



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 01/20 thru 01/26.

(prices in dollars per carton)

Fri. Jan 20, 2012

SHELL EGG NATIONAL SUMMARY

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR						
	21.7% of 22,500 stores		20.0% of 22,500 stores				30.7% 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 USDA GRADE AA	White 12 pack	10	0.99	520	1.93			140	1.59	20	1.17	650	1.43
	White 18 pack	60	2.58	40	1.99			1,470	2.33			30	1.50
	Brown 12 pack											30	2.22
REGULAR USDA GRADE A	White 12 pack	30	1.59	1,340	1.30	30	1.59	280	1.17	20	1.28	1,330	1.20
	White 18 pack			20	2.40			730	2.38			1,040	2.19
	Brown 12 pack			130	2.00			200	2.89			20	1.25
SPECIALTY USDA ORGANIC	White 12 pack												
	Brown 12 pack			590	4.17	10	3.29	380	3.61	110	4.19	580	3.26
	OMEGA-3												
SPECIALTY OMEGA-3	White 12 pack	1,260	2.32	2,670	2.25	50	2.50	660	2.14	390	2.64	790	2.47
	Brown 12 pack	10	2.69	130	2.52			70	3.00			460	2.85
SPECIALTY CAGE-FREE	White 12 pack			20	2.50	30	2.00					60	2.99
	Brown 12 pack			570	3.02			650	3.00	50	3.49	60	2.79
SPECIALTY VEGETARIAN FED	White 12 pack			330	2.30			240	2.47	10	2.99	190	2.66
	Brown 12 pack			210	2.41	120	2.50	190	2.63	20	2.99	190	3.00

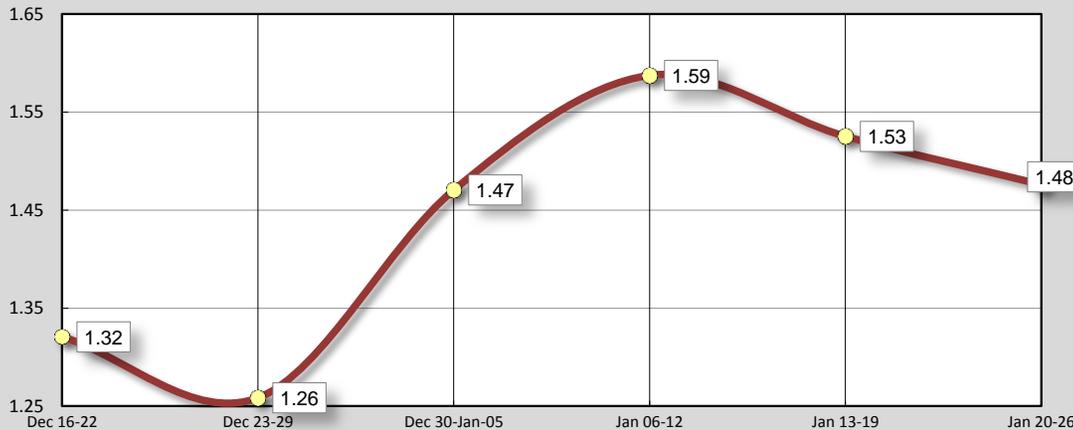
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,150	2,850	3,140	Large Eggs on Jan-16-2012
Specialty	5,790	2,400	2,910	
Total (includes MD)	8,640	5,770	7,140	512.7
Special Rate 4/:	0.6%	1.7%	1.9%	down 7.9%

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

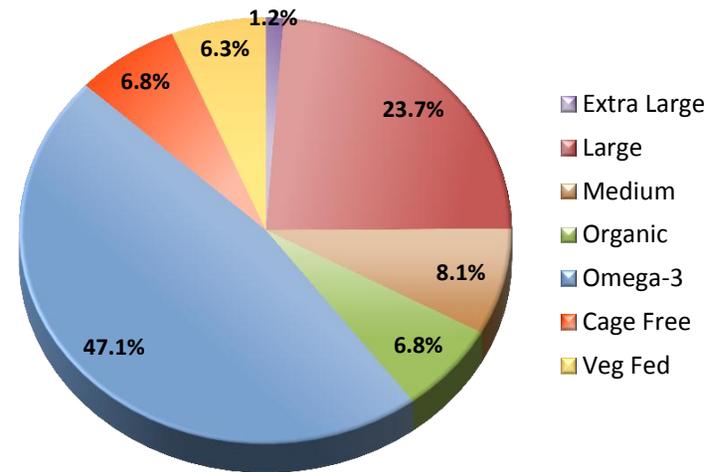
SHELL EGG and EGG PRODUCTS FEATURING

Featuring of regular shell eggs is not as active as a week ago as many retailers seem reluctant to include them in sales flyers. The overall average price of Large white eggs, Grade A or better, to consumer continues a slow decline and some shoppers are able to purchase eggs well below the \$1 per dozen mark. Grocers are offering very few 'no price' incentives. Feature activity of Medium eggs is still very active across the country. Promotional activity for specialty shell eggs is sharply higher than last week. The number of stores featuring Extra Large and Large Omega-3 type eggs increases dramatically, predominately, in the Northeast and Southeast regions. Other specialty types are represented at a constant pace in circulars. Ads for liquid egg products continue to decline in number and are overtaken in visibility by shell eggs this cycle.

