



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 12/23 thru 12/29.

(prices in dollars per carton)

Fri. Dec 23, 2011

SHELL EGG NATIONAL SUMMARY

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR							
	32.2% of 19,500 stores				33.4% of 19,500 stores				23.7% of 19,200 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		90	2.15	1,610	1.07	10	1.69	1,070	1.44	150	1.51	860	0.84
	White 18 pack				760	2.11			870	2.05			230	2.65
Brown 12 pack								30	1.99					
SPECIALTY	USDA GRADE A													
	White 12 pack		120	2.33	820	1.22	20	1.50	920	1.24	90	1.22	440	0.90
	White 18 pack				1,440	2.12			1,380	1.88			660	2.45
Brown 12 pack														
REGULAR	USDA ORGANIC													
	White 12 pack													
	Brown 12 pack				640	3.55	30	3.66	220	3.93	100	4.19	370	3.54
SPECIALTY	OMEGA-3													
	White 12 pack		130	2.59	840	2.76	340	2.96	2,170	2.34			400	2.13
	Brown 12 pack						130	2.49						
REGULAR	CAGE-FREE													
	White 12 pack				1,280	2.28			1,120	2.46			390	2.33
	Brown 12 pack				1,740	2.28			1,390	2.40	30	2.50	1,780	2.68
SPECIALTY	VEGETARIAN FED													
	White 12 pack												30	2.49
	Brown 12 pack				70	3.49			1,190	2.10				

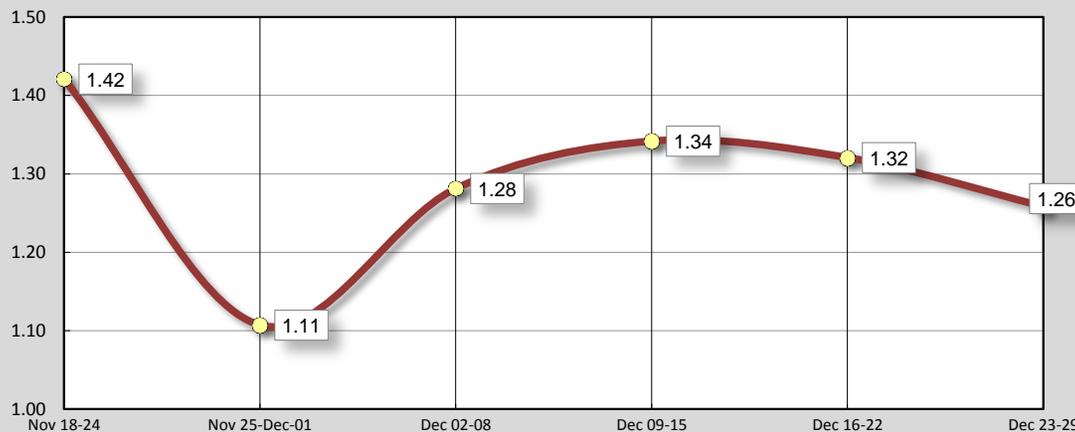
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	4,840	4,300	2,430	Large Eggs on Dec-19-2011
Specialty	4,700	6,590	3,100	
Total (includes MD)	9,670	11,050	5,600	389.2
Special Rate 4/:	2.5%	1.7%	3.9%	down 18.2%

