



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 02/10 thru 02/16.
 (prices in dollars per carton)

Fri. Feb 10, 2012

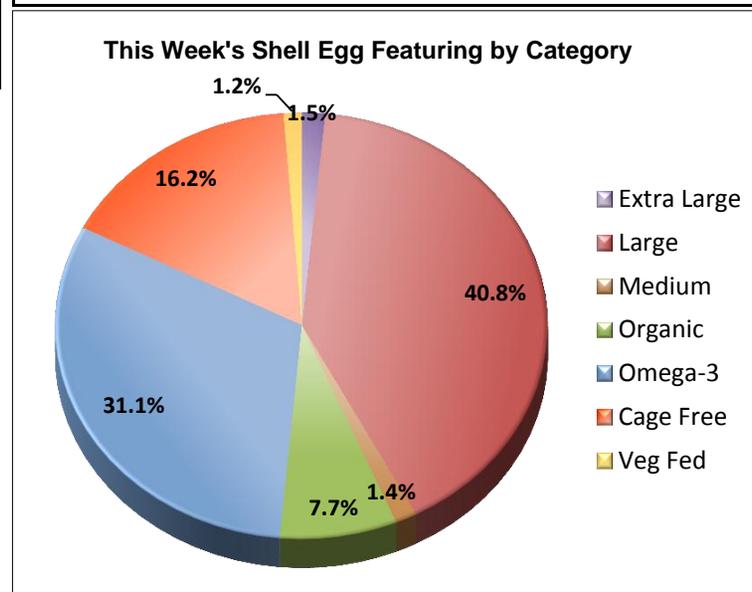
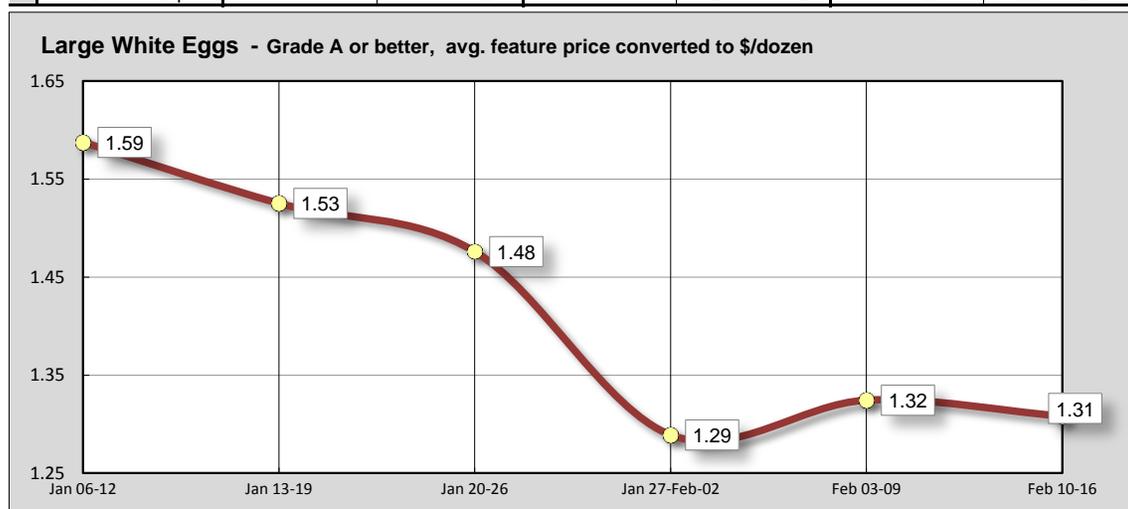
SHELL EGG NATIONAL SUMMARY														
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR					
	34.5% of 22,500 stores				16.3% of 22,500 stores				37.5% of 19,500 stores					
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE			
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg		
REGULAR	USDA GRADE AA													
	White 12 pack		10	1.49	430	1.30	20	1.71	270	1.35	130	1.36	620	1.68
	White 18 pack		110	1.89	1,410	2.18			430	2.16			1,200	2.07
	Brown 12 pack													
	USDA GRADE A													
	White 12 pack		20	1.25	1,260	1.11	180	1.23	1,120	1.27	150	1.15	960	1.11
White 18 pack				580	2.08			10	1.79			1,000	1.87	
Brown 12 pack				40	2.29			10	1.50					
SPECIALTY	USDA ORGANIC													
	White 12 pack				10	3.50			50	3.99				
	Brown 12 pack		110	3.91	580	3.98	40	4.30	210	4.24			320	3.54
	OMEGA-3													
	White 12 pack		180	2.47	2,620	2.50	110	2.50	1,260	2.27	30	2.36	2,240	2.02
	Brown 12 pack		20	2.50	20	2.50			330	2.80			40	2.37
	CAGE-FREE													
	White 12 pack				600	2.95			330	3.23			190	3.19
	Brown 12 pack		100	3.24	780	3.04			340	3.16			240	2.77
	VEGETARIAN FED													
White 12 pack				50	2.99									
Brown 12 pack				60	3.20			250	3.32	110	2.60	220	2.38	

