



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 01/11 thru 01/17.

(prices in dollars per carton)

Fri. Jan 11, 2013

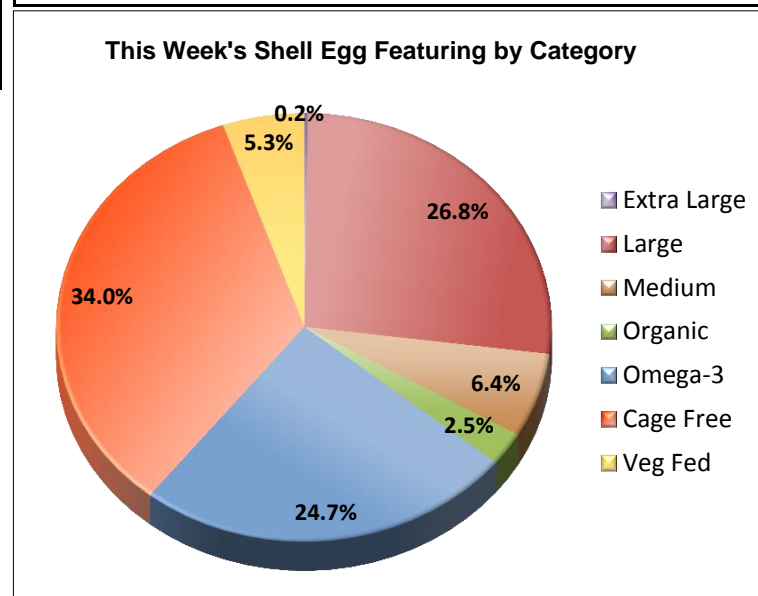
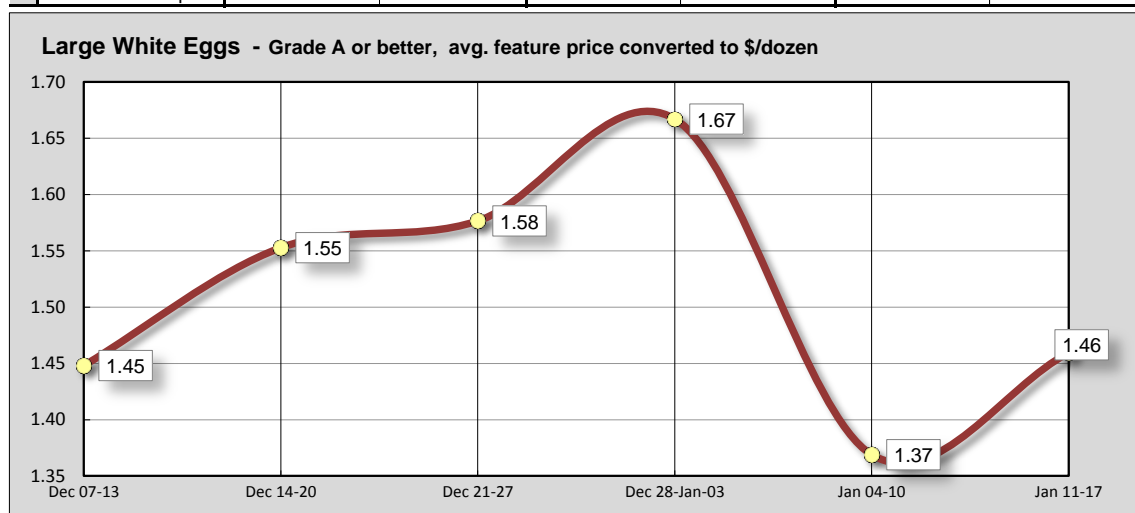
SHELL EGG NATIONAL SUMMARY												
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
	39.9% of 23,200 stores				30.9% of 22,500 stores				20.0% of 22,500 stores			
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE	
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	USDA GRADE AA											
	White 12 pack		680 1.49		220 1.29		140 1.59					
	30	2.25	1,600	2.39	30	2.50	220	2.02	1,470		2.33	
REGULAR	USDA GRADE A											
	White 12 pack		870 1.26		120 2.10		1,030 1.38		30 1.59		280 1.17	
			450	2.00	40	2.50	490	2.08	730		2.38	
		10	1.29			200 2.89						
SPECIALTY	USDA ORGANIC											
	White 12 pack											
			340	4.02	20	4.99	470	4.06	10	3.29	380	3.61
SPECIALTY	OMEGA-3											
	White 12 pack		430 2.24		350 2.60		1,820 2.53		50 2.50		660 2.14	
			190	3.63			140 2.99				70 3.00	
SPECIALTY	CAGE-FREE											
	White 12 pack		60 2.99				2,120 2.53		30 2.00			
							2,290 2.55				650 3.00	
SPECIALTY	VEGETARIAN FED											
	White 12 pack						20 1.99				240 2.47	
	160	2.63	560	2.79	580	2.50	760	2.54	120	2.50	190	2.63

