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 03/01 thru 03/07. (prices in dollars per carton)

Fri. Mar 01, 2013

	SHELL EGG NATIONAL SUMMARY													
			THIS	WEEK			PREVIO	JS WEEK	(PREVIOUS YEAR				
	Feature Rate	21.	.9% of 23	,200 sto	es	27	.8% of 23	3,200 sto	res	22	.7% of 22	2,500 stores		
		X LA	ARGE	LAR	GE	X LA	ARGE	LAF	RGE	X LARGE		LAF	RGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
R	USDA GRADE AA													
E	White 12 pack	80	1.67	120	1.53			460	1.57			800	1.27	
G	White 18 pack	30	2.25	470	2.47			240	2.49	30	2.25	1,520	2.08	
U	Brown 12 pack													
L	USDA GRADE A													
Ā	White 12 pack	140	1.34	870	1.18	10	0.95	790	1.49	60	1.40	1,140	1.23	
R	White 18 pack			600	2.10			250	1.95			800	2.18	
	Brown 12 pack			40	2.11									
	USDA ORGANIC													
_	White 12 pack													
S	Brown 12 pack	160	4.21	630	4.54			250	3.97	110	3.90	310	4.02	
P	OMEGA-3													
C	White 12 pack	10	2.50	380	2.59	30	2.50	1,520	2.46	200	2.40	500	2.37	
ï	Brown 12 pack			130	2.99			130	2.49			280	3.61	
A	CAGE-FREE													
î	White 12 pack			560	2.76			1,970	2.53			50	2.95	
T	Brown 12 pack			710	2.91			3,050	2.69			720	3.33	
Y	VEGETARIAN FED													
•	White 12 pack	130	2.49	130	2.49							90	2.50	
	Brown 12 pack	10	2.50	260	2.54	210	2.99	360	2.91	260	2.01	690	2.83	

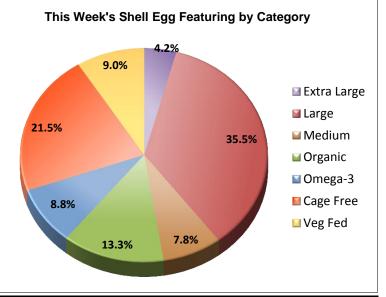
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,350	1,750	4,350	Large Eggs on
Specialty	3,110	7,520	3,210	Feb-25-2013
Total (includes MD)	5,920	9,450	7,760	556.0
Special Rate 4/:	0.8%	1.3%	1.0%	up 4.2%

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

SHELL EGG and EGG PRODUCTS FEATURING

Promotional activity for regular shell eggs is higher than last week. The average price of Large white eggs, Grade A or better, offered to consumers is sharply lower. Shoppers continue having a hard time finding bargains as grocer have backed off offering "no price" incentives. Feature activity for specialty shell eggs is not as active as last week. Advertisements for cage free and Omega-3 type egg drop sharply from view, however USDA Organic eggs are commanding more space in circulars. In the egg products sector, liquid egg featuring declined. Most features are found in the Northeast region, but are limited in other parts of the country. Shell egg inventories are starting to build as we move into the month of March and the Easter demand period.





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.)

