



# 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 02/01 thru 02/07.

(prices in dollars per carton)

Fri. Feb 01, 2013

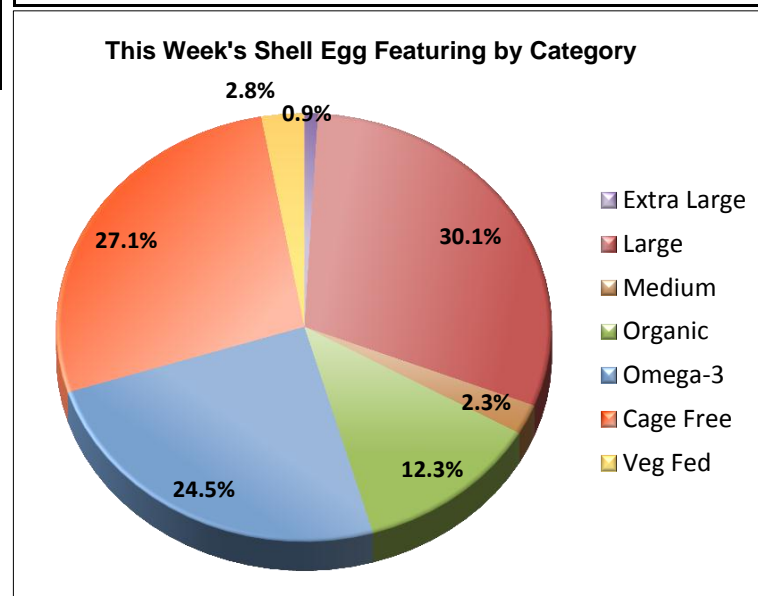
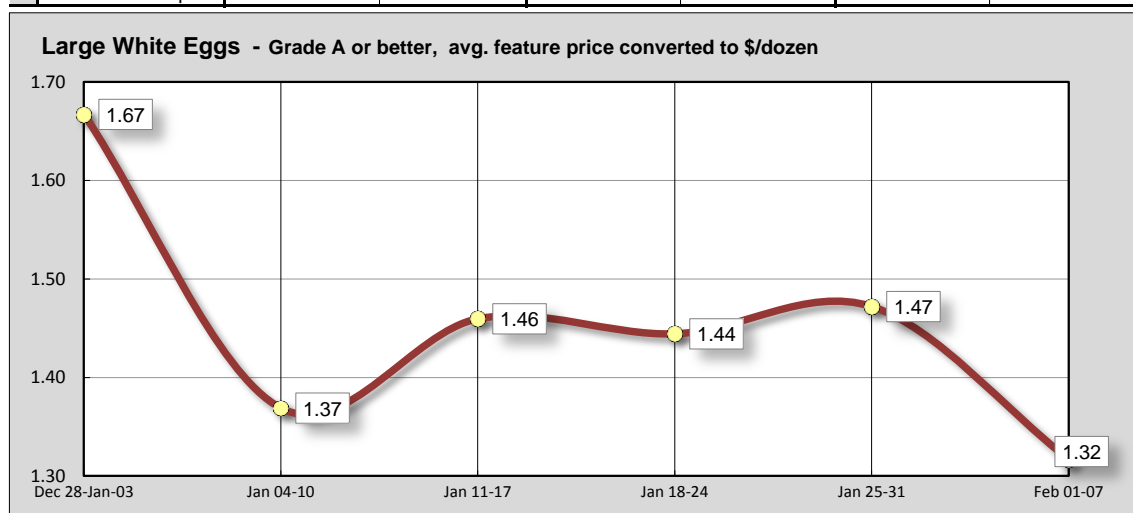
SHELL EGG NATIONAL SUMMARY													
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	25.4% of 23,200 stores				29.5% of 23,200 stores				16.3% of 22,500 stores				
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE		
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
<b>REGULAR</b>	<b>USDA GRADE AA</b>												
	White 12 pack	50	1.91	20	1.50	60	1.88	1,770	2.30	20	1.71	270	1.35
	White 18 pack			40	2.50							430	2.16
Brown 12 pack													
<b>REGULAR</b>	<b>USDA GRADE A</b>												
	White 12 pack			1,290	1.24			1,160	1.18	180	1.23	1,120	1.27
	White 18 pack			340	2.33			970	2.57			10	1.79
	Brown 12 pack			30	1.99							10	1.50
<b>SPECIALTY</b>	<b>USDA ORGANIC</b>												
	White 12 pack											50	3.99
	Brown 12 pack			700	3.91			200	4.30	40	4.30	210	4.24
<b>SPECIALTY</b>	<b>OMEGA-3</b>												
	White 12 pack	60	2.58	1,330	2.37	280	2.66	1,280	2.79	110	2.50	1,260	2.27
	Brown 12 pack			10	2.50			130	2.99			330	2.80
<b>SPECIALTY</b>	<b>CAGE-FREE</b>												
	White 12 pack			250	3.00			40	2.33			330	3.23
	Brown 12 pack			1,300	2.97			300	3.06			340	3.16
<b>SPECIALTY</b>	<b>VEGETARIAN FED</b>												
	White 12 pack							100	2.50				
	Brown 12 pack	10	2.50	150	3.08	140	3.37	340	3.07			250	3.32

