



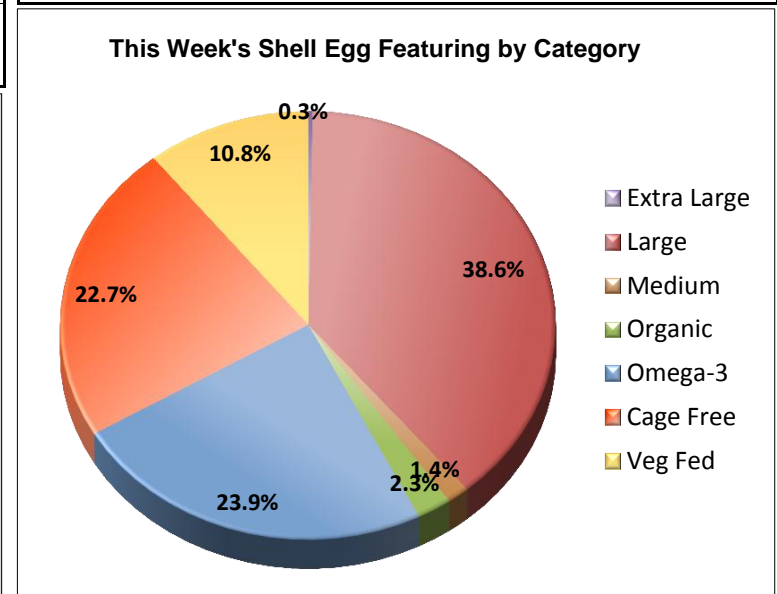
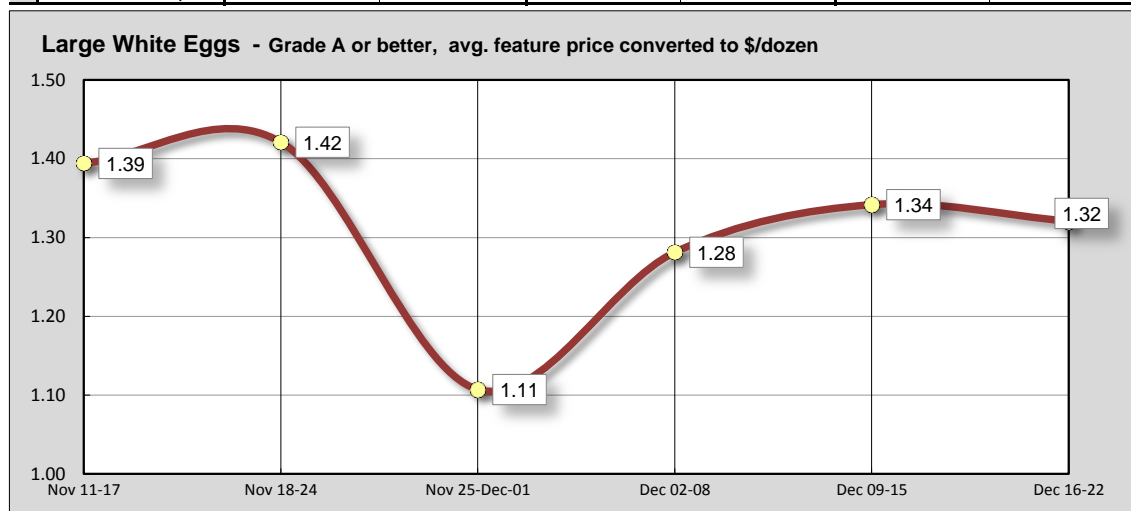
SHELL EGG NATIONAL SUMMARY													
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	33.4% of 19,500 stores				42.9% of 19,500 stores				41.5% of 19,200 stores				
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE		
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
REGULAR	<b>USDA GRADE AA</b>												
	White 12 pack	10	1.69	1,070	1.44			440	1.18			370	1.45
	White 18 pack			870	2.05			2,080	2.09			1,500	1.95
	Brown 12 pack			30	1.99								
	<b>USDA GRADE A</b>												
	White 12 pack	20	1.50	920	1.24	140	1.99	1,260	1.33	160	1.38	1,090	1.26
White 18 pack			1,380	1.88			420	1.95			730	2.36	
Brown 12 pack													
SPECIALTY	<b>USDA ORGANIC</b>												
	White 12 pack												
	Brown 12 pack	30	3.66	220	3.93	60	3.82	140	3.99	110	4.06	400	3.95
	<b>OMEGA-3</b>												
	White 12 pack	340	2.96	2,170	2.34			1,990	2.74	70	2.26	1,190	2.27
	Brown 12 pack	130	2.49			20	2.99			20	4.69	60	3.44
	<b>CAGE-FREE</b>												
	White 12 pack			1,120	2.46			20	2.86			140	2.47
	Brown 12 pack			1,390	2.40	20	2.34	820	2.80	240	2.49	820	2.84
	<b>VEGETARIAN FED</b>												
White 12 pack							230	2.79					
Brown 12 pack			1,190	2.10			230	2.90			30	2.49	