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	3,640	2,150	2,850	Large Eggs on Jan-07-2013
Specialty	8,970	8,570	2,400	
Total (includes MD)	13,470	11,030	5,770	460.4
Special Rate 4/:	0.1%	0.4%	1.7%	up 3.6%

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

SHELL EGG and EGG PRODUCTS FEATURING

Featuring of regular shell eggs is significantly more active than last week with a noticeable increase in promotions for Large AA 18 pack eggs. The average price to consumers for Large white eggs, Grade A or better, moves upward. Shoppers are hard-pressed to find deals on eggs this week as the frequency of "no price" promotions is extremely limited. Ads for Extra Large eggs are sporadic, however ads for Medium eggs increase in visibility. Specialty shell egg promotional activity is only slightly higher than a week ago, with most activity occurring near the end of the ad cycle. Cage-free and omega-3 eggs are still the most commonly featured types in this category. Liquid eggs are still commanding a good bit of ad space even though this week's activity is less than a week ago.



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.)

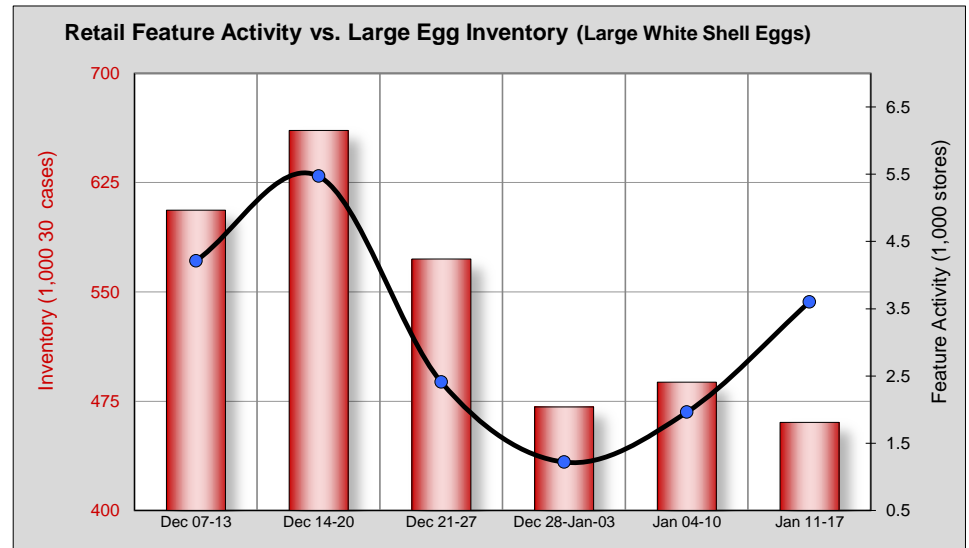
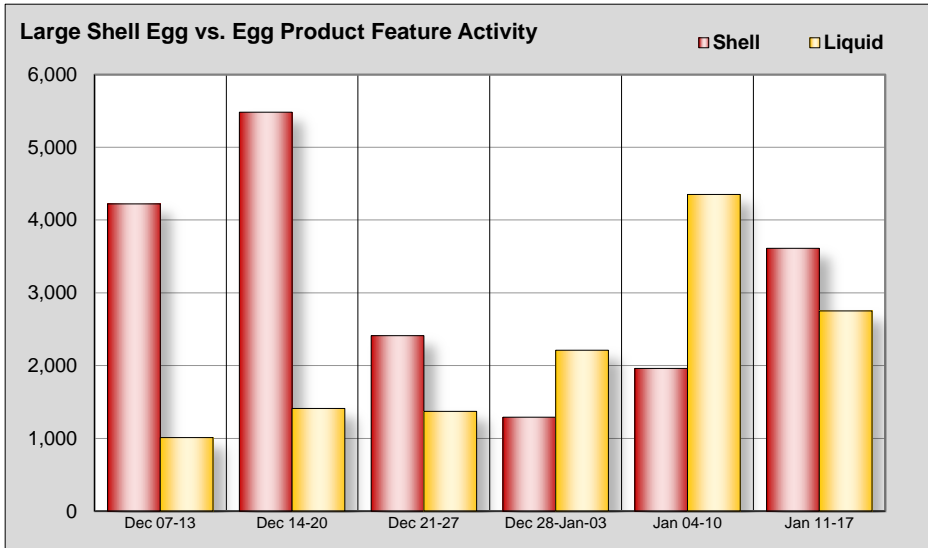
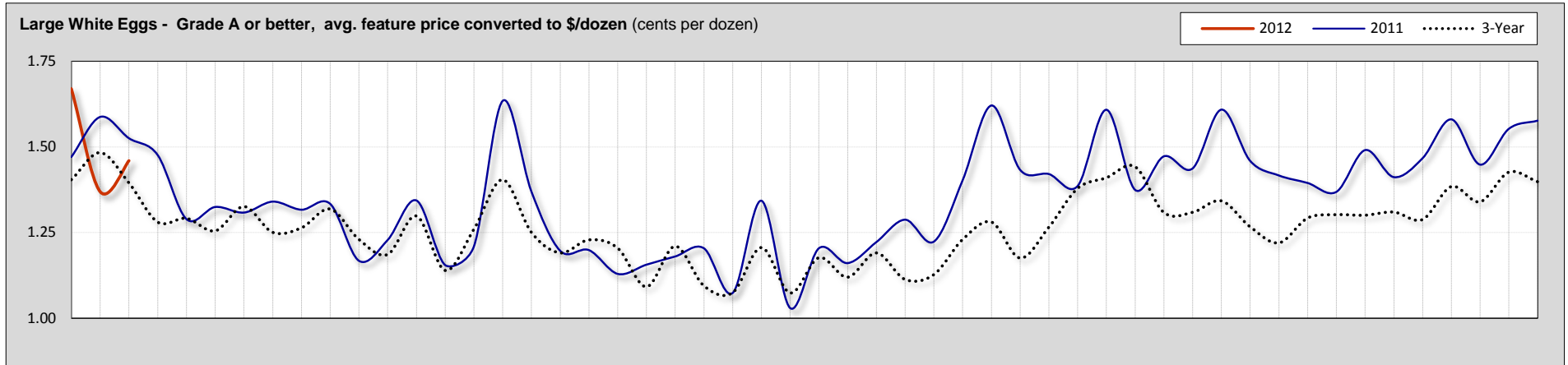
		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)						
Feature Rate ^{1/} Activity Index ^{2/}		43.5% of 4,600 sampled outlets Activity Index = 2,660 (includes Medium)						33.7% of 6,100 sampled outlets Activity Index = 3,220 (includes Medium)						39.3% of 4,200 sampled outlets Activity Index = 2,450 (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				1.50		1.50				1.50		1.50				0.88 - 1.25	60	1.06	
	White 18 pack				2.39	90	2.39				2.39	40	2.39				2.39	10	2.39	
	Brown 12 pack																			
	MEDIUM			White 12 pack	2.29 - 2.97	150	2.50			White 12 pack						White 12 pack				
USDA GRADE A	White 12 pack				0.99 - 1.50	260	1.45				0.99 - 1.50	80	1.03				0.95 - 1.65	410	1.21	
	White 18 pack										1.98	30	1.98				1.59 - 2.59	350	1.99	
	Brown 12 pack				1.29	10	1.29													
	MEDIUM			White 12 pack	1.28	10	1.28			White 12 pack	0.98 - 1.25	410	1.00			White 12 pack	0.98 - 1.00	250	1.00	
				White 30 pack						White 30 pack	3.48	20	3.48			White 30 pack	3.48		3.48	
