



**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 12/09 thru 12/15.  
 (prices in dollars per carton)

Fri. Dec 09, 2011

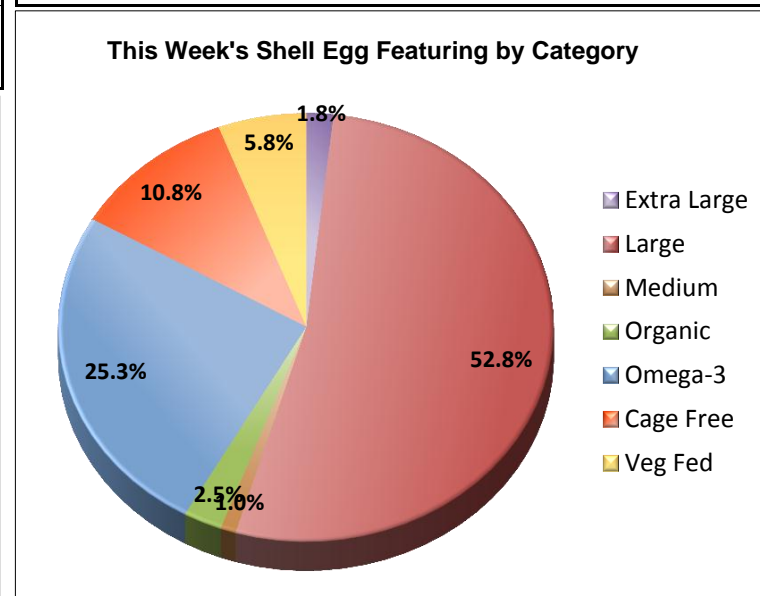
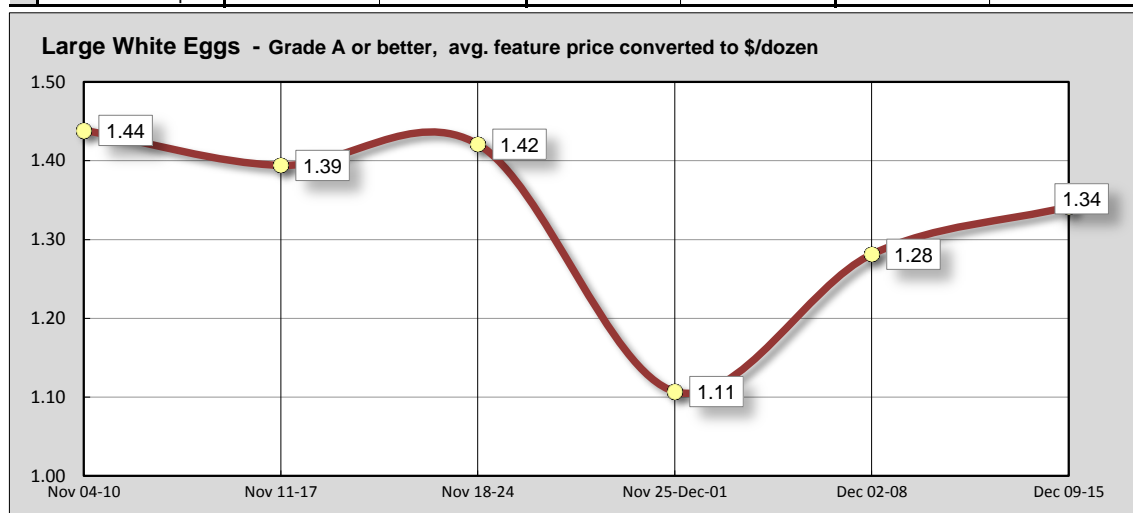
SHELL EGG NATIONAL SUMMARY												
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
	42.9% of 19,500 stores				33.4% of 19,500 stores				33.2% of 19,200 stores			
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE	
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
<b>REGULAR</b>	<b>USDA GRADE AA</b>											
	White 12 pack		440 1.18		820 1.23		80 1.58		800 1.53			
	White 18 pack		2,080 2.09		30 2.99		1,550 2.05					
Brown 12 pack								30 2.22				
<b>REGULAR</b>	<b>USDA GRADE A</b>											
	White 12 pack		140 1.99		1,260 1.33		40 1.55		990 1.23		50 1.15	
	White 18 pack		420 1.95		820 1.84		30 1.50		360 1.90			
Brown 12 pack												
<b>SPECIALTY</b>	<b>USDA ORGANIC</b>											
	White 12 pack		60 3.82		140 3.99		170 3.96		190 4.01		10 2.79	
	Brown 12 pack								820 3.95			
<b>SPECIALTY</b>	<b>OMEGA-3</b>											
	White 12 pack		20 2.99		1,990 2.74		100 1.99		560 2.30		280 2.50	
	Brown 12 pack				130 3.19		30 2.50				870 2.49	
<b>SPECIALTY</b>	<b>CAGE-FREE</b>											
	White 12 pack		20 2.34		820 2.80		100 2.99		50 2.99		30 2.49	
	Brown 12 pack				230 2.79		230 2.90		200 3.44			
VEGETARIAN FED												

