



**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 02/03 thru 02/09.  
 (prices in dollars per carton)

Fri. Feb 03, 2012

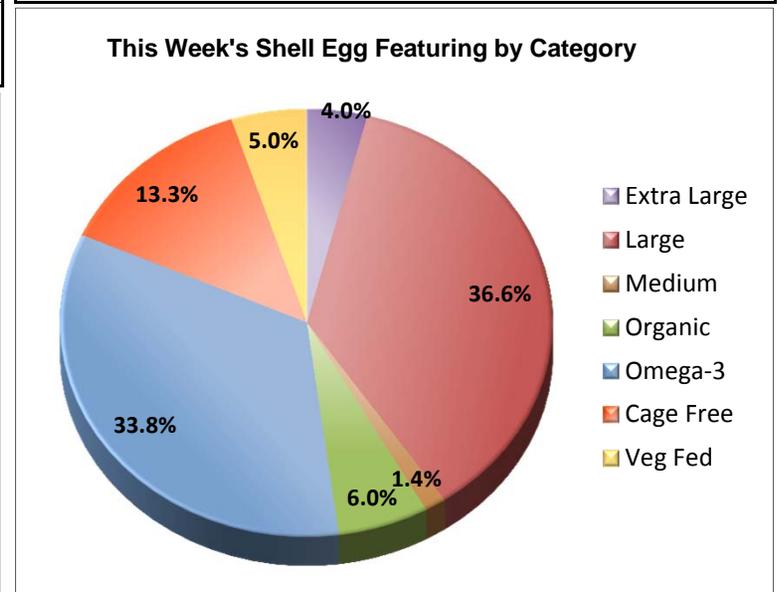
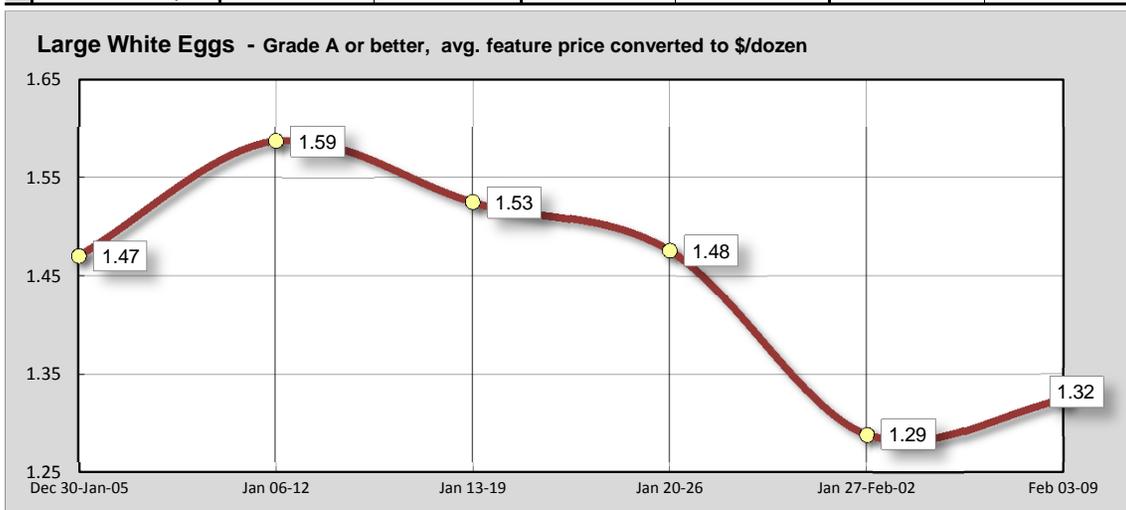
SHELL EGG NATIONAL SUMMARY													
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	16.3% of 22,500 stores				23.4% of 22,500 stores				17.3% of 19,500 stores				
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE		
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
<b>REGULAR</b>	<b>USDA GRADE AA</b>												
	White 12 pack	20	1.71	270	1.35			480	1.27	10	1.49	280	1.29
	White 18 pack			430	2.16	30	1.79	1,210	2.11			70	2.49
	Brown 12 pack										200	2.79	
<b>SPECIALTY</b>	<b>USDA GRADE A</b>												
	White 12 pack	180	1.23	1,120	1.27	60	1.00	760	1.04	10	1.49	720	1.25
	White 18 pack			10	1.79			530	2.09			290	1.89
	Brown 12 pack			10	1.50								
<b>REGULAR</b>	<b>USDA ORGANIC</b>												
	White 12 pack			50	3.99							20	3.50
	Brown 12 pack	40	4.30	210	4.24	180	4.49	270	4.13	10	3.78	400	4.07
<b>SPECIALTY</b>	<b>OMEGA-3</b>												
	White 12 pack	110	2.50	1,260	2.27	470	2.59	1,920	2.32	320	2.48	1,780	2.50
	Brown 12 pack			330	2.80								
<b>REGULAR</b>	<b>CAGE-FREE</b>												
	White 12 pack			330	3.23			270	2.50				
	Brown 12 pack			340	3.16	160	3.39	490	2.78			750	2.90
<b>SPECIALTY</b>	<b>VEGETARIAN FED</b>												
	White 12 pack					90	2.50	110	2.50			230	2.79
	Brown 12 pack			250	3.32			220	3.33			30	2.99

