

## 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 11/18 thru 11/24. (prices in dollars per carton)

	SHELL EGG NATIONAL SUMMARY													
	•		THIS	WEEK			PREVIO	US WEEK	(	PREVIOUS YEAR				
	Feature Rate		.7% of 19	,500 sto	es	43	.3% of 19	9,500 sto	res	33.0% of 19,200 stores				
		X L	ARGE	LARGE		X LARGE		LAF	LARGE		X LARGE		RGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
R	USDA GRADE AA													
E	White 12 pack			490	1.27			540	1.71	40	1.65	30	1.05	
G	White 18 pack	60	2.20	500	2.29			630	2.12	30	1.99	1,950	2.00	
U	Brown 12 pack													
ī	USDA GRADE A													
Ā	White 12 pack	20	1.25	510	1.47	40	1.67	1,980	1.38	120	2.16	690	1.21	
R	White 18 pack	50	2.50			50	2.50	1,540	1.94			230	1.81	
•••	Brown 12 pack			40	1.99									
	USDA ORGANIC													
_	White 12 pack							370	5.41					
S	Brown 12 pack	360	4.56	1,470	4.18			250	3.61			340	4.58	
P E	OMEGA-3													
C	White 12 pack	130	2.58	1,510	2.56	700	2.91	1,650	2.65	300	2.93	1,100	2.52	
ī	Brown 12 pack	90	2.49	300	3.96			180	2.38			190	2.69	
A	CAGE-FREE													
î	White 12 pack							140	2.11			430	2.50	
T	Brown 12 pack	130	2.79	870	2.10			440	3.09			1,130	2.85	
Y	VEGETARIAN FED													
	White 12 pack							130	2.00					
	Brown 12 pack			280	3.99	30	2.29	750	2.90			310	2.48	

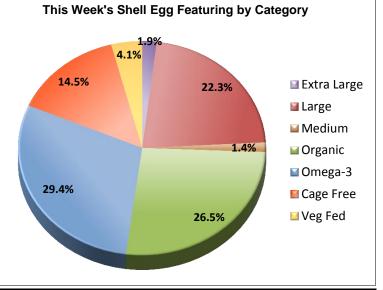
	s - Grade A or bo	etter, avg. feature p	rice converted to \$/do	ozen	
1.50					
1.45		1.45	1.44		1.42
1.40				1.39	
1.34					
1.30	1.28				
1.25 Cot 14-20	Oct 21-27	Oct 28-Nov-03	Nov 04-10	Nov 11-17	Nov 18-24

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,670	4,780	3,090	Large Eggs on
Specialty	5,140	4,640	3,800	Nov-14-2011
Total (includes MD)	6,910	9,530	7,060	543.0
Special Rate 4/:	2.0%	8.9%	1.3%	down 17.8%

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

## SHELL EGG and EGG PRODUCTS FEATURING

The Thanksgiving holiday is here and baking season is in full swing. If you didn't get your eggs on sale, you may miss out as shell egg feature activity has dropped sharply at retail. Prices vary across the country and the average price of Large white, Grade A or better, is up slightly. Some "buy 1, get 1 free" egg ads are showing up to entice consumer buying, but retailers using 'no price' specials as a marketing tool are not as visible as last week. Feature activity for specialty eggs is up, primarily due to a sharp increase in featuring of USDA Organic brown eggs. Cage free brown eggs almost double in activity and Omega-3 maintain a normal pace. Featuring of liquid eggs is on the rise with activity increasing in the Northeast area near the end of the ad cycle. Featuring of shell eggs might be lackluster, but egg nog promotional activity is definitely in the holiday spirit as grocers are heavily featuring 32 and 64 ounce cartons throughout the country.



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.)

