



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 03/02 thru 03/08.

(prices in dollars per carton)

Fri. Mar 02, 2012

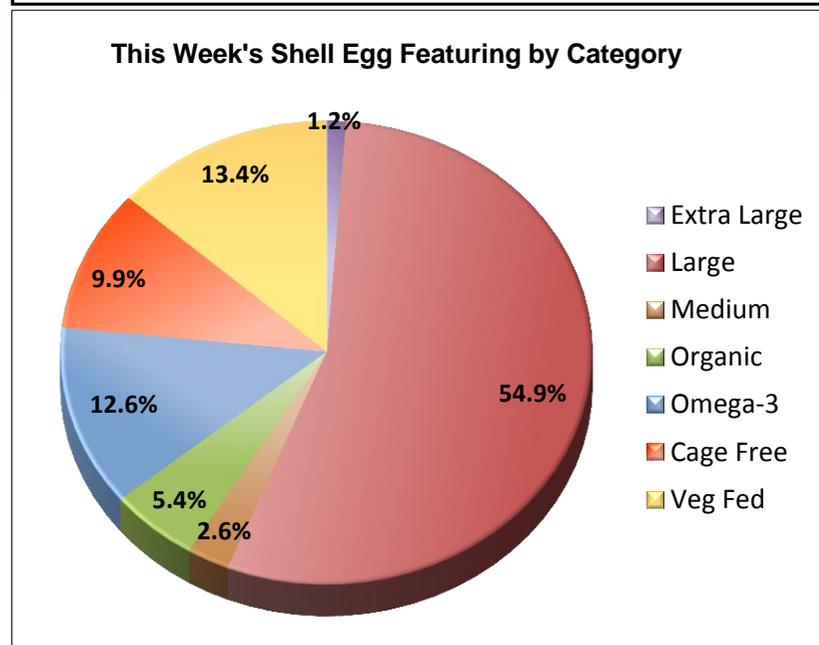
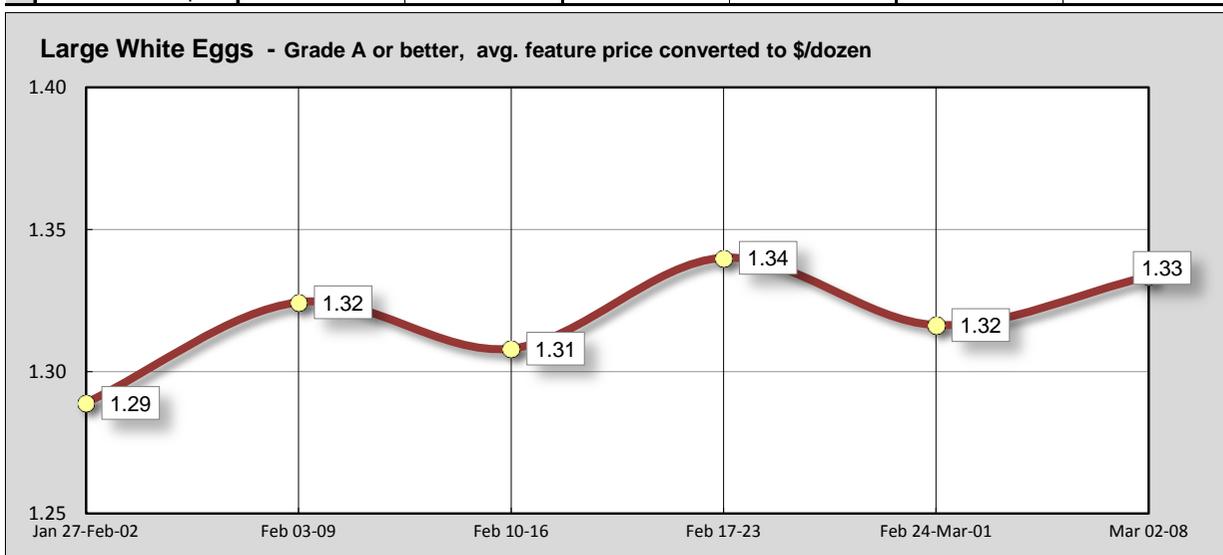
SHELL EGG NATIONAL SUMMARY												
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
	22.7% of 22,500 stores				33.4% of 22,500 stores				32.5% of 19,500 stores			
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE	
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	USDA GRADE AA											
	White 12 pack		800 1.27		540 1.09		670 1.24					
	30	2.25	1,520	2.08	10	1.79	70	3.10	1,660 2.44			
REGULAR	USDA GRADE A											
	White 12 pack		1,140 1.23		120 1.86		1,250 1.09		140 1.32		380 0.98	
	60	1.40	800	2.18					790 2.64		240 1.95	
Brown 12 pack						20 1.33		30 1.99				
SPECIALTY	USDA ORGANIC											
	White 12 pack						410 4.26		40 3.36		480 3.82	
	110	3.90	310 4.02		20 2.99							
	OMEGA-3											
	White 12 pack		500 2.37		460 2.70		3,000 2.70		20 1.89		610 2.75	
	200	2.40	280 3.61						20 2.50			
	CAGE-FREE											
	White 12 pack		50 2.95		1,940 2.53				1,140 2.56			
	Brown 12 pack		720 3.33		2,120 2.51		170 2.49		2,320 2.58			
	VEGETARIAN FED											
White 12 pack		90 2.50		180 2.50				230 2.79				
260	2.01	690 2.83		190 2.48		250 2.39		460 2.64				

