



# 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 04/13 thru 04/19.

(prices in dollars per carton)

Fri. Apr 13, 2012

## SHELL EGG NATIONAL SUMMARY

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR							
	10.8% of 22,500 stores		44.7% of 22,500 stores				29.8% 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		
<b>REGULAR</b>	<b>USDA GRADE AA</b>													
	White 12 pack		10	0.99	300	1.89	110	1.29	440	1.10	560		1.35	
	White 18 pack				140	2.49	310	2.67	1,780	1.99	170		2.08	
<b>REGULAR</b>	<b>USDA GRADE A</b>													
	White 12 pack		10	1.79	290	1.48	20	1.13	3,020	1.14	140	1.92	810	1.05
	White 18 pack				120	1.98	50	2.37	640	1.96	580		1.79	
<b>SPECIALTY</b>	<b>USDA ORGANIC</b>													
	White 12 pack										20		2.98	
	Brown 12 pack		30	3.93	610	3.79	10	2.99	420	4.00	110	3.90	1,150	3.87
<b>SPECIALTY</b>	<b>OMEGA-3</b>													
	White 12 pack		280	2.32	1,670	2.28	240	2.37	660	2.47	300	2.45	1,430	2.64
	Brown 12 pack				190	2.97			230	3.71	130	3.00	350	3.01
<b>SPECIALTY</b>	<b>CAGE-FREE</b>													
	White 12 pack		20	2.28	120	3.08	10	1.68	2,100	2.49	30		2.64	
	Brown 12 pack				630	3.07			2,520	2.65	190	3.79	500	3.49
<b>SPECIALTY</b>	<b>VEGETARIAN FED</b>													
	White 12 pack				190		2.50		80		2.99			
	Brown 12 pack		10	2.00	280	3.52			320	3.85	690		3.00	

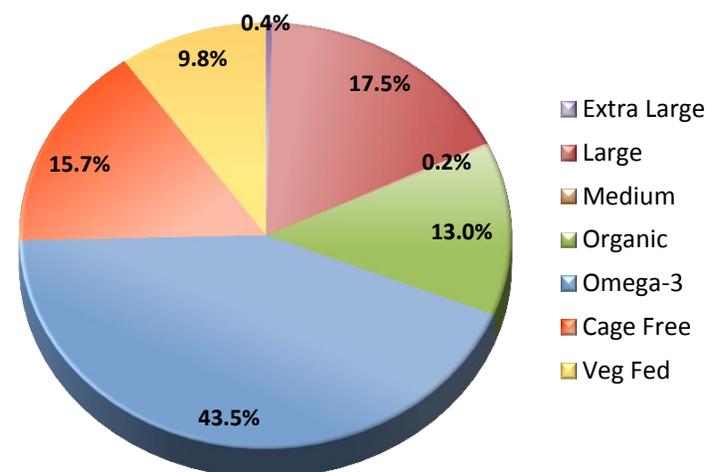
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	880	6,370	2,260	Large Eggs on Apr-09-2012
Specialty	4,030	6,590	4,900	
Total (includes MD)	4,920	13,290	7,210	459.5
Special Rate 4/:	1.0%	4.2%	10.3%	down 15.9%

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

## SHELL EGG and EGG PRODUCTS FEATURING

Easter has passed and with it has gone a lot of interest in featuring shell eggs. Promotional activity for regular shell eggs drops sharply as we enter a quiet period following weeks of very good activity. As a result, the scarcity of promotions causes the weighted average price of Grade A Large eggs to consumers to move significantly higher. Very few supermarkets are offering consumers "no price" incentives this ad cycle. Promotions of Extra Large and Medium eggs are extremely hard to find. Promotional activity of specialty shell eggs declines also, led by a sharp decrease in ads for cage-free eggs. More retailers are promoting Omega-3 eggs this week and other specialty types remain constant. The feature activity of liquid egg products increases due to a significant jump in the number of stores advertising 32 ounce cartons.