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

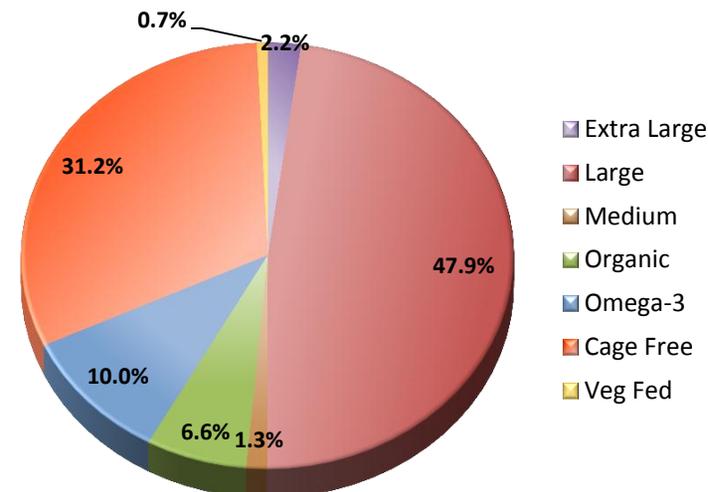
SHELL EGG and EGG PRODUCTS FEATURING

Promotional activity for regular shell eggs is up a bit from last week as retailers wrap up two strong consecutive ad cycles pandering to shopper's last minute baking needs. The average price of Large white eggs, Grade A, or better, continues trending lower. The instance of "no price" incentives this ad cycle is slightly higher than a week ago. Specialty shell egg feature activity is down due to a significant drop in ads for Omega-3 and vegetarian-fed eggs. Featuring of cage-free eggs remains constant. Promotional activity for liquid egg products continues to decline though advertisements are visible throughout the country, with the exception of the Northwest region, where liquid egg ads are nonexistent. Feature activity for egg nog is starting to diminish as we move into the final days of the holiday season.

Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen



This Week's Shell Egg Featuring by Category



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/}		14.9% of 3,900 sampled outlets Activity Index = 1,240 (includes Medium)						24.2% of 5,100 sampled outlets Activity Index = 2,200 (includes Medium)						30.4% of 3,300 sampled outlets Activity Index = 1,700 (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				1.99	10	1.99										1.88	10	1.88	
	White 18 pack																			
	Brown 12 pack																			
	MEDIUM			White 12 pack						White 12 pack						White 12 pack				
USDA GRADE A	White 12 pack				0.99 - 1.30	150	1.05				0.99 - 1.38	360	1.24	2.39	110	2.39	0.79 - 1.98	190	1.19	
	White 18 pack										1.88 - 2.50	710	2.29				1.77 - 2.00	540	1.89	
	Brown 12 pack																			
	MEDIUM			White 12 pack						White 12 pack	1.39	10	1.39			White 12 pack	0.89 - 1.32	30	1.17	
				White 30 pack						White 30 pack	2.98	30	2.98			White 30 pack				
S P E C I A L T Y	USDA ORGANIC																			
		White 12 pack				3.49 - 3.99	140	3.74			3.50	450	3.50							
		Brown 12 pack																		
		OMEGA-3																2.22	30	2.22
		White 12 pack	2.50 - 2.99	130	2.59	1.99 - 2.99	670	2.83												
	Brown 12 pack																			
	CAGE-FREE																			
	White 12 pack										2.29 - 2.49	280	2.44				2.00 - 2.29	270	2.11	
	Brown 12 pack				3.49	70	3.49				2.29 - 2.79	360	2.52				2.00 - 2.79	520	2.07	
	VEGETARIAN FED																			
	White 12 pack																			
	Brown 12 pack				3.49	70	3.49													
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)						SOUTHWEST U.S. (CA,NV)						NORTHWEST U.S. (ID,MT,OR,WA,WY)						
Feature Rate ^{1/} Activity Index ^{2/}		42.5% of 3,600 sampled outlets Activity Index = 1,800 (includes Medium)						53.5% of 2,500 sampled outlets Activity Index = 1,990 (includes Medium)						55.1% of 1,100 sampled outlets Activity Index = 740 (includes Medium)						
USDA GRADE AA	White 12 pack				0.88 - 1.35	420	0.94	1.99 - 2.42	90	2.15	0.99 - 1.50	670	1.09				0.88 - 1.79	510	1.14	
	White 18 pack				1.88 - 1.99	160	1.94				1.88 - 2.99	500	2.20				1.99	90	1.99	
	Brown 12 pack																			
	MEDIUM			White 12 pack						White 12 pack						White 12 pack				
USDA GRADE A	White 12 pack				1.25 - 1.50	110	1.38	1.69	10	1.69	1.49	10	1.49							
	White 18 pack				1.99 - 2.50	190	2.14													
	Brown 12 pack																			
	MEDIUM			White 12 pack	1.00 - 1.32	40	1.21			White 12 pack	1.50	10	1.50			White 12 pack				
				White 30 pack	2.98	10	2.98			White 30 pack						White 30 pack				
S P E C I A L T Y	USDA ORGANIC																			
		White 12 pack				3.50	50	3.50												
		Brown 12 pack																		
		OMEGA-3										2.49	130	2.49				2.99	10	2.99
		White 12 pack																		
	Brown 12 pack																			
	CAGE-FREE																			
	White 12 pack				2.00 - 2.50	420	2.13				2.29 - 2.50	310	2.46							
	Brown 12 pack				1.99 - 2.50	400	2.10				2.50	260	2.50				1.67 - 2.00	130	1.96	
	VEGETARIAN FED																			
	White 12 pack																			
	Brown 12 pack																			