						EAST U.S.					AST U.S.	_	MIDWEST U.S.						
	Fea	ture Rate 1/	(CT			,NH,NJ,NY,PA,F sampled outlet					C,SC,TN,VA,W\ sampled outlets	,	(IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)  21.4% of 3,300 sampled outlets						
	Acti	vity Index "	Activity Index = 1,960 (includes Medium)						Acti	vity Index = 940	) (includes Medi	Activity Index = 660 (includes Medium)							
CLASS		EXTRA LARGE			LARGE			EXTRA	LARGE	LARGE		EXTRA LARGE		LARGE					
_			Price Range	Stores	Avg 3/	Price Range			Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores	Avg 3/		
US	SDA	White 12 pack				1.69	20	1.69							1.25	30	1.25		
GR	ADE	White 18 pack																	
A	\A	Brown 12 pack		White 1	2 nook					White 12 pack				White 12 pack					
		MEDIUM White 12 pack	1.50							write 12 pack	1.49 - 2.19	120 2.11	0.99	10 0.99	0.98 - 1.50	80	1.27		
us	SDA	White 18 pack	1.50	10	1.50						1.49 - 2.19	120 2.11	0.99	10 0.33	0.90 - 1.50	00	1.21		
	ADE	Brown 12 pack													1.99	30	1.99		
	Α	· · · · · · · · · · · · · · · · · · ·		White 1	2 pack	0.89 - 1.00	40	0.93		White 12 pack	1.39	10 1.39		White 12 pack	1.32	20	1.32		
		MEDIUM		White 3	•					White 30 pack				White 30 pack					
	USD/	ORGANIC								-				·					
		White 12 pack																	
S		Brown 12 pack	3.99 - 4.99	340	4.66	3.99 - 5.98	680	4.74			3.50	450 3.50	2.98 - 2.99	20 2.98					
E I	OME																		
c		White 12 pack	2.50 - 2.99	130	2.58	1.99 - 2.99		2.58			1.99 - 2.50	280 2.38			1.88 - 3.29	290	2.86		
1		Brown 12 pack				2.69	10	2.69	2.49	80 2.49			2.49	10 2.49					
Α	CAGI	E-FREE																	
L		White 12 pack Brown 12 pack	2.79	130	2.79	2.99	10	2.99							2.00 - 2.59	170	2.02		
Ţ,	VEGETARIAN FI		2.13	130	2.13	2.55	10	2.33							2.00 - 2.39	170	2.02		
Y	·LOL	White 12 pack																	
		Brown 12 pack																	
				SOL	JTH CE	NTRAL U.S				SOUTHV	VEST U.S.			NORTH	WEST U.S.				
			(A	AR,AZ,CC	,KS,LA	,MO,NM,OK,TX	,UT)			(CA	,NV)			(ID,MT,C	R,WA,WY)				
	Fea	ture Rate 1/		35.0% o	f 3,600	sampled outlet	s			39.1% of 2,500	sampled outlets	i	52.8% of 1,100 sampled outlets						
	Acti	vity Index 2/	Activity Index = 1,230 (includes Medium)					Activ	ity Index = 1,52	0 (includes Med	lium)	Activity Index = 600 (includes Medium)							
119	SDA	White 12 pack				0.99 - 1.50	260	1.17			1.19 - 1.59	160 1.38			1.25	20	1.25		
	ADE	White 18 pack				1.99 - 2.50	60	2.23	1.79 - 2.25	60 2.20	2.00 - 2.50	410 2.33			1.48 - 1.99	30	1.85		
	AA	Brown 12 pack																	
		MEDIUM		White 1	2 pack					White 12 pack				White 12 pack					
		White 12 pack	0.50	50	0.50	0.98 - 1.50	190	1.28							1.25	120	1.25		
	DA ADE	White 18 pack Brown 12 pack	2.50	50	2.50	1.99	10	1.99											
	ADE	BIOWII 12 Pack		White 1	2 nack	1.32	30			White 12 pack				White 12 pack					
		MEDIUM		White 3	•	1.02	00	1.02		White 30 pack				White 30 pack					
	USD/	ORGANIC			o paon					rrinto do paen				TTIME OF PACK					
_		White 12 pack																	
S		Brown 12 pack				3.85	50	3.85			3.99	280 3.99			3.99	10	3.99		
	OME																		
E		White 12 pack				2.19	30	2.19			2.99	10 2.99			1.99 - 2.50	310	2.45		
1		Brown 12 pack									3.99	280 3.99			4.39	10	4.39		
Α	CAG	FREE																	
L		White 12 pack				1.00 0.50	FF0	0.40			0.00	40 0.00			2.00 2.42	400	2.05		
T	VECE	Brown 12 pack				1.99 - 2.50	550	2.13			2.00	40 2.00			2.00 - 2.49	100	2.05		
Y	v EGE	TARIAN FED White 12 pack																	
		Brown 12 pack									3.99	280 3.99							
801		USDA Agricultur	al Marketing	Consiss	Daultm	Markat Name		!- /	202) 720 6044								2 of 3		

