



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 06/29 thru 07/05.

(prices in dollars per carton)

Fri. Jun 29, 2012

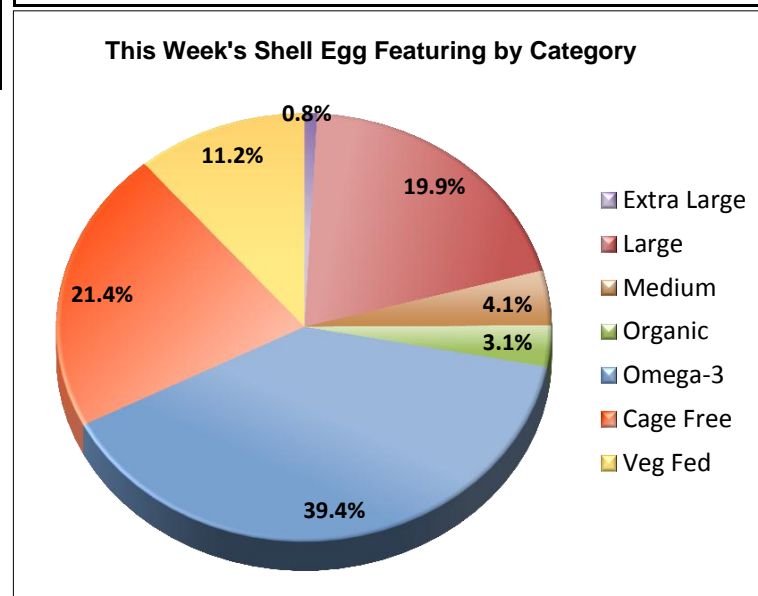
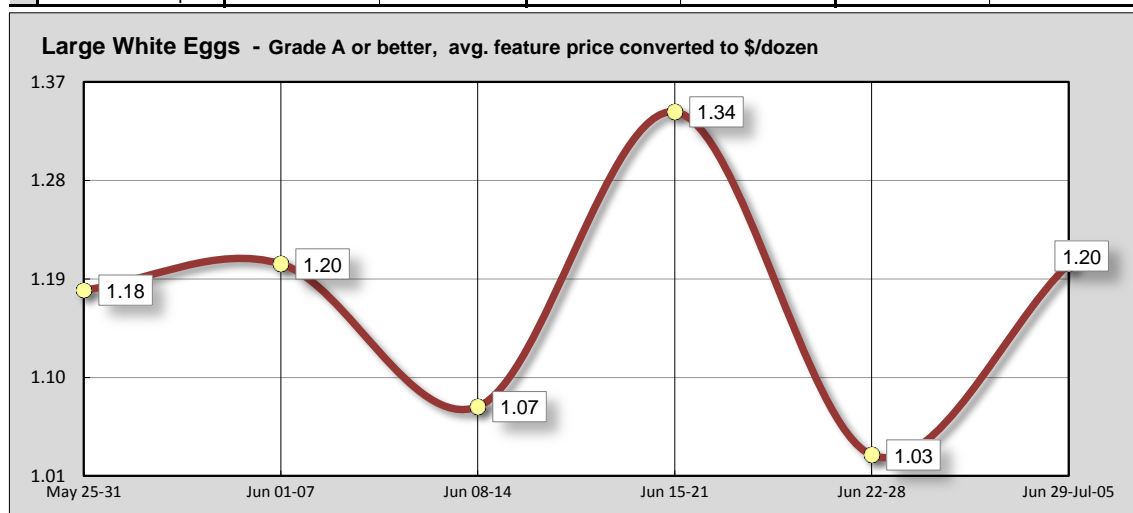
SHELL EGG NATIONAL SUMMARY													
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	18.3% of 22,500 stores				23.0% of 22,500 stores				18.5% of 19,500 stores				
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE		
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
REGULAR	USDA GRADE AA												
	White 12 pack	10	1.79	270	1.27			900	0.98		400	1.45	
	White 18 pack			140	2.43			240	1.66	10	2.25	220	2.37
	Brown 12 pack										30	1.99	
	USDA GRADE A												
	White 12 pack	30	0.99	400	1.03			1,810	1.02	300	1.68	1,380	1.21
White 18 pack			70	1.61			320	1.77			200	1.46	
Brown 12 pack			80	1.37									
SPECIALTY	USDA ORGANIC												
	White 12 pack					30	2.99						
	Brown 12 pack	10	3.79	140	4.16	270	4.39	730	4.40	20	3.99	600	4.02
	OMEGA-3												
	White 12 pack	440	2.70	1,340	2.28	70	2.76	1,360	2.32	260	2.46	1,490	2.24
	Brown 12 pack			120	3.38	10	2.99	50	2.99	190	2.50	10	2.50
	CAGE-FREE												
	White 12 pack			380	2.89	30	2.99	710	2.70			70	2.39
	Brown 12 pack	90	2.99	560	2.80			670	2.64			730	2.60
	VEGETARIAN FED												
White 12 pack	240	1.99	250	2.01			300	2.53					
Brown 12 pack			50	2.09	10	2.49	730	2.26			340	2.60	