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	4,340	4,250	2,580	Large Eggs on Dec-05-2011
Specialty	3,530	1,450	3,640	
Total (includes MD)	7,950	6,080	6,420	482.9
Special Rate 4/:	14.8%	8.0%	8.8%	up 19%

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

**SHELL EGG and EGG PRODUCTS FEATURING**

Featuring of regular shell eggs is slightly more active than a week ago, leading to a solid two-week performance for shell eggs in store ads. Circulars across the country are reminding shoppers that its the season to bake and shell eggs are playing a prominent role in this campaign. Even though the average price of Large eggs, Grade A or better, is higher, grocers are using "no price specials" or "specials tied to the purchase of another product" more liberally to entice consumers to shop at their establishments for all of their baking needs. Notably, over 80 percent of sampled outlets on the West Coast are featuring some type of shell egg product. Overall featuring of specialty shell eggs is up sharply as ads offering eggs in this category are more than double in number from a week ago. Promotions of liquid eggs are more common than a week ago as are ads for egg nog, which is gearing up for the holidays. Grocers will start shifting their focus to meat items soon and eggs will have to wait until the holidays past to once again enjoy good featuring.



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>		24.9% of 3,900 sampled outlets Activity Index = 2,640 (includes Medium)						23.9% of 5,100 sampled outlets Activity Index = 800 (includes Medium)						55.4% of 3,300 sampled outlets Activity Index = 1,010 (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									1.99	20	1.99				1.69	20	1.69			
	Brown 12 pack																				
	<b>MEDIUM</b>			White 12 pack											White 12 pack						
USDA GRADE A	White 12 pack	1.99	140	1.99	0.98 - 1.99	510	1.68				0.98	20	0.98			0.79 - 1.50	650	1.05			
	White 18 pack				1.98 - 2.50	190	2.13				1.50 - 1.99	140	1.65			1.99	80	1.99			
	Brown 12 pack																				
	<b>MEDIUM</b>			White 12 pack White 30 pack							1.08 - 1.39	30	1.18			White 12 pack White 30 pack			1.32	20	1.32
S P E C I A L T Y	<b>USDA ORGANIC</b>																				
	White 12 pack																				
	Brown 12 pack	3.99	50	3.99	3.99	130	3.99							2.99	10	2.99	3.99	10	3.99		
	<b>OMEGA-3</b>																				
	White 12 pack				1.99 - 2.99	850	2.68				2.89 - 3.00	290	2.92			2.65	190	2.65			
	<b>CAGE-FREE</b>																				
White 12 pack				2.79 - 2.99	20	2.86															
Brown 12 pack				2.99 - 3.99	460	3.13				2.50 - 2.79	110	2.71	1.69	10	1.69	2.79 - 3.00	20	2.88			
	<b>VEGETARIAN FED</b>																				
White 12 pack				2.79	230	2.79															
Brown 12 pack				2.89 - 2.99	40	2.96				2.89	190	2.89									
		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>		38.3% of 3,600 sampled outlets Activity Index = 750 (includes Medium)						83.4% of 2,500 sampled outlets Activity Index = 1,690 (includes Medium)						81.3% of 1,100 sampled outlets Activity Index = 1,060 (includes Medium)							
USDA GRADE AA	White 12 pack				1.25 - 1.28	100	1.26				1.25 - 1.69	70	1.33			0.88 - 1.39	270	1.11			
	White 18 pack				1.97 - 2.50	450	2.02				1.99 - 2.69	1,290	2.15			1.99	300	1.99			
	Brown 12 pack																				
	<b>MEDIUM</b>			White 12 pack							White 12 pack					White 12 pack					
USDA GRADE A	White 12 pack				0.99 - 1.50	80	1.44														
	White 18 pack				2.39	10	2.39														
	Brown 12 pack																				
	<b>MEDIUM</b>			White 12 pack White 30 pack	1.32	30	1.32				White 12 pack White 30 pack					White 12 pack White 30 pack					
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				2.50	50	2.50				2.50 - 3.00	330	2.92			2.50 - 2.66	280	2.64			
	<b>CAGE-FREE</b>																				
White 12 pack																					
Brown 12 pack				1.99	30	1.99							2.99	10	2.99	2.00 - 2.50	200	2.20			
	<b>VEGETARIAN FED</b>																				
White 12 pack																					
Brown 12 pack																					

