USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Fri. Apr 27, 2012

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 04/27 thru 05/03.

(prices in dollars per carton)

SHELL EGG NATIONAL SUMMARY

	Feature Rate	THIS WEEK 16.5% of 22,500 stores				PREVIOUS WEEK 24.7% of 22,500 stores				PREVIOUS YEAR 10.8% 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	20	1.23	610	1.31	20	1.39	500	1.20	10	1.49	40	1.50
	White 18 pack	40	1.93	430	2.31			1,750	2.34	40	1.79	50	1.99
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack	20	0.99	1,350	1.06	80	1.34	1,590	1.18			630	1.15
	White 18 pack			120	1.39			250	2.43			80	1.85
	Brown 12 pack			30	1.19			210	5.00				
SPECIALTY	**USDA ORGANIC**												
	White 12 pack									20	2.99	60	3.50
	Brown 12 pack	200	4.29	410	4.09	130	3.99	2,090	3.87	40	4.39	80	3.81
	OMEGA-3												
	White 12 pack	170	2.58	1,290	2.44	240	2.50	1,890	2.36	160	2.99	1,910	2.14
	Brown 12 pack			160	3.76	10	2.50	100	2.97				
	CAGE-FREE												
	White 12 pack					10	1.68	40	3.59	40	2.79	440	2.89
	Brown 12 pack			110	2.83			800	2.95			90	2.88
	VEGETARIAN FED												
	White 12 pack			210	1.99			390	2.23				
	Brown 12 pack	50	2.99	440	2.61	760	2.50	950	2.64			100	3.11

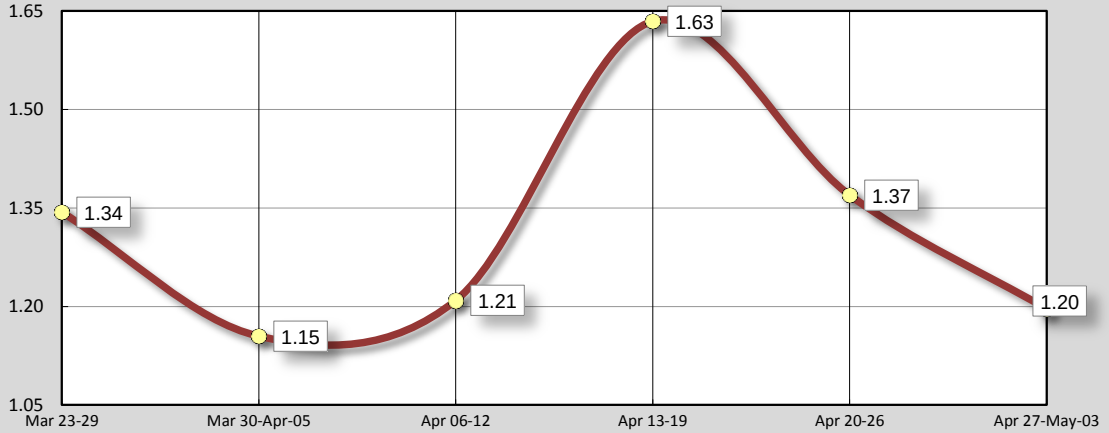
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,620	4,400	850	**Large Eggs on**
Specialty	3,040	7,410	2,940	**Apr-23-2012**
Total (includes MD)	5,810	11,930	3,890	536.6
Special Rate 4/:	0.5%	1.4%	0.1%	down 1.1%

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

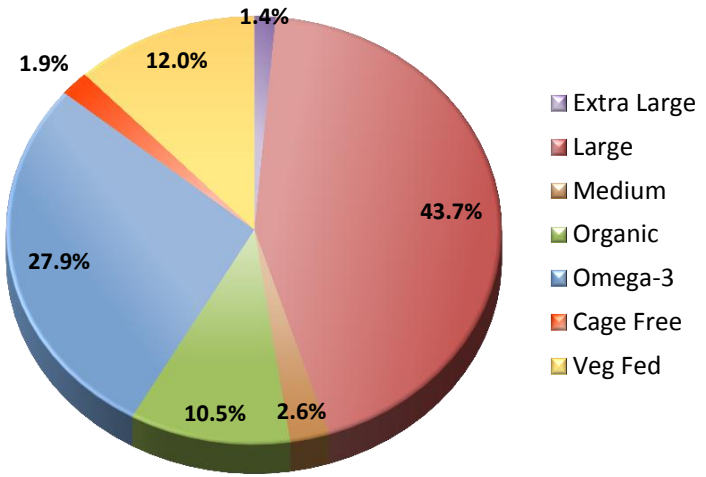
SHELL EGG and EGG PRODUCTS FEATURING

Feature activity for regular shell eggs is down significantly from last week's very active ad cycle, primarily due to notable a decrease in promotions of Grade AA 18 pack eggs. The average price of Grade A or better, Large white eggs continues downward as grocers appear to be using lower prices to stimulate interest instead of "no price" incentives. Most feature activity is located in the Midwest and Southwest regions of the country, elsewhere, featuring is sporadic. Ads for Medium and Extra Large eggs are showing up more in circulars this week. Promotional activity for specialty shell eggs declines. Omega-3 type eggs are still commanding a large portion of space in ads, however, USDA Organic brown eggs have dropped sharply from view. Featuring of liquid shell egg products continues to decline and are nonexistent in West Coast flyers.