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	4,300	4,340	3,850	Large Eggs on Dec-12-2011 475.8
Specialty	6,590	3,530	3,080	
Total (includes MD)	11,050	7,950	6,970	down 1.5%
Special Rate 4/:	1.7%	14.8%	15.5%	

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

**SHELL EGG and EGG PRODUCTS FEATURING**

With Christmas rapidly approaching, promotional activity for regular shell eggs remains virtually unchanged as the number of stores with features is about equal to a week ago. Retailers are keeping eggs in the forefront to assist in satisfying consumer baking needs. Large white eggs, Grade A, or better, are slightly lower in sale price. Shoppers searching for bargains are finding them very limited as grocers have backed off offering "no price" incentives. Specialty shell egg feature activity is significantly higher and these eggs are enjoying good exposure in circulars throughout the US. Featruing of liquid egg products is lackluster. Feature activity of egg nog is sharply higher than last week and is seasonally on point with activity a year ago. Many stores are promoting a variety of flavors and sizes of egg nog in hopes of capturing the consumer's interest. Typically, egg nog begins to fade in the final ad cycle of the year as the holidays pass so time is running out.



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>		20.4% of 3,900 sampled outlets Activity Index = 2,110 (includes Medium)						34.6% of 5,100 sampled outlets Activity Index = 3,770 (includes Medium)						40.2% of 3,300 sampled outlets Activity Index = 1,640 (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				1.50 - 1.69	170	1.51				1.49	20	1.49				0.97 - 0.99	110	0.98
	White 18 pack																1.88	10	1.88
	Brown 12 pack																1.99	30	1.99
	<b>MEDIUM</b>			White 12 pack						White 12 pack						White 12 pack			
USDA GRADE A	White 12 pack	1.50	20	1.50	1.29 - 1.50	260	1.39				1.28	220	1.28				0.98 - 1.50	220	1.05
	White 18 pack										1.88 - 2.00	260	1.94				1.77 - 1.99	830	1.86
	Brown 12 pack																		
	<b>MEDIUM</b>			White 12 pack White 30 pack						White 12 pack White 30 pack	1.08 - 3.49	80	2.43			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	20	3.99	3.89 - 3.99	150	3.97							2.99	10	2.99	2.89	10	2.89
	<b>OMEGA-3</b>																		
	White 12 pack	2.50 - 2.99	340	2.96	1.99 - 2.99	810	2.60				2.00 - 2.99	1,090	2.04				1.99 - 2.50	30	2.10
CAGE-FREE	White 12 pack										2.00 - 2.49	480	2.30				2.29	100	2.29
	Brown 12 pack				2.99 - 3.49	40	3.16				2.00 - 2.79	590	2.38				2.00 - 2.79	270	2.15
	<b>VEGETARIAN FED</b>																		
White 12 pack																			
Brown 12 pack				2.69 - 2.99	160	2.74					2.00	1,030	2.00						
		<b>SOUTH CENTRAL U.S.</b> (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)						<b>SOUTHWEST U.S.</b> (CA,NV)						<b>NORTHWEST U.S.</b> (ID,MT,OR,WA,WY)					
Feature Rate <sup>1/</sup> Activity Index <sup>2/</sup>		41.1% of 3,600 sampled outlets Activity Index = 1,600 (includes Medium)						36.4% of 2,500 sampled outlets Activity Index = 1,600 (includes Medium)						23.1% of 1,100 sampled outlets Activity Index = 330 (includes Medium)					
USDA GRADE AA	White 12 pack				0.99 - 1.85	280	1.34	1.69	10	1.69	1.48 - 1.99	380	1.61				0.98 - 1.79	110	1.39
	White 18 pack				1.88 - 2.50	570	1.95				1.99 - 2.50	200	2.38				1.99	90	1.99
	Brown 12 pack																		
	<b>MEDIUM</b>			White 12 pack	1.00	10	1.00			White 12 pack	1.19	10	1.19			White 12 pack			
USDA GRADE A	White 12 pack				0.99 - 1.29	220	1.22												
	White 18 pack				1.88 - 1.99	290	1.90												
	Brown 12 pack																		
	<b>MEDIUM</b>			White 12 pack White 30 pack	1.32 2.98	30 10	1.32 2.98			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										3.99	20	3.99				3.99	40	3.99
	<b>OMEGA-3</b>																		
	White 12 pack										2.50 - 2.99	230	2.92				1.99	10	1.99
Brown 12 pack							2.49	130	2.49										
CAGE-FREE	White 12 pack				2.50	80	2.50				2.50	300	2.50				2.50	20	2.50
	Brown 12 pack				1.99 - 2.50	110	2.35				2.50 - 2.69	320	2.51				2.50 - 2.69	60	2.64
	<b>VEGETARIAN FED</b>																		
White 12 pack																			
Brown 12 pack																			

