



SHELL EGG NATIONAL SUMMARY

| Feature Rate | THIS WEEK | | PREVIOUS WEEK | | | | PREVIOUS YEAR | | | | | | | | | | | | | |
|------------------|------------------------|-----|------------------------|------|---------|------|------------------------|------|---------|------|--------|------|-------|------|------|------|-------|--|------|--|
| | 24.7% of 22,500 stores | | 10.8% of 22,500 stores | | | | 45.3% 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 | | 20 | 1.39 | 500 | 1.20 | 10 | 0.99 | 300 | 1.89 | 60 | 1.58 | 640 | 1.33 | | | | | | |
| | White 18 pack | | | | 1,750 | | 2.34 | | 140 | | 2.49 | | 70 | | 1.88 | | 1,600 | | 1.94 | |
| REGULAR | USDA GRADE A | | | | | | | | | | | | | | | | | | | |
| | White 12 pack | | 80 | 1.34 | 1,590 | 1.18 | 10 | 1.79 | 290 | 1.48 | 60 | 1.53 | 2,190 | 1.14 | | | | | | |
| | White 18 pack | | | | 250 | | 2.43 | | 120 | | 1.98 | | 10 | | 1.69 | | 830 | | 1.86 | |
| SPECIALTY | USDA ORGANIC | | | | | | | | | | | | | | | | | | | |
| | White 12 pack | | | | | | | | | | | | | | | | | | | |
| | Brown 12 pack | | 130 | 3.99 | 2,090 | 3.87 | 30 | 3.93 | 610 | 3.79 | 30 | 3.66 | 1,030 | 4.20 | | | | | | |
| SPECIALTY | OMEGA-3 | | | | | | | | | | | | | | | | | | | |
| | White 12 pack | | 240 | 2.50 | 1,890 | 2.36 | 280 | 2.32 | 1,670 | 2.28 | 370 | 2.99 | 1,850 | 2.55 | | | | | | |
| | Brown 12 pack | | 10 | 2.50 | 100 | 2.97 | | | 190 | 2.97 | | | 10 | 3.49 | | | | | | |
| SPECIALTY | CAGE-FREE | | | | | | | | | | | | | | | | | | | |
| | White 12 pack | | 10 | 1.68 | 40 | 3.59 | 20 | 2.28 | 120 | 3.08 | | | 250 | 2.31 | | | | | | |
| | Brown 12 pack | | | | 800 | | 2.95 | | 630 | | 3.07 | | 130 | 2.79 | 890 | 2.80 | | | | |
| SPECIALTY | VEGETARIAN FED | | | | | | | | | | | | | | | | | | | |
| | White 12 pack | | | | 390 | | 2.23 | | 190 | | 2.50 | | 30 | | 2.50 | | | | | |
| | Brown 12 pack | | 760 | 2.50 | 950 | 2.64 | 10 | 2.00 | 280 | 3.52 | | | 430 | 2.82 | | | | | | |

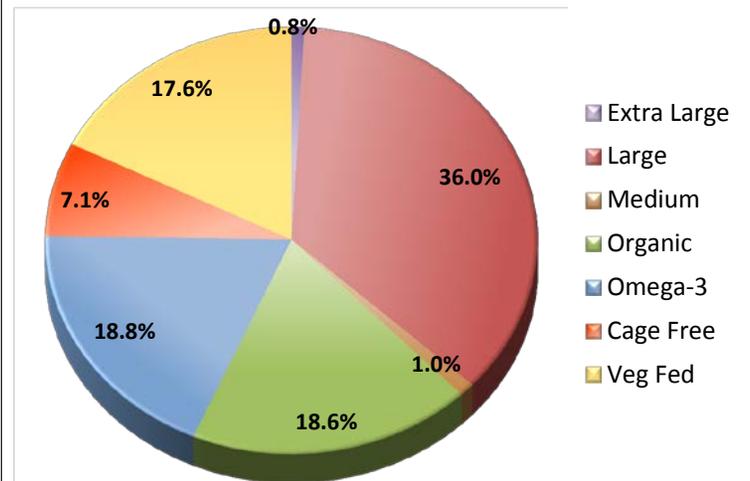
| Activity Summary | THIS WEEK | LAST WEEK | YEAR AGO | INVENTORY 5/ |
|---------------------|-----------|-----------|----------|------------------------------|
| Regular | 4,400 | 880 | 5,460 | Large Eggs on Apr-16-2012 |
| Specialty | 7,410 | 4,030 | 5,020 | |
| Total (includes MD) | 11,930 | 4,920 | 10,830 | 542.3 |
| Special Rate 4/: | 1.4% | 1.0% | 10.7% | up 18.0% |