## This Week's Shell Egg Featuring by Category



## Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen



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>		19.7% of 4,400 sampled outlets Activity Index = 2,980 (includes Medium)						7.7% of 6,000 sampled outlets Activity Index = 680 (includes Medium)						2.5% of 4,000 sampled outlets Activity Index = 130 (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																		
	White 18 pack																		
	Brown 12 pack																		
	<b>MEDIUM</b>																		
	White 12 pack																		
USDA GRADE A	White 12 pack	1.79	10	1.79	0.99	30	0.99				0.99	100	0.99				0.89 - 1.25	30	1.03
	White 18 pack										1.98	40	1.98				1.98	40	1.98
	Brown 12 pack				1.69	10	1.69												
	<b>MEDIUM</b>																		
	White 12 pack				2.50	10	2.50												
	White 30 pack																		
S P E C I A L T Y	<b>USDA ORGANIC</b>																		
	White 12 pack																		
	Brown 12 pack	3.89 - 4.00	30	3.93	3.49 - 5.98	490	3.86				3.39	80	3.39				3.39 - 3.50	20	3.42
	<b>OMEGA-3</b>																		
	White 12 pack	1.99 - 2.39	30	2.17	1.88 - 2.99	1,260	2.30	2.39	190	2.39	1.88	70	1.88				1.99	10	1.99
	Brown 12 pack				2.50 - 2.99	190	2.97												
	<b>CAGE-FREE</b>																		
	White 12 pack	2.88	10	2.88	3.59	40	3.59							1.68	10	1.68	1.68	10	1.68
	Brown 12 pack				2.50 - 3.99	400	3.36				2.50 - 2.99	200	2.52						
	<b>VEGETARIAN FED</b>																		
White 12 pack				2.50	180	2.50										2.50	10	2.50	
Brown 12 pack	2.00	10	2.00	2.99 - 3.99	280	3.52													
		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>		13.6% of 4,000 sampled outlets Activity Index = 670 (includes Medium)						15.0% of 2,900 sampled outlets Activity Index = 450 (includes Medium)						2.4% of 1,200 sampled outlets Activity Index = 10 (includes Medium)					
USDA GRADE AA	White 12 pack							0.99	10	0.99	1.49 - 1.99	290	1.92				0.99	10	0.99
	White 18 pack										1.88 - 2.58	140	2.49						
	Brown 12 pack																		
	<b>MEDIUM</b>																		
	White 12 pack																		
USDA GRADE A	White 12 pack				1.59 - 1.99	120	1.96				3.50	10	3.50						
	White 18 pack				1.98	40	1.98												
	Brown 12 pack																		
	<b>MEDIUM</b>																		
	White 12 pack																		
	White 30 pack																		
S P E C I A L T Y	<b>USDA ORGANIC</b>																		
	White 12 pack																		
	Brown 12 pack				3.99	20	3.99												
	<b>OMEGA-3</b>																		
	White 12 pack	2.19	60	2.19	1.99 - 2.50	330	2.30												
	Brown 12 pack																		
	<b>CAGE-FREE</b>																		
	White 12 pack				2.99	70	2.99												
	Brown 12 pack				2.79	30	2.79												
	<b>VEGETARIAN FED</b>																		
White 12 pack																			
Brown 12 pack																			