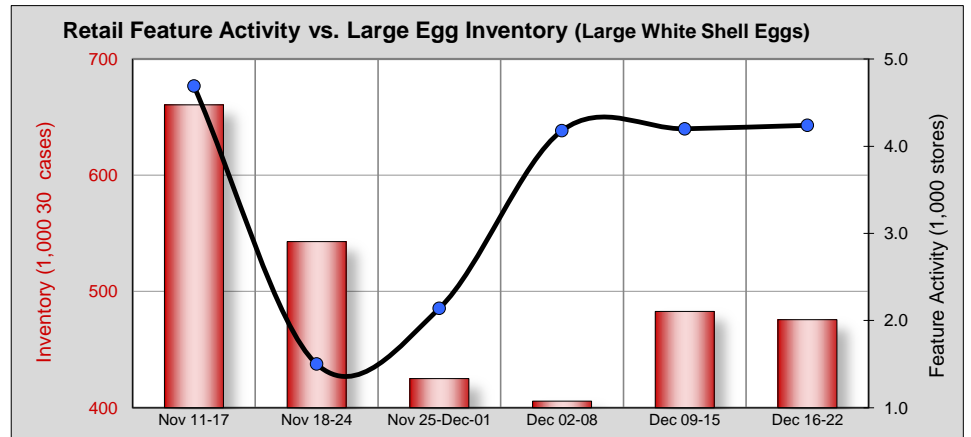
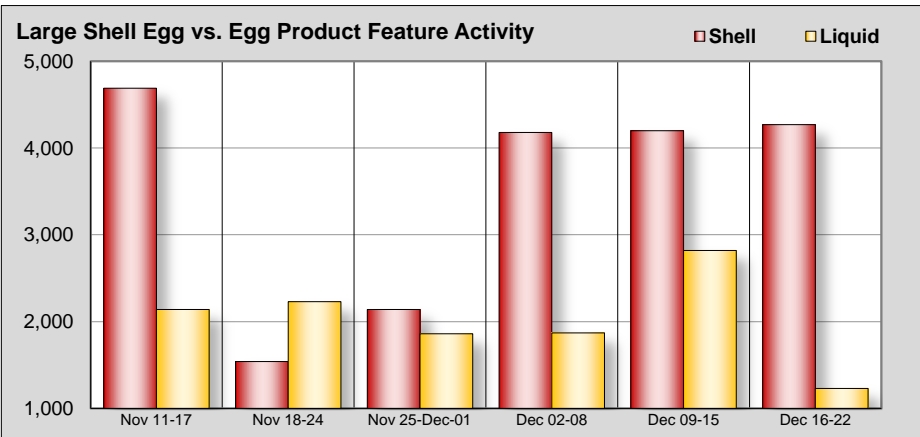
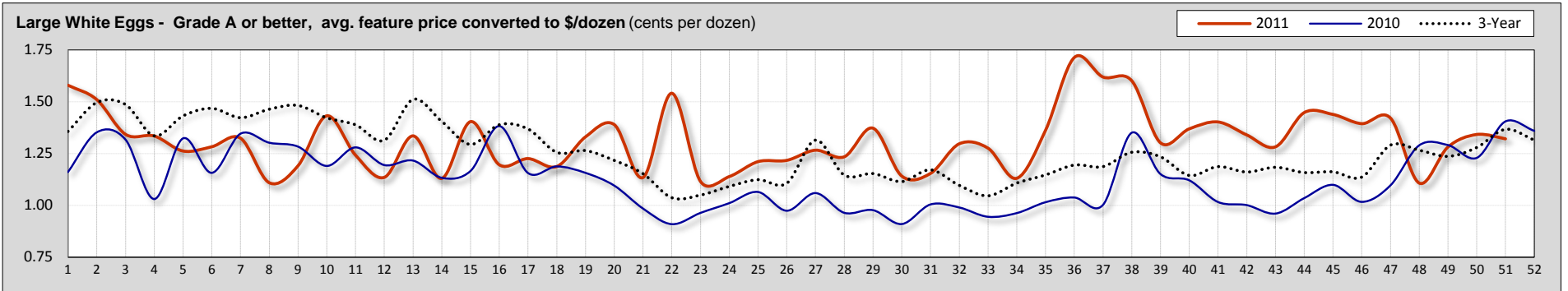


