



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 01/13 thru 01/19.

(prices in dollars per carton)

Fri. Jan 13, 2012

SHELL EGG NATIONAL SUMMARY

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR					
	20.0% of 22,500 stores		21.3% of 22,500 stores				31.7% of 19,500 stores					
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE	
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	USDA GRADE AA											
	White 12 pack		140 1.59		180 1.14		60 1.50		150 1.31			
	White 18 pack		1,470 2.33		600 2.72		40 2.60		550 2.51			
Brown 12 pack												
SPECIALTY	USDA GRADE A											
	White 12 pack		30 1.59		280 1.17		110 1.92		420 1.46		20 1.29	
	White 18 pack		730 2.38		30 2.50		20 2.50		310 1.84			
Brown 12 pack		200 2.89		60 2.50				10 1.50				
REGULAR	USDA ORGANIC											
	White 12 pack											
	Brown 12 pack		10 3.29		380 3.61		170 4.29		280 3.94		340 5.03	
SPECIALTY	OMEGA-3											
	White 12 pack		50 2.50		660 2.14		60 3.06		1,700 2.62		50 2.50	
	Brown 12 pack				70 3.00				60 2.11		2,840 2.14	
REGULAR	CAGE-FREE											
	White 12 pack		30 2.00						1,960 2.19		1,380 2.55	
	Brown 12 pack				650 3.00		50 2.49		2,500 2.52		1,860 2.56	
SPECIALTY	VEGETARIAN FED											
	White 12 pack				240 2.47						30 2.49	
	Brown 12 pack		120 2.50		190 2.63				330 3.19		20 2.00	

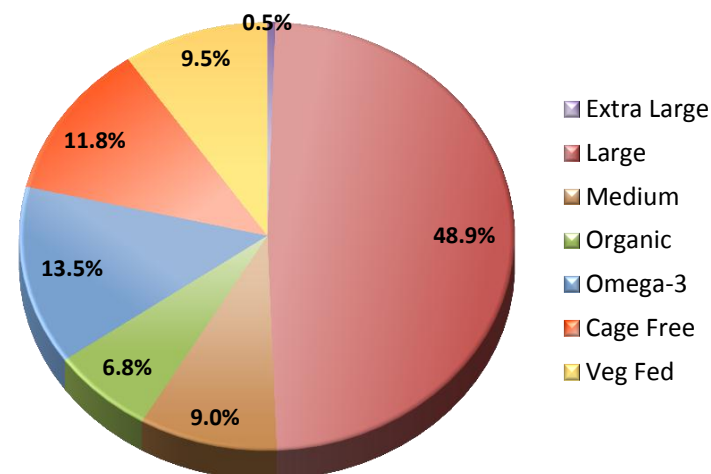
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,850	1,420	1,940	Large Eggs on Jan-09-2012
Specialty	2,400	7,110	7,510	
Total (includes MD)	5,770	8,750	11,170	556.5
Special Rate 4/:	1.7%	0.9%	2.7%	up 14.8%

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

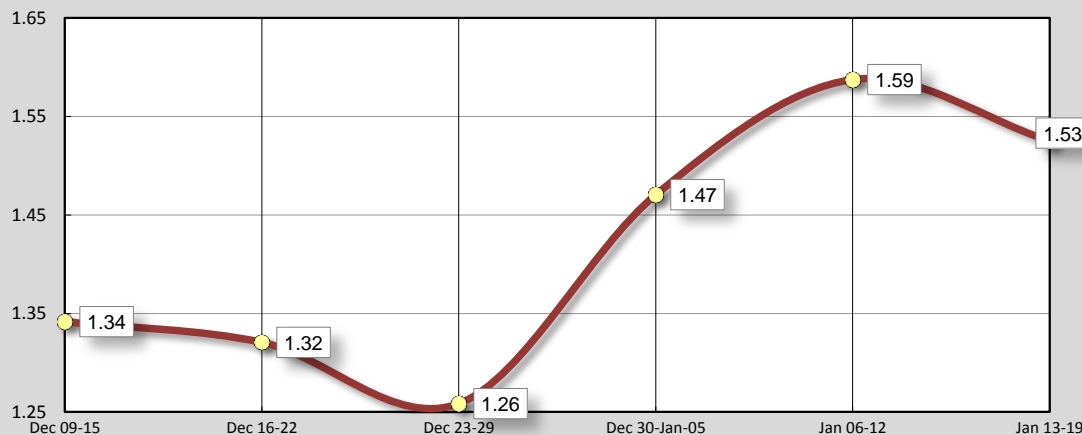
SHELL EGG and EGG PRODUCTS FEATURING

Feature activity for regular shell eggs is higher than a week ago due to a substantial boost in promotions of Grade A 18 pack eggs in the Central and Western parts of the U.S. Shoppers will notice some savings on purchases as the average ad price of Large white eggs, Grade A or better, to consumer declines and the occurrence of 'no price' incentives in circulars increases. Ads for Medium eggs are highly visible this cycle, however, ads for Extra Large shell eggs are very limited. Featuring of specialty shell eggs is not as visible as last week with all categories dropping off in activity, especially cage-free and Omega-3 type eggs. Liquid eggs are commanding more space in circulars than shell eggs even despite a drop in overall activity from last week.

