



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 01/27 thru 02/02.
 (prices in dollars per carton)

Fri. Jan 27, 2012

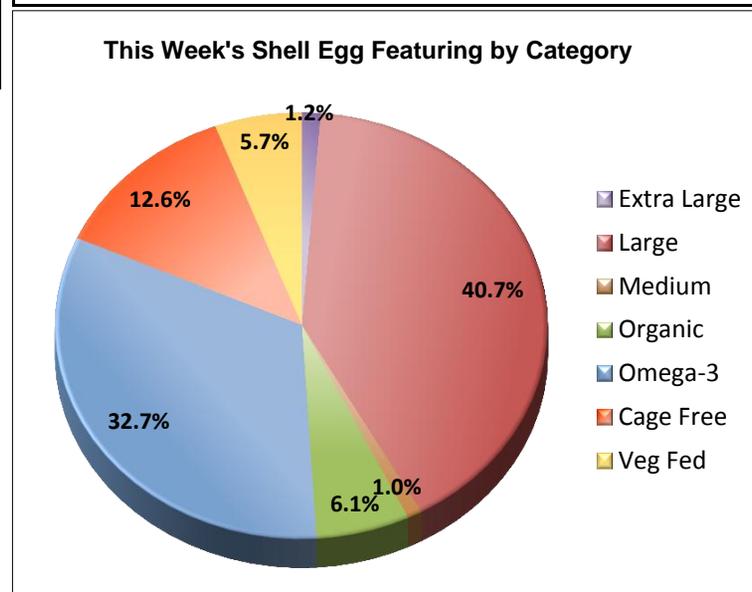
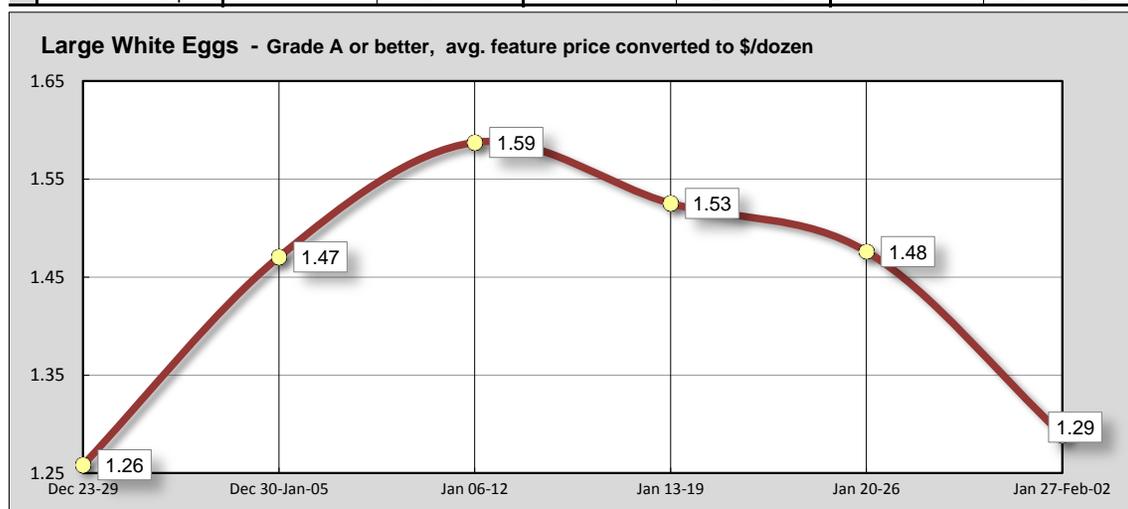
SHELL EGG NATIONAL SUMMARY													
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	23.4% of 22,500 stores				21.7% of 22,500 stores				23.3% of 19,500 stores				
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE		
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
REGULAR	USDA GRADE AA												
	White 12 pack			480	1.27	10	0.99	520	1.93	130	1.66	500	1.15
	White 18 pack	30	1.79	1,210	2.11	60	2.58	40	1.99	20	1.75	1,630	2.04
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack	60	1.00	760	1.04	30	1.59	1,340	1.30	30	1.20	740	1.12
White 18 pack			530	2.09			20	2.40			50	1.95	
Brown 12 pack							130	2.00					
SPECIALTY	USDA ORGANIC												
	White 12 pack												
	Brown 12 pack	180	4.49	270	4.13			590	4.17	110	3.88	430	4.17
	OMEGA-3												
	White 12 pack	470	2.59	1,920	2.32	1,260	2.32	2,670	2.25	210	2.81	1,230	2.45
	Brown 12 pack					10	2.69	130	2.52			60	2.75
	CAGE-FREE												
	White 12 pack			270	2.50			20	2.50				
	Brown 12 pack	160	3.39	490	2.78			570	3.02			160	2.61
	VEGETARIAN FED												
White 12 pack	90	2.50	110	2.50			330	2.30			230	1.99	
Brown 12 pack			220	3.33			210	2.41			290	2.67	