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/}		15.4% of 4,400 sampled outlets Activity Index = 3,060 (includes Medium)						33.9% of 6,000 sampled outlets Activity Index = 3,210 (includes Medium)						19.4% of 4,000 sampled outlets Activity Index = 890 (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																0.98	10	0.98
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM			White 12 pack						White 12 pack						White 12 pack			
USDA GRADE A	White 12 pack	1.79	10	1.79	0.98 - 1.00	70	0.99				0.98 - 1.67	460	1.63	0.99	10	0.99	0.69 - 1.39	590	1.05
	White 18 pack				2.50	10	2.50							2.29	10	2.29			
	Brown 12 pack				2.00	130	2.00												
		MEDIUM			White 12 pack White 30 pack	0.97 - 2.50	470	2.28			White 12 pack White 30 pack	0.98 - 1.29	50	1.05			White 12 pack White 30 pack	1.32	20
S P E C I A L T Y	USDA ORGANIC																		
		White 12 pack																	
		Brown 12 pack				3.18 - 4.98	400	4.03									4.00 - 4.49	190	4.48
		OMEGA-3																	
		White 12 pack	2.50 - 2.99	140	2.58	1.99 - 2.99	1,000	2.13	2.29	1,040	2.29	1.99 - 2.69	1,500	2.33			1.99	10	1.99
		Brown 12 pack	2.69	10	2.69	2.29 - 2.50	70	2.37											
		CAGE-FREE																	
		White 12 pack				2.50	20	2.50											
	Brown 12 pack				2.50 - 3.49	410	2.95				3.39	80	3.39			3.39	10	3.39	
	VEGETARIAN FED																		
	White 12 pack				2.00	130	2.00				2.50	80	2.50			2.50	10	2.50	
	Brown 12 pack				2.00 - 3.49	190	2.35									2.99	10	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 ^{1/} Activity Index ^{2/}		18.3% of 4,000 sampled outlets Activity Index = 770 (includes Medium)						20.3% of 2,900 sampled outlets Activity Index = 590 (includes Medium)						7.0% of 1,200 sampled outlets Activity Index = 120 (includes Medium)					
USDA GRADE AA	White 12 pack				2.29	40	2.29	0.99	10	0.99	0.99 - 2.29	410	2.06			0.88 - 0.99	60	0.96	
	White 18 pack							1.79 - 2.99	60	2.58	1.99	30	1.99			1.98	10	1.98	
	Brown 12 pack																		
	MEDIUM			White 12 pack	1.28	10	1.28			White 12 pack			40			White 12 pack			
USDA GRADE A	White 12 pack				0.98 - 1.67	220	1.38	2.00	10	2.00									
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM			White 12 pack White 30 pack	0.88 - 1.32	80	1.04			White 12 pack White 30 pack	1.50	10	1.50			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	2.19 - 2.29	80	2.23	1.99 - 2.28	160	2.17				2.69	20	2.69			2.69	40	2.69
		Brown 12 pack																	
		CAGE-FREE																	
		White 12 pack				2.99	70	2.99											
	Brown 12 pack																		
	VEGETARIAN FED																		
	White 12 pack				2.50	110	2.50												
	Brown 12 pack															2.99	10	2.99	