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



This Week's Shell Egg Featuring by Category



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/		13.8% of 4,400 sampled outlets						14.1% of 6,000 sampled outlets						23.8% of 4,000 sampled outlets					
Activity Index 2/		Activity Index = 1,590 (includes Medium)						Activity Index = 1,030 (includes Medium)						Activity Index = 1,390 (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																0.97 - 1.00	20	0.99
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM		White 12 pack						White 12 pack						White 12 pack		1.26	20	1.26
USDA GRADE A	White 12 pack	0.99	10	0.99	0.98 - 1.50	150	1.15				0.98 - 1.25	500	1.01	0.99	10	0.99	0.69 - 1.29	500	1.07
	White 18 pack										1.58	40	1.58				0.99 - 1.58	60	1.20
	Brown 12 pack																1.00 - 2.29	30	1.19
	MEDIUM		White 12 pack White 30 pack		0.88	10	0.88		White 12 pack White 30 pack		1.00	20	1.00		White 12 pack White 30 pack		0.97	10	0.97
SPECIALTY	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack	4.29	10	4.29	3.99	190	3.99	4.29	190	4.29							3.99 - 4.29	190	4.28
	OMEGA-3																		
	White 12 pack	2.59 - 2.99	140	2.71	1.79 - 2.99	540	2.59	2.00	30	2.00	2.00	190	2.00				1.79 - 3.00	370	2.47
	Brown 12 pack				2.50	10	2.50												
	CAGE-FREE																		
	White 12 pack																		
	Brown 12 pack				1.00 - 3.49	100	2.87										2.29 - 2.69	10	2.44
	VEGETARIAN FED																		
	White 12 pack																1.99	170	1.99
	Brown 12 pack	2.99	50	2.99	2.50 - 3.29	380	2.59				2.50 - 3.29	60	2.76						

		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/		14.0% of 4,000 sampled outlets						20.3% of 2,900 sampled outlets						13.4% of 1,200 sampled outlets					
Activity Index 2/		Activity Index = 670 (includes Medium)						Activity Index = 940 (includes Medium)						Activity Index = 190 (includes Medium)					
USDA GRADE AA	White 12 pack				0.98 - 2.50	190	1.90	0.99 - 1.79	20	1.23	0.69 - 1.50	300	0.88				0.99 - 3.00	100	1.56
	White 18 pack				2.50	40	2.50	1.50 - 2.00	40	1.93	1.79 - 2.50	350	2.33				1.99	40	1.99
	Brown 12 pack																		
	MEDIUM		White 12 pack		1.26	30	1.26		White 12 pack		1.19	40	1.19		White 12 pack		1.00	20	1.00
USDA GRADE A	White 12 pack				0.89 - 1.00	180	0.99				1.00 - 3.50	20	2.00						
	White 18 pack				1.58	20	1.58												
	Brown 12 pack																		
	MEDIUM		White 12 pack White 30 pack						White 12 pack White 30 pack						White 12 pack White 30 pack				
SPECIALTY	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack										3.97	10	3.97				3.38	20	3.38
	OMEGA-3																		
	White 12 pack				1.99 - 2.50	150	2.35				2.50	40	2.50						
	Brown 12 pack				3.50	20	3.50				3.99	120	3.99				2.79	10	2.79
	CAGE-FREE																		
	White 12 pack																		
	Brown 12 pack																		
	VEGETARIAN FED																		
	White 12 pack				1.99	40	1.99												
	Brown 12 pack																		

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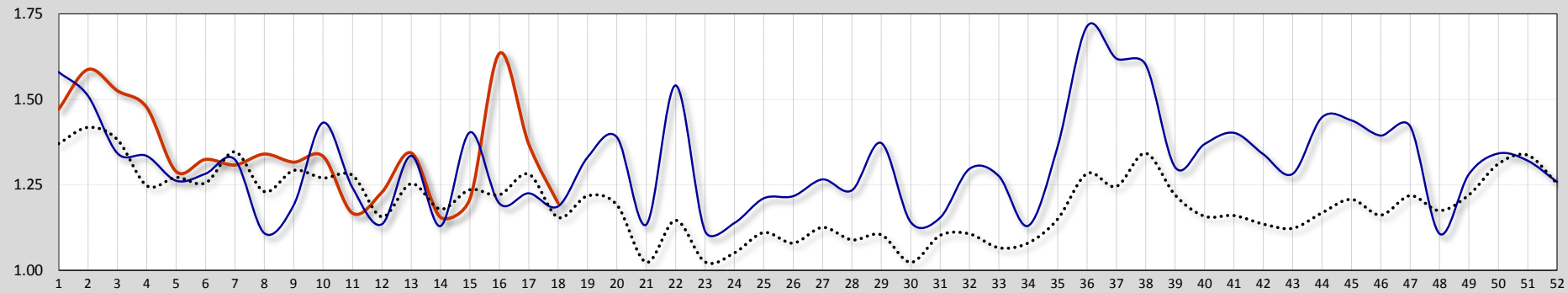
Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 04/27 thru 05/03.