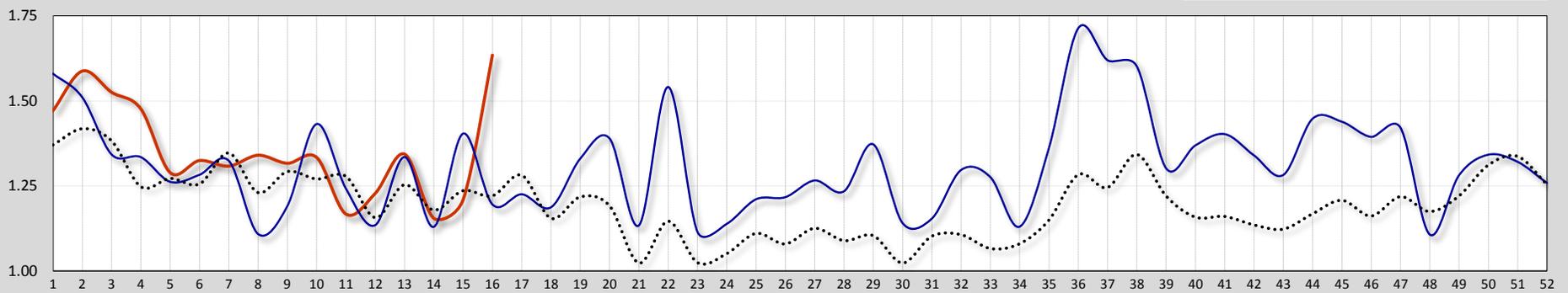


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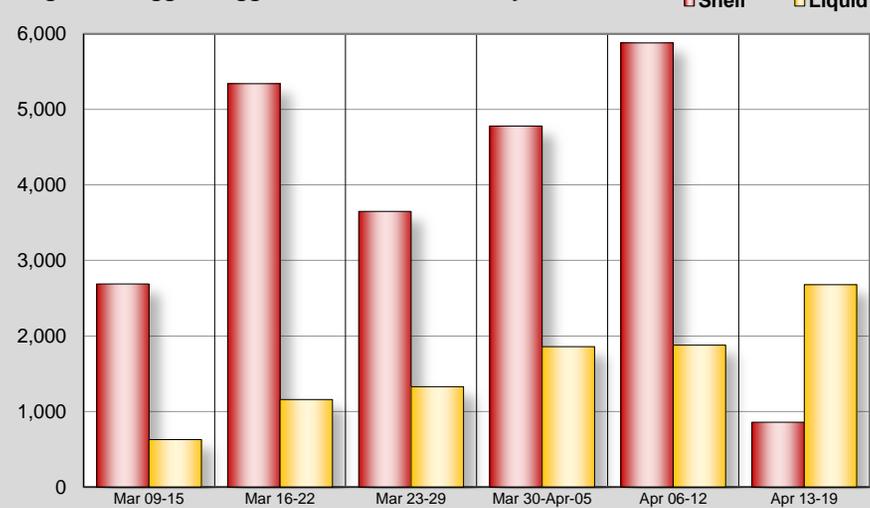
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EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	5.0%	5.2%	5.1%	5.7% of 4,400 sampled	5.7% of 6,000 sampled	1.4% of 4,000 sampled	5.5% of 4,000 sampled	0.4% of 2,900 sampled	19.7% of 1,200 sampled
2/ Activity Index	2,680	1,880	2,170	Activity Index = 1,720	Activity Index = 410	Activity Index = 80	Activity Index = 220	Activity Index = 10	Activity Index = 240
	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	1,390 2.41	1,750 2.49	1,540 2.60	1.99 - 2.50 630 2.45	2.00 - 2.50 320 2.16	1.79 - 2.99 60 2.35	2.47 - 2.69 130 2.61	1.99 10 1.99	2.50 - 2.99 240 2.58
32 oz. crtn	1,100 4.34	130 5.68	310 3.95	3.97 - 5.99 910 4.41	3.99 90 3.99	3.79 10 3.79	3.99 90 3.99		
3 - 4 oz. cup	190 2.47		320 2.62	2.50 180 2.50		1.79 - 2.00 10 1.90			
2 - 8 oz. cup									

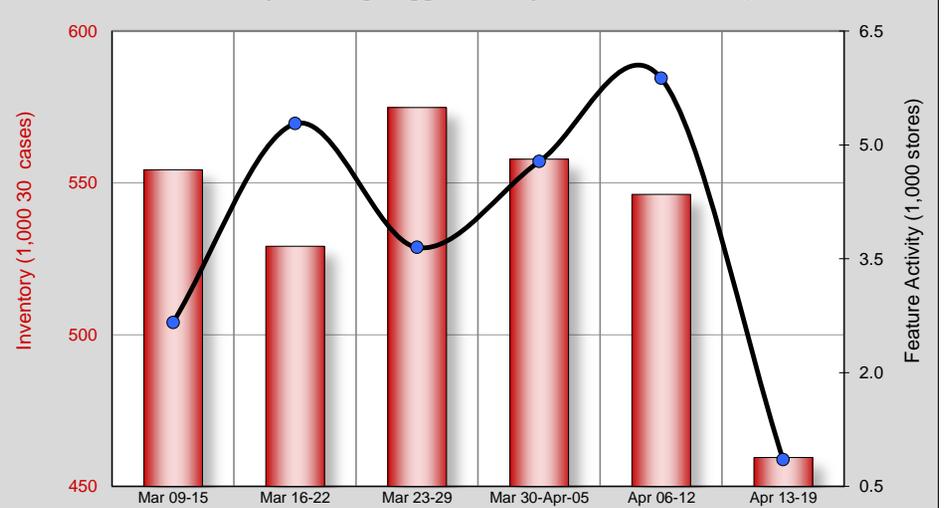
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



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.