

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 03/16 thru 03/22. (prices in dollars per carton)

	SHELL EGG NATIONAL SUMMARY													
THIS WEEK							PREVIO	JS WEEK	(PREVIOUS YEAR				
	Feature Rate	31.	.2% of 22	,500 sto	es	27	.2% of 22	2,500 sto	res	27.2% of 19,500 stores				
		X LA	ARGE	LAR	GE	X LARGE		LARGE		X LARGE		LARGE		
			Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
R	USDA GRADE AA													
E	White 12 pack	120	1.52	530	0.90	60	1.80	720	1.04	130	1.46	610	1.17	
G	White 18 pack	30	2.00	2,210	2.04	20	1.79	100	1.80			60	1.82	
U	Brown 12 pack													
L	USDA GRADE A													
Ā	White 12 pack	50	1.33	1,160	1.06	210	1.44	1,540	1.22	140	1.03	1,940	1.11	
R	White 18 pack			1,380	1.92			300	1.81			180	1.93	
	Brown 12 pack			60	1.99			30	1.99					
	USDA ORGANIC													
s	White 12 pack													
P	Brown 12 pack			710	4.58	180	4.49	650	4.29	10	2.98	170	4.28	
E	OMEGA-3													
C	White 12 pack	280	2.53	1,550	2.53	230	2.44	1,120	2.58	100	2.36	1,580	2.11	
ĭ	Brown 12 pack			370	2.98			180	2.99			220	3.01	
A	CAGE-FREE													
ī	White 12 pack			2,060	2.48			280	2.64			10	2.49	
т	Brown 12 pack			2,530	2.50			390	2.84			1,200	2.87	
Υ	VEGETARIAN FED													
	White 12 pack			440	2.44			320	2.38			70	2.07	
	Brown 12 pack			220	2.92	30	2.50	200	2.92	240	2.48	500	2.64	

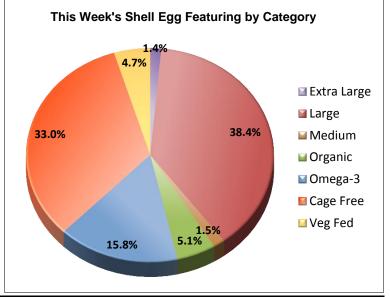
Large Whit	e Eggs - Grade A or	better, avg. feature pr	ice converted to \$/d	dozen	
1.35	1.34	1.32	1.33		
1.30					
1.20					1.23
1.15				1.17	
Feb 10-16	Feb 17-23	Feb 24-Mar-01	Mar 02-08	Mar 09-15	Mar 16-22

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	5,540	2,980	3,060	Large Eggs on
Specialty	8,160	3,580	4,100	Mar-12-2012
Total (includes MD)	13,910	6,890	7,590	529.1
Special Rate 4/:	1.6%	10.0%	3.6%	down 4.5%

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

SHELL EGG and EGG PRODUCTS FEATURING

Once again, feature activity for regular shell eggs takes another turn and is up sharply from the past ad cycle, driven by a significant increase in the number of sales on Grade A and AA 18 pack eggs. Shell eggs are actively being promoted in the Central and Western parts of the U.S., while featuring is marginal in the East. The average price of Large white eggs to consumers, Grade A or better, is up from last week but still well below prices seen earlier this year. Shoppers searching for incentives are finding them limited as retailers are employing additional purchase gimmicks much more sparingly than last week. Promotional activity for specialty shell eggs is up sharply. Cage-free and Omega-3 white eggs are commanding a sizeable portion of ad space and are promoted throughout the country. Promotional activity for liquid egg products increased slightly from last cycle. Spring is right around the corner and circulars will continue to be filled with advertisements for Easter and Passover items for the next few weeks.



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.)