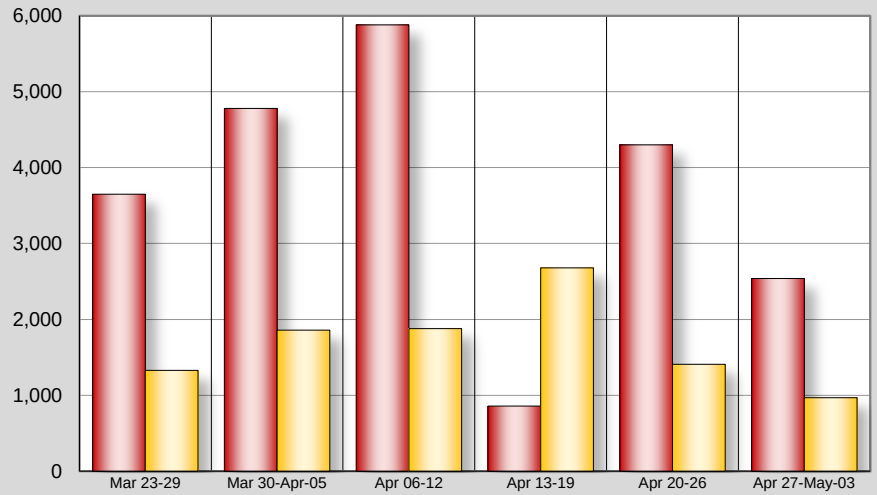
(prices in dollars per carton)

EGG PRODUCTS	THIS WEEK		LAST WEEK		LAST YEAR		NORTHEAST			SOUTHEAST			MIDWEST			SOUTH CENTRAL			SOUTHWEST			NORTHWEST		
1/ Feature Rate	3.1%		4.8%		7.3%		5.3% of 4,400 sampled			1.3% of 6,000 sampled			4.4% of 4,000 sampled			5.2% of 4,000 sampled			0.0% of 2,900 sampled			0.0% of 1,200 sampled		
2/ Activity Index	970		1,410		3,520		Activity Index = 410			Activity Index = 80			Activity Index = 270			Activity Index = 210			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 3/
14-16 oz. crtn	730	2.52	940	2.44	1,500	2.65	1.99 - 2.99	380	2.55	2.00 - 3.99	80	2.84	2.50 - 2.99	100	2.55	2.00 - 2.69	170	2.28						
32 oz. crtn	30	4.97	470	4.53	650	4.55	3.88 - 5.99	30	4.97															
3 - 4 oz. cup	210	2.39			1,370	2.38							2.39	170	2.39	2.39	40	2.39						
2 - 8 oz. cup																								

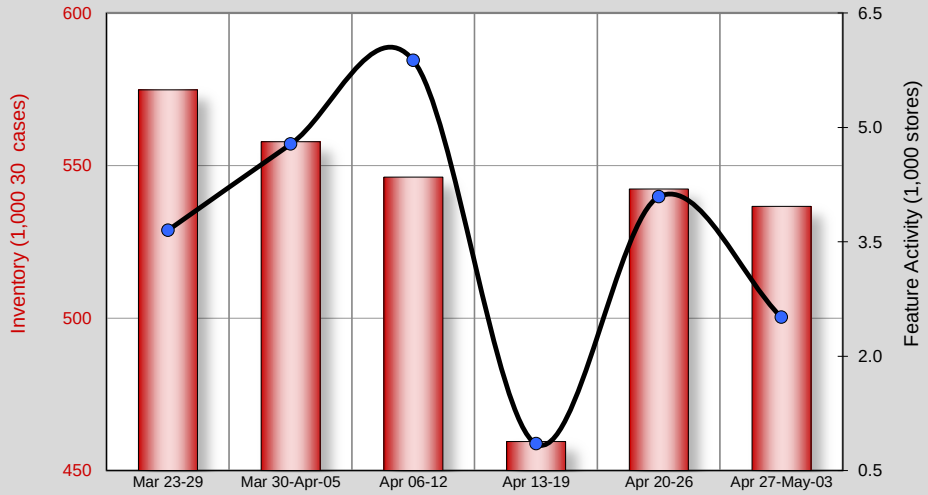
Large White Eggs - Grade A or better, avg. feature price converted to $/dozen (cents per dozen)



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.

Source: USDA Agricultural Marketing Service, Poultry Market News and Analysis - (202) 720-6911 **website: http://www.ams.usda.gov/pymarketnews.htm**