

## 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 10/26 thru 11/01. (prices in dollars per carton)

	SHELL EGG NATIONAL SUMMARY													
			PREVIO	JS WEEK	(	PREVIOUS YEAR								
Feature Rate		28.	.0% of 22	,500 stor	es	42	.0% of 22	2,500 sto	res	18.8% of 19,500 stores				
			X LARGE		LARGE		X LARGE		LARGE		X LARGE		RGE	
_			Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
R	USDA GRADE AA													
E	White 12 pack			130	1.12	10	3.00	1,980	1.51			200	1.84	
G	White 18 pack			290	2.30	10	2.25	880	2.44			1,220	2.22	
U	Brown 12 pack													
L	USDA GRADE A													
Ā	White 12 pack	80	1.20	180	1.47			2,740	1.33	30	1.86	290	1.17	
R	White 18 pack			420	2.03			1,170	1.95			420	2.05	
	Brown 12 pack							60	1.77			30	2.22	
	USDA ORGANIC													
s	White 12 pack													
P	Brown 12 pack			50	5.24	10	4.38	670	3.63	30	3.66	330	3.73	
E	OMEGA-3													
C	White 12 pack	540	2.65	2,030	2.15	260	2.26	720	2.54	270	2.59	1,050	2.49	
ï	Brown 12 pack			20	1.97			10	2.99					
A	CAGE-FREE													
î	White 12 pack			150	2.51	60	2.99	250	2.60			280	2.97	
T	Brown 12 pack			450	2.95			550	2.74			400	3.03	
Y	VEGETARIAN FED													
	White 12 pack	50	3.49			190	3.72					170	2.91	
	Brown 12 pack	140	2.50	380	2.82	10	2.49	190	2.14	70	2.99	10	2.99	

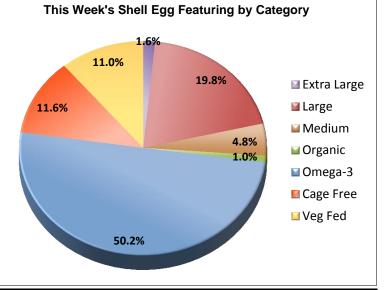
Large White	Eggs - Grade A or b	etter, avg. feature	price converted to \$/d	ozen	
1.60		1.61			
1.55					
1.50			1.46		
1.45	1.44			1.42	1.39
1.35 Sep 21-27	Sep 28-Oct-04	Oct 05-11	Oct 12-18	Oct 19-25	Oct 26-Nov-01

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,100	6,850	2,190	Large Eggs on
Specialty	3,810	2,920	2,610	Oct-22-2012
Total (includes MD)	5,160	9,950	5,040	490.8
Special Rate 4/:	8.1%	1.2%	1.4%	down 1.8%

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

## SHELL EGG and EGG PRODUCTS FEATURING

Promotional activity for regular shell eggs is down as many grocers devote a large portion of advertising space to candy and other Halloween-related items. The price of Grade A or better, Large white eggs offered to consumers continues declining. The number of "no price" specials have increased as shoppers are offered a free carton of eggs as an incentive to purchase an additional store item. Feature activity on specialty shell eggs is higher this week. Omega-3 eggs are commanding the most ad space of all egg types this cycle and are promoted in all regions. Overall featuring of liquid egg products is about the same as last week, however the average ad price of 32 oz. cartons is higher. Promotions for egg nog are appearing in circulars which is a good indicator that we are starting the holiday baking season.



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.)

