



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 05/04 thru 05/10.
 (prices in dollars per carton)

Fri. May 04, 2012

SHELL EGG NATIONAL SUMMARY

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR						
	37.7% of 22,500 stores		16.5% of 22,500 stores				34.9% 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		1,540	1.11	20	1.23	610	1.31	10	1.50	540	1.44	
	White 18 pack		2,020	2.03	40	1.93	430	2.31			1,810	2.25	
	USDA GRADE A												
White 12 pack	10	1.49	1,650	1.00	20	0.99	1,350	1.06	70	1.63	1,170	1.01	
White 18 pack			1,270	1.98			120	1.39			620	2.01	
Brown 12 pack			20	0.99			30	1.19					
SPECIALTY	USDA ORGANIC												
	White 12 pack												
	Brown 12 pack	30	3.49	940	4.13	200	4.29	410	4.09	20	3.99	70	3.12
	OMEGA-3												
	White 12 pack	280	2.08	2,260	2.46	170	2.58	1,290	2.44	640	2.68	1,350	2.48
	Brown 12 pack	10	2.50	240	2.92			160	3.76			80	3.37
	CAGE-FREE												
	White 12 pack			190	2.41					10	2.39	120	2.86
	Brown 12 pack			840	3.22			110	2.83			280	3.13
	VEGETARIAN FED												
White 12 pack			20	2.50			210	1.99			230	2.50	
Brown 12 pack			1,570	2.61	50	2.99	440	2.61			10	2.11	

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	6,510	2,620	4,220	Large Eggs on Apr-30-2012 522.5
Specialty	6,380	3,040	2,810	
Total (includes MD)	13,210	5,810	7,040	down 2.7%
Special Rate 4/:	0.2%	0.5%	10.7%	

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

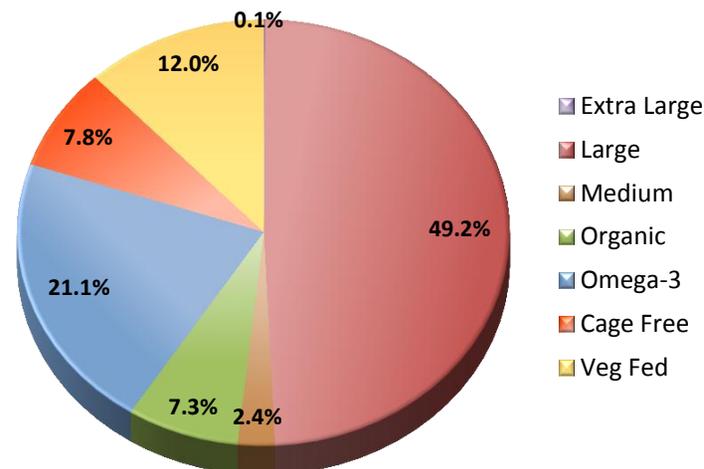
SHELL EGG and EGG PRODUCTS FEATURING

Featuring of regular shell eggs is more active than a week ago as many large supermarket chains are highlighting eggs as a major component in circulars. Even though about half of all shell eggs featured this week are Large, the average price to consumers remains unchanged. The frequency of "no price" promotions are very limited. Ads for Medium are still holding a steady pace in flyers, however, ads for Extra Large eggs have fallen from view. Specialty shell egg promotions are also higher in number and more stores are promoting vegetarian-fed eggs along with the Omega-3 type eggs. USDA Organic brown and cage-free eggs are higher in both store volume and average price. Egg products are seeing a major boost in feature activity. The 14-16 ounce cartons are the popular favorite in this category and are featured in all areas. Mother's Day is getting close. What better way to say "Thanks Mom" than serving her a big breakfast of eggs in bed!

