



**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 12/30 thru 01/05.  
 (prices in dollars per carton)

Fri. Dec 30, 2011

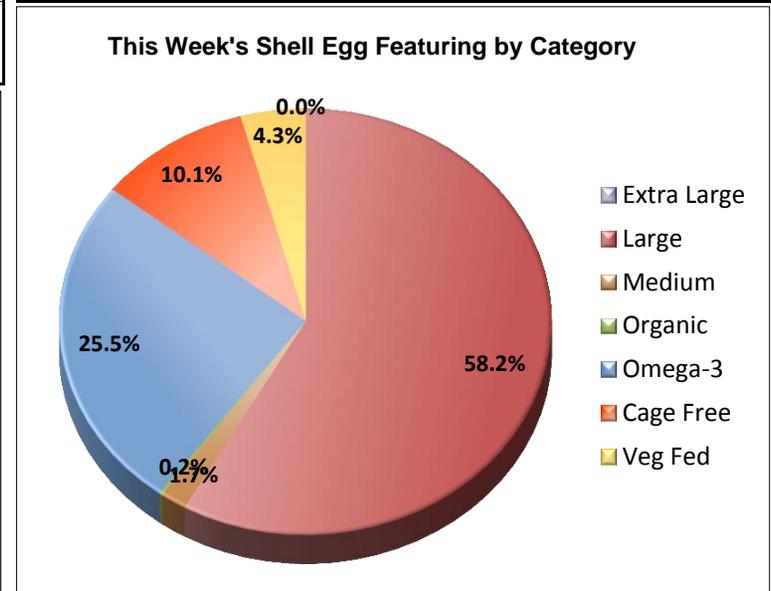
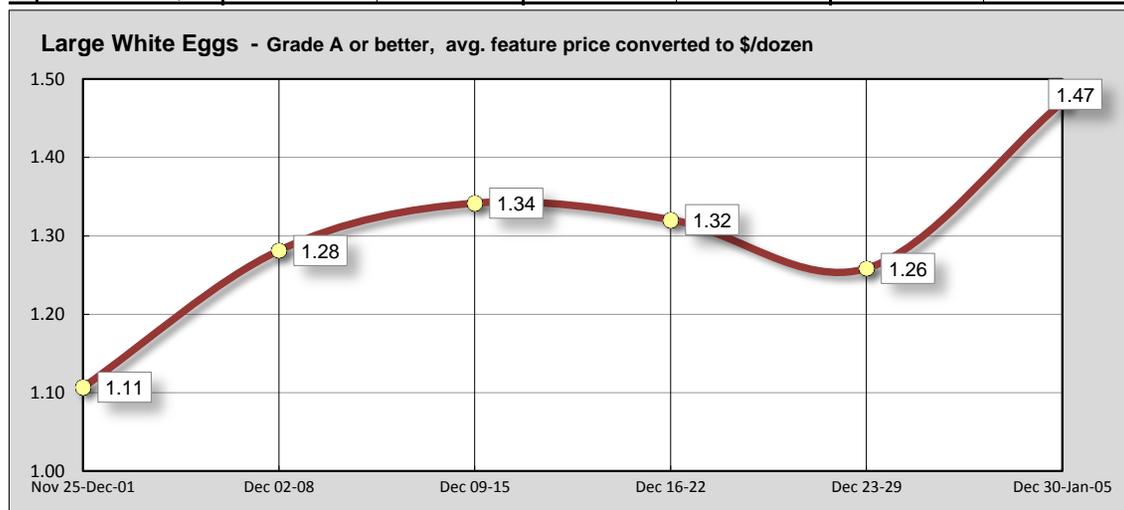
SHELL EGG NATIONAL SUMMARY												
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
	16.1% of 22,500 stores				32.2% of 19,500 stores				16.4% of 19,500 stores			
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE	
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	<b>USDA GRADE AA</b>											
	White 12 pack		230 2.12		90 2.15		1,610 1.07		10 1.69		510 1.92	
	White 18 pack		1,490 1.89				760 2.11				410 2.20	
REGULAR	<b>USDA GRADE A</b>											
	White 12 pack		190 1.04		120 2.33		820 1.22				620 1.41	
	White 18 pack		800 2.67				1,440 2.12				180 2.19	
SPECIALTY	<b>USDA ORGANIC</b>											
	White 12 pack											
	Brown 12 pack		10 2.99				640 3.55		120 4.53		390 4.00	
SPECIALTY	<b>OMEGA-3</b>											
	White 12 pack		240 2.99		830 2.61		130 2.59		840 2.76		240 2.94	
	Brown 12 pack				120 3.11				1,530 2.74		120 2.64	
SPECIALTY	<b>CAGE-FREE</b>											
	White 12 pack						1,280 2.28					
	Brown 12 pack		200 2.63		270 3.03		1,740 2.28		10 2.19		740 3.06	
SPECIALTY	<b>VEGETARIAN FED</b>											
	White 12 pack		100 2.50									
	Brown 12 pack		100 2.99				70 3.49					