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,040	3,070	1,580	Large Eggs on Jan-30-2012
Specialty	2,920	4,180	3,540	
Total (includes MD)	5,030	7,320	5,250	481.7
Special Rate 4/:	1.7%	0.6%	0.1%	up 6.5%

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

**SHELL EGG and EGG PRODUCTS FEATURING**

What came first, the chicken wing or the egg? The answer is easy for anyone looking at store circulars this week. Shell eggs find it difficult to hold any attention amid the drumbeat (wingbeat?) leading up to Sunday's big game. As a result, promotional activity for shell eggs is much less active this week. The average ad price of Large white eggs, Grade A or better increased slightly, bringing an end to the downward trend over the past three weeks. The use of sales incentives is much more common this week with most tied to purchases of breakfast-related products with a dozen eggs thrown in for free. Ads for Extra Large eggs are more prevalent in circulars this week. Featuring of specialty shell eggs continues to decline and is lackluster in all areas except the Northeast where late cycle ads for Omega-3 are beginning to break. Promotions for liquid egg products are fewer in number and continue to be outpaced by regular shell egg promotions.



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>		19.4% of 4,400 sampled outlets Activity Index = 2,250 (includes Medium)						4.8% of 6,000 sampled outlets Activity Index = 280 (includes Medium)						23.4% of 4,000 sampled outlets Activity Index = 860 (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				1.50	10	1.50													
	White 18 pack Brown 12 pack																			
	MEDIUM	White 12 pack						White 12 pack						White 12 pack						
USDA GRADE A	White 12 pack	0.98 - 0.99	20	0.99	0.99 - 1.50	460	1.41				0.99 - 1.25	170	1.21	0.99 - 1.59	160	1.26	0.69 - 1.29	270	1.13	
	White 18 pack				1.79	10	1.79													
	Brown 12 pack				1.50	10	1.50													
	MEDIUM	White 12 pack White 30 pack			0.79	20	0.79	White 12 pack White 30 pack						White 12 pack White 30 pack			1.32	20	1.32	
S P E C I A L T Y	USDA ORGANIC					3.99	50	3.99												
	White 12 pack													2.98	10	2.98	3.98	10	3.98	
	Brown 12 pack	4.38 - 4.98	30	4.74	3.99 - 4.99	200	4.25													
	OMEGA-3					1.88 - 3.99	540	2.35				2.00 - 2.50	110	2.07				1.99 - 2.50	190	2.09
	White 12 pack																			
Brown 12 pack				2.00 - 2.99	330	2.80														
CAGE-FREE					2.99 - 3.49	80	3.29										3.29	180	3.29	
White 12 pack																				
Brown 12 pack				2.50 - 3.99	250	3.20										3.49	10	3.49		
VEGETARIAN FED																				
White 12 pack																				
Brown 12 pack				2.00 - 3.99	240	3.33										2.50 - 3.49	10	3.11		
		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>		19.2% of 4,000 sampled outlets Activity Index = 840 (includes Medium)						23.5% of 2,900 sampled outlets Activity Index = 670 (includes Medium)						12.0% of 1,200 sampled outlets Activity Index = 130 (includes Medium)						
USDA GRADE AA	White 12 pack				1.50	50	1.50	1.49 - 2.00	20	1.71	1.20 - 1.50	80	1.41				1.25	130	1.25	
	White 18 pack Brown 12 pack				1.89	110	1.89				1.79 - 2.38	320	2.26							
	MEDIUM	White 12 pack						White 12 pack						White 12 pack						
USDA GRADE A	White 12 pack				0.97 - 1.29	210	1.21				1.25	10	1.25							
	White 18 pack Brown 12 pack																			
	MEDIUM	White 12 pack White 30 pack			1.32	30	1.32	White 12 pack White 30 pack						White 12 pack White 30 pack						
S P E C I A L T Y	USDA ORGANIC																			
	White 12 pack																			
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	OMEGA-3					1.98 - 2.29	180	2.04				2.50	240	2.50						
	White 12 pack	2.50	110	2.50																
Brown 12 pack																				
CAGE-FREE					2.99	70	2.99													
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VEGETARIAN FED																				
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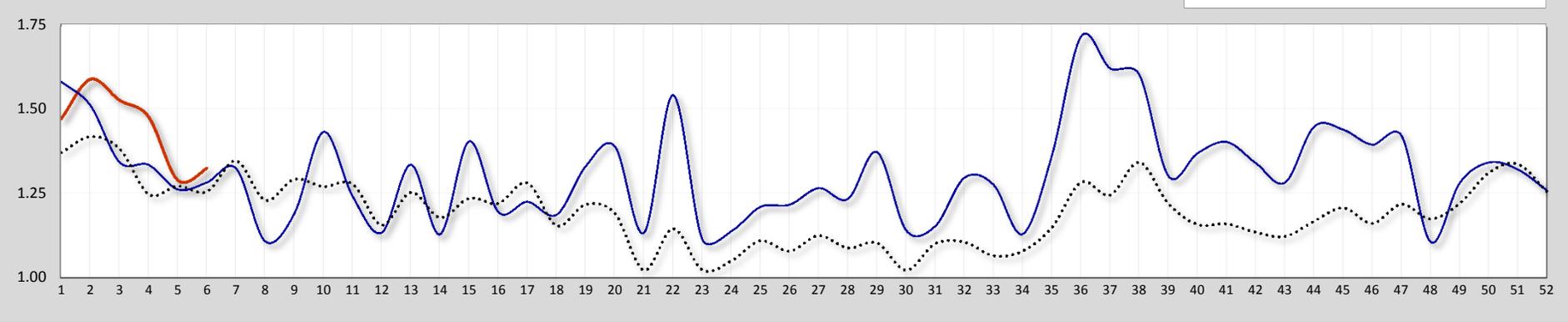
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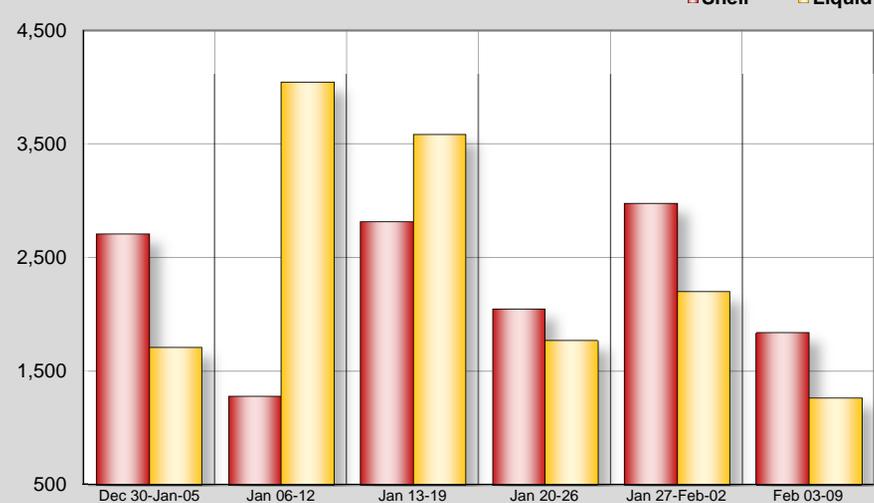
Fri. Feb 03, 2012