			/07		EAST U.S.					AST U.S.				EST U.S.				
	Feature	Rate 17	,	7,DE,MA,MD,ME, 21.8% of 4,400 :	sampled outle	ts			(AL,FL,GA,MS,N 16.3% of 6,000 vity Index = 2,15	sampled outlets	S	(IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI) 30.2% of 4,000 sampled outlets Activity Index = 3,330 (includes Medium)						
	Activity Index " CLASS		Activity Index = 3,090 (includes Medium) EXTRA LARGE LARGE						LARGE	LA	EXTRA LARGE LARG							
	CLA	ASS	Price Range		Price Range		Ava 3/	Price Range	_	Price Range	_	Price Range	Stores Avg 3/	Price Range	Stores	Avg 3/		
GR	ADE N	Vhite 12 pack Vhite 18 pack rown 12 pack					g			1.77	10 1.77	- moonange	one of the second	0.88 - 1.00 1.50 - 1.88	20 420	0.95 1.73		
Α	A	MEDIUM		White 12 pack					White 12 pack				White 12 pack					
GR	DA W	Vhite 12 pack Vhite 18 pack rown 12 pack	0.98 - 1.69		1.50 1.88 - 2.49 1.99	330			White 42 neels	1.20 1.58 - 2.49	30 1.20 480 1.88	0.99 - 1.25	20 1.15	0.78 - 1.27 1.58 - 1.88	950 480	1.04 1.82		
•	•	MEDIUM		White 12 pack White 30 pack					White 12 pack White 30 pack	1.00	20 1.00		White 12 pack White 30 pack	1.32	20	1.32		
S		RGANIC Vhite 12 pack rown 12 pack			2.50 - 5.98	390	4.45		·	5.58	190 5.58		·					
E	Br	Vhite 12 pack rown 12 pack	1.98 - 2.50	130 2.20	1.98 - 3.00 2.50 - 2.99	880 370	2.58 2.98	2.29	80 2.29	2.04 - 2.50	270 2.15	2.29	10 2.29	1.99 - 2.50	110	2.36		
L	Bı	Vhite 12 pack rown 12 pack			2.99 2.50 - 2.99	70 400				2.49 - 2.99 2.49 - 2.99	470 2.57 470 2.57			2.29 - 3.00 2.29 - 2.99	640 640	2.33 2.33		
Υ \	W	RIAN FED Vhite 12 pack rown 12 pack			2.49 2.50 - 3.99		2.49 3.05			2.50 2.50	80 2.50 50 2.50			2.50 2.99	10 10	2.50 2.99		
					NTRAL U.S	(I I T)				VEST U.S.				WEST U.S.				
	Feature	D-1-1/	(<i>P</i>	AR,AZ,CO,KS,LA		• •			•	HI, NV)			, , ,	OR,WA,WY)				
	Activity		Activ	41.4% of 4,000 vity Index = 2,57	•			Acti	53.1% of 2,900 vity Index = 2,11	•		54.9% of 1,200 sampled outlets Activity Index = 660 (includes Medium)						
	١٨	hite 12 pack	1.50	50 1.50	0.97 - 1.00		0.99	1.50 - 1.69	70 1.53	0.69	190 0.69		ctivity index = 0	1.28 - 1.50	30	1.36		
GR	DA W	Vhite 18 pack rown 12 pack			1.88 - 1.99		1.93	2.00	30 2.00	1.79 - 2.49	790 2.35			1.79 - 1.99	450	1.93		
		MEDIUM		White 12 pack	0.98 - 1.59	150	1.06		White 12 pack	1.00 - 1.50	50 1.10		White 12 pack	0.88	40	0.88		
	DA W	Vhite 12 pack Vhite 18 pack rown 12 pack			1.58 - 1.88		1.83											
	A	MEDIUM		White 12 pack White 30 pack	0.88 - 1.32	80	1.05		White 12 pack White 30 pack				White 12 pack White 30 pack					
	USDA OF	RGANIC							•				,					
S	Bı	Vhite 12 pack rown 12 pack								3.49	130 3.49							
E		3 Vhite 12 pack rown 12 pack			1.99	30	1.99	3.59	20 3.59	3.00	240 3.00	3.59	40 3.59	1.79	20	1.79		
A L		hite 12 pack			2.29 - 2.99		2.34			2.29 - 2.99 2.29 - 2.99	290 2.89 300 2.88			2.00 2.49	70 10	2.00		
Y	EGETAF V	rown 12 pack RIAN FED Vhite 12 pack rown 12 pack			1.99 - 2.99 2.29		2.32			2.29 - 2.99	300 2.88			2.49	10	2.49		
Sou			al Marketing	Service. Poultry	Market News	and Anal	vsis - (1 202) 720-6911	website: http	ı·//www ams ııs	da gov/nymar	retnews htm				2 of 3		