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	3,070	2,150	3,100	Large Eggs on Jan-23-2012
Specialty	4,180	5,790	2,720	
Total (includes MD)	7,320	8,640	6,150	452.1
Special Rate 4/:	0.6%	0.6%	0.3%	down 11.8%

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

SHELL EGG and EGG PRODUCTS FEATURING

Promotional activity for regular shell eggs is higher and rebounds just in time to share the spotlight with Super Bowl related items. Many retailers are offering very attractive deals on Large eggs, including an increase in offerings of Large 18 pack eggs. Consumers preparing their egg-based dishes will also enjoy finding a significant drop in the average price of Large white eggs, Grade A or better. The number of 'no price' incentives offered this week is unchanged and remains barely visible. Ads for Medium sized eggs taper off from previous week's activity. Featuring of specialty shell eggs is less active with a sharp decline in ad space on Omega-3 type eggs. Promotions for liquid egg products increase in number and are present in all areas with the exception of the Southwest region.



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/}		29.5% of 4,400 sampled outlets Activity Index = 2,780 (includes Medium)						12.8% of 6,000 sampled outlets Activity Index = 1,070 (includes Medium)						17.5% of 4,000 sampled outlets Activity Index = 780 (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										1.00 - 1.25	140	1.06				0.99	30	0.99
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM			White 12 pack						White 12 pack						White 12 pack			
USDA GRADE A	White 12 pack	1.29 - 1.50	10	1.42	0.99 - 1.28	200	1.02				0.79 - 1.00	260	0.99	0.79 - 1.09	50	0.91	0.69 - 1.50	300	1.10
	White 18 pack				1.88 - 2.49	180	2.30				1.78 - 2.49	110	2.08				1.78 - 1.98	50	1.87
	Brown 12 pack																		
	MEDIUM			White 12 pack						White 12 pack	1.00 - 1.09	20	1.04			White 12 pack			
				White 30 pack						White 30 pack	2.99	20	2.99			White 30 pack			
S P E C I A L T Y	USDA ORGANIC																		
		White 12 pack																	
		Brown 12 pack	4.49	180	4.49	3.99 - 4.99	260	4.16											
		OMEGA-3																	
		White 12 pack	2.50 - 2.99	450	2.61	1.66 - 2.99	1,150	2.23				1.99 - 2.50	230	2.42			2.50	260	2.50
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack				2.50	20	2.50												
	Brown 12 pack				2.79 - 3.29	120	3.14	3.39	80	3.39	2.99	10	2.99	3.39	80	3.39			
	VEGETARIAN FED																		
	White 12 pack							2.50	80	2.50	2.50	110	2.50	2.50	10	2.50			
	Brown 12 pack				2.49 - 3.49	210	3.34				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/}		24.7% of 4,000 sampled outlets Activity Index = 910 (includes Medium)						30.8% of 2,900 sampled outlets Activity Index = 1,190 (includes Medium)						51.0% of 1,200 sampled outlets Activity Index = 590 (includes Medium)					
USDA GRADE AA	White 12 pack				1.50	50	1.50	1.79 - 1.80	30	1.79	0.99 - 1.50	210	1.42				0.99 - 1.50	50	1.19
	White 18 pack				1.67 - 2.50	430	2.00				1.99 - 2.49	440	2.30				1.99 - 2.17	340	2.00
	Brown 12 pack																		
	MEDIUM			White 12 pack	1.25	30	1.25			White 12 pack						White 12 pack			
USDA GRADE A	White 12 pack																		
	White 18 pack				1.78 - 2.00	190	1.96												
	Brown 12 pack																		
	MEDIUM			White 12 pack						White 12 pack						White 12 pack			
				White 30 pack						White 30 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																	
		OMEGA-3																	
		White 12 pack	2.00 - 2.19	20	2.14	2.00 - 2.28	80	2.25									2.50	200	2.50
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack										2.50	250	2.50						
	Brown 12 pack				2.99	100	2.99				2.50 - 2.99	260	2.52						
	VEGETARIAN FED																		
	White 12 pack																		
	Brown 12 pack																		

