



**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 01/06 thru 01/12.

(prices in dollars per carton)

Fri. Jan 06, 2012

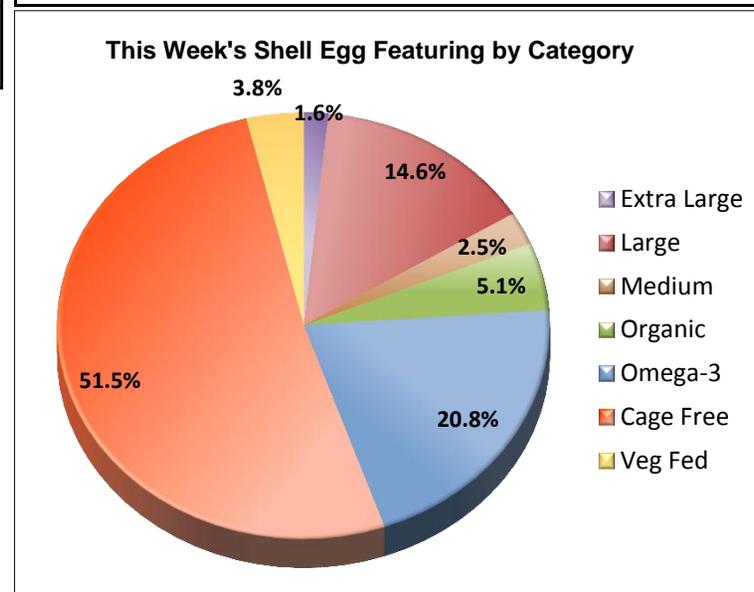
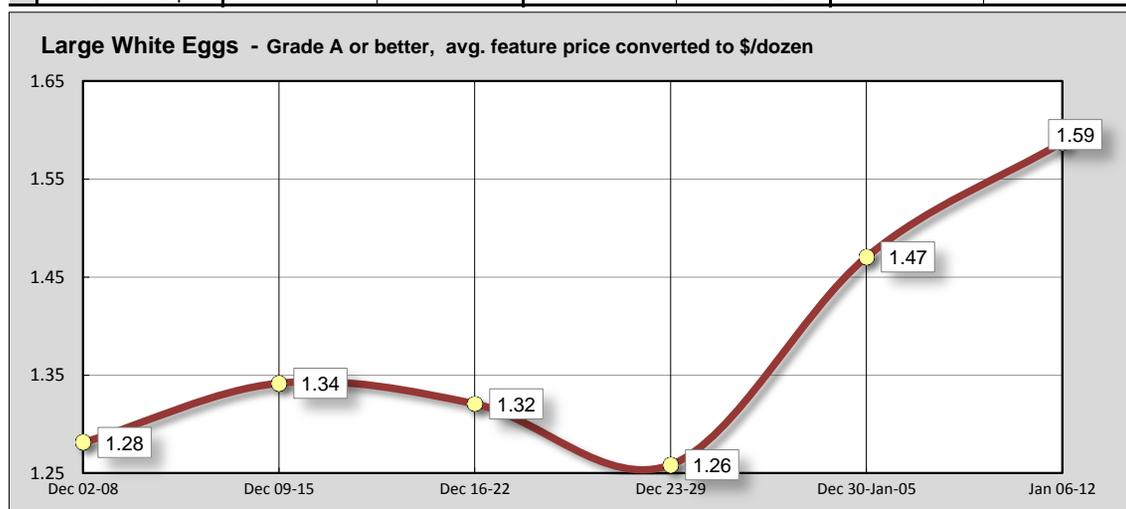
SHELL EGG NATIONAL SUMMARY												
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
	21.3% of 22,500 stores				16.1% of 22,500 stores				22.4% of 19,500 stores			
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE	
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	<b>USDA GRADE AA</b>											
	White 12 pack		180 1.14				230 2.12		10 1.20		450 1.48	
	White 18 pack		600 2.72				1,490 1.89				170 2.73	
	Brown 12 pack											
	<b>USDA GRADE A</b>											
	White 12 pack		110 1.92		420 1.46				190 1.04		60 1.29	
White 18 pack		30 2.50		20 2.50				800 2.67		140 2.27		
Brown 12 pack				60 2.50								
SPECIALTY	<b>USDA ORGANIC</b>											
	White 12 pack											
	Brown 12 pack		170 4.29		280 3.94				10 2.99		1,740 3.04	
	<b>OMEGA-3</b>											
	White 12 pack		60 3.06		1,700 2.62		240 2.99		830 2.61		1,230 2.37	
	Brown 12 pack				60 2.11				120 3.11		80 3.60	
<b>CAGE-FREE</b>												
White 12 pack				1,960 2.19						30 2.43		
Brown 12 pack		50 2.49		2,500 2.52		200 2.63		270 3.03		140 2.49		
								480 2.26				
<b>VEGETARIAN FED</b>												
White 12 pack								100 2.50		30 2.00		
Brown 12 pack				330 3.19				100 2.99		30 3.47		