					_	EAST U.S.					EAST U.S.		MIDWEST U.S.						
	Feature Rate 17		(C1			,NH,NJ,NY,PA, sampled outle	. ,				NC,SC,TN,VA,W	·	(IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)  15.3% of 4,000 sampled outlets						
	Acti	vity Index "	Activity Index = 2,450 (includes Medium)								10 (includes Med	Activity Index = 480 (includes Medium)							
CLASS		EXTRA LARGE			LARGE			LARGE		LARGE		LARGE	L/						
_			Price Range	Stores	Avg 3/	Price Range			Price Range	Stores Avg 3	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores	Avg 3/		
US	DA	White 12 pack				1.50	10	1.50							0.59 - 1.00	40	0.92		
GR	ADE	White 18 pack																	
P	\A	Brown 12 pack MEDIUM		White 1	2 nack					White 12 pack	,			White 12 pack					
		White 12 pack	1.00			0.99 - 1.66	80	1.61		vviille 12 paci	X .		1.19 - 1.39	70 1.23	0.79 - 1.49	80	1.08		
us	DA	White 18 pack	1.00	10	1.00	1.98 - 2.49					1.78	40 1.78	1.10 1.00	70 1.20	1.49 - 2.00	170	1.66		
	ADE	Brown 12 pack													2.00				
	A			White 1	2 pack	1.00	150	1.00		White 12 pack	1.00 - 1.25	50 1.07		White 12 pack					
		MEDIUM		White 3	80 pack					White 30 pack	(			White 30 pack					
	USD/	A ORGANIC																	
		White 12 pack																	
S		Brown 12 pack				5.58	40	5.58							3.89	10	3.89		
E.	OME																		
c		White 12 pack	1.99 - 2.99	400	2.83	1.99 - 2.99	570	2.49	1.99 - 2.50	130 2.17	2.00 - 2.29	120 2.10	1.99	10 1.99	1.99 - 2.39	90	2.26		
1		Brown 12 pack																	
Α	CAGI	E-FREE													2.00	40	0.00		
L		White 12 pack Brown 12 pack				2.50 - 3.99	450	2.95							2.69	10	2.69		
Ţ	/FGF	TARIAN FED				2.50 - 3.98	450	2.90											
Y	V L O L	White 12 pack	3.49	50	3.49														
		Brown 12 pack	2.50			2.49 - 3.99	380	2.82											
						NTRAL U.S				SOUTH	WEST U.S.			NORTH	WEST U.S.				
			(A	AR,AZ,CC	,KS,LA	,MO,NM,OK,T	K,UT)			(CA	,HI, NV)			(AK,ID,MT	OR,WA,WY)				
	Fea	ture Rate 1/		23.0% o	f 4,000	sampled outle	ts			33.5% of 2,900	sampled outlet	s		35.0% of 1,200	sampled outlet	s			
	Acti	vity Index 2/	Activity Index = 560 (includes Medium)					Act	ivity Index = 9	10 (includes Med	dium)	Activity Index = 420 (includes Medium)							
115	DA	White 12 pack				1.29	50	1.29							0.99	30	0.99		
	ADE	White 18 pack									1.99 - 2.50	270 2.14			4.50	20	4.50		
	A	Brown 12 pack																	
		MEDIUM		White 1	2 pack					White 12 pack				White 12 pack					
		White 12 pack				1.44		1.44			3.50								
	DA ADE	White 18 pack				1.78 - 1.99	30	1.89			1.99	10 1.99							
	ADE	Brown 12 pack		White 1	2 nack	0.99	20	0.99		White 12 pack	0.99	30 0.99		White 12 pack					
		MEDIUM		White 3		0.00	20	0.00		White 30 pack		00 0.00		White 30 pack					
	USD/	ORGANIC			o paon					TTIME OF PAGE				TTIME OF PACK					
		White 12 pack																	
S		Brown 12 pack																	
	OME																		
E		White 12 pack				1.99 - 2.19	370	1.99			1.99	550 1.99			1.99 - 2.99	330	2.01		
1		Brown 12 pack													1.97	20	1.97		
A	CAG	E-FREE				<b>-</b>		0.55				46 65			~ ~ -		6 <b>-</b>		
L		White 12 pack				2.50	80	2.50			2.50	40 2.50			2.50	20	2.50		
T	/ECF	Brown 12 pack																	
Y	VEGE	TARIAN FED White 12 pack																	
		Brown 12 pack																	
Sou	ırco:	USDA Agricultur	al Marketing	Sorvico	Doultry	Market News	and Anal	veie /	202) 720 6011	wohoito: ht	to://www.amc.u	oda gay/nymark	otnows htm				2 of 3		

