

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 05/18 thru 05/24. (prices in dollars per carton)

	SHELL EGG NATIONAL SUMMARY													
			THIS \	NEEK			PREVIO	JS WEEK	(PREVIOUS YEAR				
	Feature Rate		1% of 22	,500 stor	es	36	.0% of 22	2,500 sto	res	31.4% of 19,500 stores				
		X LA	ARGE	LAR	GE	X LA	X LARGE		LARGE		X LARGE		RGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
R	USDA GRADE AA													
E	White 12 pack	30	1.36	790	1.18	10	1.49	1,200	1.31	10	1.49	800	1.18	
G	White 18 pack	40	1.97	160	2.32			210	2.18			140	1.87	
U	Brown 12 pack													
ı	USDA GRADE A													
Ā	White 12 pack	140	2.06	3,260	1.10	30	1.04	1,660	0.97	70	1.31	2,060	1.05	
R	White 18 pack			860	1.90			220	1.54			950	1.89	
	Brown 12 pack													
	USDA ORGANIC													
s	White 12 pack													
P	Brown 12 pack	20	3.14	400	4.61	190	1.77	660	4.33	80	3.62	730	3.69	
E	OMEGA-3													
C	White 12 pack	360	2.58	760	2.31	480	2.02	3,140	2.36	380	2.83	1,250	2.23	
ī	Brown 12 pack			50	2.99			70	2.93			200	3.08	
Ā	CAGE-FREE													
î	White 12 pack			1,890	2.51			1,970	2.62			170	2.97	
T	Brown 12 pack			2,230	2.56			2,340	2.61	30	2.29	410	2.92	
Y	VEGETARIAN FED													
	White 12 pack							350	2.54					
	Brown 12 pack	50	3.06	320	2.94			160	3.07	20	3.00	450	2.77	

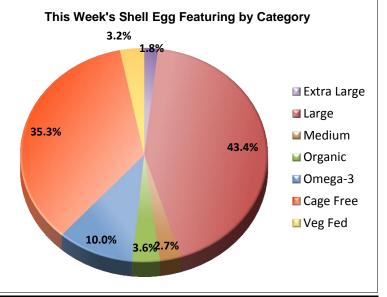
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen												
1.65												
1.50												
1.35												
1.20	1.20	1.20	1.13	1.16								
1.05 Apr 13-19 Apr 20-26	Apr 27-May-03	May 04-10	May 11-17	May 18-24								

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	5,280	3,330	4,030	Large Eggs on
Specialty	6,080	9,360	3,720	May-14-2012
Total (includes MD)	11,680	12,860	7,960	466.6
Special Rate 4/:	1.2%	1.5%	0.6%	down 4.8%

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

SHELL EGG and EGG PRODUCTS FEATURING

Promotional activity for regular shell egg increases significantly as grocers place emphasis on eggs in both the dairy and deli case in preparation for the Memorial Day holiday. The average price to consumers for Grade A or better Large white eggs is up slightly over last week. Consumers are still having a hard time finding bargains though as the number of "no price" incentives offered in circulars is limited and sporadic. Ads for Medium and Extra Large eggs are more noticeable, particularly for Medium which have been more available in the wholesale market. Featuring of specialty shell eggs is down, led by a sharp drop in ads for Omega-3 type eggs. Cage-free eggs are most commonly promoted and other specialty types are maintaining steady visibility. Feature activity of liquid egg products is only slightly higher with most promotion still taking place in the Northeast, however, nonexistent in the Southwest.



