



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 02/24 thru 03/01.

(prices in dollars per carton)

Fri. Feb 24, 2012

SHELL EGG NATIONAL SUMMARY

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR						
	33.4% of 22,500 stores		37.9% of 22,500 stores				29.6% 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		540	1.09	20	2.24	770	0.96	40	1.30	850	1.03	
	White 18 pack	10	1.79	70	3.10	10	2.34	670	2.27		200	2.60	
	Brown 12 pack												
REGULAR USDA GRADE A	White 12 pack	120	1.86	1,250	1.09	150	2.01	3,310	1.26	240	1.25	2,050	1.14
	White 18 pack			790	2.64			1,980	2.35			920	1.98
	Brown 12 pack			20	1.33			20	1.39				
SPECIALTY USDA ORGANIC	White 12 pack												
	Brown 12 pack	20	2.99	410	4.26	10	2.98	290	3.99	70	3.43	200	3.68
	OMEGA-3												
SPECIALTY OMEGA-3	White 12 pack	460	2.70	3,000	2.70	160	2.50	1,200	2.40		1,360	2.72	
	Brown 12 pack							560	3.10		70	3.79	
SPECIALTY CAGE-FREE	White 12 pack			1,940	2.53			320	2.84		1,340	2.56	
	Brown 12 pack			2,120	2.51			490	3.47		2,080	2.70	
SPECIALTY VEGETARIAN FED	White 12 pack			180	2.50	10	2.50	60	2.17				
	Brown 12 pack	190	2.48	250	2.39			370	3.36		480	2.29	

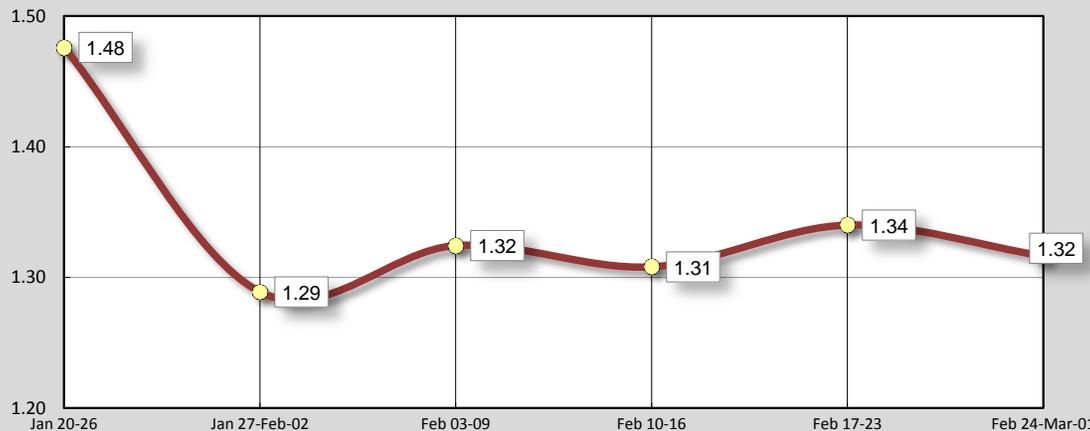
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,800	6,930	4,300	Large Eggs on Feb-20-2012
Specialty	8,570	3,470	5,600	
Total (includes MD)	11,810	10,720	10,190	480.5
Special Rate 4/:	1.9%	2.7%	0.7%	up 6.0%

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

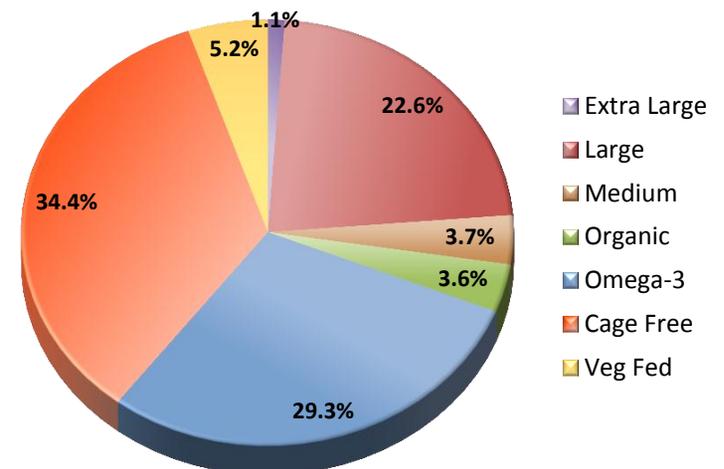
SHELL EGG and EGG PRODUCTS FEATURING

The tables have turned and specialty shell eggs are commanding more ad space than regular shell eggs. Feature activity of regular shell eggs is down sharply from last week's record breaking high for past Februarys. Large Grade A or better white eggs to consumers continues its roller coaster ride and the average price drops lower. The number of supermarkets using "no price" specials as incentives also declined. Featuring of specialty shell eggs is significantly more active this week as the greater emphasis is placed on promoting cage-free and Omega-3 eggs. Over half of the eggs featured this week fall into one of these categories. Vegetarian fed and USDA Organic eggs are maintaining steady visibility in circulars. Liquid egg products are not as frequently promoted to consumers this week and virtually disappear from advertisements in the Southeast and Northwest regions. Given past history, this pattern should last the next couple of weeks.

