



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 03/23 thru 03/29.

(prices in dollars per carton)

Fri. Mar 23, 2012

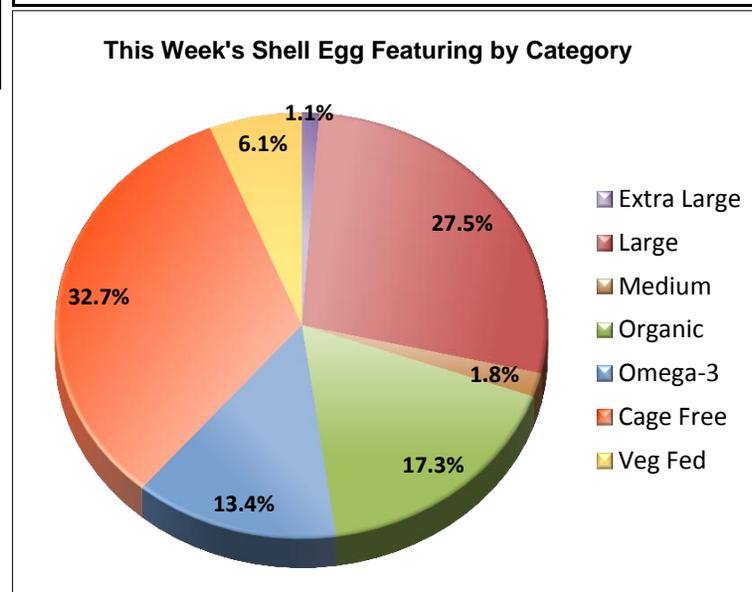
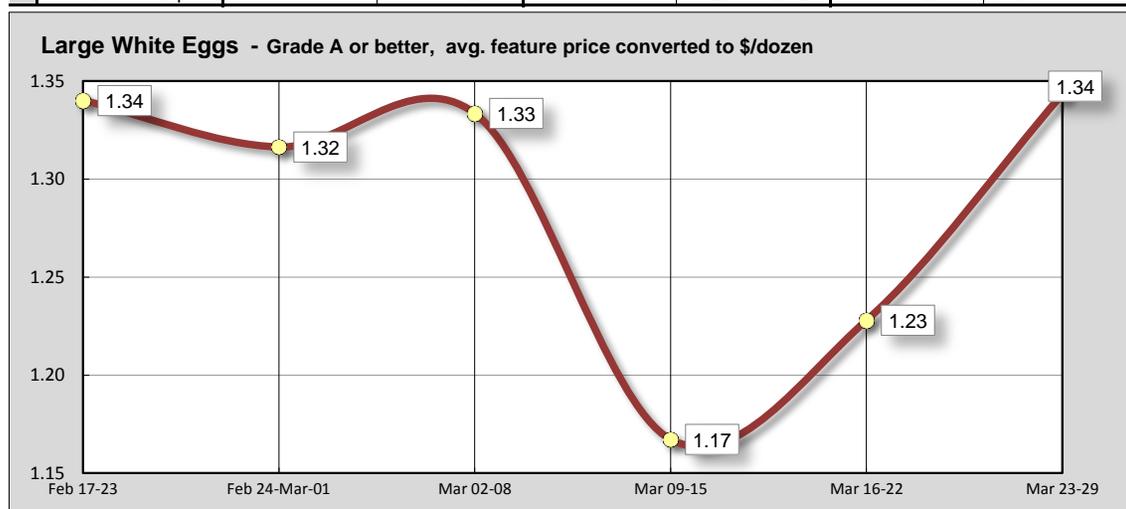
SHELL EGG NATIONAL SUMMARY													
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	46.3% of 22,500 stores				31.2% of 22,500 stores				32.8% of 19,500 stores				
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE		
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
REGULAR	USDA GRADE AA												
	White 12 pack	120	1.52	390	1.03	120	1.52	530	0.90	200	1.79	830	1.36
	White 18 pack			260	2.45	30	2.00	2,210	2.04			1,370	2.24
REGULAR	USDA GRADE A												
	White 12 pack	30	1.20	2,210	1.33	50	1.33	1,160	1.06	10	0.99	730	0.99
	White 18 pack			790	2.16			1,380	1.92			1,060	2.02
SPECIALTY	USDA ORGANIC												
	White 12 pack	270	3.99	50	3.99								
	Brown 12 pack	20	4.22	1,960	3.72			710	4.58	10	2.98	290	3.62
SPECIALTY	OMEGA-3												
	White 12 pack	280	2.41	1,170	2.42	280	2.53	1,550	2.53	250	2.26	790	2.26
	Brown 12 pack			330	2.49			370	2.98	30	2.90	270	2.85
SPECIALTY	CAGE-FREE												
	White 12 pack			1,970	2.44			2,060	2.48			190	2.99
	Brown 12 pack			2,370	2.51			2,530	2.50			510	2.54
SPECIALTY	VEGETARIAN FED												
	White 12 pack			380	2.44			440	2.44				
	Brown 12 pack			430	2.39			220	2.92	90	2.99	200	3.30