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

SHELL EGG and EGG PRODUCTS FEATURING

Following a post-Easter lull in feature activity, retailers are not holding back this week as they flood circulars with promotions for regular shell eggs. Shoppers will find both Large Grade A 12 pack and Large AA 18 pack eggs readily available. Offers for Medium sized eggs, however, are still limited in ad space. The average price of Grade A or better, Large white eggs is more enticing to customer as it has fallen from last week's high. The presence of 'no price' incentives continues barely visible this cycle. Promotional activity for specialty shell eggs is higher in number on all types with USDA Organic brown eggs making the most progress. Featuring of liquid shell egg products is less than the previous week and can primarily be found in the Northeast region.

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 ^{1/} Activity Index ^{2/} | | 29.4% of 4,400 sampled outlets Activity Index = 5,180 (includes Medium) | | | | | | 14.4% of 6,000 sampled outlets Activity Index = 940 (includes Medium) | | | | | | 20.9% of 4,000 sampled outlets Activity Index = 1,690 (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 | | | | | | | | | | | | | | | | | | | |
| | MEDIUM | | | | White 12 pack | | | | | | White 12 pack | | | | | | White 12 pack | 1.99 | 20 | 1.99 |
| USDA GRADE A | White 12 pack | 0.78 | 10 | 0.78 | 0.98 - 1.50 | 660 | 1.32 | | | | 0.99 - 1.50 | 340 | 1.04 | 0.99 - 1.50 | 70 | 1.42 | 0.88 - 1.25 | 440 | 1.11 | |
| | White 18 pack | | | | 2.49 - 2.50 | 110 | 2.49 | | | | 2.49 | 40 | 2.49 | | | | 2.49 | 80 | 2.49 | |
| | Brown 12 pack | | | | 5.18 | 190 | 5.18 | | | | | | | | | | 3.29 | 20 | 3.29 | |
| | MEDIUM | | | | White 12 pack | | | | | | White 12 pack | 0.88 - 1.00 | 50 | 0.94 | | | | White 12 pack | | |
| | White 30 pack | | | | White 30 pack | | | | | | White 30 pack | | | | | | White 30 pack | | | |
| S P E C I A L T Y | USDA ORGANIC | | | | | | | | | | | | | | | | | | | |
| | White 12 pack | | | | | | | | | | | | | | | | | | | |
| | Brown 12 pack | 3.99 | 130 | 3.99 | 3.89 - 4.29 | 220 | 3.96 | | | | 2.98 - 4.29 | 430 | 3.67 | | | | 3.49 - 3.99 | 170 | 3.98 | |
| | OMEGA-3 | | | | | | | | | | | | | | | | | | | |
| | White 12 pack | 2.50 | 240 | 2.50 | 1.88 - 2.99 | 1,260 | 2.42 | | | | 1.88 - 2.99 | 50 | 2.12 | | | | 1.99 - 2.50 | 420 | 2.21 | |
| | Brown 12 pack | 2.50 | 10 | 2.50 | 2.50 - 2.99 | 80 | 2.92 | | | | | | | | | | | | | |
| | CAGE-FREE | | | | | | | | | | | | | | | | | | | |
| | White 12 pack | | | | 3.59 | 40 | 3.59 | | | | | | | 1.68 | 10 | 1.68 | | | | |
| | Brown 12 pack | | | | 2.79 - 3.00 | 560 | 2.99 | | | | | | | | | | 2.99 | 100 | 2.99 | |
| | VEGETARIAN FED | | | | | | | | | | | | | | | | | | | |
| White 12 pack | | | | | | | | | | | | | | | | 1.99 - 2.50 | 350 | 2.25 | | |
| Brown 12 pack | 2.50 | 760 | 2.50 | 2.50 - 3.99 | 910 | 2.62 | | | | 2.99 | 30 | 2.99 | | | | 2.99 | 10 | 2.99 | | |
| | | 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/} | | 21.9% of 4,000 sampled outlets Activity Index = 1,550 (includes Medium) | | | | | | 44.6% of 2,900 sampled outlets Activity Index = 1,850 (includes Medium) | | | | | | 32.1% of 1,200 sampled outlets Activity Index = 720 (includes Medium) | | | | | | |
| USDA GRADE AA | White 12 pack | 0.99 | 10 | 0.99 | 0.88 - 1.50 | 110 | 1.13 | 1.79 | 10 | 1.79 | 0.69 - 1.78 | 330 | 1.15 | | | | 0.98 - 2.50 | 60 | 1.59 | |
| | White 18 pack | | | | 1.79 - 2.25 | 510 | 2.01 | | | | 1.79 - 4.29 | 900 | 2.66 | | | | 1.69 - 1.99 | 340 | 1.97 | |
| | Brown 12 pack | | | | | | | | | | | | | | | | | | | |
| | MEDIUM | | | | White 12 pack | 1.99 | 50 | 1.99 | | | White 12 pack | | | | | | | White 12 pack | | |
| USDA GRADE A | White 12 pack | | | | 0.99 - 1.50 | 150 | 1.08 | | | | | | | | | | | | | |
| | White 18 pack | | | | 1.44 - 1.98 | 20 | 1.67 | | | | | | | | | | | | | |
| | Brown 12 pack | | | | | | | | | | | | | | | | | | | |
| | MEDIUM | | | | White 12 pack | | | | | | White 12 pack | | | | | | | White 12 pack | | |
| | White 30 pack | | | | White 30 pack | | | | | | White 30 pack | | | | | | | White 30 pack | | |
| S P E C I A L T Y | USDA ORGANIC | | | | | | | | | | | | | | | | | | | |
| | White 12 pack | | | | 2.58 - 3.99 | 400 | 3.91 | | | | 3.99 | 550 | 3.99 | | | | 3.79 - 3.99 | 320 | 3.80 | |
| | Brown 12 pack | | | | | | | | | | | | | | | | | | | |
| | OMEGA-3 | | | | | | | | | | | | | | | | | | | |
| | White 12 pack | | | | 1.99 - 2.50 | 150 | 2.35 | | | | 2.99 | 10 | 2.99 | | | | | | | |
| | Brown 12 pack | | | | 3.18 | 20 | 3.18 | | | | | | | | | | | | | |
| | CAGE-FREE | | | | | | | | | | | | | | | | | | | |
| | White 12 pack | | | | 1.99 - 3.00 | 90 | 2.61 | | | | 3.00 | 50 | 3.00 | | | | | | | |
| | Brown 12 pack | | | | | | | | | | | | | | | | | | | |
| | VEGETARIAN FED | | | | | | | | | | | | | | | | | | | |
| White 12 pack | | | | 1.99 | 40 | 1.99 | | | | | | | | | | | | | | |
| Brown 12 pack | | | | | | | | | | | | | | | | | | | | |