## USDA

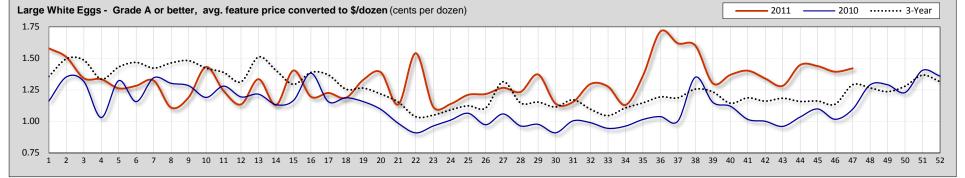
## USDA Weekly Retail Shell Egg and Egg Products Feature Activity

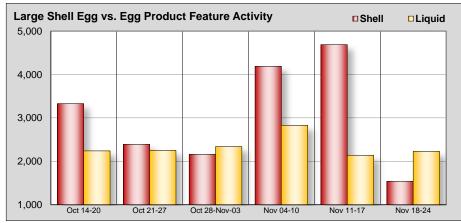
Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 11/18 thru 11/24.

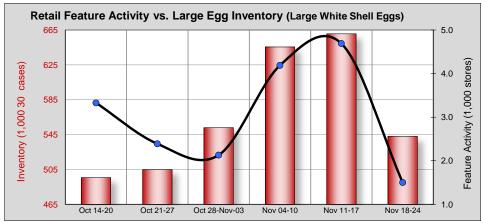
(prices in dollars per carton)

EGG	THIS	THIS LAST LAST		NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST									
PRODUCTS	WEEK	WEEK	YEAR	NORTH	LAGI	CCCTTLAGT		MIDTALOI		300111 CENTRAL		JOUTHWEST		NONTHWEST									
1/ Feature Rate	5.1%	5.0%	5.9%	3.9% of 3,900 sampled		8.9% of 5,100 sampled		of 3,900 sampled 8.9% of 5,100 sampled		5.3% of 3,300 sampled		5.3% of 3,300 sampled		0.0% of 3,600 sampled		d 0.0% of 3,600 sample		0.0% of 3,600 sampled		7.9% of 2,500 sampled		0.5% of 1,100 sampled	
2/ Activity Index	2,230	2,140	1,240	Activity Inde	ex = 1,410	Activity Index = 450		Activity Index = 170		Activity Index = 0		Activity Index = 200		Activity Index = 0									
	Stores Avg 3/	Stores Avg 3/	Stores Avg 3/	Price Range	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	1,930 2.51	1,530 2.54	990 2.43	1.99 - 3.29	1,410 2.66	2.00 - 2.50	450 2.05	2.29	70 2.29														
32 oz. crtn	300 4.44	380 4.79	140 4.98					4.99	100 4.99			3.98 - 4.49	200 4.16										
3 - 4 oz. cup		230 2.99	80 2.41																				
2 - 8 oz. cup			30 2.64																				
EGG NOG	THIS LAST LAST		NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NODTUWEST										
EGG NOG	WEEK	WEEK	YEAR NORTHEAST		EASI	SOUTHEAST		MIDMESI		SOUTH CENTRAL		SOUTHWEST		NORTHWEST									
1/ Feature Rate	31.8%	8.9%	16.0%	29.4% of 4,00	00 sampled	24.3% of 5,100 sampled		48.2% of 3,200 sampled		31.2% of 3,500 sampled		34.2% of 2,400 sampled		23.3% of 1,000 sampled									
2/ Activity Index	y Index 7,730 2,660 2,950 Activity Index = 2,450		Activity Index = 1,330		Activity Index = 1,620		Activity Index = 1,210		Activity Index = 850		Activity Index = 270												
	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	StoresAvg 3/								
32 ounce	3,560 2.48	2,060 2.62	1,200 2.24	1.99 - 2.99	1,200 2.56	1.99 - 2.99	250 2.55	1.49 - 3.00	1,130 2.49	1.66 - 2.99	630 2.32	2.29 - 2.99	330 2.40	1.89 - 2.99	20 2.48								
64 ounce	4,170 3.60	600 4.04	1,750 3.20	1.99 - 4.99	1,250 4.44	2.99 - 4.79	1,080 3.05	2.69 - 3.99	490 3.40	2.99 - 3.99	580 3.20	2.98 - 3.99	520 3.19	2.99 - 4.49	250 3.91								

(Non-alcoholic egg nog; this section will run through January 1, 2012)







Note: See page 1 for explanatory notes.