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,710	4,840	1,730	Large Eggs on Dec-26-2011
Specialty	1,870	4,700	3,150	
Total (includes MD)	4,660	9,670	4,890	396.7
Special Rate 4/:	1.6%	2.5%	0.1%	up 1.9%

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

**SHELL EGG and EGG PRODUCTS FEATURING**

Feature activity for regular shell eggs is lower in number this week as is expected each year with the passing of the holiday baking season and the return to normal patterns. Nearly 60% of features this week are for regular Large white, Grade A or better shell eggs and the average ad price is sharply higher, driven by higher priced sales for 18-packs in the Western U.S. Ads for Extra Large eggs are scarce in circulars and retailers are using "no price" incentives very sparingly. Promotional activity for specialty shell eggs starts to stir late in the ad cycle, but overall featuring remains down from last week. Featuring of cage-free eggs tapers off significantly, while Omega-3 egg ads maintain a steady pace, although at a lower average ad price. Liquid egg products are experiencing a boost in feature activity, primarily on the 14 to 16 ounce cartons. With the big end-of-year push over, shell eggs will look ahead to April 8 and the Easter demand period for the next big demand boost.



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>		14.0% of 4,400 sampled outlets Activity Index = 1,610 (includes Medium)						11.0% of 6,000 sampled outlets Activity Index = 740 (includes Medium)						3.1% of 4,000 sampled outlets Activity Index = 330 (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													
	White 18 pack				1.79	90	1.79				1.79	40	1.79							
	Brown 12 pack																			
	MEDIUM			White 12 pack						White 12 pack						White 12 pack				
USDA GRADE A	White 12 pack				1.50	10	1.50									0.99 - 1.15	170	1.00		
	White 18 pack				1.79	30	1.79				1.98 - 2.99	470	2.91			1.98 - 1.99	110	1.99		
	Brown 12 pack																			
	MEDIUM			White 12 pack White 30 pack						White 12 pack White 30 pack			1.39 - 1.50	20	1.44			White 12 pack White 30 pack		
S P E C I A L T Y	USDA ORGANIC																			
		White 12 pack																2.99	10	2.99
		Brown 12 pack																		
		OMEGA-3																		
		White 12 pack	2.99	240	2.99	1.98 - 2.99	720	2.65											2.50	10
	Brown 12 pack				2.99 - 3.29	120	3.11													
	CAGE-FREE																			
	White 12 pack																			
	Brown 12 pack	2.49 - 2.99	200	2.63	2.99 - 3.29	80	3.18				2.99 - 3.39	130	3.25					2.99 - 3.39	20	3.17
	VEGETARIAN FED																			
	White 12 pack				2.50	10	2.50				2.50	80	2.50					2.50	10	2.50
	Brown 12 pack				2.99	100	2.99													
		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>		16.8% of 4,000 sampled outlets Activity Index = 630 (includes Medium)						40.0% of 2,900 sampled outlets Activity Index = 970 (includes Medium)						31.5% of 1,200 sampled outlets Activity Index = 380 (includes Medium)						
USDA GRADE AA	White 12 pack										1.89 - 2.50	200	2.16			1.67 - 1.79	20	1.73		
	White 18 pack				1.49 - 1.79	360	1.70				1.79 - 2.78	680	2.06			1.79	320	1.79		
	Brown 12 pack																			
	MEDIUM			White 12 pack						White 12 pack			1.50	20	1.50			White 12 pack		
USDA GRADE A	White 12 pack				1.25	10	1.25													
	White 18 pack				1.67 - 2.99	160	2.35				3.99	30	3.99							
	Brown 12 pack																			
	MEDIUM			White 12 pack White 30 pack						White 12 pack White 30 pack			2.99	40	2.99			White 12 pack White 30 pack		
S P E C I A L T Y	USDA ORGANIC																			
		White 12 pack																		
		Brown 12 pack																		
		OMEGA-3																		
		White 12 pack				2.28	60	2.28											2.50	40
	Brown 12 pack																			
	CAGE-FREE																			
	White 12 pack																			
	Brown 12 pack				1.99	40	1.99													
	VEGETARIAN FED																			
	White 12 pack																			
	Brown 12 pack																			