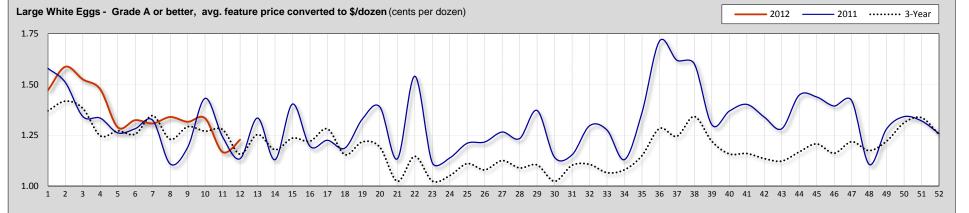


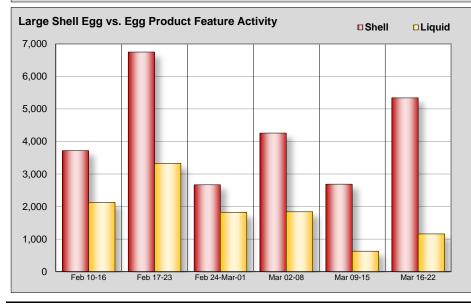
USDA Weekly Retail Shell Egg and Egg Products Feature Activity

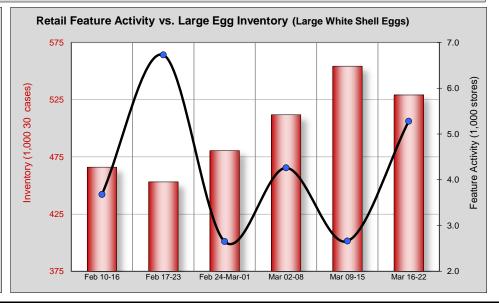
Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 03/16 thru 03/22.

(prices in dollars per carton)

EGG	THIS	LAST	LAST	LAST NORTHEAST YEAR		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST		
PRODUCTS	WEEK	WEEK	YEAR													
1/ Feature Rate 4.3%		2.6%	11.0%	3.2% of 4,4	% of 4,400 sampled		3.7% of 6,000 sampled		10.5% of 4,000 sampled		4.2% of 4,000 sampled		0.0% of 2,900 sampled		0.7% of 1,200 sampled	
2/ Activity Index	1,160 630		2,350	Activity Index = 340		Activity Index = 230		Activity Index = 420		Activity Index = 170		Activity Index = 0		Activity Index = 0		
	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	
14-16 oz. crtn	540 2.42	430 2.84	1,640 2.41	1.99 - 3.49	230 2.37	2.49	10 2.49	1.89 - 2.69	220 2.38	2.50 - 2.69	80 2.67					
32 oz. crtn	520 4.17	200 4.49	700 4.69	3.69	10 3.69	3.98 - 3.99	220 3.98	4.49	200 4.49	3.99	90 3.99					
3 - 4 oz. cup	100 2.49		10 2.49	2.39 - 2.99	100 2.49											
2 - 8 oz. cup																







Note: See page 1 for explanatory notes.