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	4,350	2,800	3,120	Large Eggs on Feb-27-2012
Specialty	3,210	8,570	5,490	
Total (includes MD)	7,760	11,810	8,760	511.8
Special Rate 4/:	1.0%	1.9%	0.5%	up 6.5%

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

SHELL EGG and EGG PRODUCTS FEATURING

Shell egg featuring seems to be following a steady pattern, unlike the atypical weather many are experiencing this year. Retailers are keeping eggs in front of consumers by alternating focus between regular and specialty types from one ad cycle to the next. This week, promotional activity of regular shell eggs increases as they command more than half of current ad space devoted to shell eggs. The average price of Large Grade A or better white eggs is about unchanged and has settled into a tight pattern ranging just a few cents wide. Fewer "no price" specials are offered to consumers this week. Feature activity of specialty shell eggs is down from the past cycle. Cage-free and Omega-3 egg ads dropped sharply from view, however, the remaining types are still holding a steady pace. Featuring of liquid egg products remain constant, with the bulk of activity on the East Coast. Easter is beginning to stir in ads with an abundance of candy eggs gaining ad space. It will be time for the real thing before long.



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/}		16.3% of 4,400 sampled outlets Activity Index = 2,060 (includes Medium)						18.4% of 6,000 sampled outlets Activity Index = 1,430 (includes Medium)						14.2% of 4,000 sampled outlets Activity Index = 1,100 (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			White 12 pack			White 12 pack					
USDA GRADE A	White 12 pack				0.97 - 1.00	60	0.99				0.97 - 1.50	760	1.28	0.89	10	0.89	0.79 - 1.50	200	1.13
	White 18 pack				1.87 - 2.49	250	2.22				1.58 - 2.49	310	2.35				1.58 - 2.49	190	2.01
	Brown 12 pack																		
	MEDIUM	White 12 pack White 30 pack			0.99 - 1.00 80 1.00			White 12 pack White 30 pack			1.00 10 1.00			White 12 pack White 30 pack			0.80 - 0.99 20 0.86		