S P E C I A L T Y	USDA ORGANIC																			
		White 12 pack																		
		Brown 12 pack				3.99 - 5.39	110	4.39				3.99	200	3.99						
		OMEGA-3																		
		White 12 pack	1.99 - 2.99	290	2.29	1.98 - 3.49	950	2.46	2.00 - 2.50	130	2.14	2.00 - 3.49	1,350	2.28	2.00	10	2.00	1.99 - 3.49	160	3.16
	Brown 12 pack															3.69	180	3.69		
	CAGE-FREE																			
	White 12 pack	2.99	60	2.99							1.99 - 2.50	470	2.42				1.99 - 2.50	390	2.49	
	Brown 12 pack				2.00 - 3.49	120	3.27				1.99 - 3.29	490	2.45				1.99 - 3.69	630	2.80	
	VEGETARIAN FED																			
	White 12 pack																			
	Brown 12 pack	2.50 - 2.99	160	2.63	2.49 - 3.49	450	2.90													
		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/}		36.6% of 4,100 sampled outlets Activity Index = 2,480 (includes Medium)						41.1% of 2,900 sampled outlets Activity Index = 1,800 (includes Medium)						68.2% of 1,200 sampled outlets Activity Index = 860 (includes Medium)						
USDA GRADE AA	White 12 pack				0.99 - 1.20	200	1.07				1.20 - 1.99	340	1.82				1.20 - 1.66	80	1.43	
	White 18 pack				2.29 - 2.39	350	2.36	2.25	30	2.25	1.99 - 2.50	780	2.40				2.39	330	2.39	
	Brown 12 pack																			
	MEDIUM			White 12 pack						White 12 pack						White 12 pack				
USDA GRADE A	White 12 pack				0.39 - 1.50	120	1.15													
	White 18 pack				1.98 - 2.50	70	2.06													
	Brown 12 pack																			
	MEDIUM			White 12 pack	1.00	10	1.00			White 12 pack						White 12 pack				
				White 30 pack	3.48	10	3.48			White 30 pack						White 30 pack				
S P E C I A L T Y	USDA ORGANIC																			
		White 12 pack																		
		Brown 12 pack				2.35	10	2.35				2.35	2.35				2.35 - 3.99	20	3.05	
		OMEGA-3																		
		White 12 pack				2.19 - 2.99	170	2.65				2.99	70	2.99				1.99	10	1.99
	Brown 12 pack																2.48	10	2.48	
	CAGE-FREE																			
	White 12 pack				1.99 - 2.50	650	2.46				2.50 - 3.00	290	2.93				2.49 - 2.50	200	2.49	
	Brown 12 pack				1.99 - 2.50	780	2.47				2.50 - 3.00	290	2.93				2.49 - 3.49	210	2.55	
	VEGETARIAN FED																			
	White 12 pack																			
	Brown 12 pack				2.19 - 2.38	110	2.33													



