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 02/17 thru 02/23. (prices in dollars per carton)

Fri. Feb 17, 2012

| | | | | SHELI | L EGG | NATIO | NAL SU | MMARY | 7 | | | | | | | |
|-----|----------------|-------------|----------|----------|-------|--------|-----------|-----------|------|--------|-----------|---------------------|------|--|--|--|
| | | | THIS | WEEK | | | PREVIO | JS WEEK | (| | PREVIO | US YEAR | | | | |
| | Feature Rate | 37. | 9% of 22 | ,500 sto | es | 34 | .5% of 22 | 2,500 sto | res | 26 | .2% of 19 | 2% of 19,500 stores | | | | |
| | | X LA | ARGE | LAR | GE | X LA | ARGE | LAF | RGE | X LA | ARGE | LAR | GE | | | |
| | | Stores | Avg | Stores | Avg | Stores | Avg | Stores | Avg | Stores | Avg | Stores | Avg | | | |
| R | USDA GRADE AA | | | | | | | | | | | | | | | |
| E | White 12 pack | 20 | 2.24 | 770 | 0.96 | 10 | 1.49 | 430 | 1.30 | | | 990 | 1.11 | | | |
| G | White 18 pack | 10 | 2.34 | 670 | 2.27 | 110 | 1.89 | 1,410 | 2.18 | | | 230 | 1.90 | | | |
| Ü | Brown 12 pack | | | | | | | | | | | | | | | |
| ī | USDA GRADE A | | | | | | | | | | | | | | | |
| A | White 12 pack | 150 | 2.01 | 3,310 | 1.26 | 20 | 1.25 | 1,260 | 1.11 | 110 | 2.19 | 690 | 1.04 | | | |
| R | White 18 pack | | | 1,980 | 2.35 | | | 580 | 2.08 | | | 90 | 1.77 | | | |
| ••• | Brown 12 pack | | | 20 | 1.39 | | | 40 | 2.29 | | | | | | | |
| | USDA ORGANIC | | | | | | | | | | | | | | | |
| _ | White 12 pack | | | | | | | 10 | 3.50 | | | | | | | |
| S | Brown 12 pack | 10 | 2.98 | 290 | 3.99 | 110 | 3.91 | 580 | 3.98 | 10 | 2.99 | 810 | 3.71 | | | |
| P | OMEGA-3 | | | | | | | | | | | | | | | |
| C | White 12 pack | 160 | 2.50 | 1,200 | 2.40 | 180 | 2.47 | 2,620 | 2.50 | 250 | 2.95 | 1,560 | 2.09 | | | |
| ï | Brown 12 pack | | | 560 | 3.10 | 20 | 2.50 | 20 | 2.50 | 70 | 2.99 | 580 | 2.50 | | | |
| A | CAGE-FREE | | | | | | | | | | | | | | | |
| î | White 12 pack | | | 320 | 2.84 | | | 600 | 2.95 | | | 190 | 2.17 | | | |
| T | Brown 12 pack | | | 490 | 3.47 | 100 | 3.24 | 780 | 3.04 | | | 740 | 2.87 | | | |
| Ÿ | VEGETARIAN FED | | | | | | | | | | | | | | | |
| • | White 12 pack | 10 | 2.50 | 60 | 2.17 | | | 50 | 2.99 | | | 120 | 1.67 | | | |
| | Brown 12 pack | | | 370 | 3.36 | | | 60 | 3.20 | | | 280 | 2.79 | | | |
| | | | | | | | | <u> </u> | | | | <u> </u> | | | | |

