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 10/05 thru 10/11. (prices in dollars per carton)

Fri. Oct 05, 2012

	SHELL EGG NATIONAL SUMMARY												
			PREVIO	JS WEEK	(PREVIOUS YEAR							
	Feature Rate		.1% of 22	,500 stor	es	30	.6% of 22	2,500 sto	res	30	.8% of 19	9,500 stores	
		X LA	ARGE	LAR	GE	X LA	RGE	LAF	RGE	X LA	ARGE	LARGE	
			Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
R	USDA GRADE AA												
E	White 12 pack	20	2.25	480	1.59			470	1.40	50	2.25	450	1.53
G	White 18 pack	10	1.79	1,350	2.61			500	2.62			160	2.32
U	Brown 12 pack												
L	USDA GRADE A												
Ā	White 12 pack	10	1.29	640	1.38	180	1.92	700	1.11	20	1.38	590	1.25
R	White 18 pack			440	2.35			680	2.35			1,940	2.11
	Brown 12 pack							10	1.19			10	1.00
	USDA ORGANIC												
	White 12 pack												
S	Brown 12 pack			860	3.68	20	4.98	140	3.92	20	3.99	270	3.71
P E	OMEGA-3												
C	White 12 pack	980	2.53	1,560	2.26	340	2.58	950	2.70	570	2.56	1,770	2.45
·	Brown 12 pack	10	1.99	220	3.03			180	3.77			10	3.00
A	CAGE-FREE												
î	White 12 pack	10	2.79	1,470	2.54			650	2.43	30	2.49	30	2.99
T	Brown 12 pack			1,420	2.61	30	2.49	2,410	2.56			660	2.90
Y	VEGETARIAN FED												
•	White 12 pack			240	2.50							230	2.49
	Brown 12 pack	580	3.00	1,060	3.11			400	2.97			10	2.50

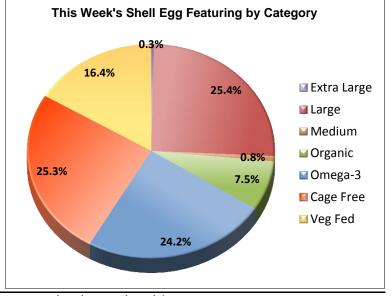
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen												
1.65												
1.60	1.61			1.61								
1.55												
1.50			1.47									
1.40				1.44								
1.35 Aug 31-Sep-06	Sep 07-13 Se	1.37 p 14-20 Sep	21-27 Sep 28	-Oct-04 Oct 05-11								

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/		
Regular	2,950	2,540	3,220	Large Eggs on		
Specialty	8,410	5,120	3,600	Oct-01-2012		
Total (includes MD)	11,450	7,760	7,440	573.9		
Special Rate 4/:	0.5%	1.1%	0.1%	up 15.9%		

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

SHELL EGG and EGG PRODUCTS FEATURING

Promotional activity for regular shell eggs is up this week due to increased featuring of 18 pack eggs in the South Central and West Coast areas. The average price of Grade A or better, Large white eggs offered to consumers remains irregular and is sharply higher. Shoppers seeking to find bargains on eggs will have to look harder as grocers appear reluctant to include "no price" incentives in circulars. Offerings on all specialty shell egg types are higher and enjoy abundant ad space throughout the week. Cage-free and Omega- 3 varieties are the popular favorites in this category. In the egg products area, featuring is more active than in recent weeks. Many outlets, especially in the Southeast region, are heavily promoting 14-16 ounce cartons.



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.)