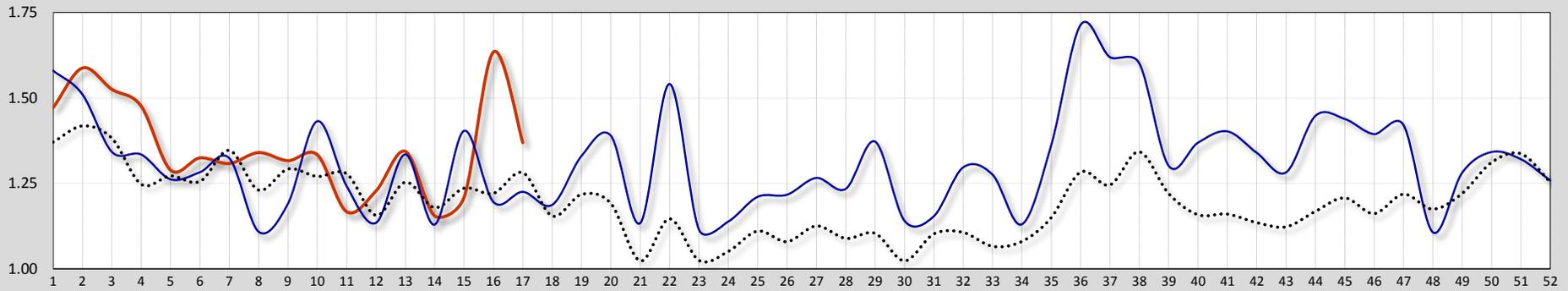


USDA Weekly Retail Shell Egg and Egg Products Feature Activity
Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 04/20 thru 04/26.
 (prices in dollars per carton)