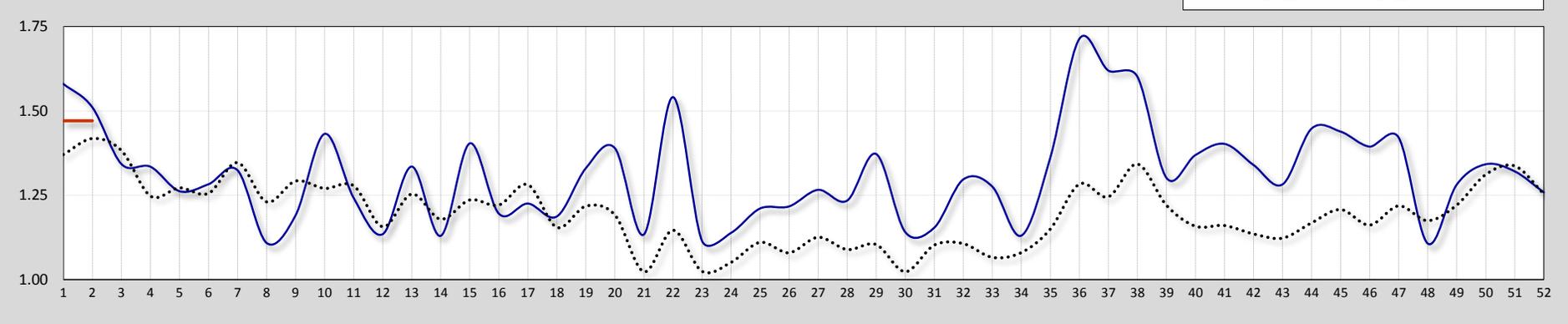


**USDA Weekly Retail Shell Egg and Egg Products Feature Activity**  
**Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 12/30 thru 01/05.**  
 (prices in dollars per carton)