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.		
_	Fea Acti	ture Rate 17 vity Index 4	,	30.7% o	f 4,400	NH,NJ,N' sampled (50 (include	outlets	s ,			(AL,FL,GA,MS,N 37.1% of 6,000 s vity Index = 3,37	sampled outlet	s	(IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI) 43.8% of 4,000 sampled outlets Activity Index = 1,710 (includes Medium)				
				LARGI		o (morad		RGE			LARGE	•	RGE		LARGE		RGE	
	(CLASS	Price Range			Price F		Stores	Avg 3/	Price Range		Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores	Avg 3/
GR	SDA ADE	White 12 pack White 18 pack Brown 12 pack			Ū	1.25 -			1.27		J	1.00	10 1.00		3	0.88 - 1.00	40	0.98
4	AA -	MEDIUM		White 1	2 pack						White 12 pack				White 12 pack	1.18	20	1.18
GR	SDA ADE	White 12 pack White 18 pack Brown 12 pack				0.88 - 1.28 -	1.99		1.11 1.82	2.29	110 2.29	0.78 - 1.29 1.99	780 1.07 430 1.99	0.69 - 0.89	20 0.79	0.49 - 1.29 1.25	980 20	1.04 1.25
	A	MEDIUM		White 1 White 3	•	0.99 -	1.00	150	1.00		White 12 pack White 30 pack	1.00	90 1.00		White 12 pack White 30 pack	0.78 - 0.80	20	0.79
S	USDA	A ORGANIC White 12 pack Brown 12 pack	2.99	10	2.99	3.79 -	5.49	180	4.33			5.00	190 5.00	3.29	10 3.29	3.49 - 3.50	10	3.49
E	OME	White 12 pack Brown 12 pack	2.19 - 3.00	260	2.71	1.49 -	2.50 2.99		2.06 2.99			1.99 - 2.39	60 2.17			2.69	10	2.69
A L T		E-FREE White 12 pack Brown 12 pack				2.99 -	3.49	50	3.43			2.50 - 2.99 2.50 - 2.99	840 2.54 840 2.54			2.50 2.50 - 2.99	280 290	2.50 2.51
Y	VEGE	TARIAN FED White 12 pack Brown 12 pack	2.99 - 3.19	50				290	2.91			3.29	20 3.29			2.99	10	2.99
				SOU	JTH C	ENTRAL	U.S				SOUTHW	/EST U.S.			NORTH	WEST U.S.		
			(A			,MO,NM,C		•			•	II, NV)			, , ,	,OR,WA,WY)		
		ture Rate 1/	41.0% of 4,000 sampled outlets						46.8% of 2,900 s	•		20.2% of 1,200 sampled outlets						
	Acti	vity Index 2/ White 12 pack	Activity Index = 2,340 (includes Medium) 1.19 20 1.19 1.49 - 1.59 140 1.52					1.69	vity Index = 1,52 10 1.69	0.69 - 1.59	430 1.13	Activity Index = 390 (includes Medium 0.88 - 1.00				0.99		
GR	SDA ADE	White 18 pack Brown 12 pack	1.19	20	1.19	1.49 -	1.59	140	1.52	1.97	40 1.97	1.59 - 2.48	160 2.32			0.88 - 1.00	100	0.99
		MEDIUM		White 1			1.18	30			White 12 pack				White 12 pack			
	SDA ADE	White 12 pack White 18 pack Brown 12 pack	2.00	10	2.00	0.69 -	1.29 1.99	590 50	1.12 1.99			0.88 - 1.29	290 1.27			1.29	70	1.29
	A	MEDIUM		White 1 White 3	•		0.89	10	0.89		White 12 pack White 30 pack				White 12 pack White 30 pack			
	USDA	A ORGANIC			-						·				·			
s		White 12 pack Brown 12 pack										3.99	10 3.99			3.99	10	3.99
P E C	OME	GA-3 White 12 pack Brown 12 pack	1.49 - 2.50	100	2.25	1.49 -	3.49	320	2.55							2.50	40	2.50
A L	CAGI	E-FREE White 12 pack				2.00 -			2.29			2.50 - 2.79	290 2.75			2.50	80	2.50
•		Brown 12 pack TARIAN FED White 12 pack Brown 12 pack				1.99 -			2.45			2.50 - 2.79	290 2.75			2.50	90	2.50
So	ILCE.	USDA Agricultur	al Marketing	Service	Poultry	Market N	ews a	nd Analy	/sis - (202) 720-6911	website: http	·//www ams us	da gov/nymar	cetnews htm				2 of 3

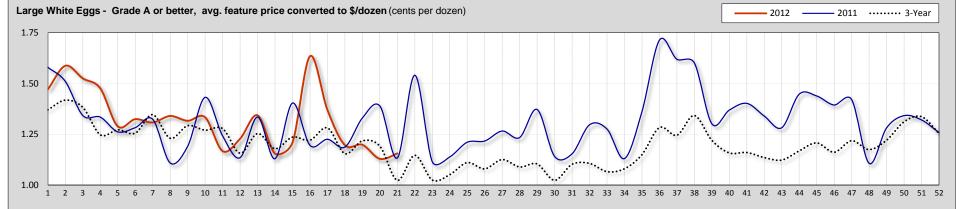
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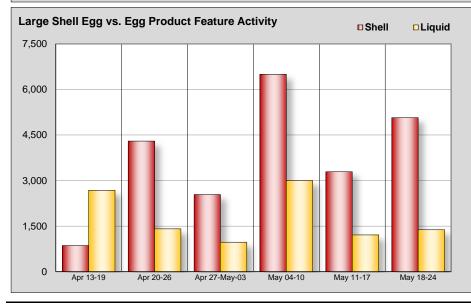
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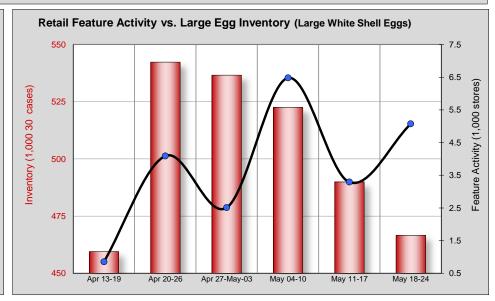
Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 05/18 thru 05/24.

(prices	in	dollars	ner	carton)	١
(prices		uoliais	pei	carton	,

EGG PRODUCTS	THIS WEEK			NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST		
1/ Feature Rate	2.9%	5.5% 6.0%		5.6% of 4,400 sampled		2.6% of 6,000 sampled		0.0% of 4,000 sampled		4.2% of 4,000 sampled		0.4% of 2,900 sampled		4.6% of 1,200 sampled		
2/ Activity Index	lex 1,380 1,210		1,200	Activity In	Activity Index = 940 A		Activity Index = 140		Activity Index = 30		Activity Index = 210		Activity Index = 0		Activity Index = 60	
	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	760 2.58	740 2.52	1,140 2.26	1.99 - 3.49	450 2.52	2.29 - 2.50	120 2.49	2.19 - 2.50	30 2.40	2.50 - 2.69	100 2.63			2.99 - 3.59	60 3.19	
32 oz. crtn	330 4.67	240 3.99	60 4.29	4.99 - 5.99	200 5.13	3.99	20 3.99			3.79 - 3.99	110 3.97					
3 - 4 oz. cup	290 2.50	230 2.74		2.50	290 2.50											
2 - 8 oz. cup																







Note: See page 1 for explanatory notes.