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	3,800	5,540	4,200	Large Eggs on Mar-19-2012
Specialty	9,230	8,160	2,630	
Total (includes MD)	13,270	13,910	6,960	574.8
Special Rate 4/:	8.3%	1.6%	7.3%	up 8.6%

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

SHELL EGG and EGG PRODUCTS FEATURING

While promotional activity for regular shell eggs declines from the pace of the last ad cycle, shell eggs in general enjoy good ad exposure with nearly half of sampled stores offering shell eggs. Large, white Grade A 12-pack eggs remain visible in circulars, however, 18-pack Grade AA, so prevalent last cycle, disappear from sight. The average ad price of Grade A or better, Large white eggs is sharply higher and returns to levels seen through the early part of the year. A high percentage of retail outlets are promoting 'no price' incentives this week to encourage shoppers to purchase additional shell eggs. Promotional activity for specialty shell eggs is up, particularly for organic eggs, that are more visible than last week. Other specialty types maintain a steady presence. Liquid egg features are sporadic with continued limited activity on the West Coast. As we move closer to the holidays, retail activity is expected to increase and consumers will find a variety of enticements to purchase eggs.



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/}		28.7% of 4,400 sampled outlets Activity Index = 3,060 (includes Medium)						47.6% of 6,000 sampled outlets Activity Index = 3,440 (includes Medium)						42.4% of 4,000 sampled outlets Activity Index = 2,680 (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																0.98	10	0.98	
	White 18 pack																			
	Brown 12 pack																			
	MEDIUM	White 12 pack						White 12 pack						White 12 pack						
USDA GRADE A	White 12 pack	0.99 - 1.79	30	1.20	0.98 - 1.39	330	1.34				0.99 - 1.39	440	1.33				0.44 - 1.39	660	1.28	
	White 18 pack				1.99	160	1.99				2.29	430	2.29				1.79	10	1.79	
	Brown 12 pack																			
	MEDIUM	White 12 pack			0.99	70	0.99	White 12 pack			1.00	20	1.00	White 12 pack			0.59 - 0.99	40	0.82	
		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	270	3.99	3.99	50	3.99									2.97 - 4.29	230	4.09	
		Brown 12 pack	3.99 - 4.38	20	4.22	3.99 - 5.00	310	4.17				3.49 - 3.50	1,210	3.50						
		OMEGA-3																		
		White 12 pack	1.99 - 2.99	180	2.44	1.98 - 2.99	640	2.39	2.29	80	2.29	2.50	240	2.50	2.29 - 2.99	20	2.54	1.99 - 2.79	210	2.50
		Brown 12 pack				2.00 - 2.99	300	2.47				2.29 - 2.50	470	2.46				2.29 - 2.50	630	2.32
		CAGE-FREE																		
		White 12 pack				2.47 - 3.00	310	2.94				2.29 - 2.50	470	2.46				2.29 - 2.99	640	2.33
		Brown 12 pack										2.29 - 2.50	470	2.46						
		VEGETARIAN FED																		
		White 12 pack				2.00 - 3.99	390	2.38				2.50	80	2.50				2.50	190	2.50
		Brown 12 pack																2.39 - 2.99	40	2.49
		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/}		48.4% of 4,000 sampled outlets Activity Index = 1,900 (includes Medium)						67.7% of 2,900 sampled outlets Activity Index = 1,670 (includes Medium)						59.2% of 1,200 sampled outlets Activity Index = 520 (includes Medium)						
USDA GRADE AA	White 12 pack	1.50	50	1.50				1.50 - 1.69	70	1.53	0.69 - 1.48	310	1.01				0.88 - 1.49	70	1.14	
	White 18 pack				2.50	40	2.50				1.79 - 2.50	210	2.48				1.48	10	1.48	
	Brown 12 pack																			
	MEDIUM	White 12 pack			0.99	50	0.99	White 12 pack			1.07	40	1.07	White 12 pack						
USDA GRADE A	White 12 pack				0.88 - 1.59	440	1.35				1.39	270	1.39				1.39	70	1.39	
	White 18 pack				1.34 - 2.29	190	2.03													
	Brown 12 pack																			
	MEDIUM	White 12 pack			1.00	20	1.00	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				2.90	20	2.90				3.99	190	3.99						
		Brown 12 pack																		
		OMEGA-3																		
		White 12 pack				1.98 - 2.79	80	2.22												
		Brown 12 pack				2.40 - 2.90	30	2.66												
		CAGE-FREE																		
		White 12 pack				2.29	360	2.29				2.29 - 2.99	290	2.89				2.00 - 2.50	220	2.33
		Brown 12 pack				2.29	510	2.29				2.29 - 2.99	290	2.89				2.29 - 2.50	150	2.48
		VEGETARIAN FED																		
		White 12 pack				2.29	110	2.29												
		Brown 12 pack																		