			(0.7			EAST U.S.	DLV(T)				AST U.S		Λ.	MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)						
_		ture Rate ^{1/} vity Index "	,	35.4% of	4,600	NH,NJ,NY,PA sampled outl O (includes N	ets		1	AL,FL,GA,MS,N 1.5% of 6,100 s vity Index = 700	sampled o	utlets	•	25.8% of 4,200 sampled outlets Activity Index = 1,010 (includes Medium)						
	CLASS		Activity Index = 2,010 (includes Medium) EXTRA LARGE LARGE					EXTRA LARGE LARGE					EXTRA LARGE LARGE							
			Price Range	Stores	Avg 3/	Price Rang		Avg 3/		Stores Avg 3/	Price Ra		Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores	Avg 3/		
	SDA	White 12 pack White 18 pack				-				_										
	ADE AA	Brown 12 pack																		
	•	MEDIUM		White 12						White 12 pack					White 12 pack					
		White 12 pack	1.50	20	1.50	0.99 - 1.5		1.26			0.99 -		270 1.47	0.99 - 1.49	120 1.31	0.88 - 1.67	370	1.03		
	SDA	White 18 pack				1.99 - 2.5	340	2.15				2.50	70 2.50			1.98	40	1.98		
	ADE	Brown 12 pack		10/1-11 - 4/	S 1.	4.00 4.0	5 044	1.00		Milete 40 meets	4.00	4.05	10 110		\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\	1.99 - 2.50	40	2.11		
	Α	MEDIUM		White 12 White 30		1.00 - 1.2	5 210	1.08		White 12 pack White 30 pack	1.00 -	1.25	40 1.19		White 12 pack White 30 pack	0.88 - 1.00	80	0.91		
	USDA	ORGANIC																		
s		White 12 pack																		
P		Brown 12 pack	3.99 - 4.98	160	4.21	3.99 - 5.9	3 430	4.51								3.50 - 4.69	190	4.65		
E	OME		0.40 0.50	40	0.50	4.00 0.0	o	. 0.70								4.00 0.50	40	0.00		
С		White 12 pack	2.49 - 2.50	10	2.50	1.88 - 2.9										1.98 - 2.50	40	2.08		
1	CACE	Brown 12 pack E-FREE				2.9	9 130	2.99												
Α	CAGE	White 12 pack				2.9	9 60	2.99				2.50	110 2.50							
L		Brown 12 pack				2.99 - 3.4		3.05				2.99	210 2.99							
T	VEGE	TARIAN FED				2.00 0.1		0.00				2.00	210 2.00							
Y		White 12 pack	2.49	130	2.49	2.4	9 130	2.49												
		Brown 12 pack	2.50	10	2.50	2.5) 130	2.50								2.50 - 3.29	130	2.59		
				SOU	TH CE	NTRAL U.S				SOUTHV	VEST U.S	.			NORTH	WEST U.S.				
			(A	R,AZ,CO	,KS,LA	,MO,NM,OK,T	X,UT)			(CA,F	H, NV)				(AK,ID,MT	OR,WA,WY)				
		ture Rate 1/		17.2% of	4,200	sampled outl	ets		2	4.4% of 2,900	sampled o	utlets			20.7% of 1,200	sampled outlet	s			
	Acti	vity Index ^{2/}	Acti	ivity Inde	x = 630) (includes M	edium)		Activi	ty Index = 1,18	0 (include	s Med	ium)	Α	ctivity Index = 39	90 (includes Med	dium)			
US	SDA	White 12 pack				2.0		2.00	1.59 - 2.00	40 1.75	1.50 -		20 1.70	1.59	40 1.59	0.88 - 1.50	60	1.17		
	ADE	White 18 pack				1.99 - 2.4	9 40	2.35	2.25	30 2.25	1.99 -	2.50	430 2.48							
	AA -	Brown 12 pack													14/11/2					
		MEDIUM		White 12	2 раск	1.3		1.39		White 12 pack	0.99 -	2.00	20 1.30		White 12 pack					
	SDA	White 12 pack White 18 pack				0.99 - 1.0 1.7		1.01				1.99	20 1.99							
	ADE	Brown 12 pack				1.7	9 130	1.79				1.99	20 1.99							
	A	·		White 12	2 nack					White 12 pack					White 12 pack	1.00	10	1.00		
		MEDIUM		White 30						White 30 pack					White 30 pack					
	USD/	ORGANIC			'					·										
		White 12 pack																		
S		Brown 12 pack										3.99	10 3.99							
E	OME																	7		
c		White 12 pack				1.99 - 2.9	9 170	2.55			2.50 -	2.99	110 2.83			1.99	10	1.99		
1	040-	Brown 12 pack												1						
Α	CAGE	E-FREE White 12 pack										2 00	250 3.00			2.00 2.40	4.40	2 45		
L		Brown 12 pack										3.00	250 3.00			2.00 - 2.49 2.49	140 130	2.45 2.49		
T	VEGE	TARIAN FED										5.00	230 3.00			2.49	130	2.49		
Y		White 12 pack																		
		Brown 12 pack																l		
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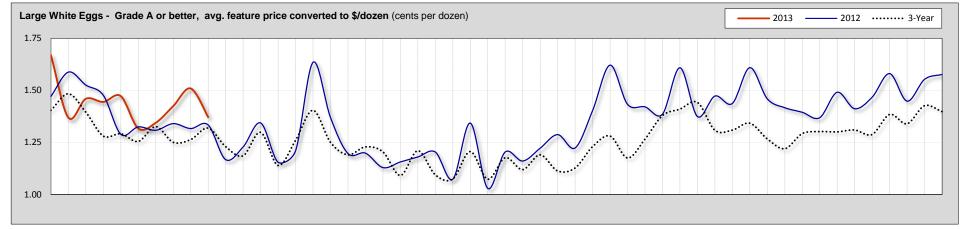
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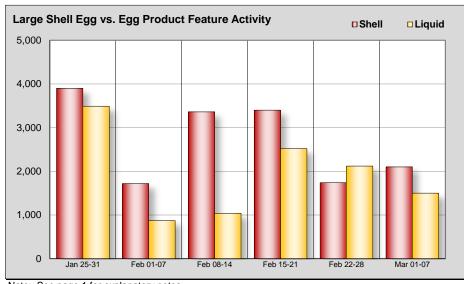
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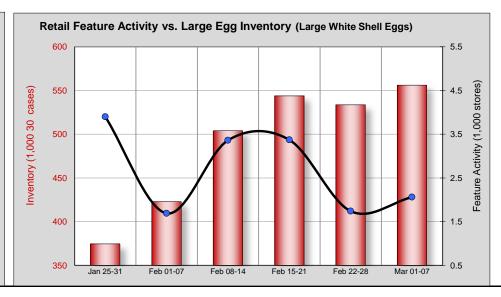
Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 03/01 thru 03/07.

(prices in dollars per carton)

EGG	THIS	LAST	LAST	NORTHEAST		SOUTHEAST		MIDW	EST	SOUTH CENTRAL		SOUTHWEST		NORTHWEST	
PRODUCTS	WEEK	WEEK YEAR													
1/ Feature Rate	4.4% 9.8%		6.5%	15.8% of 4,600 sampled		1.9% of 6,100 sampled		3.0% of 4,200 sampled		0.9% of 4,200 sampled		0.3% of 2,900 sampled		0.0% of 1,200 sampled	
2/ Activity Index	1,500 2,120		1,840	Activity Index = 1,140		Activity Index = 120		Activity Index = 160		Activity Index = 70		Activity Index = 10		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	1,210 2.51	1,720 1.89	1,200 2.50	2.00 - 3.99	870 2.49	2.50 - 2.99	120 2.55	2.19 - 3.99	140 2.56	2.49	70 2.49	2.99	10 2.99		
32 oz. crtn	40 4.48	360 4.15	640 4.38	3.97	20 3.97			4.99	20 4.99						
3 - 4 oz. cup	250 2.49	40 2.49		2.00 - 2.50	250 2.49										
2 - 8 oz. cup															







Note: See page 1 for explanatory notes.