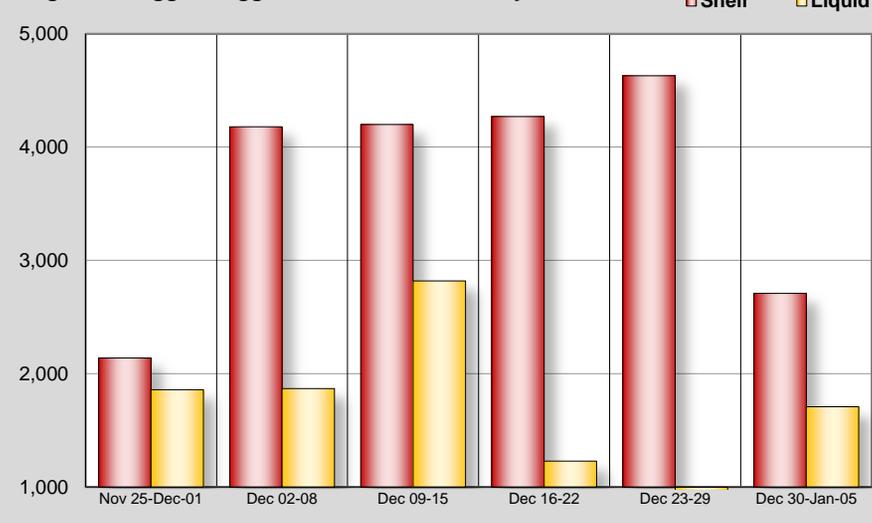
Fri. Dec 30, 2011

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	3.8%	3.6%	17.8%	4.9% of 4,400 sampled	1.9% of 6,000 sampled	6.2% of 4,000 sampled	6.7% of 4,000 sampled	0.0% of 2,900 sampled	0.0% of 1,200 sampled
2/ Activity Index	1,710	800	3,100	Activity Index = 960	Activity Index = 110	Activity Index = 270	Activity Index = 370	Activity Index = 0	Activity Index = 0
	Stores Avg <sup>3/</sup>	Stores Avg <sup>3/</sup>	Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>					
14-16 oz. crtn	1,360 2.46	270 2.63	2,270 2.48	1.99 - 2.69 610 2.45	1.99 - 2.65 110 2.52	1.99 - 2.65 270 2.45	1.99 - 2.99 370 2.46		
32 oz. crtn	350 4.12	530 4.28	600 4.21	3.99 - 4.99 350 4.12					
3 - 4 oz. cup			230 2.32						
2 - 8 oz. cup									

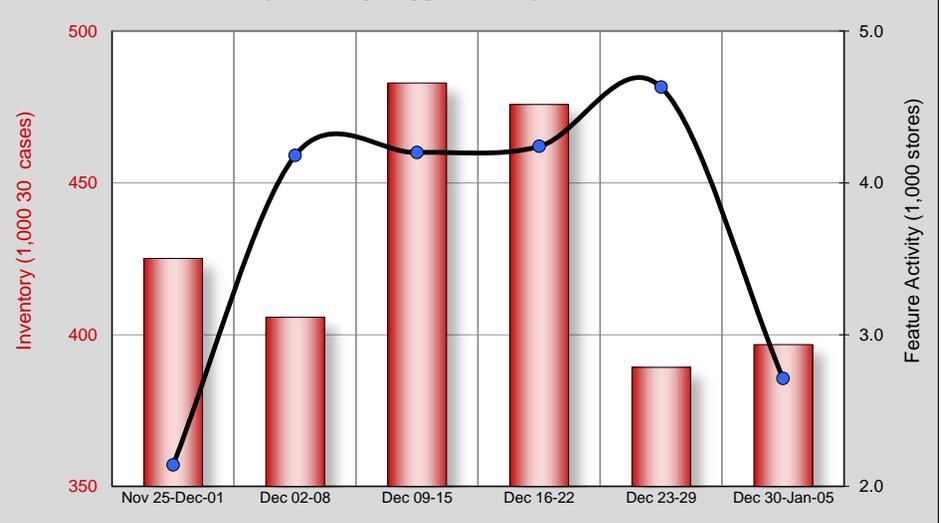
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



Large Shell Egg vs. Egg Product Feature Activity



Retail Feature Activity vs. Large Egg Inventory (Large White Shell Eggs)



Note: See page 1 for explanatory notes.

Source: USDA Agricultural Marketing Service, Poultry Market News and Analysis - (202) 720-6911

website: <http://www.ams.usda.gov/pymarketnews.htm>