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,000	3,270	2,540	Large Eggs on Jun-25-2012
Specialty	3,620	4,970	3,710	
Total (includes MD)	4,820	8,680	6,330	458.2
Special Rate 4/:	6.7%	2.9%	0.2%	up 3.1%

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

SHELL EGG and EGG PRODUCTS FEATURING

Eggs won't have much to celebrate this Independence Day as overall featuring is down significantly, losing more than half of the ad space that was occupied last week. Both regular and specialty eggs continue to see a decline in feature activity. The average ad price for Large white shell eggs has yet to find a steady level and moves sharply higher this week. Shoppers are finding some reprieve as the occurrence of "no price" specials in circulars is higher and usually attached to the purchase of an additional item. Ads for Medium eggs are still a popular option for consumers, however, featuring of Extra Large eggs is lackluster. Omega-3 specialty eggs continue to hold a large share of space in circulars, particularly in the Northeast area. Liquid egg products are very hard to find and drop sharply from view this week. Summer is officially here and with it comes stormy weather and triple digit temperatures in some areas. We will watch closely to see what impact, if any, this has on markets in the weeks to come.



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/}		19.3% of 4,400 sampled outlets Activity Index = 2,230 (includes Medium)						25.2% of 6,000 sampled outlets Activity Index = 150 (includes Medium)						12.4% of 4,000 sampled outlets Activity Index = 570 (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																		
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM	White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack		
USDA GRADE A	White 12 pack	0.99	20	0.99	1.00	100	1.00				0.99	20	0.99	0.99	10	0.99	0.75 - 1.19	160	1.11
	White 18 pack				1.50	60	1.50							1.49 - 1.69	50	1.59			
	Brown 12 pack				1.00	20	1.00	White 12 pack	0.88 - 1.00	50	0.96	White 12 pack			White 12 pack				
	MEDIUM	White 12 pack White 30 pack			White 12 pack White 30 pack			White 12 pack White 30 pack			White 12 pack White 30 pack			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	3.79	10	3.79	3.79 - 5.00	130	4.17												
	OMEGA-3																		
	White 12 pack	2.49 - 3.00	280	2.82	1.99 - 2.99	890	2.16	2.50	50	2.50	1.99 - 2.50	30	2.32				2.39 - 2.66	200	2.65
	Brown 12 pack				2.00	10	2.00												
	CAGE-FREE																		
	White 12 pack				2.99	50	2.99										2.50	10	2.50
Brown 12 pack	2.99	90	2.99	2.99 - 3.59	80	3.25							2.50 - 2.99	120	2.53				
VEGETARIAN FED																			
White 12 pack	1.99	240	1.99	1.99	240	1.99										2.50	10	2.50	
Brown 12 pack				2.00	10	2.00							2.50	10	2.50				
		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/}		14.3% of 4,000 sampled outlets Activity Index = 800 (includes Medium)						18.3% of 2,900 sampled outlets Activity Index = 830 (includes Medium)						14.1% of 1,200 sampled outlets Activity Index = 240 (includes Medium)					
USDA GRADE AA	White 12 pack				0.99 - 1.47	120	1.15	1.79	10	1.79	0.99 - 1.79	80	1.41				0.98 - 1.50	70	1.32
	White 18 pack										2.00 - 2.48	140	2.43						
	Brown 12 pack																		
	MEDIUM	White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack		
USDA GRADE A	White 12 pack				0.88 - 0.99	120	0.97												
	White 18 pack				1.49 - 1.88	20	1.66												
	Brown 12 pack				0.99	20	0.99												
	MEDIUM	White 12 pack White 30 pack			White 12 pack White 30 pack			White 12 pack White 30 pack			White 12 pack White 30 pack			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																3.99	10	3.99
	OMEGA-3																		
	White 12 pack	2.50	110	2.50	2.00 - 2.50	220	2.44												
	Brown 12 pack				3.50	50	3.50				3.50	60	3.50						
	CAGE-FREE																		
	White 12 pack										3.00	250	3.00				2.50	70	2.50
Brown 12 pack				1.99	40	1.99				3.00	250	3.00				2.50	70	2.50	
VEGETARIAN FED																			
White 12 pack																			
Brown 12 pack				1.99	30	1.99													