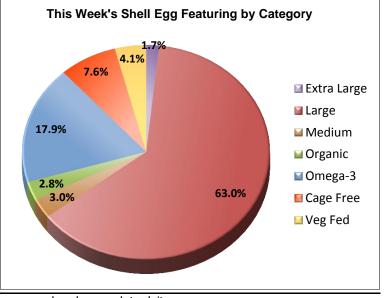
| • | White 12 pack | 10 | 2.50 | 60 | 2.17 | | 50 | 2.99 | | 120 | 1.67 |
|---|-----------------|---------|----------|-----------|-----------|------------------|-------------|--------|---------|-------|------|
| | Brown 12 pack | | | 370 | 3.36 | | 60 | 3.20 | | 280 | 2.79 |
| | Large White Egg | s - Gra | ade A or | better, a | vg. fea | ture price conve | rted to \$/ | /dozen | | | |
| 1 | 1.53 | | 1.48 | | | | | | | | |
| 1 | .45 | | | | | | | | | | |
| | .35 | | | | 1.2 | 29 | 1.32 | | 1.31 | 1 | .34 |
| 1 | .25 Jan 13-19 | Jan 20- | 26 | Jan 2 | 27-Feb-02 | Peb 0 | 3-09 | Fe | b 10-16 | Feb 1 | 7-23 |

| Activity Summary | THIS WEEK | LAST WEEK | YEAR AGO | INVENTORY 5/ |
|---------------------|-----------|-----------|----------|---------------|
| Regular | 6,930 | 3,860 | 2,110 | Large Eggs on |
| Specialty | 3,470 | 5,130 | 4,610 | Feb-13-2012 |
| Total (includes MD) | 10,720 | 9,120 | 6,860 | 453.1 |
| Special Rate 4/: | 2.7% | 7.3% | 7.4% | down 2.8% |

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

SHELL EGG and EGG PRODUCTS FEATURING

Promotional activity of regular shell eggs is sharply higher than the previous week as many large retailers are including eggs as a key feature in circulars. Overall, this is the most active week for featuring Grade A 12 and 18 pack eggs recorded for this time of year. The average price of Large Grade A or better white eggs to consumers is higher. Grocers are not using "no price" ads as an incentive to entice shoppers as liberally as a week ago. Featuring of specialty shell eggs is more visible in the Northeast and Midwest regions, but see little interest elsewhere. Feature activity dropped on all egg types in this category. Liquid egg products are also seeing a significant boost in activity with ads occurring throughout the country on 32-ounce cartons. We will be watching to see if this trend holds or if more normal pre-Easter patterns will fall back in place.



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.)

