



**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 05/11 thru 05/17.

(prices in dollars per carton)

Fri. May 11, 2012

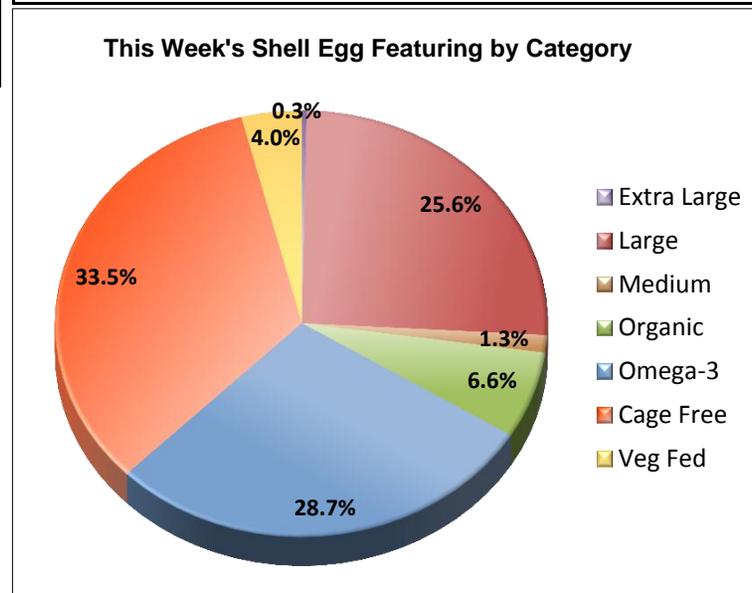
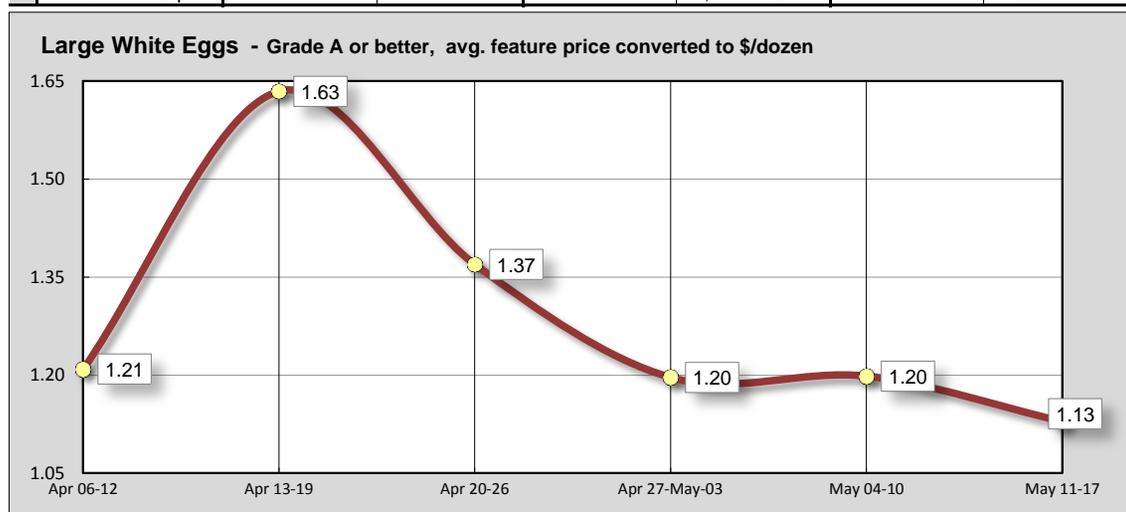
SHELL EGG NATIONAL SUMMARY													
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	36.0% of 22,500 stores				37.7% of 22,500 stores				26.9% of 19,500 stores				
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE		
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
REGULAR	<b>USDA GRADE AA</b>												
	White 12 pack	10	1.49	1,200	1.31			1,540	1.11		300	1.18	
	White 18 pack			210	2.18			2,020	2.03		1,540	2.44	
	Brown 12 pack												
	<b>USDA GRADE A</b>												
	White 12 pack	30	1.04	1,660	0.97	10	1.49	1,650	1.00	40	1.19	1,290	1.14
White 18 pack			220	1.54			1,270	1.98			130	2.29	
Brown 12 pack							20	0.99					
SPECIALTY	<b>USDA ORGANIC</b>												
	White 12 pack												
	Brown 12 pack	190	1.77	660	4.33	30	3.49	940	4.13	100	3.99	910	3.55
	<b>OMEGA-3</b>												
	White 12 pack	480	2.02	3,140	2.36	280	2.08	2,260	2.46	500	2.55	1,600	2.04
	Brown 12 pack			70	2.93	10	2.50	240	2.92			370	3.50
	<b>CAGE-FREE</b>												
	White 12 pack			1,970	2.62			190	2.41			100	2.65
	Brown 12 pack			2,340	2.61			840	3.22			650	3.25
	<b>VEGETARIAN FED</b>												
White 12 pack			350	2.54			20	2.50			40	2.59	
Brown 12 pack			160	3.07			1,570	2.61			220	3.85	