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	3,860	2,040	4,060	Large Eggs on Feb-06-2012
Specialty	5,130	2,920	3,390	
Total (includes MD)	9,120	5,030	7,720	466.0
Special Rate 4/:	7.3%	1.7%	3.9%	down 3.2%

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

SHELL EGG and EGG PRODUCTS FEATURING

Valentine's Day - candy, roses, bears and EGGS, oh my! Nothing says "I love you" like a breakfast in bed and a plate of eggs. Overall feature activity for eggs is up significantly this week. Retailer show their love for regular shell eggs by increasing the number of promotions of USDA Grade A and AA in both 12 and 18 packs. The average ad price of Large white eggs, Grade A or better to consumers is about steady. A larger number of "no price" incentives are currently in place with many grocers offering to a free carton of eggs to any shopper making a specified additional purchase, usually cinnamon rolls (see breakfast in bed above). Specialty shell eggs are also enjoying active featuring of a variety of types and sizes, primarily Omega-3 Large white eggs. Promotional activity for liquid egg products rebounds and ads are much more common this cycle. On a marketing scale, not much time exists between now and the Easter demand period. Eggs may not see promotional activity like this week again until then.



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/}		23.2% of 4,400 sampled outlets Activity Index = 2,790 (includes Medium)						42.6% of 6,000 sampled outlets Activity Index = 1,740 (includes Medium)						27.9% of 4,000 sampled outlets Activity Index = 1,450 (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																0.99	10	0.99		
	White 18 pack																				
	Brown 12 pack																				
	MEDIUM			White 12 pack						White 12 pack						White 12 pack		0.78	10	0.78	
USDA GRADE A	White 12 pack	1.50	10	1.50	0.99 - 1.50	40	1.12				1.19 - 1.29	510	1.20	0.99	10	0.99	0.69 - 1.25	450	1.06		
	White 18 pack				1.99 - 2.49	310	2.13				1.77 - 2.49	170	1.95				2.49	30	2.49		
	Brown 12 pack																				
	MEDIUM			White 12 pack White 30 pack	0.88	10	0.88				White 12 pack White 30 pack	1.00	10	1.00				White 12 pack White 30 pack	1.25	20	1.25
S P E C I A L T Y	USDA ORGANIC																				
	White 12 pack																3.50	10	3.50		
	Brown 12 pack				3.99 - 4.98	330	4.41							2.98	10	2.98	3.50 - 3.98	10	3.76		
	OMEGA-3																				
	White 12 pack	2.50	60	2.50	1.98 - 3.00	1,440	2.53				1.99 - 2.50	430	2.24				2.00 - 3.39	600	2.65		
	Brown 12 pack	2.50	20	2.50	2.50	20	2.50														
CAGE-FREE																					
White 12 pack					2.99	100	2.99					2.99	430	2.99							
Brown 12 pack	2.99 - 3.49	100	3.24	2.89 - 3.49	240	3.08					2.89	190	2.89				1.99 - 3.39	290	3.13		
VEGETARIAN FED																					
White 12 pack					2.99	50	2.99														
Brown 12 pack					2.50 - 3.49	60	3.20														
		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/}		33.6% of 4,000 sampled outlets Activity Index = 1,560 (includes Medium)						36.9% of 2,900 sampled outlets Activity Index = 910 (includes Medium)						55.8% of 1,200 sampled outlets Activity Index = 670 (includes Medium)							
USDA GRADE AA	White 12 pack				0.98	120	0.98	1.49	10	1.49	1.48 - 3.59	170	1.62				0.79 - 2.00	130	1.20		
	White 18 pack	1.89	110	1.89	1.99	440	1.99				1.50 - 4.49	590	2.44				1.99	380	1.99		
	Brown 12 pack																				
	MEDIUM			White 12 pack	1.25	50	1.25				White 12 pack							White 12 pack			
USDA GRADE A	White 12 pack				0.88 - 1.29	250	1.04					1.25	10	1.25							
	White 18 pack				2.00	70	2.00														
	Brown 12 pack				2.29	40	2.29														
	MEDIUM			White 12 pack White 30 pack	1.25	30	1.25				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																2.99	130	2.99		
	Brown 12 pack	4.00	50	4.00	3.00 - 4.00	60	3.75	4.00	50	4.00	4.00	50	4.00								
	OMEGA-3																				
	White 12 pack	1.99 - 2.50	120	2.45	1.99 - 2.50	110	2.29				2.00	30	2.00				2.99	10	2.99		
	Brown 12 pack																				
CAGE-FREE																					
White 12 pack					2.99	50	2.99										1.67	20	1.67		
Brown 12 pack					2.48 - 2.99	60	2.89														
VEGETARIAN FED																					
White 12 pack																					
Brown 12 pack																					