| | | (CT.I | | | RI.VT) | | | | | V) | | | EST U.S. N,ND,NE,OH,SD | .WI) | | | | |
|--------------|------------------------------------|--------|--|-----------------|--------|------|-------------|----------------|---------------------------------------|---------------|---|--|---------------------------|----------|--------------|--|--|--|
| | eature Rate 1/ ctivity Index 4/ | 2 | 1.3% of 4,400 | sampled outlets | S | | | 47.5% of 6,000 | sampled outlets | S | 39.1% of 4,000 sampled outlets Activity Index = 1,910 (includes Medium) | | | | | | | |
| CLASS | | | | LARGE | | | | - | | | | LARGE | | | | | | |
| | | | | | | | Price Range | Stores Avg 3/ | Price Range | Stores Avg 3/ | Price Range | Stores Avg 3/ | Price Range | Stores | Avg 3/ | | | |
| USD/ GRAD | White 18 nack | 2.99 | 10 2.99 | 1.50 | 10 | 1.50 | | | | | | | 0.99 | 10 | 0.99 | | | |
| AA | MEDIUM | , | White 12 pack | | | | | White 12 pack | | | | White 12 pack | | | | | | |
| | White 12 pack | | | | 410 | 1.30 | 2.39 | | 0.99 - 1.50 | 940 1.25 | 0.88 - 1.19 | 40 0.97 | 0.49 - 1.39 | 880 | 1.20 | | | |
| USDA | White 18 pack | | | 1.98 - 1.99 | 300 | 1.99 | | | 2.50 - 2.52 | 1,470 2.51 | | | 1.49 | 160 | 1.49 | | | |
| GRAD | · · | | CLE_LGAMS.NC.SC.TNVA.WIV 21.3% of 4.090 sampled outlets | | | | | | | | | | | | | | | |
| Α | MEDIUM | | | | 210 | 1.00 | | - | 0.88 - 1.00 | 40 0.93 | | White 12 pack White 30 pack | 1.32 1.99 | 20 20 | 1.32 1.99 | | | |
| US | DA ORGANIC | | • | | | | | · | | | | | | | | | | |
| | White 12 pack | | | | | | | | | | | | | | | | | |
| S P | Brown 12 pack | | | 3.99 | 100 | 3.99 | | | 3.99 | 190 3.99 | 2.98 | 10 2.98 | | | | | | |
| EON | MEGA-3 | | | | | | | | | | | | | | | | | |
| C | White 12 pack | 2.49 | 50 2.49 | 1.59 - 3.66 | 820 | 2.58 | | | 2.00 | 80 2.00 | | | 2.00 - 2.69 | 220 | 2.03 | | | |
| ĭ | Brown 12 pack | | | | | | | | | | | | 3.79 | 180 | 3.79 | | | |
| A CA | GE-FREE | | | | | | | | | | | | | | | | | |
| Ĺ | White 12 pack | | | 2.49 - 3.29 | | | | | | | | | 2.50 | 10 | 2.50 | | | |
| Т | Brown 12 pack | | | 2.99 | 60 | 2.99 | | | | | | | 3.79 | 180 | 3.79 | | | |
| YVE | GETARIAN FED | | | | | | | | | | | | | | | | | |
| | White 12 pack | 2.50 | 10 2.50 | | | | | | | | | | | | | | | |
| | Brown 12 pack | | | | 180 | 2.99 | | | | | | | 3.79 | 180 | 3.79 | | | |
| | | | | | | | | | | | | | WEST U.S. | | | | | |
| | .,, | • | | | - ' | | | • | · · · · · · · · · · · · · · · · · · · | | | , , , , , , | T,OR,WA,WY) | | | | | |
| | eature Rate 1/ | | , | • | | | | - | • | | | • | 00 sampled outlets | | | | | |
| A | ctivity Index 2/ | Activi | ty Index = $1,5$ | , ' | | | | | , | | Α | Activity Index = 850 (includes Medium) | | | | | | |
| USDA | White 12 pack | | | | | | | | | | | | 0.99 - 1.67 | 120 | 1.29 | | | |
| GRAD | White 18 pack | | | 2.50 | 40 | 2.50 | 2.34 | 10 2.34 | 1.59 - 2.50 | 440 2.27 | | | 1.79 - 5.00 | 190 | 2.23 | | | |
| AA | Brown 12 pack | | | | | | | 14/1 / 10 1 | | | | 14/11: 10 1 | | | | | | |
| | MEDIUM | ' | White 12 pack | | | | | White 12 pack | | | | White 12 pack | | | | | | |
| | White 12 pack | | | | | | | | 1.39 - 2.50 | 310 1.52 | | | 1.39 | 70 | 1.39 | | | |
| USDA | | | | 2.52 | 50 | 2.52 | | | | | | | | | | | | |
| GRAD A | Brown 12 pack | , | Mhita 12 pagl | 1 22 | 20 | 1 22 | | White 12 peek | | | | White 12 peek | | | | | | |
| ^ | MEDIUM | | • | | 30 | 1.32 | | • | | | | • | | | | | | |
| LUS | DA ORGANIC | ' | write 30 pack | • | | | | Write 30 pack | | | | Write 30 pack | | | | | | |
| | White 12 pack | | | | | | | | | | | | | | | | | |
| S | Brown 12 pack | | | | | | | | | | | | | | | | | |
| PON | MEGA-3 | | | | | | | | | | | | | | | | | |
| E | White 12 pack | 2.50 | 110 2.50 | 1.99 - 2.00 | 80 | 1.99 | | | | | | | | | | | | |
| C | Brown 12 pack | | | | | | | | 1.79 | 40 1.79 | | | 1.79 - 3.59 | 260 | 3.23 | | | |
| CA | GE-FREE | | | | | | | | | | | | | | | | | |
| î | White 12 pack | | | | | | | | | | | | | | | | | |
| <u>-</u> | Brown 12 pack | | | 2.29 | 40 | 2.29 | | | | | | | 2.49 - 3.59 | 210 | 3.56 | | | |
| YVE | GETARIAN FED | | | | | | | | | | | | | | | | | |
| | White 12 pack | | | 1.99 - 2.49 | 50 | 2.01 | | | | | | | | | | | | |
| | Brown 12 pack | | | 2.29 | 10 | 2.29 | ĺ | | | | 1 | | | | | | | |