**USDA Weekly Retail Shell Egg and Egg Products Feature Activity**  
**Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 12/16 thru 12/22.**  
 (prices in dollars per carton)

Fri. Dec 16, 2011

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	5.2%	6.7%	5.2%	6.6% of 3,900 sampled	8.5% of 5,100 sampled	0.0% of 3,300 sampled	2.9% of 3,600 sampled	8.6% of 2,500 sampled	0.0% of 1,100 sampled
2/ Activity Index	1,230	2,820	1,030	Activity Index = 670	Activity Index = 430	Activity Index = 0	Activity Index = 110	Activity Index = 20	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	600 2.17	1,640 2.37	580 2.44	1.99 - 2.50 230 2.13	2.00 240 2.00		2.50 110 2.50	2.49 - 3.29 20 2.71	
32 oz. crtn	630 4.71	950 4.83	300 4.13	4.99 - 5.99 440 5.07	3.88 190 3.88				
3 - 4 oz. cup		230 2.99	150 2.66						
2 - 8 oz. cup									
EGG NOG	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	38.9%	19.2%	40.5%	28.6% of 4,000 sampled	9.9% of 5,100 sampled	62.4% of 3,200 sampled	52.1% of 3,500 sampled	42.3% of 2,400 sampled	90.6% of 1,000 sampled
2/ Activity Index	7,920	4,930	7,950	Activity Index = 3,160	Activity Index = 480	Activity Index = 1,940	Activity Index = 1,500	Activity Index = 170	Activity Index = 670
	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	2,890 2.42	1,860 2.19	2,410 2.29	1.50 - 2.99 1,100 2.47	1.67 - 2.79 180 2.22	1.49 - 3.09 740 2.28	1.50 - 3.49 730 2.54		1.67 - 2.50 140 2.38
64 ounce	5,030 3.66	3,070 3.38	5,540 3.19	2.84 - 4.99 2,060 4.24	2.99 - 4.99 300 3.20	2.69 - 5.29 1,200 3.25	2.99 - 3.99 770 3.15	2.98 - 2.99 170 2.98	2.98 - 4.99 530 3.58

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



Note: See page 1 for explanatory notes.