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Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 01/11 thru 01/17.
 (prices in dollars per carton)

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EGG PRODUCTS	THIS WEEK		LAST WEEK		LAST YEAR		NORTHEAST			SOUTHEAST			MIDWEST			SOUTH CENTRAL			SOUTHWEST			NORTHWEST			
1/ Feature Rate	10.5%		15.9%		10.3%		24.8% of 4,600 sampled			6.1% of 6,100 sampled			13.7% of 4,200 sampled			7.6% of 4,100 sampled			0.7% of 2,900 sampled			1.5% of 1,200 sampled			
2/ Activity Index	2,750		4,350		3,590		Activity Index = 1,370			Activity Index = 200			Activity Index = 710			Activity Index = 240			Activity Index = 20			Activity Index = 210			
	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	2,000	2.83	3,030	2.52	2,570	2.16	2.50 - 3.99	770	2.96	2.00 - 3.99	180	2.90	1.98 - 3.50	580	2.52	2.00 - 3.50	240	2.58	2.50 - 3.50	20	2.55	2.50 - 3.50	210	3.44	
32 oz. crtn	550	4.90	850	4.34	760	4.44	3.99 - 5.99	530	4.99				2.50	20	2.50										
3 - 4 oz. cup	200	2.49	470	2.30	260	2.61	2.50	70	2.50	2.50	20	2.50	2.49	110	2.49										
2 - 8 oz. cup																									



Note: See page 1 for explanatory notes.