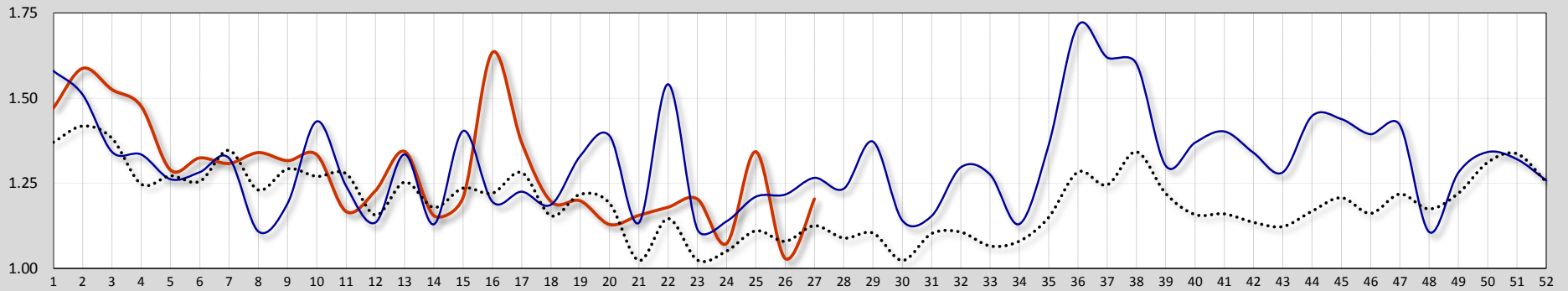


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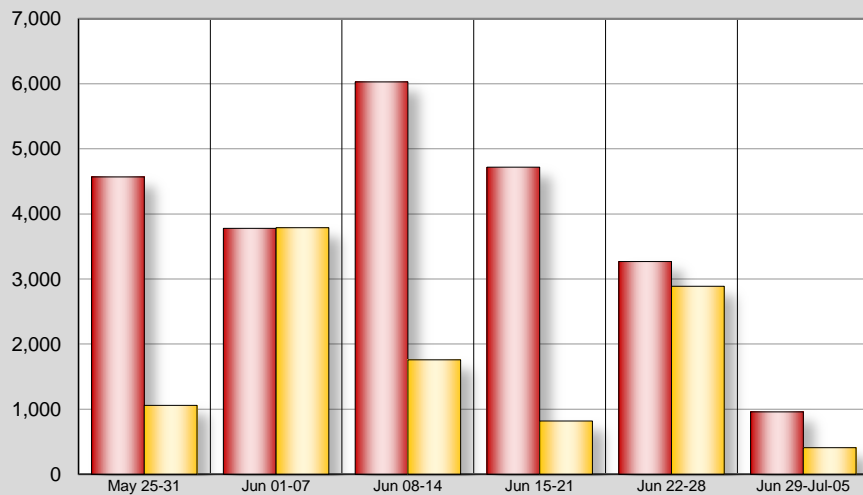
EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	1.6%	10.5%	6.3%	2.7% of 4,400 sampled	0.7% of 6,000 sampled	0.7% of 4,000 sampled	4.4% of 4,000 sampled	0.0% of 2,900 sampled	0.0% of 1,200 sampled
2/ Activity Index	410	2,890	2,520	Activity Index = 250	Activity Index = 40	Activity Index = 50	Activity Index = 70	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	180 2.64	1,930 2.07	1,070 2.44	2.59 - 2.99 70 2.89	2.59 10 2.59	1.89 - 2.00 30 1.94	2.69 70 2.69		
32 oz. crtn	150 5.85	560 4.31	980 3.99	5.99 130 5.99	4.95 20 4.95				
3 - 4 oz. cup	80 2.55	400 2.15	470 2.74	2.50 - 2.99 50 2.79	2.59 10 2.59	1.89 - 2.00 20 1.93			
2 - 8 oz. cup									

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

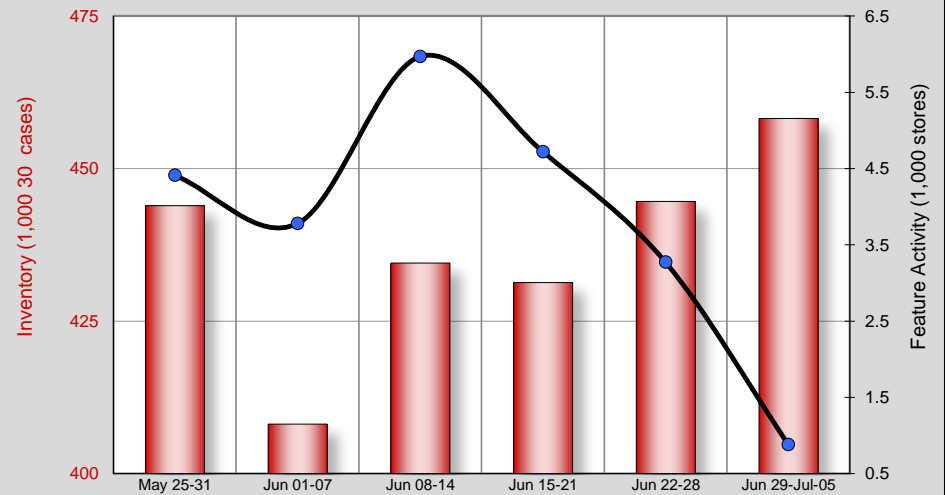


Large Shell Egg vs. Egg Product Feature Activity

Shell Liquid



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



Note: See page 1 for explanatory notes.