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,770	3,960	2,040	Large Eggs on Jan-28-2013
Specialty	3,810	2,810	2,920	
Total (includes MD)	5,710	6,960	5,030	422.9
Special Rate 4/:	1.3%	1.1%	1.7%	up 12.9%

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

**SHELL EGG and EGG PRODUCTS FEATURING**

Shell eggs have been benched this week as retailers place more emphasis on advertising foods traditionally associated with this weekend's Super Bowl game. As a result, promotional activity for regular shell eggs is lower. The average price of Large white eggs offered to consumers, Grade A or better declines as fewer ads are in place. The number of "no price" incentives is about the same as a last week. Feature activity for specialty shell eggs increase late in the ad cycle to surpass last week's activity. Cage free eggs are more showing up more in circulars, while other types are maintaining a steady level of visibility. Featuring of liquid egg products is sharply lower. The majority of activity for liquid is in the Northeast, however extremely limited on the West Coast.



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.)

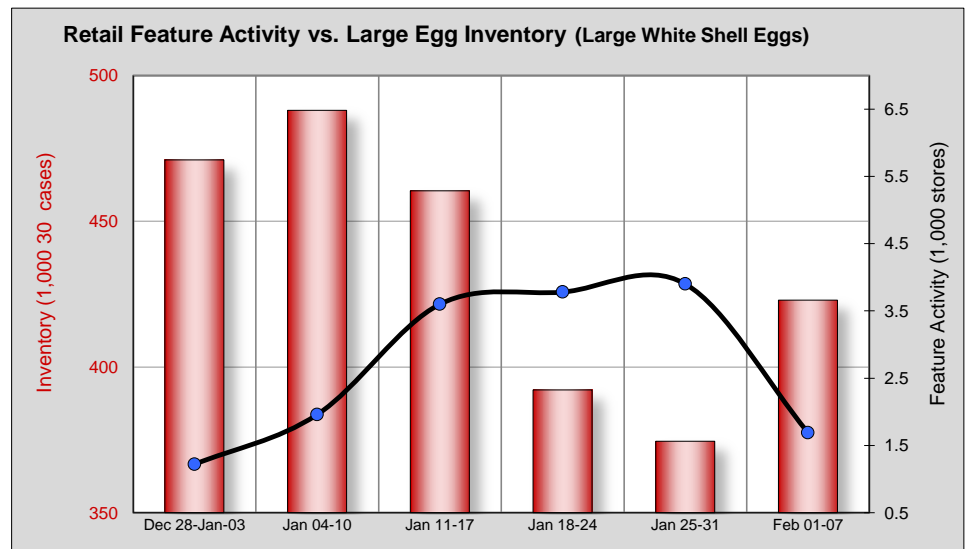
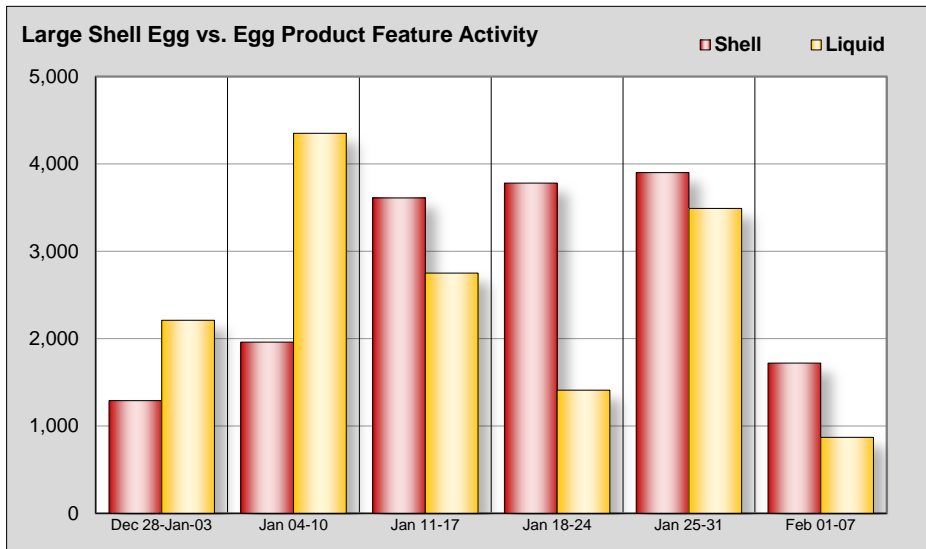
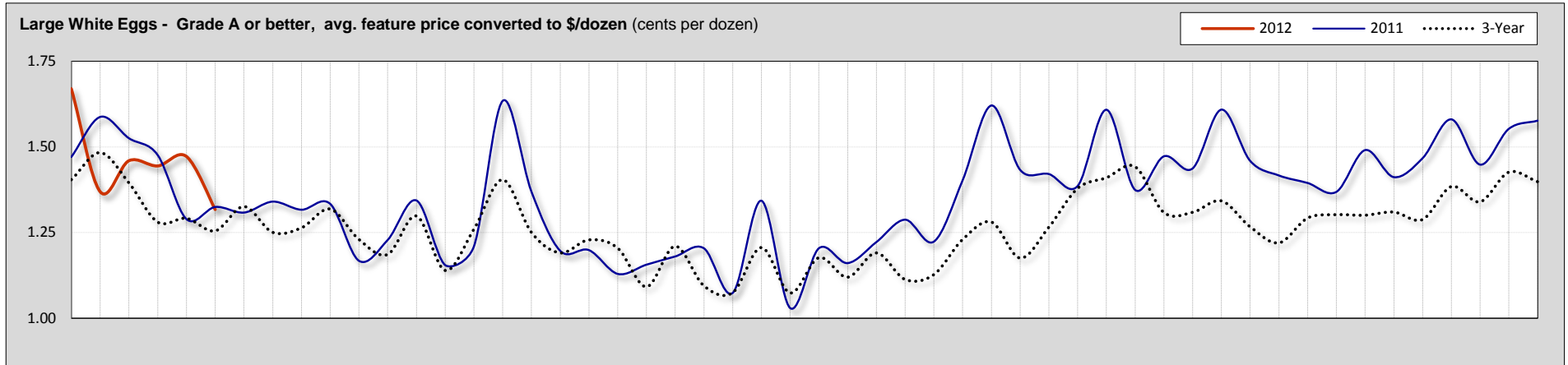
		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)								
Feature Rate <sup>1/</sup> Activity Index <sup>2/</sup>		50.9% of 4,600 sampled outlets Activity Index = 2,670 (includes Medium)						19.2% of 6,100 sampled outlets Activity Index = 1,160 (includes Medium)						11.9% of 4,200 sampled outlets Activity Index = 420 (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																					
	<b>MEDIUM</b>																					
	White 12 pack																					
USDA GRADE A	White 12 pack				0.99 - 1.25	250	1.16				1.25	690	1.25				0.97 - 1.25	170	1.19			
	White 18 pack																1.99	170	1.99			
	Brown 12 pack																1.99	30	1.99			
	<b>MEDIUM</b>																					
S P E C I A L T Y	<b>USDA ORGANIC</b>																					
