



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 04/19 thru 04/25.

(prices in dollars per carton)

Fri. Apr 19, 2013

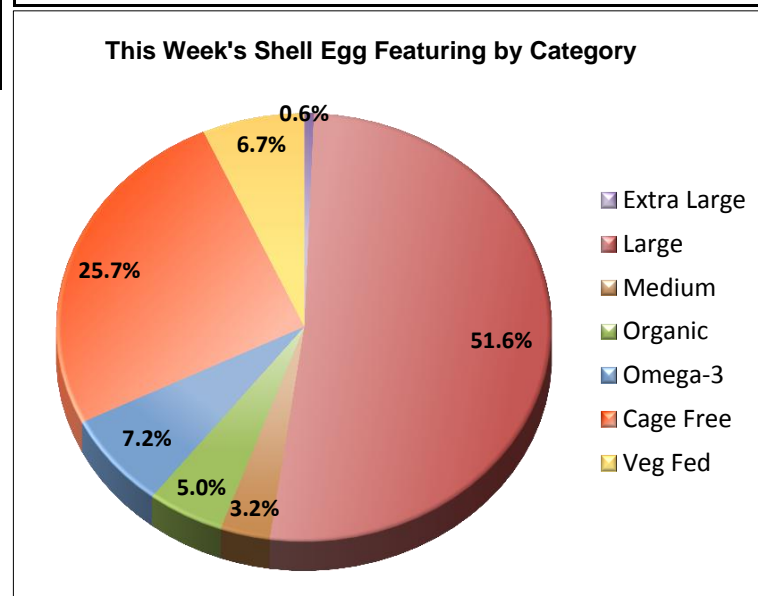
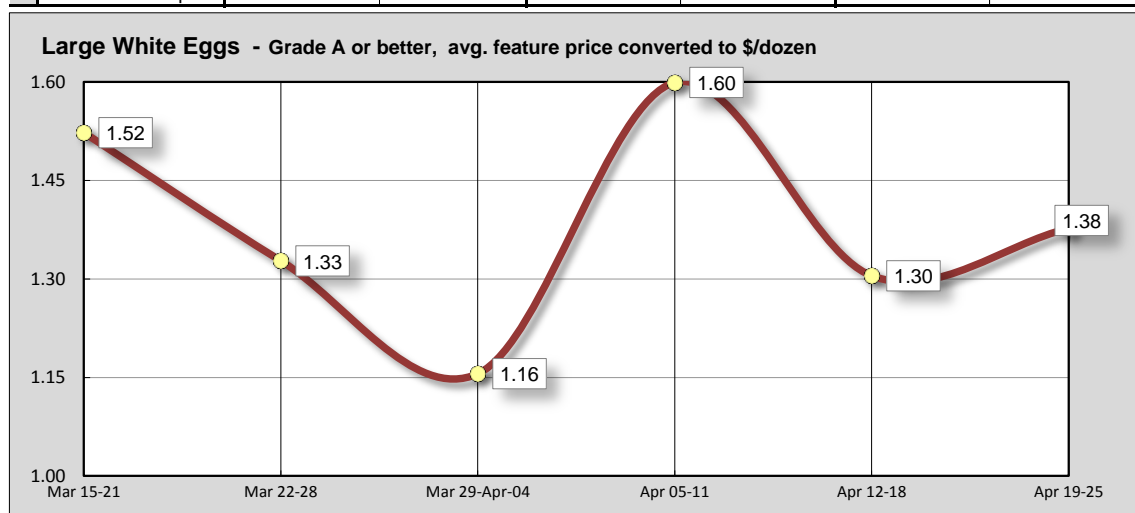
SHELL EGG NATIONAL SUMMARY												
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
	44.3% of 23,200 stores				19.9% of 23,200 stores				24.7% of 22,500 stores			
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE	
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	USDA GRADE AA											
	White 12 pack		1,010 1.35		130 0.99		20 1.39		500 1.20			
	White 18 pack		1,270 2.07		40 2.50		200 1.76		1,750 2.34			
REGULAR	USDA GRADE A											
	White 12 pack		80 1.42		3,540 1.37		220 1.35		1,150 1.35		80 1.34	
	White 18 pack		710 2.13		370 2.04		250 2.43		210 5.00			
SPECIALTY	USDA ORGANIC											
	White 12 pack		190 4.57		460 4.46		770 4.18		130 3.99		2,090 3.87	
	Brown 12 pack											
SPECIALTY	OMEGA-3											
	White 12 pack		410 2.99		440 2.79		160 2.49		1,250 2.63		240 2.50	
	Brown 12 pack		80 2.61						10 2.50		100 2.97	
SPECIALTY	CAGE-FREE											
	White 12 pack		20 2.79		1,340 2.56		990 2.62		10 1.68		40 3.59	
	Brown 12 pack		1,970 2.70		1,600 2.75				800 2.95			
SPECIALTY	VEGETARIAN FED											
	White 12 pack		250 1.88		260 1.91				390 2.23			
	Brown 12 pack		360 2.93		30 3.50		250 2.73		760 2.50		950 2.64	