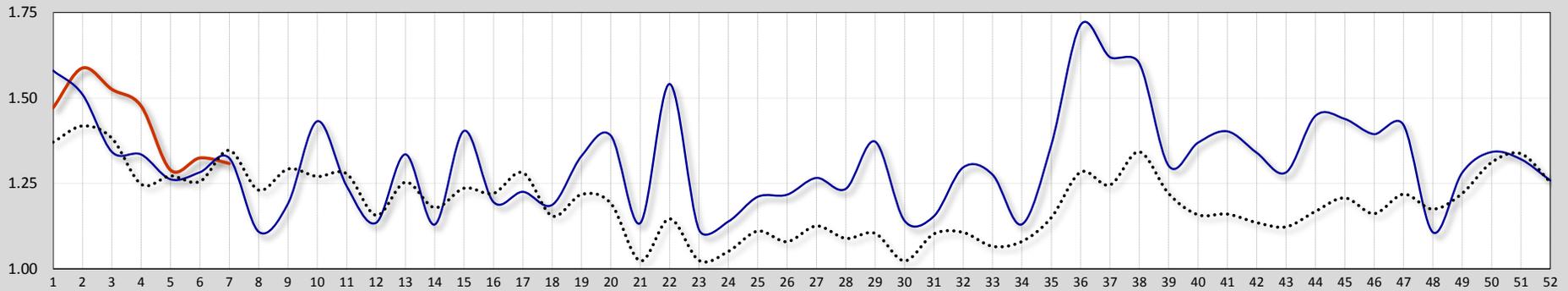


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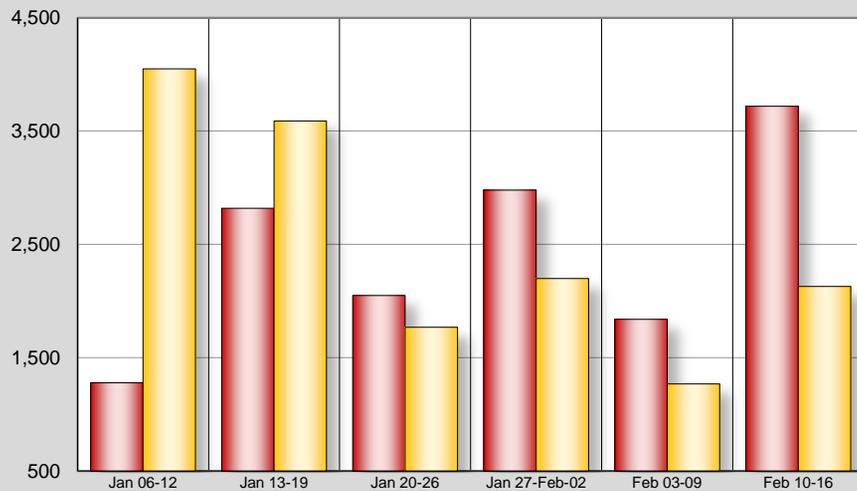
EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	4.6%	3.2%	13.3%	1.8% of 4,400 sampled	4.4% of 6,000 sampled	10.4% of 4,000 sampled	7.0% of 4,000 sampled	0.0% of 2,900 sampled	0.0% of 1,200 sampled
2/ Activity Index	2,130	1,270	4,040	Activity Index = 870	Activity Index = 260	Activity Index = 840	Activity Index = 160	Activity Index = 0	Activity Index = 0
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range Stores Avg ^{3/}					