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	3.2%	5.6%	11.0%	7.5% of 4,400 sampled	0.3% of 6,000 sampled	4.2% of 4,000 sampled	3.3% of 4,000 sampled	0.8% of 2,900 sampled	3.3% of 1,200 sampled
2/ Activity Index	1,270	2,200	3,900	Activity Index = 890	Activity Index = 20	Activity Index = 170	Activity Index = 130	Activity Index = 20	Activity Index = 40
	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	620 2.94	1,390 2.59	2,040 2.62	2.50 - 3.29 560 2.87				3.59 20 3.59	3.59 40 3.59
32 oz. crtn	410 3.14	440 4.51	1,720 4.21	3.97 - 5.99 90 4.81	3.99 20 3.99	1.99 170 1.99	1.99 - 3.99 130 3.36		
3 - 4 oz. cup	240 2.50	370 2.60	140 2.46	2.50 240 2.50					
2 - 8 oz. cup									

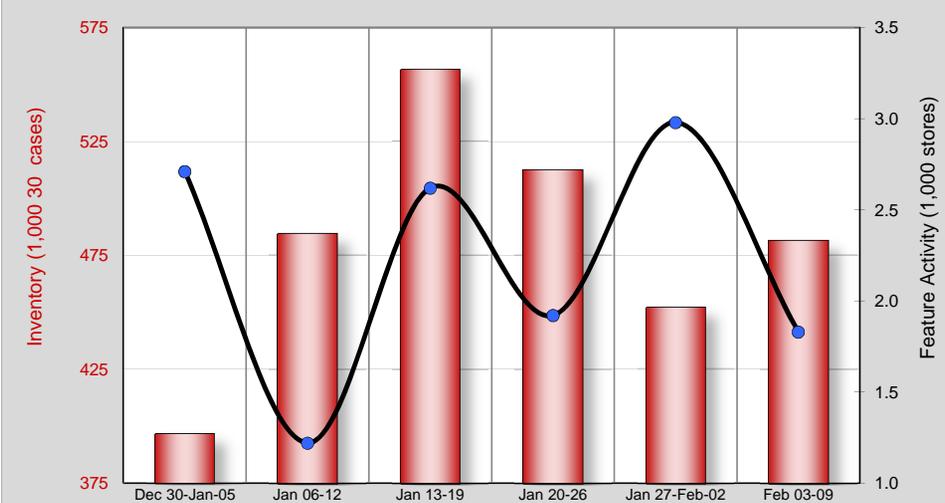
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



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.