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/}		21.6% of 4,400 sampled outlets Activity Index = 2,810 (includes Medium)						21.0% of 6,000 sampled outlets Activity Index = 1,560 (includes Medium)						41.0% of 4,000 sampled outlets Activity Index = 2,800 (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				0.99	20	0.99				0.98 - 1.00	40	1.00	
	White 18 pack																			
	Brown 12 pack																			
	MEDIUM	White 12 pack						White 12 pack						White 12 pack						
USDA GRADE A	White 12 pack	1.99	100	1.99	1.00 - 1.89	330	1.43				0.99 - 1.29	30	1.11	1.19	20	1.19	0.49 - 1.29	670	0.88	
	White 18 pack				1.87	20	1.87				2.99	430	2.99				1.79 - 1.88	180	1.88	
	Brown 12 pack				1.33	20	1.33													
		MEDIUM	White 12 pack			1.00	130	1.00	White 12 pack			0.98 - 1.00	50	0.99	White 12 pack			0.88 - 1.42	170	0.93
		White 30 pack						White 30 pack						White 30 pack						
S P E C I A L T Y	USDA ORGANIC																			
	White 12 pack				4.58	130	4.58				3.39	80	3.39	2.99	20	2.99	3.39 - 4.49	190	4.43	
	Brown 12 pack																			
	OMEGA-3																			
	White 12 pack	2.50	170	2.50	2.00 - 3.29	1,100	2.69				2.00 - 2.99	320	2.44	3.00	180	3.00	1.99 - 2.99	200	2.41	
Brown 12 pack																				
CAGE-FREE																				
White 12 pack				2.69 - 3.69	170	3.42				2.29 - 2.99	260	2.54				2.00 - 2.50	490	2.33		
Brown 12 pack				2.99 - 3.99	60	3.78				2.29 - 2.99	370	2.67				2.00 - 2.50	640	2.32		
VEGETARIAN FED																				
White 12 pack				2.50	180	2.50														
Brown 12 pack	2.19 - 2.50	190	2.48	2.19 - 2.69	200	2.50														
		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/}		43.6% of 4,000 sampled outlets Activity Index = 2,400 (includes Medium)						44.2% of 2,900 sampled outlets Activity Index = 1,440 (includes Medium)						52.8% of 1,200 sampled outlets Activity Index = 800 (includes Medium)						
USDA GRADE AA	White 12 pack				0.98 - 0.99	210	0.98				1.79	10	1.79	0.69 - 1.49	210	1.17	0.88 - 1.69	50	1.26	
	White 18 pack																1.48 - 5.00	70	3.10	
	Brown 12 pack																			
	MEDIUM	White 12 pack						White 12 pack						White 12 pack						
USDA GRADE A	White 12 pack				0.90 - 1.33	210	1.12							3.69	10	3.69				
	White 18 pack				1.79 - 2.99	140	2.32										5.00	20	5.00	
	Brown 12 pack																			
		MEDIUM	White 12 pack			0.98 - 1.42	50	1.24	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													3.99	10	3.99				
	Brown 12 pack																			
	OMEGA-3																			
	White 12 pack	2.50	110	2.50	1.99 - 2.49	440	2.40				2.99 - 3.49	580	3.01				2.49 - 3.49	360	3.03	
Brown 12 pack																				
CAGE-FREE																				
White 12 pack				2.00 - 2.99	520	2.26				2.50 - 2.99	290	2.92				2.29 - 2.50	210	2.37		
Brown 12 pack				2.00 - 2.99	670	2.32				2.50 - 2.99	290	2.92				2.49 - 2.50	90	2.50		
VEGETARIAN FED																				
White 12 pack																				
Brown 12 pack				1.99	50	1.99														