This Week's Shell Egg Featuring by Category



Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen



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 ^{1/} Activity Index ^{2/}		27.4% of 4,400 sampled outlets Activity Index = 2,290 (includes Medium)						7.2% of 6,000 sampled outlets Activity Index = 550 (includes Medium)						9.0% of 4,000 sampled outlets Activity Index = 480 (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																1.66	10	1.66	
	White 18 pack																			
	Brown 12 pack																			
	MEDIUM			White 12 pack					White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack	1.59	30	1.59	0.99 - 1.69	30	1.26			0.99	30	0.99			0.69 - 1.50	180	1.01			
	White 18 pack				1.98 - 2.49	270	2.16			2.49	40	2.49			1.98 - 2.69	180	2.35			
	Brown 12 pack				2.89	10	2.89			2.89	190	2.89								
		MEDIUM			White 12 pack White 30 pack	0.99 - 1.50	230	1.13			White 12 pack White 30 pack	0.99 - 1.50	110	1.06			White 12 pack White 30 pack	0.99 - 1.32	60	1.19
S P E C I A L T Y	USDA ORGANIC																			
	White 12 pack																			
	Brown 12 pack				2.99 - 3.99	360	3.53							3.29	10	3.29		3.99	10	3.99
	OMEGA-3																			
	White 12 pack	2.50	50	2.50	1.99 - 2.99	450	2.09										1.99 - 2.50	10	2.20	
	Brown 12 pack				2.99 - 3.00	70	3.00													
	CAGE-FREE																			
	White 12 pack																			
Brown 12 pack				2.59 - 3.99	480	3.07			3.39	80	3.39					3.39	10	3.39		
VEGETARIAN FED																				
White 12 pack				2.29	40	2.29			2.50	80	2.50			2.50	10	2.50				
Brown 12 pack	2.50	120	2.50	2.50 - 2.99	150	2.62			2.99	20	2.99									
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)						SOUTHWEST U.S. (CA,HI, NV)						NORTHWEST U.S. (AK,ID,MT,OR,WA,WY)						
Feature Rate ^{1/} Activity Index ^{2/}		26.5% of 4,000 sampled outlets Activity Index = 1,170 (includes Medium)						34.5% of 2,900 sampled outlets Activity Index = 880 (includes Medium)						37.2% of 1,200 sampled outlets Activity Index = 400 (includes Medium)						
USDA GRADE AA	White 12 pack				1.66	80	1.66									1.37 - 1.50	50	1.46		
	White 18 pack				1.99 - 2.88	380	2.02			2.49 - 3.29	760	2.64			1.98 - 1.99	330	1.99			
	Brown 12 pack																			
	MEDIUM			White 12 pack	1.19	20	1.19			White 12 pack	1.19 - 1.39	20	1.33			White 12 pack				
USDA GRADE A	White 12 pack				1.25	10	1.25									1.49	20	1.49		
	White 18 pack				2.00 - 2.50	210	2.33			3.50	10	3.50			4.89	30	4.89			
	Brown 12 pack									4.89	30	4.89								
		MEDIUM			White 12 pack White 30 pack	1.25 - 1.32 2.49	60 20	1.29 2.49			White 12 pack White 30 pack					White 12 pack White 30 pack				
S P E C I A L T Y	USDA ORGANIC																			
	White 12 pack																			
	Brown 12 pack									5.98	10	5.98								
	OMEGA-3																			
	White 12 pack				1.98 - 2.50	150	2.17			2.50	50	2.50								
	Brown 12 pack																			
	CAGE-FREE																			
	White 12 pack	2.00	30	2.00																
Brown 12 pack				2.00 - 2.29	80	2.15														
VEGETARIAN FED																				
White 12 pack				2.50	110	2.50														
Brown 12 pack				2.29 - 2.39	20	2.36														