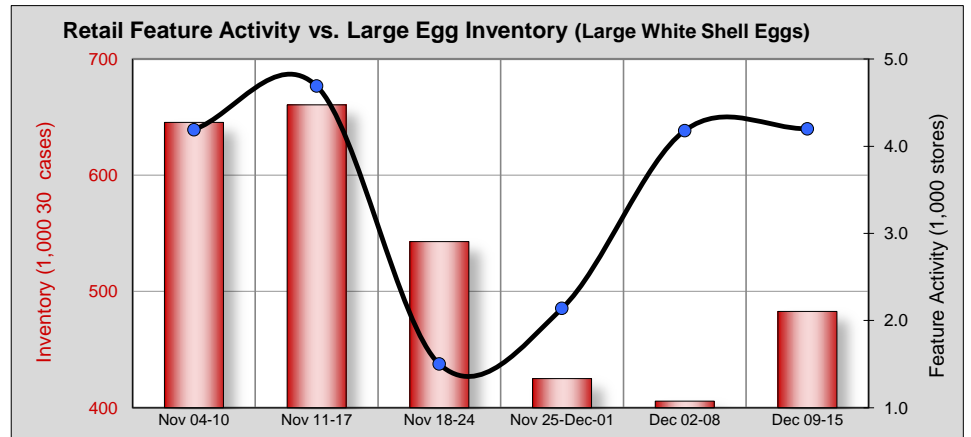
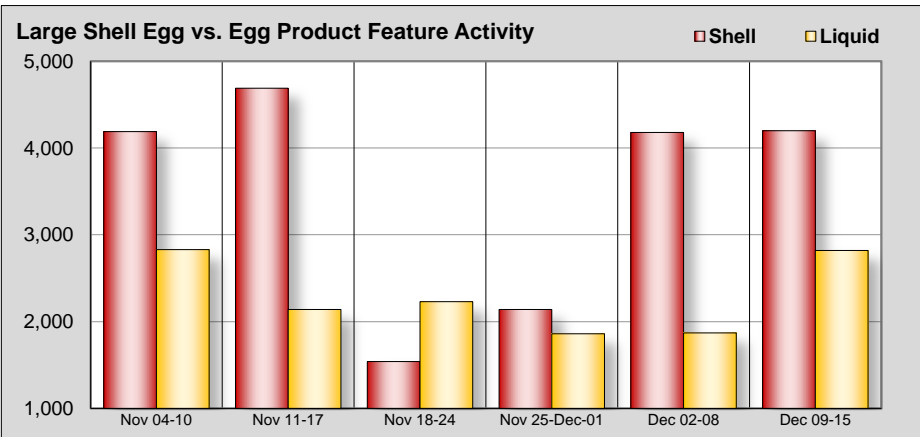
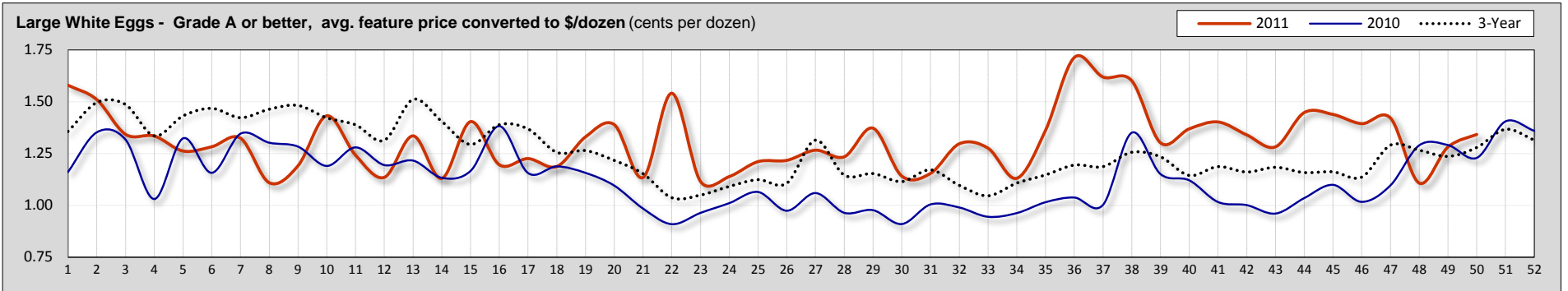