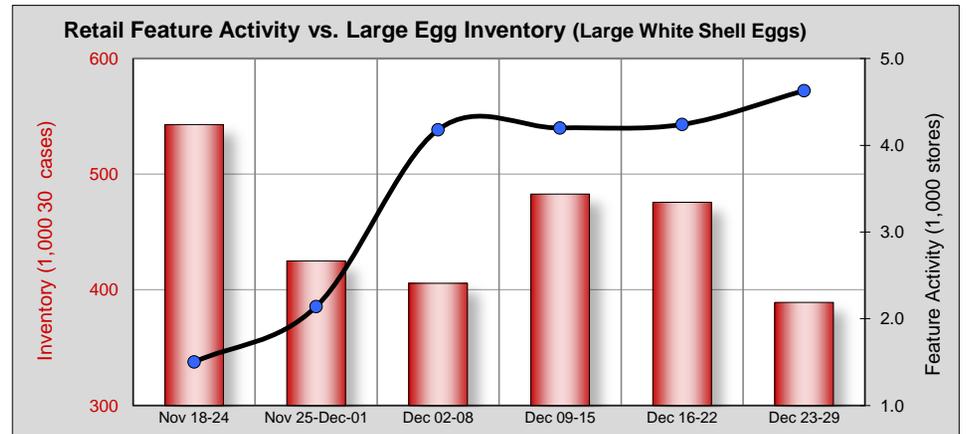
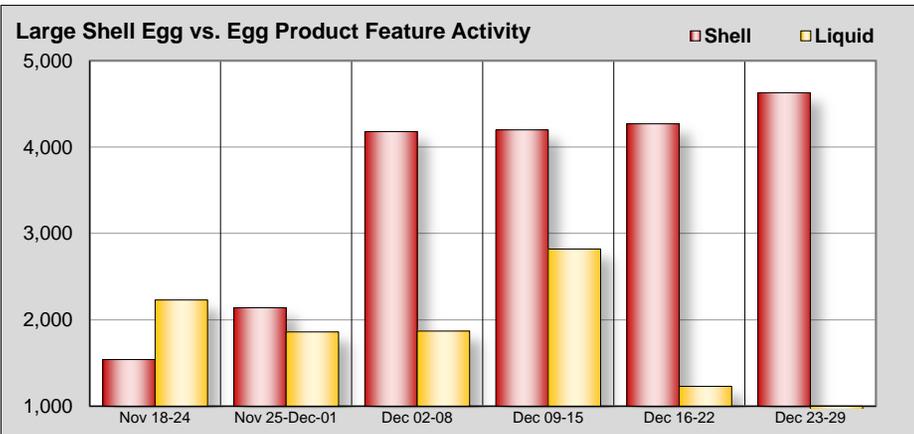
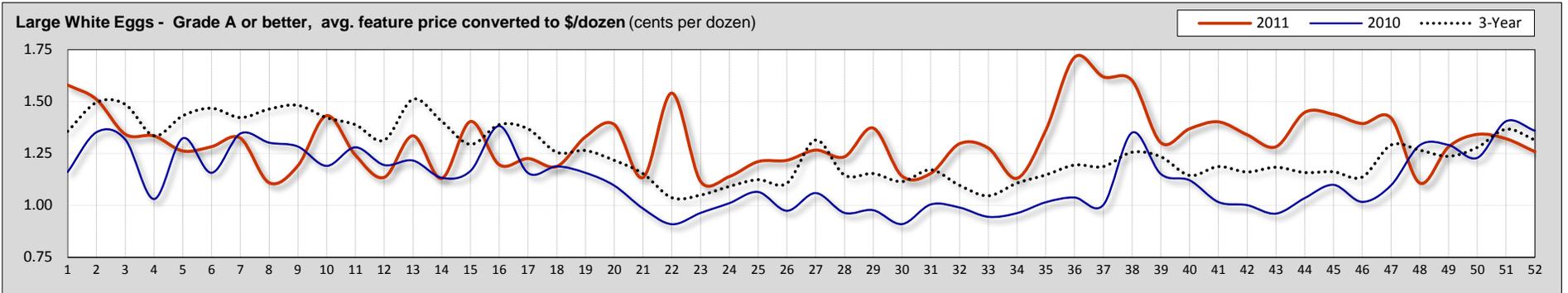


