	110 3.50							
	MEGA-3 White 12 pack							2.99	280 2.99					1.66 - 2.50	30	2.00		
С	Brown 12 pack							2.99	200 2.99					1.00 - 2.30	30	2.00		
1 0	AGE-FREE																	
A)	White 12 pack													2.50	70	2.50		
-	Brown 12 pack				1.99	40	1.99			2.99	10 2.99			2.50	80	2.50		
, v	EGETARIAN FED																	
•	White 12 pack																	
	Brown 12 pack	nal Mantatina C	Samulas Davil					00) 700 0044								2 04 2		

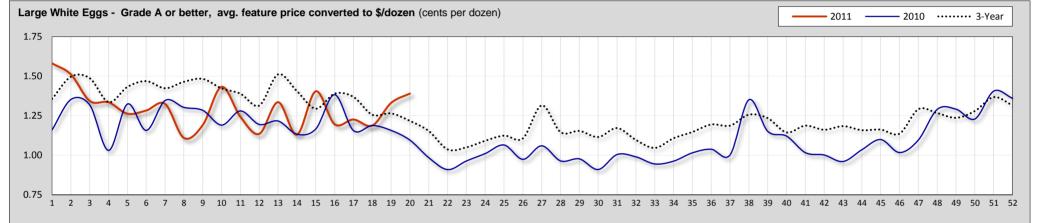


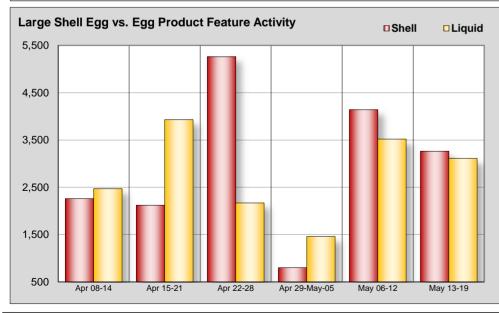
## USDA Weekly Retail Shell Egg and Egg Products Feature Activity

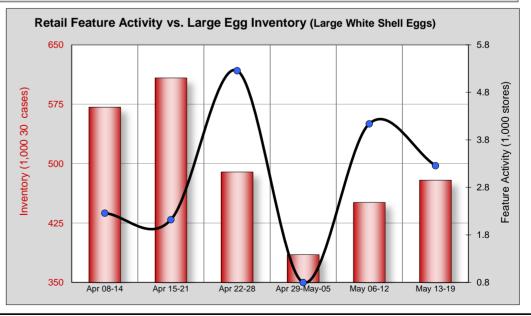
Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 05/13 thru 05/19.

(prices in dollars per carton)

EGG PRODUCTS	THIS LAST WEEK WEEK		LAST YEAR	NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST	
1/ Feature Rate			12.8% of 3.9	00 sampled	21.9% of 5,100 sampled		2.9% of 3,300 sampled		6.3% of 3.600 sampled		5.7% of 2,500 sampled		7.0% of 1,100 sampled		
2/ Activity Index	x 3,110 3,520		1,370			Activity Index = 1,120		Activity Index = 90		Activity Index = 280		Activity Index = 150		Activity Index = 10	
	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	2,260 2.15	1,500 2.65	1,050 2.24	1.99 - 3.00	830 2.62	1.66 - 2.99	1,060 1.69	1.98 - 2.50	90 2.26	1.89 - 2.69	140 2.20	2.59	130 2.59	3.99	10 3.99
32 oz. crtn	600 4.75	650 4.55	320 4.71	3.49 - 5.99	420 5.29	3.50	20 3.50			3.50	140 3.50	3.50	20 3.50		
3 - 4 oz. cup	250 2.12	1,370 2.38		1.99 - 2.50	210 2.15	1.99	40 1.99								
2 - 8 oz. cup															







Note: See page 1 for explanatory notes.