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	6,780	2,200	4,400	Large Eggs on Apr-15-2013
Specialty	5,780	5,050	7,410	
Total (includes MD)	12,980	7,430	11,930	565.3
Special Rate 4/:	3.5%	0.6%	1.4%	up 10.5%

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

SHELL EGG and EGG PRODUCTS FEATURING

Regular shell egg featuring is more active than a week ago with a notable increase in promotions for both Grade A and AA Large eggs. The average price of Large white eggs, Grade A or better, is higher even though over half of this week's promotions are for regular eggs. Instead of offering price breaks, more grocers are offering "no price" incentives such as "free eggs with an additional purchase" as a way of increasing consumer interest. Feature activity on specialty shell eggs is slightly higher. Cage-free eggs continue to be most commonly featured. Ads for Omega-3 eggs declined, however USDA Organic and vegetarian fed eggs are maintaining a steady level of visibility. In the egg products area, liquid egg promotions are fewer in number this week.



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.)

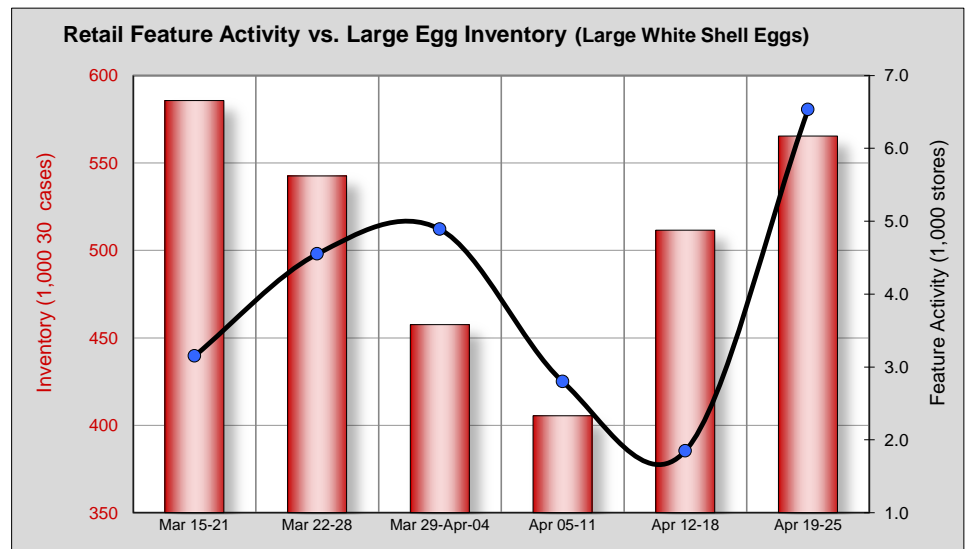
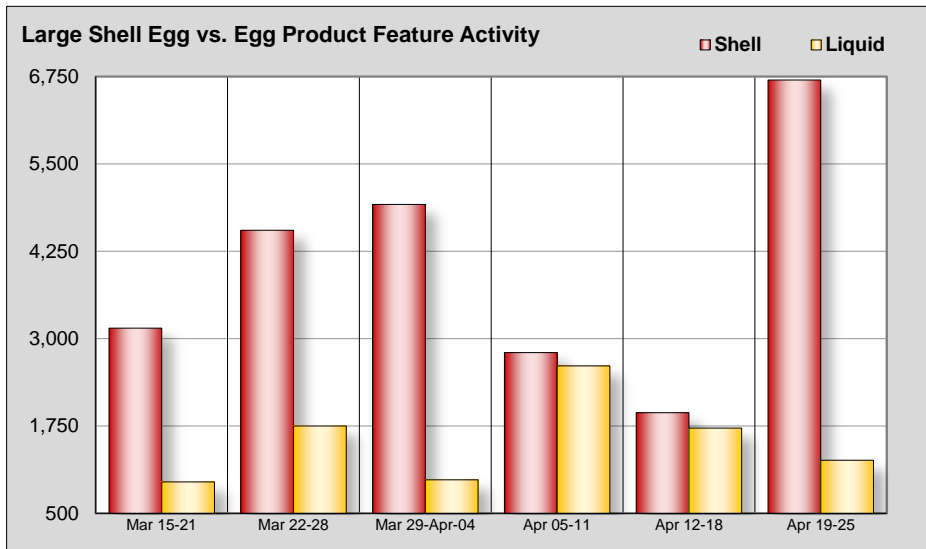
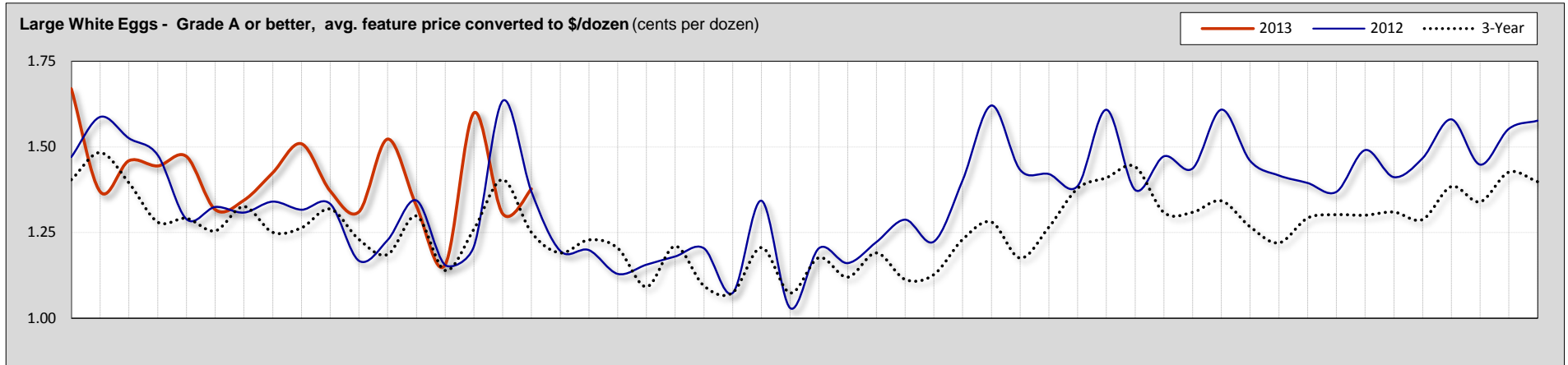
		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)							
Feature Rate ^{1/} Activity Index ^{2/}		52.7% of 4,600 sampled outlets Activity Index = 3,560 (includes Medium)						27.2% of 6,100 sampled outlets Activity Index = 2,270 (includes Medium)						48.2% of 4,200 sampled outlets Activity Index = 2,760 (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				1.88	10	1.88										1.99	10	1.99		
	Brown 12 pack																				
	MEDIUM			White 12 pack						White 12 pack						White 12 pack			1.00	10	1.00