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Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 12/23 thru 12/29.
 (prices in dollars per carton)

Fri. Dec 23, 2011

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	3.6%	5.2%	3.9%	5.5% of 3,900 sampled	3.1% of 5,100 sampled	0.5% of 3,300 sampled	3.3% of 3,600 sampled	7.9% of 2,500 sampled	0.0% of 1,100 sampled
2/ Activity Index	800	1,230	1,630	Activity Index = 400	Activity Index = 160	Activity Index = 20	Activity Index = 10	Activity Index = 210	Activity Index = 0
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range Stores Avg ^{3/}					
14-16 oz. crtn	270 2.63	600 2.17	910 2.37	2.50 - 3.00 200 2.67	2.50 - 3.00 30 2.82	2.29 20 2.29	2.19 10 2.19	2.49 10 2.49	
32 oz. crtn	530 4.28	630 4.71	720 3.90	4.69 - 4.99 200 4.89	3.79 130 3.79			3.99 200 3.99	
3 - 4 oz. cup									
2 - 8 oz. cup									
EGG NOG	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	38.4%	38.9%		20.4% of 4,000 sampled	20.0% of 5,100 sampled	49.7% of 3,200 sampled	55.3% of 3,500 sampled	47.6% of 2,400 sampled	79.1% of 1,000 sampled
2/ Activity Index	5,310	7,920		Activity Index = 1,030	Activity Index = 850	Activity Index = 1,540	Activity Index = 1,110	Activity Index = 280	Activity Index = 500
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range Stores Avg ^{3/}					
32 ounce	3,040 2.33	2,890 2.42		1.99 - 3.00 670 2.58	1.67 - 2.50 130 2.07	1.49 - 3.00 870 2.22	1.67 - 3.49 980 2.40	1.99 - 2.79 80 2.10	1.67 - 2.69 310 2.06
64 ounce	2,270 3.37	5,030 3.66		3.79 - 4.99 360 4.40	2.98 - 3.69 720 3.09	2.90 - 3.99 670 3.02	2.99 - 3.99 130 3.84	3.39 200 3.39	2.99 - 3.99 190 3.34

(Non-alcoholic egg nog; this section will run through January 1, 2012)



Note: See page 1 for explanatory notes.