		NORTHE (CT,DE,MA,MD,ME,	E AST U.S. .NH.NJ.NY.PA.R	U.VT)	(EAST U.S.	/)			WEST U.S. MN,ND,NE,OH,SD,WI)			
	eature Rate 1/ ctivity Index 4	· · · · · · · · · · · · · · · · · · ·	sampled outlets	3		28.2% of 6,000	sampled outlets (includes Med	1	21.4% of 4,000 sampled outlets Activity Index = 1,070 (includes Medium)					
CLASS		EXTRA LARGE	LARGE		EXTRA LARGE		LARGE			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	White 12 pack		1.88	10 1.88										
GRAD	White 18 pack													
AA	Brown 12 pack MEDIUM	White 12 pack				White 12 pack				White 12 pack				
	White 12 pack	Write 12 pack	0.88 - 1.89	420 1.44		Wille 12 pack	0.88	20 0.88	1.29	10 1.29	0.88 - 1.58	110	1.15	
USDA	·		2.69	90 2.69			2.28 - 2.69	80 2.50	1.20	10 1.20	2.18 - 2.28	190	2.19	
GRAD			2.00	00 2.00			2.20 2.00	00 2.00			2.10 2.20	100	2.10	
Α	MEDIUM	White 12 pack White 30 pack				White 12 pack White 30 pack	0.88 - 1.50	20 1.22		White 12 pack White 30 pack	0.77	10	0.77	
LUS	DA ORGANIC	Write 30 pack				Write 30 pack				Write 30 pack				
	White 12 pack													
S	Brown 12 pack		4.29	10 4.29			3.50 - 4.29	630 3.74			3.50	10	3.50	
PON	IEGA-3													
E	White 12 pack		1.98 - 2.99	950 2.34	2.50 - 2.66	320 2.60	1.99 - 3.00	130 2.36	1.99 - 2.99	330 2.56	1.99 - 2.50	150	2.04	
C	Brown 12 pack		2.69 - 4.99	190 3.07										
L CA	GE-FREE													
Î.	White 12 pack	2.79 10 2.79					2.50	400 2.50			2.49 - 2.50	120	2.50	
т	Brown 12 pack		2.69 - 3.49	360 3.18			2.00 - 3.00	520 2.48			2.49 - 2.99	130	2.55	
YVE	GETARIAN FED													
	White 12 pack		2.50	240 2.50										
	Brown 12 pack	3.00 510 3.00	2.69 - 3.99 NTRAL U.S	930 3.18	3.00	70 3.00	3.00 VEST U.S.	70 3.00		NODTU	2.99 WEST U.S.	10	2.99	
				LIT\										
	eature Rate 1/	(AR,AZ,CO,KS,LA,					HI, NV)			, , , , , ,	OR,WA,WY)	_		
	ctivity Index 2/	50.6% of 4,000 s Activity Index = 2,15	•			-	sampled outlets 0 (includes Med		50.1% of 1,200 sampled outlets Activity Index = 850 (includes Medium)					
	White 12 nack	Activity illuex = 2,13	1.20 - 2.00	340 1.61	2.25	20 2.25	o (includes wed	iiuiii)	A	0.99 - 1.69	130	1.53		
USDA	White 18 nack		2.39 - 2.49	360 2.42	1.79	10 1.79	2.50 - 3.77	780 2.73			2.39 - 2.49	210	2.49	
GRAD	E Brown 12 pack		2.00 2.10	000 2.12	1.70	10 1.10	2.00 0.77	700 2.70			2.00 2.10	210	2.10	
AA	MEDIUM	White 12 pack				White 12 pack	0.99 - 1.49	50 1.37		White 12 pack	1.20	10	1.20	
	White 12 pack	·	1.25 - 1.58	90 1.46		•								
USDA	White 18 pack		1.99 - 2.50	80 2.21										
GRAD	E Brown 12 pack													
Α	MEDIUM	White 12 pack White 30 pack				White 12 pack White 30 pack				White 12 pack White 30 pack				
US	DA ORGANIC	TTIME OF PACK				30 pask				50 pask				
	White 12 pack													
S	Brown 12 pack		3.50	140 3.50			2.99 - 3.50	70 3.44						
E ON	IEGA-3													
c	White 12 pack		1.89 - 2.99	300 2.08	2.49 - 2.99	150 2.57	1.99 - 2.50	30 2.26	2.99	40 2.99				
1	Brown 12 pack	1.99 10 1.99	2.79	30 2.79										
A CA	GE-FREE		2.52	440 050			0.50 0.66	000 000			4.00	050	0.00	
L	White 12 pack		2.50	410 2.50			2.50 - 3.00	290 2.93			1.88 - 2.99	250	2.26	
T	Brown 12 pack GETARIAN FED		2.00 - 2.99	200 2.42							2.00 - 2.99	210	2.21	
Y	White 12 pack													
	Brown 12 pack		1.89	50 1.89										
_		al Marketing Service Poultry			<u> </u>								2 of 3	

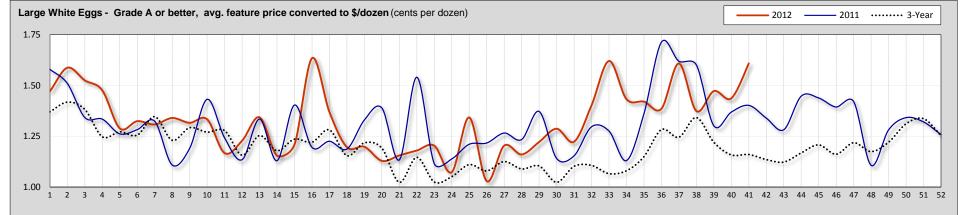
USDA

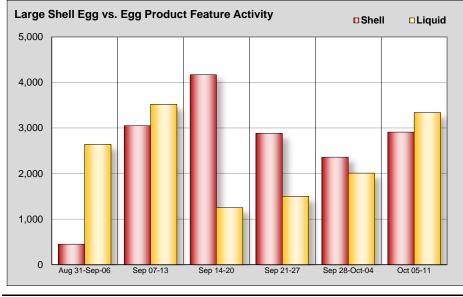
USDA Weekly Retail Shell Egg and Egg Products Feature Activity

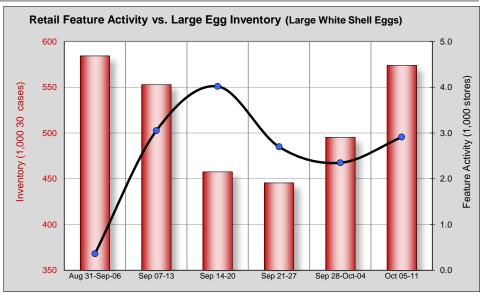
Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 10/05 thru 10/11.

(prices in dollars per carton)

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST		
1/ Feature Rate	14.9%	4.9% 9.6% 5.8%		22.5% of 4,400 sampled 8		8.6% of 6,0	8.6% of 6,000 sampled		4.3% of 4,000 sampled		17.2% of 4,000 sampled		23.1% of 2,900 sampled		26.9% of 1,200 sampled	
2/ Activity Index	3,340	2,010	2,240	Activity In	dex = 810	Activity Index = 950		Activity Index = 170		Activity Index = 480		Activity Index = 610		Activity Index = 320		
	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 Ran	ge Stores Avg ³	Price Range	Stores Avg 3/	
14-16 oz. crtn	2,650 2.65	1,750 2.03	890 2.48	2.50 - 2.89	180 2.70	2.00 - 2.89	910 2.28	1.99 - 3.00	170 2.61	2.00 - 3.00	460 2.73	2.49 - 3	.00 610 2.96	2.89 - 3.00	320 2.96	
32 oz. crtn	690 4.69	260 3.93	1,000 4.80	3.97 - 5.99	630 4.69	4.99	40 4.99			3.99	20 3.99					
3 - 4 oz. cup			350 2.45													
2 - 8 oz. cup																







Note: See page 1 for explanatory notes.