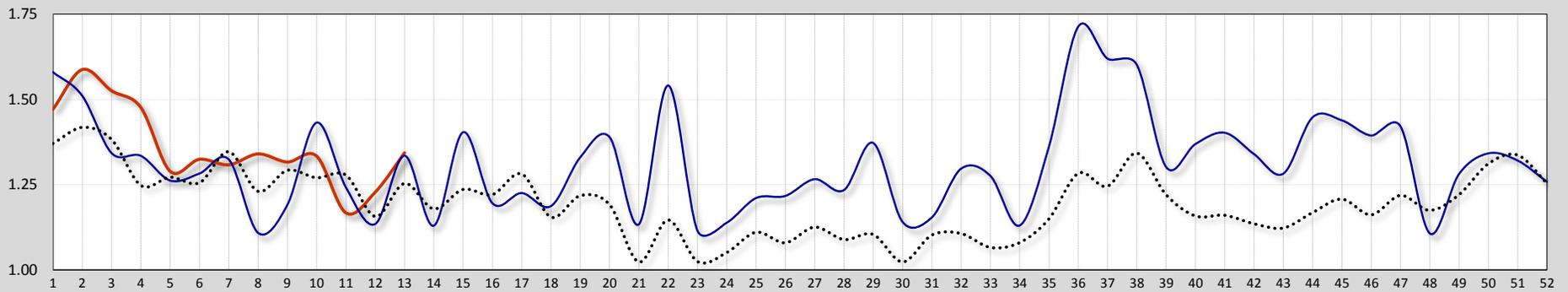


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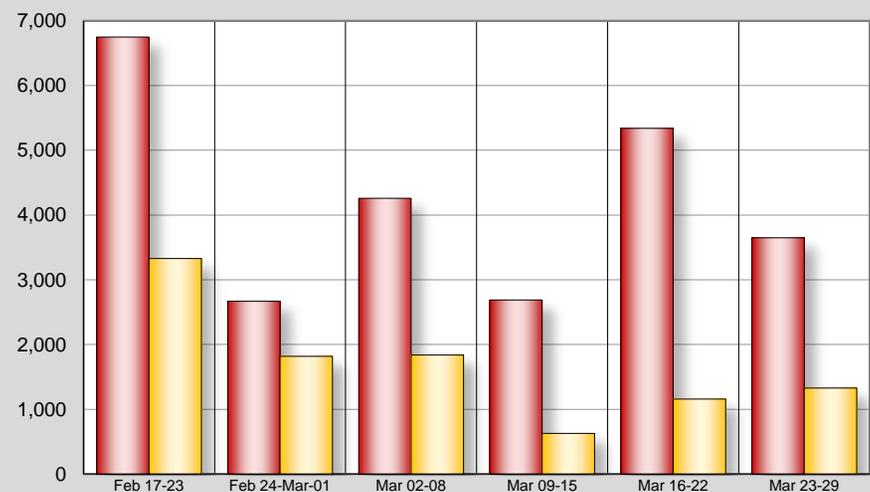
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EGG PRODUCTS	THIS WEEK		LAST WEEK		LAST YEAR		NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST	
1/ Feature Rate	2.7%		4.3%		3.8%		1.7% of 4,400 sampled		1.3% of 6,000 sampled		3.8% of 4,000 sampled		7.7% of 4,000 sampled		0.0% of 2,900 sampled		0.0% of 1,200 sampled	
2/ Activity Index	1,330		1,160		2,000		Activity Index = 600		Activity Index = 80		Activity Index = 340		Activity Index = 310		Activity Index = 0		Activity Index = 0	