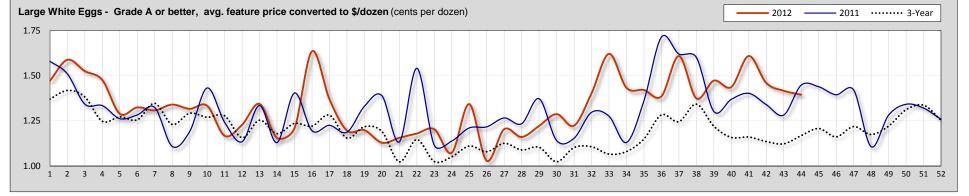
## USDA

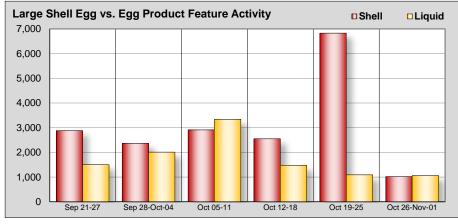
## USDA Weekly Retail Shell Egg and Egg Products Feature Activity

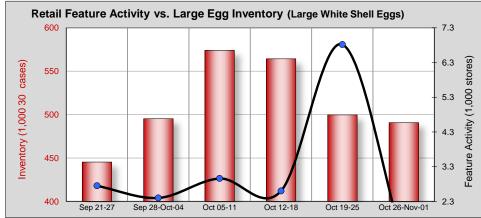
Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 10/26 thru 11/01.

(prices in dollars per carton)

EGG PRODUCTS	THIS LAST LAST		I NORTHEAST		SOUTHEAST		MIDW	/EST	SOUTH CENTRAL		SOUTHWEST		NORTHWEST		
	WEEK	WEEK	YEAR							_					
1/ Feature Rate	5.4%	5.2%	6.6%	4.7% of 4,40	00 sampled	4.8% of 6,000 sampled		10.2% of 4,000 sampled		3.2% of 4,000 sampled		6.5% of 2,900 sampled		0.5% of 1,200	0 sampled
2/ Activity Index	1,060	1,090	2,340	Activity In	dex = 130	Activity Index = 290		Activity Index = 310		Activity Index = 130		Activity Index = 190		Activity Index = 10	
	Stores Avg 3/	Stores Avg 3/	Stores Avg 3/	Avg 3/ Price Range Stores Avg 3/		Price Range	Stores Avg 37								
14-16 oz. crtn	760 2.27	680 2.24	910 2.37	2.99	40 2.99	1.64 - 2.39	290 1.88	1.99 - 2.50	120 2.28	2.00 - 2.49	110 2.29	1.99 - 2.9	9 190 2.68	1.67 - 2.99	10 2.24
32 oz. crtn	300 4.54	410 3.52	1,210 4.28	3.99 - 4.99	90 4.92			4.29 - 4.99	190 4.31	4.99	20 4.99				
3 - 4 oz. cup			220 2.51												
2 - 8 oz. cup															
EGG NOG	THIS	THIS	S LAST NORTHEACT		ILVCI	SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST	
EGG NOG	WEEK	WEEK	YEAR	NORTHEAST											
1/ Feature Rate	2.7%	0.0%	3.8%	7.3% of 4,400 sampled		0.4% of 6,000 sampled		1.4% of 4,000 sampled		2.8% of 4,000 sampled		0.8% of 2,900 sampled		6.6% of 1,200 sampled	
2/ Activity Index	570		980	Activity In	dex = 140	Activity In	ndex = 30	Activity In	dex = 160	Activity In	dex = 130	Activity	ndex = 20	Activity Inc	dex = 90
	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	StoresAvg 3/
32 ounce	480 2.22		910 2.15	2.29 - 2.50	140 2.30	1.72	30 1.72	2.39 - 2.50	160 2.43	1.99 - 3.00	110 2.13			1.50 - 2.00	40 1.77
64 ounce	90 4.49		70 4.78							3.99	20 3.99	4.4	9 20 4.49	4.49 - 5.99	50 4.69







Note: See page 1 for explanatory notes.