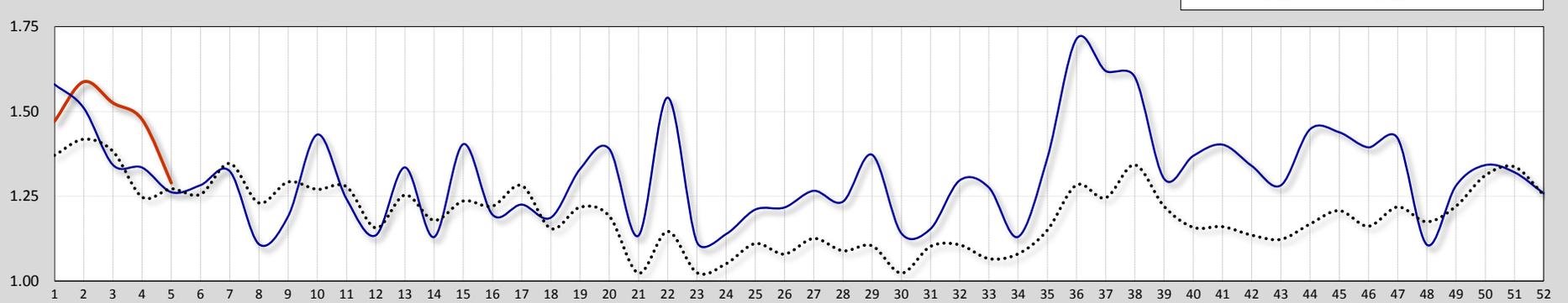


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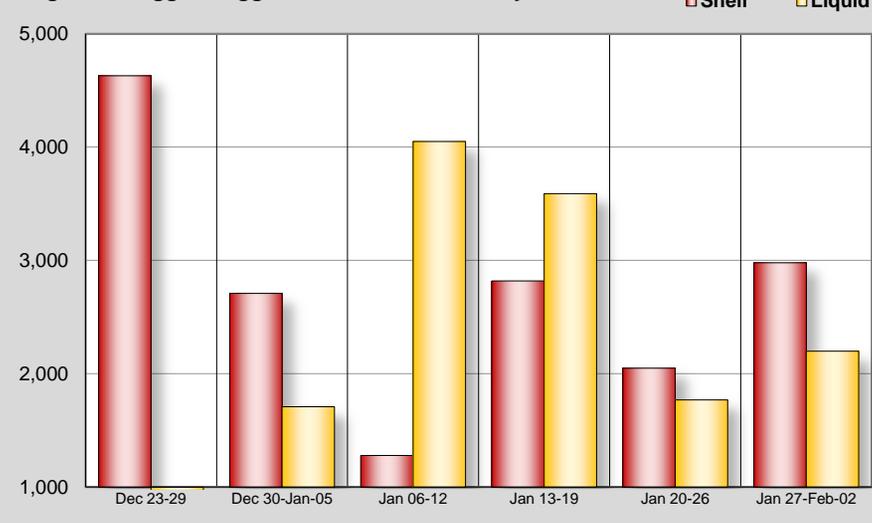
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EGG PRODUCTS	THIS WEEK		LAST WEEK		LAST YEAR		NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST				
1/ Feature Rate	5.6%		5.2%		11.7%		11.7% of 4,400 sampled		2.7% of 6,000 sampled		8.2% of 4,000 sampled		2.5% of 4,000 sampled		4.3% of 2,900 sampled		3.2% of 1,200 sampled				
2/ Activity Index	2,200		1,770		2,850		Activity Index = 1,630		Activity Index = 100		Activity Index = 330		Activity Index = 100		Activity Index = 0		Activity Index = 40				
	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	1,390	2.59	1,460	2.44	1,700	2.04	2.00 - 3.29	1,150	2.61	2.00 - 2.50	60	2.33	1.99 - 2.50	130	2.46	2.00	10	2.00	1.99 - 3.49	40	2.84
32 oz. crtn	440	4.51	300	4.56	790	4.84	4.99	130	4.99	3.99	20	3.99	4.49	200	4.49	3.99	90	3.99			
3 - 4 oz. cup	370	2.60	10	2.29	360	2.81	2.00 - 3.29	350	2.64	2.00	20	2.00									
2 - 8 oz. cup																					

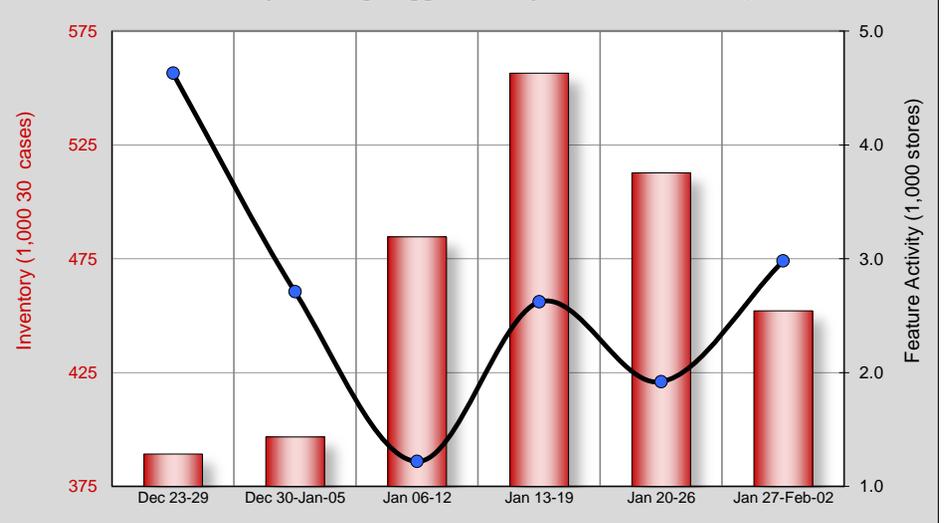
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



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.