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack	3.99	100	3.99	2.00 - 3.98	110	3.83				3.39	80	3.39	2.99	10	2.99	3.39 - 3.99	60	3.83
	OMEGA-3																		
	White 12 pack	2.50	10	2.50	1.99 - 2.79	340	2.63	2.29 - 2.50	170	2.40	1.69	20	1.69	2.29 - 2.50	20	2.40	1.99 - 2.50	20	2.15
	Brown 12 pack				2.89 - 2.99	100	2.93							3.99	180	3.99	3.99	180	3.99
	CAGE-FREE																		
	White 12 pack																3.00	10	3.00
	Brown 12 pack				2.47 - 3.49	350	3.18							3.99	180	3.99	3.99	180	3.99
	VEGETARIAN FED																		
White 12 pack										2.50	80	2.50				2.50	10	2.50	
Brown 12 pack	1.99 - 2.50	260	2.01	1.99 - 3.99	400	2.46							3.99	180	3.99	3.99	180	3.99	
		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/}		23.3% of 4,000 sampled outlets Activity Index = 1,010 (includes Medium)						46.5% of 2,900 sampled outlets Activity Index = 1,680 (includes Medium)						37.0% of 1,200 sampled outlets Activity Index = 480 (includes Medium)					
USDA GRADE AA	White 12 pack				0.98 - 1.60	90	1.36				0.69 - 1.50	650	1.25				1.29 - 1.50	50	1.37
	White 18 pack				1.79 - 1.99	410	1.97	2.25	30	2.25	1.50 - 2.50	790	2.22				1.79 - 1.99	320	1.87
	Brown 12 pack																		
	MEDIUM	White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack			0.99 - 1.00 30 0.99		
USDA GRADE A	White 12 pack	1.50	50	1.50	0.98 - 1.50	120	1.20												
	White 18 pack				1.48 - 2.00	50	1.63												
	Brown 12 pack																		
	MEDIUM	White 12 pack White 30 pack			0.79 60 0.79			White 12 pack White 30 pack			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																		
	Brown 12 pack										5.39	20	5.39				5.39	40	5.39
	OMEGA-3																		
	White 12 pack				1.69 - 2.19	120	1.78												
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack																2.79 - 2.99	40	2.93
	Brown 12 pack										2.99	190	2.99						
	VEGETARIAN FED																		
White 12 pack																			
Brown 12 pack				2.29	110	2.29													



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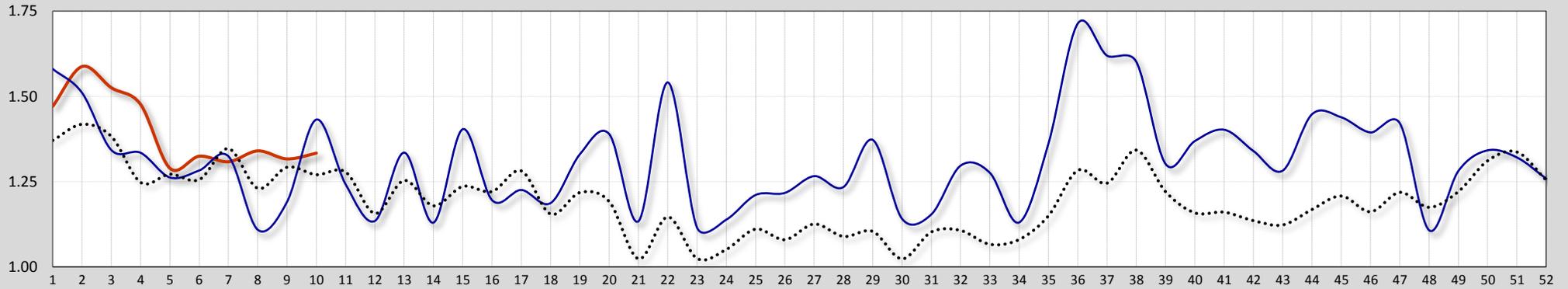
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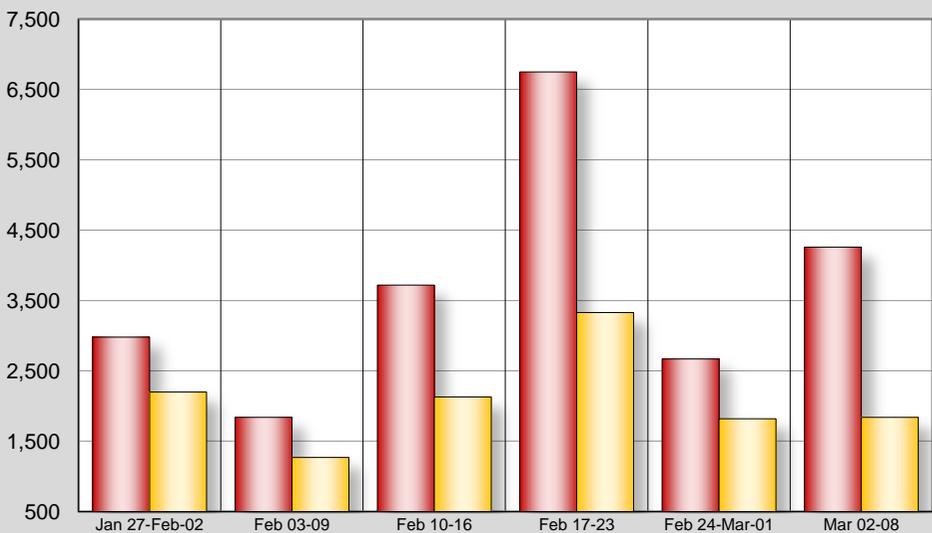
Fri. Mar 02, 2012