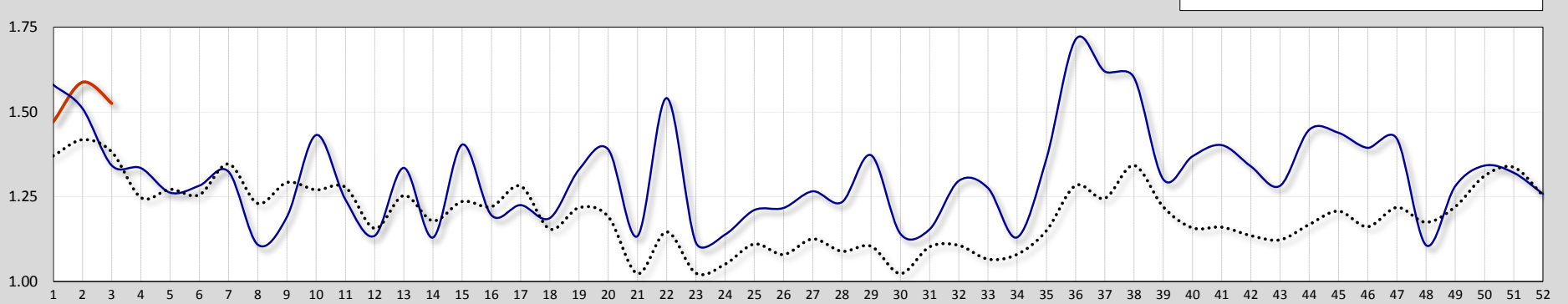


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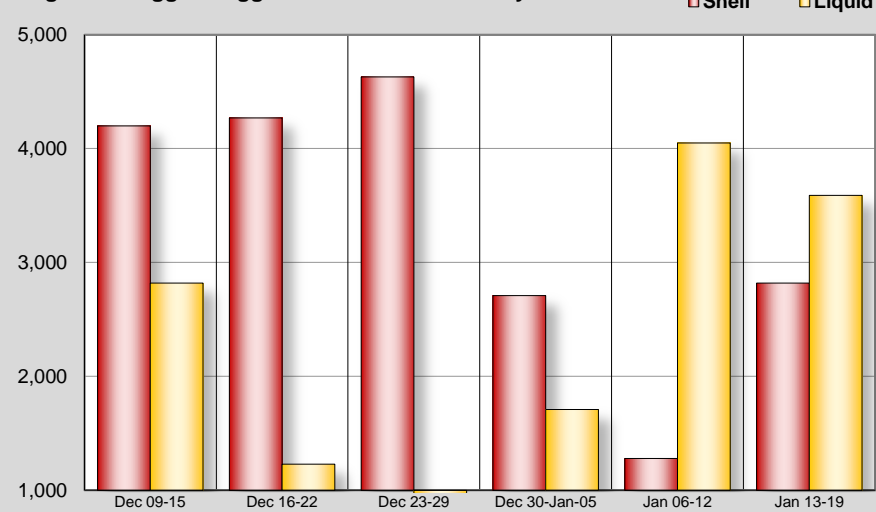
Fri. Jan 13, 2012

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	10.3%	13.9%	10.7%	7.3% of 4,400 sampled	24.2% of 6,000 sampled	6.9% of 4,000 sampled	5.6% of 4,000 sampled	0.3% of 2,900 sampled	4.5% of 1,200 sampled
2/ Activity Index	3,590	4,050	2,670	Activity Index = 1,280	Activity Index = 1,340	Activity Index = 680	Activity Index = 230	Activity Index = 10	Activity Index = 50
	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	2,570 2.16	3,530 2.32	2,030 2.35	1.99 - 3.00 890 2.54	1.67 - 2.65 1,140 1.75	1.69 - 2.79 270 2.44	1.99 - 2.50 210 2.28	2.50 10 2.50	2.50 - 3.49 50 2.83
32 oz. crtn	760 4.44	510 4.05	600 4.70	3.69 - 4.99 330 4.80	3.88 200 3.88	2.99 - 4.49 210 4.43	3.99 20 3.99		
3 - 4 oz. cup	260 2.61	10 1.99	40 2.84	2.99 60 2.99		2.50 200 2.50			
2 - 8 oz. cup									

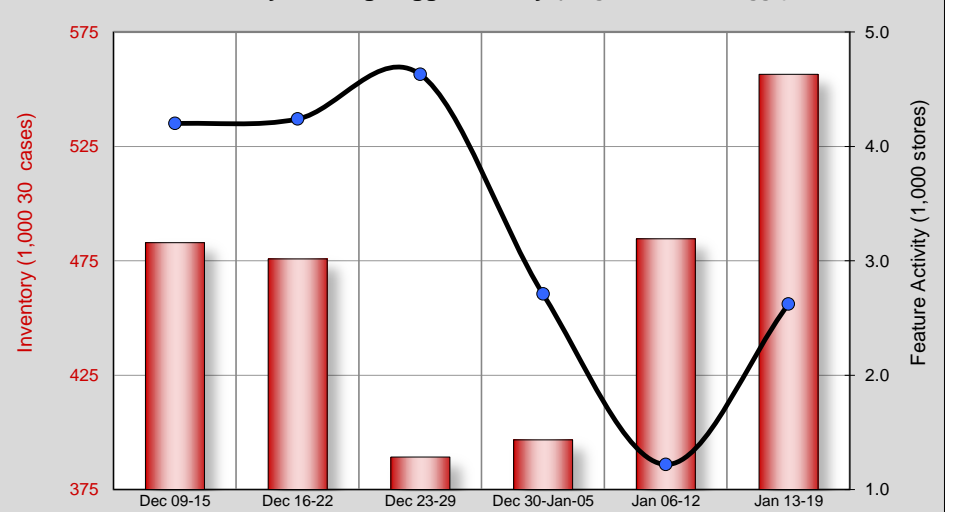
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



Large Shell Egg vs. Egg Product Feature Activity



Retail Feature Activity vs. Large Egg Inventory (Large White Shell Eggs)



Note: See page 1 for explanatory notes.