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,420	2,710	1,390	Large Eggs on Jan-02-2012
Specialty	7,110	1,870	3,760	
Total (includes MD)	8,750	4,660	5,410	484.6
Special Rate 4/:	0.9%	1.6%	5.4%	up 22.2%

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

**SHELL EGG and EGG PRODUCTS FEATURING**

Featuring of regular shell eggs continues lower this week and is greatly overshadowed by the presence of specialty eggs in circulars. The price of Large, Grade A or better, white eggs continues upward and continues to be driven by increases in the ad price for Large AA 18 carton eggs offered in the Southwest. Shoppers seeking a break from the rise in prices will have a hard time spotting 'no price' incentives which are practically non-existent. Featuring of specialty shell eggs is quite visible and is higher in number on all types. Cage-free eggs, in particular, account for nearly half of this week's ad space for shell eggs. Promotional activity for liquid eggs is also enjoying its share of the action and is more than double.



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>		20.8% of 4,400 sampled outlets Activity Index = 2,460 (includes Medium)						16.3% of 6,000 sampled outlets Activity Index = 1,370 (includes Medium)						27.9% of 4,000 sampled outlets Activity Index = 2,150 (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				2.48	40	2.48				2.48	20	2.48	
	White 18 pack																			
	Brown 12 pack																			
	MEDIUM	White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack			
USDA GRADE A	White 12 pack	1.99	100	1.99	0.99 - 1.89	280	1.60				0.99 - 1.49	50	1.16	1.19	10	1.19	0.98 - 1.49	90	1.17	
	White 18 pack																			
	Brown 12 pack				2.50	60	2.50													
	MEDIUM	White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 30 pack			
S P E C I A L T Y	USDA ORGANIC																			
	White 12 pack													3.29	10	3.29				
	Brown 12 pack	3.99 - 4.49	150	4.38	3.49 - 3.99	270	3.95													
	OMEGA-3																			
	White 12 pack	2.99 - 3.29	60	3.06	1.66 - 3.00	840	2.53				2.46	210	2.46				1.99 - 3.79	340	3.16	
Brown 12 pack																				
CAGE-FREE																				
White 12 pack					1.32 - 2.50	210	2.01				2.00 - 2.50	470	2.34				2.00 - 2.50	630	2.08	
Brown 12 pack	2.49	50	2.49	2.66 - 3.99	430	3.10				2.00 - 3.39	560	2.49				2.00 - 3.79	840	2.47		
VEGETARIAN FED																				
White 12 pack																	2.50 - 3.79	190	3.76	
Brown 12 pack																				
		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>		24.2% of 4,000 sampled outlets Activity Index = 1,500 (includes Medium)						16.7% of 2,900 sampled outlets Activity Index = 730 (includes Medium)						26.6% of 1,200 sampled outlets Activity Index = 540 (includes Medium)						
USDA GRADE AA	White 12 pack				1.00	110	1.00				1.43	40	1.43				0.88	20	0.88	
	White 18 pack				2.48 - 2.50	150	2.50				2.49 - 3.29	330	2.94				1.79 - 2.49	60	2.27	
	Brown 12 pack																			
	MEDIUM	White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack			
USDA GRADE A	White 12 pack																			
	White 18 pack				2.50	20	2.50	2.50	30	2.50										
	Brown 12 pack																			
	MEDIUM	White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 30 pack			
S P E C I A L T Y	USDA ORGANIC																			
	White 12 pack										3.79	10	3.79	3.98	10	3.98				
	Brown 12 pack																			
	OMEGA-3																			
	White 12 pack				1.78 - 2.50	120	2.16				2.49 - 2.99	190	2.52							
Brown 12 pack				1.99	50	1.99										2.68	10	2.68		
CAGE-FREE																				
White 12 pack				2.00 - 2.50	400	2.27				2.50	40	2.50				2.00 - 2.50	210	2.19		
Brown 12 pack				2.00 - 2.50	400	2.27				2.50	40	2.50				1.37 - 2.50	230	2.16		
VEGETARIAN FED																				
White 12 pack					1.99 - 2.50	140	2.42													
Brown 12 pack																				