USDA GRADE A	White 12 pack	1.29 - 1.50	70	1.48	1.00 - 1.66	920	1.42				1.25 - 1.50	710	1.48	0.98	10	0.98	0.69 - 1.50	1,150	1.22		
	White 18 pack				1.99 - 2.00	220	2.00				1.98 - 2.49	280	2.36				1.48 - 1.98	70	1.87		
	Brown 12 pack				1.29	170	1.29														
	MEDIUM			White 12 pack						White 12 pack	0.99 - 1.00	90	0.99			White 12 pack	0.99 - 1.00	110	0.99		
				White 30 pack						White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																				
		White 12 pack																			
		Brown 12 pack	4.49 - 5.19	190	4.57	3.99 - 5.79	430	4.60													
		OMEGA-3																			
		White 12 pack	2.69 - 3.00	30	2.82	1.99 - 3.00	280	2.69	3.00	200	3.00					3.00	180	3.00	2.50	10	2.50
		Brown 12 pack				2.50	70	2.50													
		CAGE-FREE																			
		White 12 pack	2.79	20	2.79							2.50 - 3.00	480	2.56				2.50 - 3.00	600	2.59	
	Brown 12 pack				2.50 - 3.99	430	3.20				2.50 - 3.00	510	2.59				2.50 - 3.00	610	2.58		
	VEGETARIAN FED																				
	White 12 pack	1.88	250	1.88	1.88 - 2.49	260	1.91														
	Brown 12 pack				2.50 - 2.99	210	2.89														
		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/}		42.9% of 4,200 sampled outlets Activity Index = 2,320 (includes Medium)						55.1% of 2,900 sampled outlets Activity Index = 1,510 (includes Medium)						64.0% of 1,200 sampled outlets Activity Index = 560 (includes Medium)							
USDA GRADE AA	White 12 pack				0.99 - 1.50	430	1.26				1.29 - 1.66	430	1.50				0.98 - 1.50	150	1.22		
	White 18 pack				1.89 - 1.99	350	1.96				1.77 - 2.49	570	2.19				1.99	330	1.99		
	Brown 12 pack																				
	MEDIUM			White 12 pack	1.00	80	1.00			White 12 pack	0.99	70	0.99			White 12 pack					