		White 12 pack																				
		Brown 12 pack				2.99 - 4.00	550	3.89														
		<b>OMEGA-3</b>																				
		White 12 pack	2.99	30	2.99	1.99 - 3.00	890	2.46	2.25	10	2.25	1.99 - 2.50	200	2.19				1.99 - 2.50	50	2.21		
		Brown 12 pack				2.50	10	2.50														
		<b>CAGE-FREE</b>																				
		White 12 pack																				
		Brown 12 pack				2.69 - 3.99	780	3.07				2.50 - 2.99	260	2.62								
		<b>VEGETARIAN FED</b>																				
		White 12 pack																				
		Brown 12 pack	2.50	10	2.50	2.49 - 3.49	150	3.08														
		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 <sup>1/</sup> Activity Index <sup>2/</sup>		20.3% of 4,200 sampled outlets Activity Index = 600 (includes Medium)						27.7% of 2,900 sampled outlets Activity Index = 830 (includes Medium)						18.1% of 1,200 sampled outlets Activity Index = 30 (includes Medium)								
USDA GRADE AA	White 12 pack							1.67 - 2.69	50	1.91				2.50	40	2.50				0.98 - 1.88	20	1.50
	White 18 pack																					
	Brown 12 pack																					
	<b>MEDIUM</b>																					
	White 12 pack																					
USDA GRADE A	White 12 pack				1.00 - 1.60	160	1.30				0.90 - 3.97	20	1.83									
	White 18 pack				1.99	40	1.99				2.88	130	2.88									
	Brown 12 pack																					
	<b>MEDIUM</b>																					
	White 12 pack																					
	White 30 pack																					
S P E C I A L T Y	<b>USDA ORGANIC</b>																					
		White 12 pack																				
		Brown 12 pack				3.98	80	3.98				3.98	70	3.98								
		<b>OMEGA-3</b>																				
		White 12 pack	2.00 - 2.19	20	2.14	1.99 - 2.29	160	2.08				2.29 - 2.50	20	2.43				2.50	10	2.50		
		Brown 12 pack																				
		<b>CAGE-FREE</b>																				
		White 12 pack										3.00	250	3.00								
		Brown 12 pack				2.99	10	2.99				3.00 - 3.29	250	3.01								
		<b>VEGETARIAN FED</b>																				
		White 12 pack																				
		Brown 12 pack																				