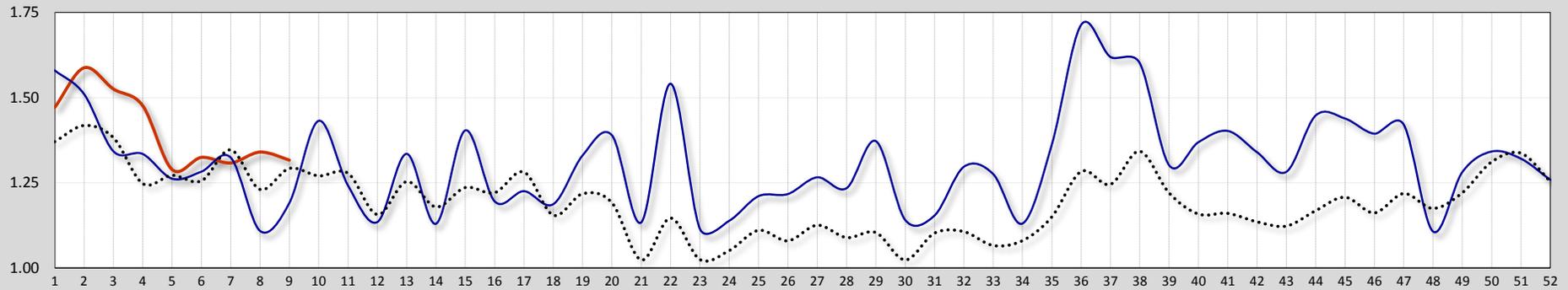


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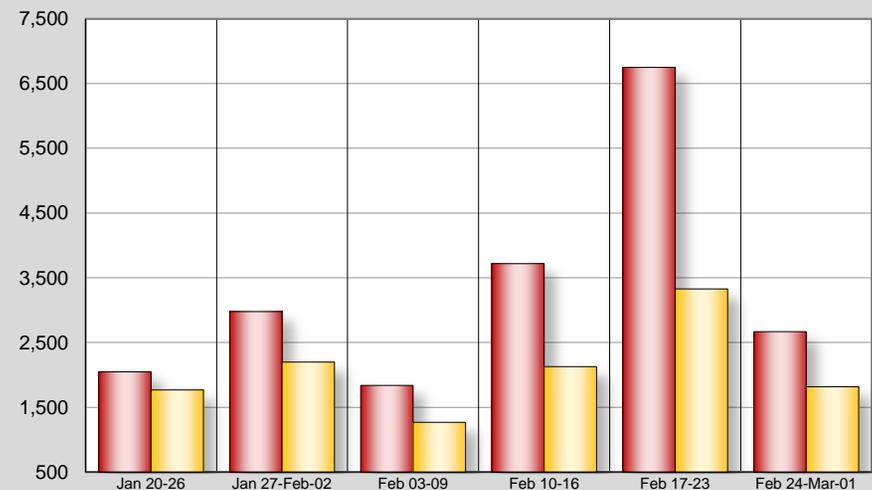
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EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	6.6%	10.0%	6.6%	11.8% of 4,400 sampled	0.3% of 6,000 sampled	10.0% of 4,000 sampled	6.1% of 4,000 sampled	8.4% of 2,900 sampled	4.8% of 1,200 sampled
2/ Activity Index	1,820	3,330	1,540	Activity Index = 940	Activity Index = 0	Activity Index = 400	Activity Index = 240	Activity Index = 240	Activity Index = 0
	Stores Avg ^{3/}	Stores Avg 3/	Stores Avg 3/	Price Range Stores Avg ^{3/}					
14-16 oz. crtn	1,380 2.46	370 2.47	750 2.50	1.99 - 2.99 710 2.40		1.99 - 2.69 230 2.54	2.50 - 2.69 200 2.56	2.50 240 2.50	
32 oz. crtn	180 3.99	2,320 3.71	560 4.42	3.99 180 3.99					
3 - 4 oz. cup	260 2.42	440 4.31	230 2.50	2.99 50 2.99		2.28 170 2.28	2.28 40 2.28		
2 - 8 oz. cup		200 2.50							

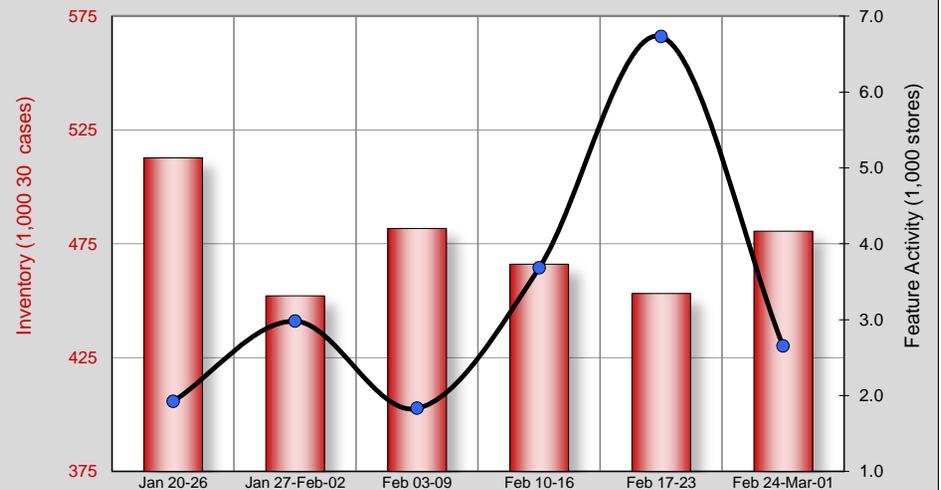
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



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.