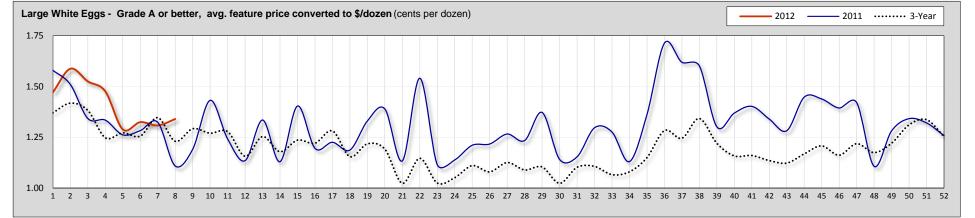


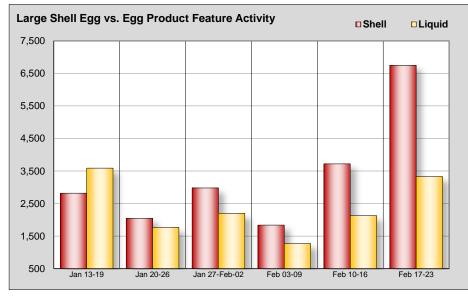
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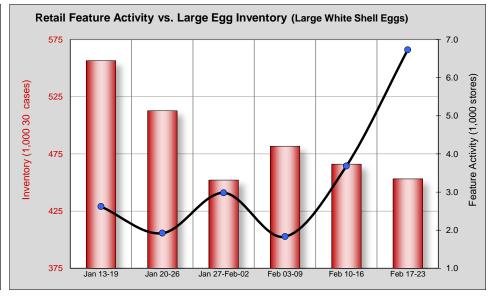
Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 02/17 thru 02/23.

(prices in dollars per carton)

| EGG | THIS LAST | | LAST | I NORTHEAST | | SOUTHEAST | | MIDWEST | | SOUTH CENTRAL | | SOUTHWEST | | NORTHWEST | |
|-------------------|---------------|---------------|---------------|--------------|---------------|-----------------------|---------------|--|---------------|--------------------------------|---------------|------------------------|---------------|------------------------|---------------|
| PRODUCTS | WEEK | WEEK | YEAR | | | | | | | | | | | | |
| 1/ Feature Rate | 10.0% | 4.6% | 5.5% | 12.2% of 4,4 | 00 sampled | 2.9% of 6,000 sampled | | 5.6% of 4,000 sampled 10.9% of 4,000 sampled 1 | | sampled 10.9% of 4,000 sampled | | 19.3% of 2,900 sampled | | 27.4% of 1,200 sampled | |
| 2/ Activity Index | 3,330 | 2,130 | 2,350 | Activity Inc | lex = 1,130 | Activity Index = 170 | | Activity Index = 700 | | Activity Index = 440 | | Activity Index = 560 | | Activity Index = 330 | |
| | 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 | 370 2.47 | 1,400 2.43 | 900 2.47 | 2.49 - 2.99 | 150 2.75 | 2.00 | 110 2.00 | 1.89 - 2.28 | 20 2.07 | 2.00 - 2.69 | 80 2.63 | 2.99 | 10 2.99 | | |
| 32 oz. crtn | 2,320 3.71 | 530 4.18 | 1,330 4.29 | 2.49 - 5.99 | 740 3.49 | 3.99 - 4.29 | 60 4.08 | 2.50 - 3.99 | 280 2.92 | 3.99 | 360 3.99 | 3.99 | 550 3.99 | 3.99 - 4.79 | 330 4.00 |
| 3 - 4 oz. cup | 440 4.31 | 200 2.50 | 120 2.44 | 4.99 | 240 4.99 | | | 3.49 | 200 3.49 | | | | | | |
| 2 - 8 oz. cup | 200 2.50 | | | | | | | 2.50 | 200 2.50 | | | | | | |







Note: See page 1 for explanatory notes.