**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 02/01 thru 02/07.**  
 (prices in dollars per carton)

Fri. Feb 01, 2013

EGG PRODUCTS	THIS WEEK		LAST WEEK		LAST YEAR		NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST				
1/ Feature Rate	3.8%		16.6%		3.2%		15.2% of 4,600 sampled		0.4% of 6,100 sampled		1.0% of 4,200 sampled		2.9% of 4,200 sampled		0.0% of 2,900 sampled		0.5% of 1,200 sampled				
2/ Activity Index	870		3,490		1,270		Activity Index = 690		Activity Index = 10		Activity Index = 40		Activity Index = 120		Activity Index = 0		Activity Index = 10				
	Stores	Avg <sup>3/</sup>	Stores	Avg 3/	Stores	Avg 3/	Price Range	Stores	Avg <sup>3/</sup>	Price Range	Stores	Avg <sup>3/</sup>	Price Range	Stores	Avg <sup>3/</sup>	Price Range	Stores	Avg <sup>3/</sup>			
14-16 oz. crtn	400	2.60	3,170	2.18	620	2.94	2.39 - 2.99	260	2.58	2.50	10	2.50	2.00 - 2.69	40	2.53	2.69	80	2.69	2.99	10	2.99
32 oz. crtn	360	4.18	320	3.60	410	3.14	3.99 - 6.00	320	4.21				3.99	40	3.99						
3 - 4 oz. cup	110	2.50			240	2.50	2.50	110	2.50												
2 - 8 oz. cup																					



Note: See page 1 for explanatory notes.