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	6.5%	6.6%	11.6%	10.4% of 4,400 sampled	7.3% of 6,000 sampled	5.0% of 4,000 sampled	4.0% of 4,000 sampled	0.0% of 2,900 sampled	17.1% of 1,200 sampled
2/ Activity Index	1,840	1,820	3,700	Activity Index = 840	Activity Index = 430	Activity Index = 210	Activity Index = 160	Activity Index = 0	Activity Index = 200
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range Stores Avg ^{3/}					
14-16 oz. crtn	1,200 2.50	1,380 2.46	2,790 2.05	2.50 - 2.99 580 2.67	2.39 430 2.39	1.48 - 2.69 30 1.96	1.50 - 2.69 160 2.29		
32 oz. crtn	640 4.38	180 3.99	570 4.94	3.99 - 4.69 260 4.31		4.69 180 4.69			4.19 200 4.19
3 - 4 oz. cup		260 2.42	340 2.50						
2 - 8 oz. cup									

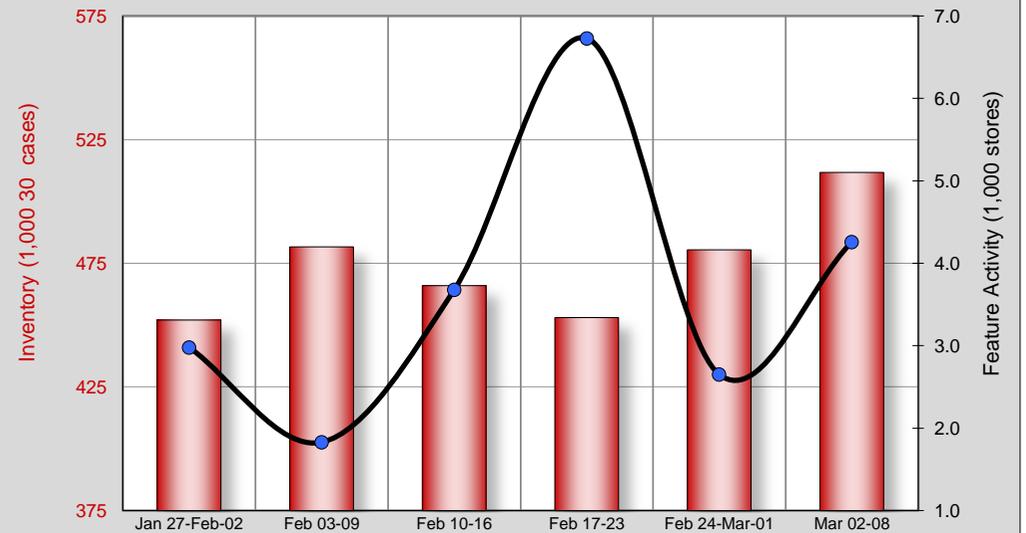
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



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.

Source: USDA Agricultural Marketing Service, Poultry Market News and Analysis - (202) 720-6911

website: <http://www.ams.usda.gov/pymarketnews.htm>