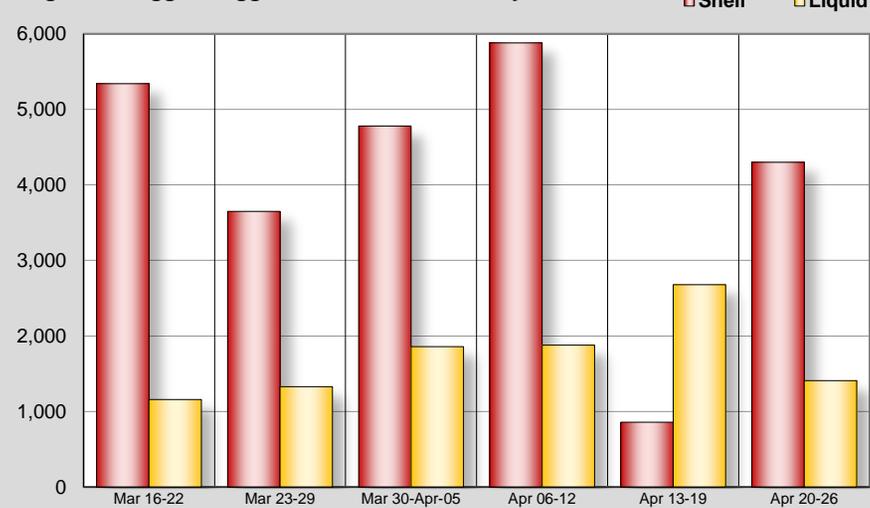
Fri. Apr 20, 2012

| EGG PRODUCTS | THIS WEEK | | LAST WEEK | | LAST YEAR | | NORTHEAST | | SOUTHEAST | | MIDWEST | | SOUTH CENTRAL | | SOUTHWEST | | NORTHWEST | |
|-------------------|-----------|-------------------|-----------|-------------------|-----------|-------------------|------------------------|--------|-----------------------|-------------|-----------------------|-------------------|-----------------------|--------|-----------------------|-------------|-----------------------|-------------------|
| 1/ Feature Rate | 4.8% | | 5.0% | | 8.3% | | 10.0% of 4,400 sampled | | 1.5% of 6,000 sampled | | 6.9% of 4,000 sampled | | 6.9% of 4,000 sampled | | 0.0% of 2,900 sampled | | 0.0% of 1,200 sampled | |
| 2/ Activity Index | 1,410 | | 2,680 | | 1,460 | | Activity Index = 760 | | Activity Index = 90 | | Activity Index = 280 | | Activity Index = 280 | | 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 | 940 | 2.44 | 1,390 | 2.41 | 940 | 2.28 | 1.99 - 2.69 | 350 | 2.45 | 2.00 - 2.50 | 30 | 2.13 | 1.89 - 2.58 | 280 | 2.49 | 2.00 - 3.19 | 280 | 2.41 |
| 32 oz. crtn | 470 | 4.53 | 1,100 | 4.34 | 220 | 3.73 | 3.88 - 5.99 | 410 | 4.59 | 3.99 - 4.49 | 60 | 4.14 | | | | | | |
| 3 - 4 oz. cup | | | 190 | 2.47 | 300 | 2.23 | | | | | | | | | | | | |
| 2 - 8 oz. cup | | | | | | | | | | | | | | | | | | |

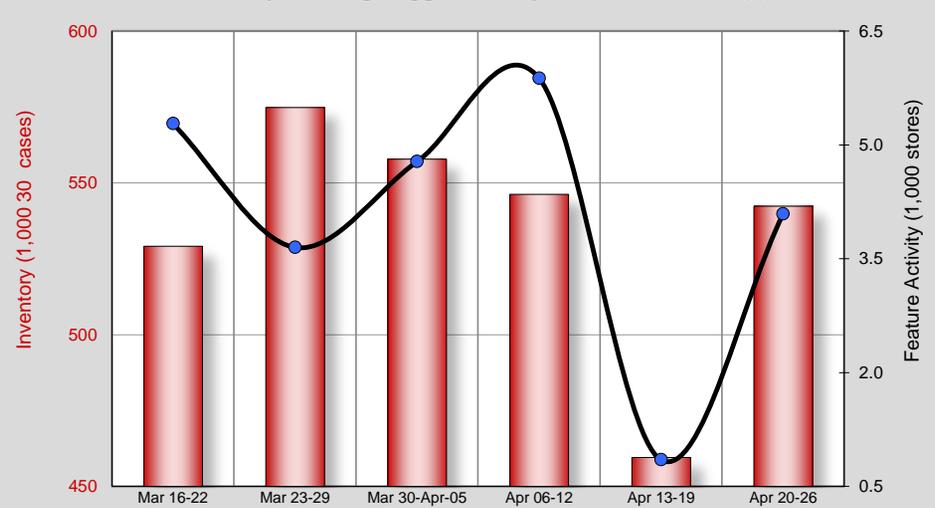
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



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.