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**Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 12/09 thru 12/15.**  
 (prices in dollars per carton)

Fri. Dec 09, 2011

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	6.7%	6.0%	11.2%	14.8% of 3,900 sampled	0.7% of 5,100 sampled	8.2% of 3,300 sampled	2.9% of 3,600 sampled	13.0% of 2,500 sampled	0.0% of 1,100 sampled
2/ Activity Index	2,820	1,870	2,540	Activity Index = 2,010	Activity Index = 100	Activity Index = 270	Activity Index = 110	Activity Index = 330	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>	Price Range Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>
14-16 oz. crtn	1,640 2.37	1,120 2.63	1,620 2.37	1.49 - 2.99 1,240 2.40	1.99 - 2.50 100 2.36	2.00 - 2.79 60 2.50	2.50 110 2.50	1.99 130 1.99	
32 oz. crtn	950 4.83	750 3.61	680 4.83	3.99 - 5.99 540 5.27		4.49 210 4.49		3.99 200 3.99	
3 - 4 oz. cup	230 2.99		240 2.50	2.99 230 2.99					
2 - 8 oz. cup									
EGG NOG	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	19.2%	12.1%	52.3%	19.5% of 4,000 sampled	2.8% of 5,100 sampled	25.0% of 3,200 sampled	24.6% of 3,500 sampled	30.3% of 2,400 sampled	35.0% of 1,000 sampled
2/ Activity Index	4,930	3,740	10,410	Activity Index = 1,700	Activity Index = 250	Activity Index = 820	Activity Index = 950	Activity Index = 760	Activity Index = 450
	Stores Avg <sup>3/</sup>	Stores Avg <sup>3/</sup>	Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>
32 ounce	1,860 2.19	2,240 2.37	2,760 2.21	1.99 - 2.99 650 2.51	1.69 - 2.50 90 2.01	1.49 - 2.99 520 2.06	1.79 - 2.50 400 2.06	1.79 - 2.00 200 1.86	
64 ounce	3,070 3.38	1,500 3.60	7,650 3.26	2.79 - 5.49 1,050 3.90	2.79 - 3.99 160 3.17	2.50 - 5.99 300 3.05	2.79 - 3.99 550 3.08	2.99 - 4.49 560 3.05	2.79 - 4.99 450 3.22

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



Note: See page 1 for explanatory notes.