	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	870	2.52	540	2.42	750	2.46	2.29 - 2.99	360	2.68	2.29 - 2.50	60	2.36	2.29 - 2.50	230	2.40	2.00 - 2.99	220	2.41
32 oz. crtn	360	3.97	520	4.17	400	5.34	2.50 - 4.99	240	3.96			3.99	20	3.99		3.99	90	3.99
3 - 4 oz. cup	100	2.29	100	2.49	850	2.42								2.29	100	2.29		
2 - 8 oz. cup																		

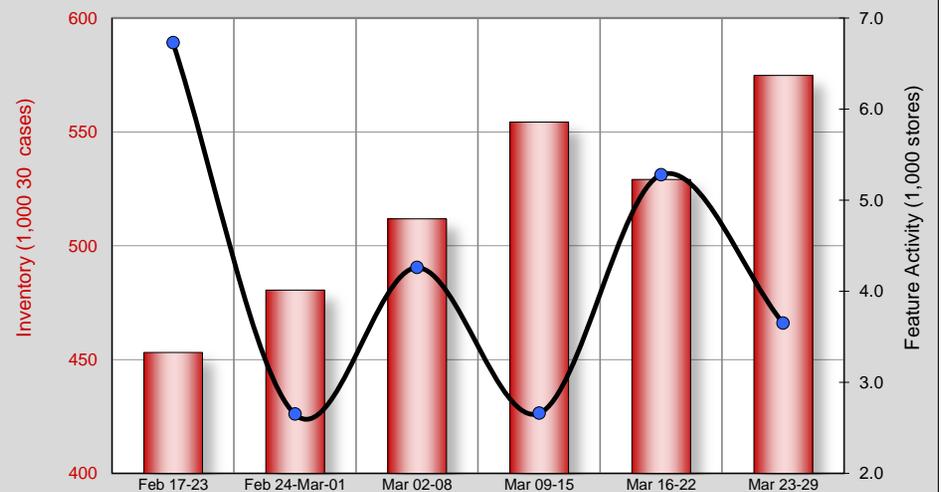
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



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.