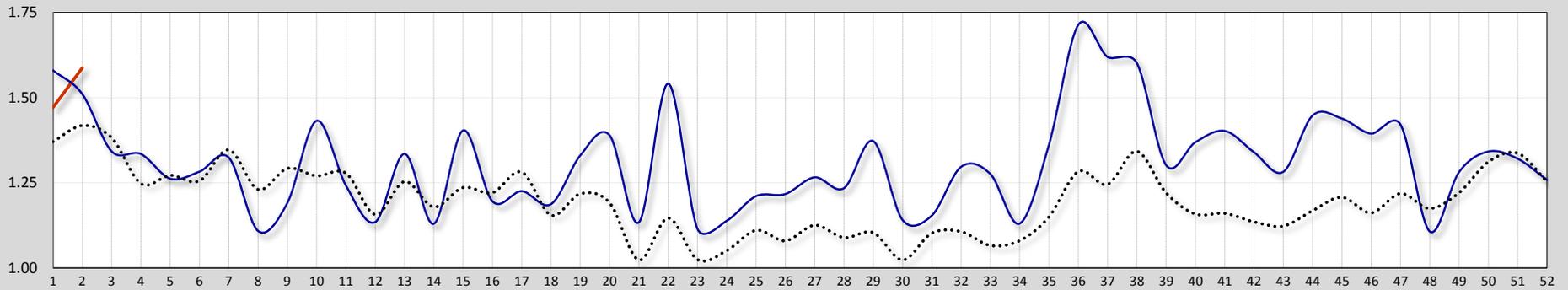


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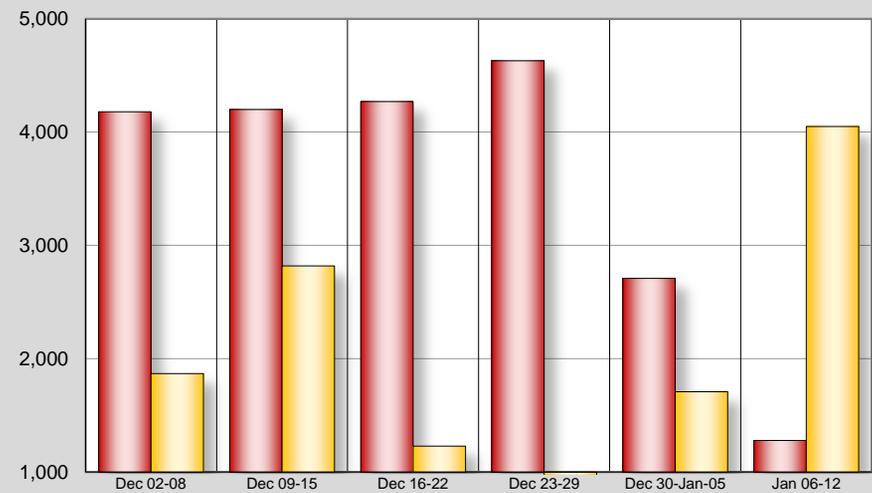
Fri. Jan 06, 2012

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	13.9%	3.8%	12.8%	19.3% of 4,400 sampled	18.6% of 6,000 sampled	16.0% of 4,000 sampled	12.1% of 4,000 sampled	0.6% of 2,900 sampled	1.6% of 1,200 sampled
2/ Activity Index	4,050	1,710	4,410	Activity Index = 1,590	Activity Index = 1,110	Activity Index = 760	Activity Index = 540	Activity Index = 30	Activity Index = 20
	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	3,530 2.32	1,360 2.46	3,660 2.35	1.99 - 3.00 1,150 2.46	1.99 - 2.65 1,110 2.29	1.69 - 2.69 750 2.23	1.69 - 2.50 470 2.20	1.99 30 1.99	2.50 - 2.99 20 2.76
32 oz. crtn	510 4.05	350 4.12	740 4.72	3.59 - 5.99 440 3.93			4.79 70 4.79		
3 - 4 oz. cup	10 1.99		10 2.00			1.99 10 1.99			
2 - 8 oz. cup									

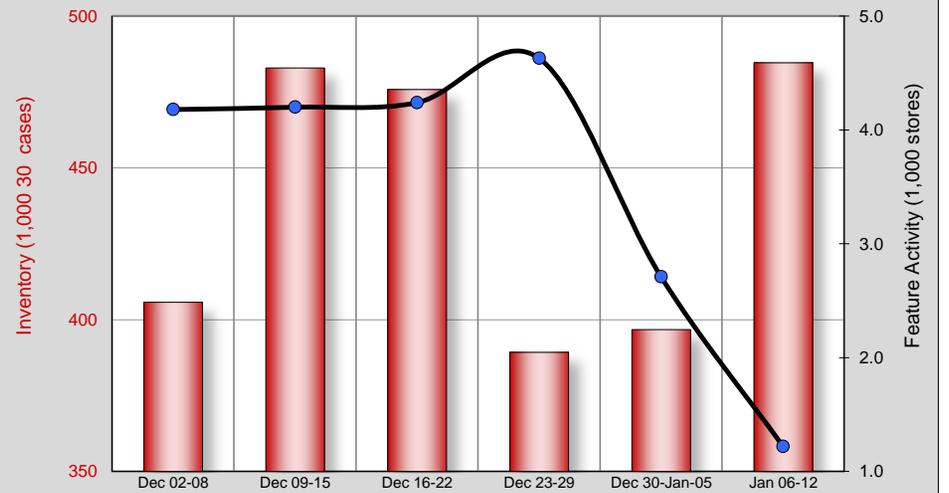
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



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>