14-16 oz. crtn	1,400 2.43	620 2.94	2,460 2.14	2.49 - 3.00 650 2.86	1.50 - 2.50 240 1.67	1.99 - 2.69 440 2.28	1.99 - 2.50 70 2.04		
32 oz. crtn	530 4.18	410 3.14	1,400 4.16	3.99 - 5.99 220 4.91	3.99 20 3.99	3.49 200 3.49	3.99 90 3.99		
3 - 4 oz. cup	200 2.50	240 2.50	180 2.74			2.50 200 2.50			
2 - 8 oz. cup									

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

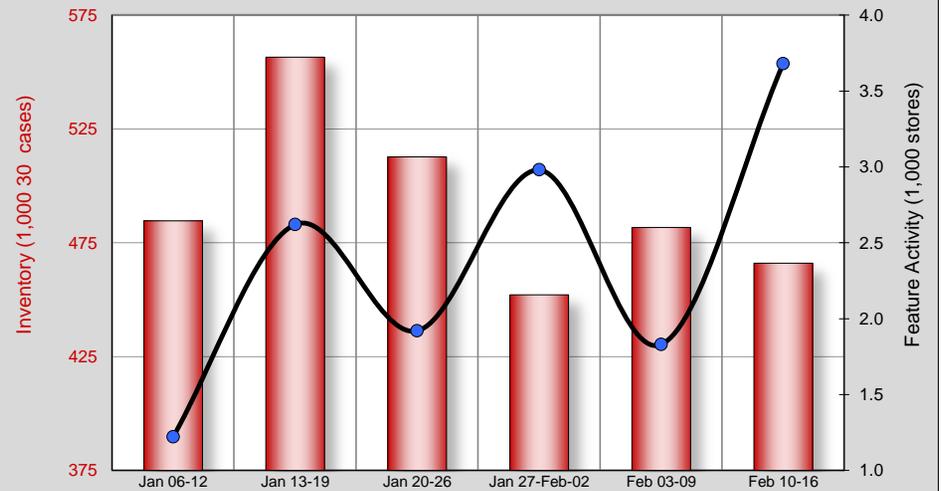


Large Shell Egg vs. Egg Product Feature Activity

Shell Liquid



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>