USDA GRADE A	White 12 pack				0.99 - 1.50	410	1.43				1.25 - 1.50	280	1.49				1.50	70	1.50		
	White 18 pack				1.98 - 2.00	140	2.00														
	Brown 12 pack																				
	MEDIUM			White 12 pack	0.97 - 0.99	30	0.99			White 12 pack						White 12 pack					
				White 30 pack	1.99 - 2.50	30	2.28			White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																				
		White 12 pack				2.00	20	2.00				3.50	10	3.50							
		Brown 12 pack																			
		OMEGA-3																			
		White 12 pack				2.99	80	2.99				2.99	70	2.99							
		Brown 12 pack				3.39	10	3.39													
		CAGE-FREE																			
		White 12 pack				2.50	250	2.50				2.50	10	2.50				2.50	10	2.50	
	Brown 12 pack				2.00 - 2.50	410	2.47														
	VEGETARIAN FED																				
	White 12 pack				2.99	80	2.99				2.99	70	2.99								
	Brown 12 pack																				



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EGG PRODUCTS	THIS WEEK		LAST WEEK		LAST YEAR		NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST	
1/ Feature Rate	5.4%		10.0%		4.8%		15.8% of 4,600 sampled		0.3% of 6,100 sampled		5.5% of 4,200 sampled		6.6% of 4,200 sampled		0.0% of 2,900 sampled		0.0% of 1,200 sampled	
2/ Activity Index	1,260		1,720		1,410		Activity Index = 790		Activity Index = 20		Activity Index = 220		Activity Index = 230		Activity Index = 0		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/}
14-16 oz. crtn	810	2.29	1,020	2.53	940	2.44	2.00 - 2.50	400	2.41		2.00	220	2.00	2.00 - 2.89	190	2.38		
32 oz. crtn	420	4.93	620	4.24	470	4.53	3.97 - 5.49	360	5.01	5.49	20	5.49		3.99	40	3.99		
3 - 4 oz. cup	30	2.39	70	2.31			1.99 - 2.49	30	2.39									
2 - 8 oz. cup			10	3.00														



Note: See page 1 for explanatory notes.