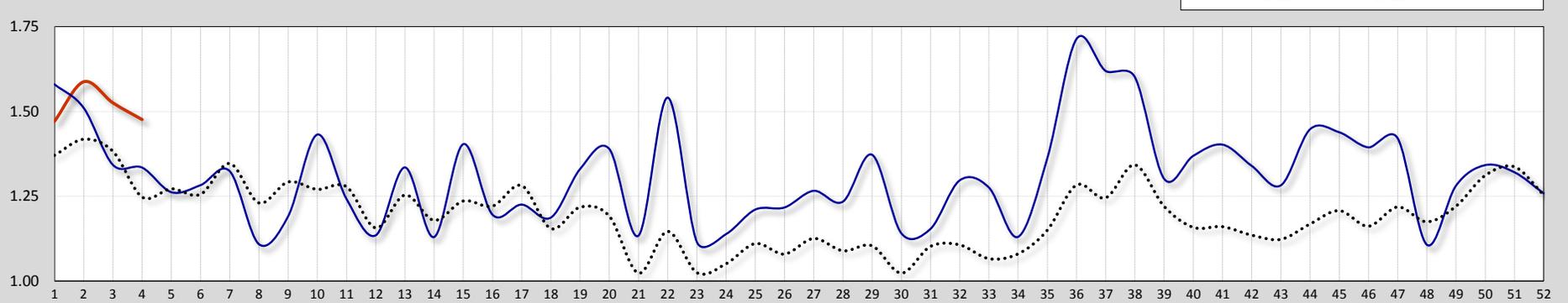


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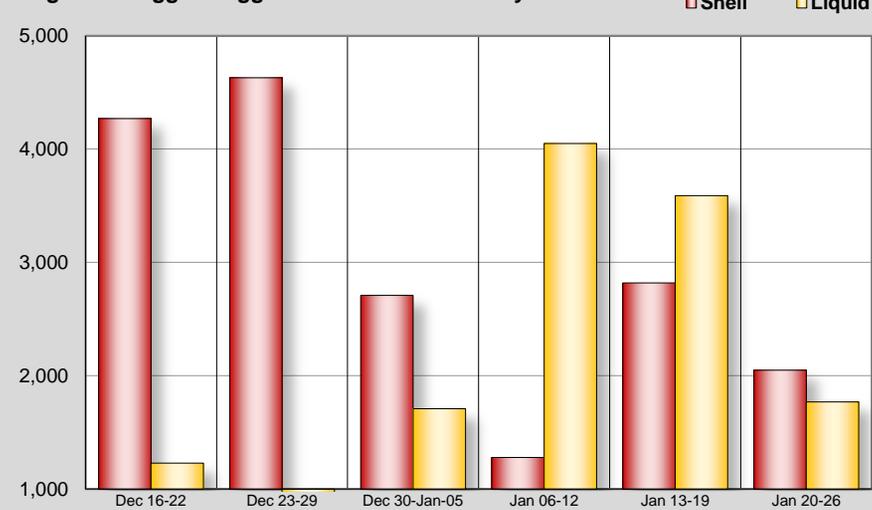
Fri. Jan 20, 2012

EGG PRODUCTS	THIS WEEK		LAST WEEK		LAST YEAR		NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST							
1/ Feature Rate	5.2%		10.3%		7.3%		2.3% of 4,400 sampled		4.9% of 6,000 sampled		7.2% of 4,000 sampled		7.4% of 4,000 sampled		6.2% of 2,900 sampled		0.5% of 1,200 sampled							
2/ Activity Index	1,770		3,590		1,590		Activity Index = 680		Activity Index = 360		Activity Index = 310		Activity Index = 220		Activity Index = 190		Activity Index = 10							
	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	1,460	2.44	2,570	2.16	770	2.31	1.99 - 2.99	490	2.54	2.17 - 2.65	340	2.35	1.69 - 2.89	300	2.19	1.99 - 2.29	130	2.11	1.99 - 2.99	190	2.93	2.99	10	2.99
32 oz. crtn	300	4.56	760	4.44	690	3.89	4.59 - 4.99	190	4.89	3.99	20	3.99	3.99	90	3.99									
3 - 4 oz. cup	10	2.29	260	2.61	130	2.50							2.29	10	2.29									
2 - 8 oz. cup																								

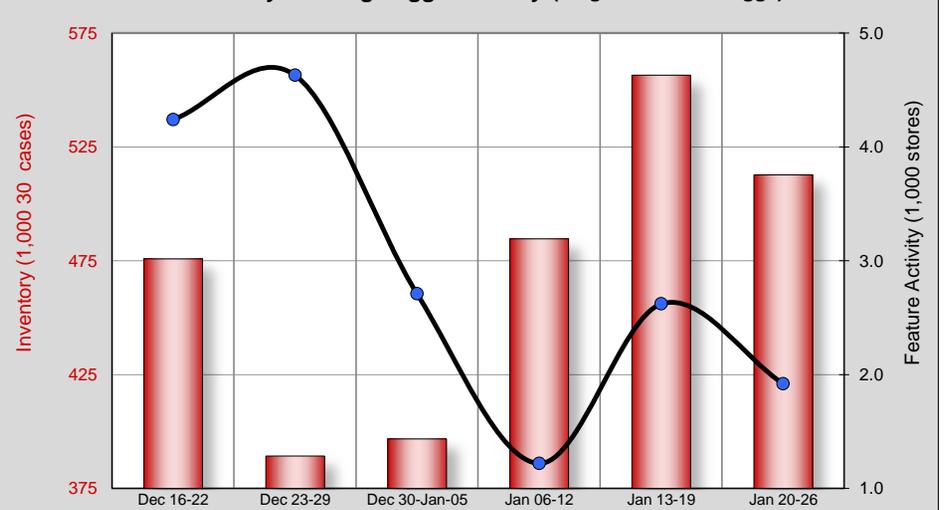
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



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.