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/}		25.2% of 4,400 sampled outlets Activity Index = 3,030 (includes Medium)						41.0% of 6,000 sampled outlets Activity Index = 3,880 (includes Medium)						28.7% of 4,000 sampled outlets Activity Index = 1,930 (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				1.39	10	1.39										1.00	10	1.00	
	White 18 pack																1.48	10	1.48	
	Brown 12 pack																			
	MEDIUM				White 12 pack			White 12 pack			White 12 pack									
USDA GRADE A	White 12 pack				0.75 - 0.99	370	0.86				0.88 - 1.25	350	1.13				0.69 - 1.25	880	1.00	
	White 18 pack				1.48 - 2.49	490	2.05				1.77 - 2.49	670	1.96				1.39 - 1.59	20	1.50	
	Brown 12 pack				0.99	20	0.99													
		MEDIUM				White 12 pack	1.00	130	1.00	White 12 pack	0.99 - 1.00	20	1.00	White 12 pack	0.80 - 1.00	40	0.92	White 30 pack		
S P E C I A L T Y	USDA ORGANIC																			
	White 12 pack																			
	Brown 12 pack	3.49	30	3.49	3.99 - 4.98	410	4.33				3.99	430	3.99				3.49	10	3.49	
	OMEGA-3																			
	White 12 pack	1.99 - 2.00	230	1.99	2.29 - 2.66	600	2.53	2.50	50	2.50	2.04 - 2.29	1,120	2.27				1.99 - 3.99	380	2.97	
	Brown 12 pack	2.50	10	2.50	3.29	30	3.29										2.87	210	2.87	
	CAGE-FREE																			
	White 12 pack				2.79	120	2.79													
Brown 12 pack				2.49 - 3.59	230	3.29				2.50	190	2.50				2.69 - 3.99	190	3.96		
VEGETARIAN FED																				
White 12 pack				2.50	20	2.50														
Brown 12 pack				2.29 - 3.59	330	2.84				2.29 - 3.29	1,050	2.30				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/}		35.2% of 4,000 sampled outlets Activity Index = 1,620 (includes Medium)						60.3% of 2,900 sampled outlets Activity Index = 2,070 (includes Medium)						51.0% of 1,200 sampled outlets Activity Index = 680 (includes Medium)						
USDA GRADE AA	White 12 pack				0.66 - 1.59	550	1.04				0.69 - 1.68	800	1.18				0.68 - 1.25	170	0.98	
	White 18 pack				1.50 - 1.99	630	1.81				1.49 - 2.49	980	2.21				1.77 - 1.99	400	1.95	
	Brown 12 pack																			
	MEDIUM				White 12 pack			White 12 pack			1.00	130	1.00	White 12 pack						
USDA GRADE A	White 12 pack				0.88	40	0.88	1.49	10	1.49	1.19	10	1.19							
	White 18 pack				1.77 - 1.99	90	1.89													
	Brown 12 pack																			
	MEDIUM				White 12 pack			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																			
	Brown 12 pack				3.99	50	3.99										3.99	40	3.99	
	OMEGA-3																			
	White 12 pack				1.99 - 2.33	150	2.23				2.99	10	2.99							
	Brown 12 pack																			
	CAGE-FREE																			
	White 12 pack																1.77	70	1.77	
Brown 12 pack				3.29	110	3.29				2.99	120	2.99								
VEGETARIAN FED																				
White 12 pack																				
Brown 12 pack										2.79	10	2.79								

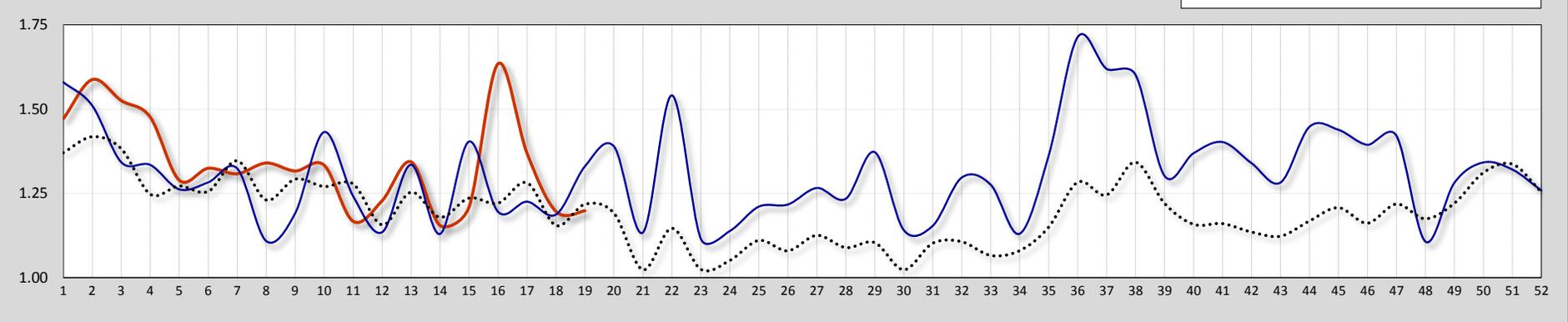


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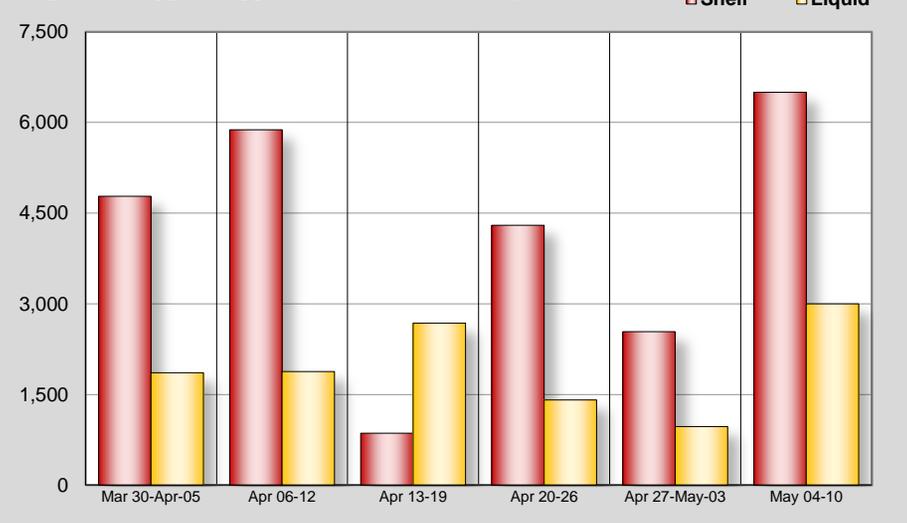
Fri. May 04, 2012

EGG PRODUCTS	THIS WEEK		LAST WEEK		LAST YEAR		NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST	
1/ Feature Rate	16.3%		3.1%		11.1%		13.3% of 4,400 sampled		22.1% of 6,000 sampled		7.3% of 4,000 sampled		14.0% of 4,000 sampled		19.1% of 2,900 sampled		28.9% of 1,200 sampled	
2/ Activity Index	3,000		970		3,110		Activity Index = 1,240		Activity Index = 80		Activity Index = 240		Activity Index = 540		Activity Index = 550		Activity Index = 350	
	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/}	Price Range	Stores Avg ^{3/}	Price Range	Stores Avg ^{3/}
14-16 oz. crtn	2,190	2.13	730	2.52	2,260	2.15	1.99 - 3.00	440 2.41	2.00 - 2.50	80 2.12	1.69 - 2.29	230 2.13	1.99 - 2.99	540 2.10	2.00	550 2.00	1.99 - 2.99	350 2.02
32 oz. crtn	660	4.22	30	4.97	600	4.75	3.98 - 4.69	660 4.22										
3 - 4 oz. cup	150	2.89	210	2.39	250	2.12	2.50 - 3.00	140 2.95			1.99	10 1.99						
2 - 8 oz. cup																		

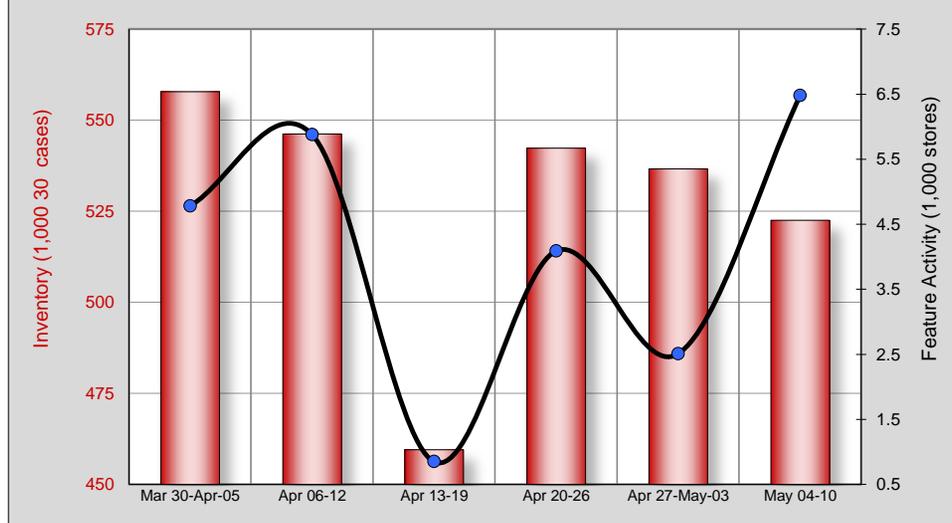
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



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.