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	3,330	6,510	3,300	Large Eggs on May-07-2012 489.9
Specialty	9,360	6,380	4,490	
Total (includes MD)	12,860	13,210	7,940	down 6.2%
Special Rate 4/:	1.5%	0.2%	0.4%	

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

**SHELL EGG and EGG PRODUCTS FEATURING**

Shell eggs continue to enjoy good promotional activity in the dairy case even though the overall activity for regular shell eggs is down slightly from a week ago. The average price to consumers for Grade A or better Large white eggs is lower. There is a significant increase in the number of "no price" ads offered to shoppers. Advertisements for Medium and Extra Large eggs are limited and very hard to find in circulars. Specialty shell eggs are enjoying a high level of activity, perfect for Mom's breakfast in bed this weekend. Over 75% of all shell egg types featured can be found in the specialty category with cage-free and Omega-3 enriched varieties leading the way across all regions of the U.S. Feature activity of liquid egg products is down sharply this week with most promotion taking place in the Northeast.



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>		23.5% of 4,400 sampled outlets Activity Index = 3,130 (includes Medium)						28.4% of 6,000 sampled outlets Activity Index = 2,280 (includes Medium)						34.8% of 4,000 sampled outlets Activity Index = 2,550 (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 - 1.69	60	1.13										0.88 - 1.00	10	0.94
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM			White 12 pack	1.00	10	1.00			White 12 pack				White 12 pack			1.25	20	1.25
USDA GRADE A	White 12 pack	0.98 - 1.39	10	1.23	0.97 - 1.50	160	1.02				0.88 - 1.00	730	0.99	0.77 - 1.00	20	0.94	0.68 - 1.25	550	0.90
	White 18 pack				1.77 - 1.98	20	1.89				1.28	40	1.28				1.28 - 1.69	110	1.61
	Brown 12 pack																		
	MEDIUM			White 12 pack	1.00	20	1.00			White 12 pack	0.88 - 1.00	60	0.97			White 12 pack	0.97 - 1.00	30	0.99
				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	1.69	180	1.69	3.99 - 4.98	660	4.33						3.29	10	3.29			
		OMEGA-3																	
		White 12 pack	1.69 - 2.50	480	2.02	1.69 - 2.99	920	2.11			2.00 - 2.66	460	2.36				1.99 - 2.79	290	2.22
		Brown 12 pack				3.00	60	3.00											
		CAGE-FREE																	
		White 12 pack				3.00	50	3.00			2.50	400	2.50				2.50 - 3.49	820	2.72
	Brown 12 pack				2.50 - 3.50	220	3.30			2.50	400	2.50				2.49 - 2.50	650	2.50	
	VEGETARIAN FED																		
	White 12 pack				2.50 - 2.99	160	2.59			2.50	190	2.50							
	Brown 12 pack				2.50 - 3.99	120	3.41									2.00 - 2.50	40	2.06	
		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>		44.5% of 4,000 sampled outlets Activity Index = 1,910 (includes Medium)						49.5% of 2,900 sampled outlets Activity Index = 2,130 (includes Medium)						62.7% of 1,200 sampled outlets Activity Index = 860 (includes Medium)					
USDA GRADE AA	White 12 pack				0.80 - 1.59	250	1.05	1.49	10	1.49	0.69 - 1.99	740	1.44				0.99 - 1.59	140	1.19
	White 18 pack										1.61 - 2.48	170	2.30				1.69	40	1.69
	Brown 12 pack																		
	MEDIUM			White 12 pack	1.25	30	1.25			White 12 pack						White 12 pack			
USDA GRADE A	White 12 pack				0.77 - 1.00	210	0.93				3.59	10	3.59						
	White 18 pack				1.28 - 1.50	50	1.43												
	Brown 12 pack																		
	MEDIUM			White 12 pack						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																	
		Brown 12 pack																	
		OMEGA-3																	
		White 12 pack				1.99 - 2.53	480	2.38			2.29 - 2.99	620	2.66				1.99 - 2.69	370	2.53
		Brown 12 pack															2.50	10	2.50
		CAGE-FREE																	
		White 12 pack				2.50 - 2.99	200	2.60			2.50 - 2.79	290	2.75				2.00 - 2.50	210	2.19
	Brown 12 pack				1.99 - 3.29	690	2.52			2.50 - 2.79	290	2.75				2.50	90	2.50	
	VEGETARIAN FED																		
	White 12 pack																		
	Brown 12 pack																		

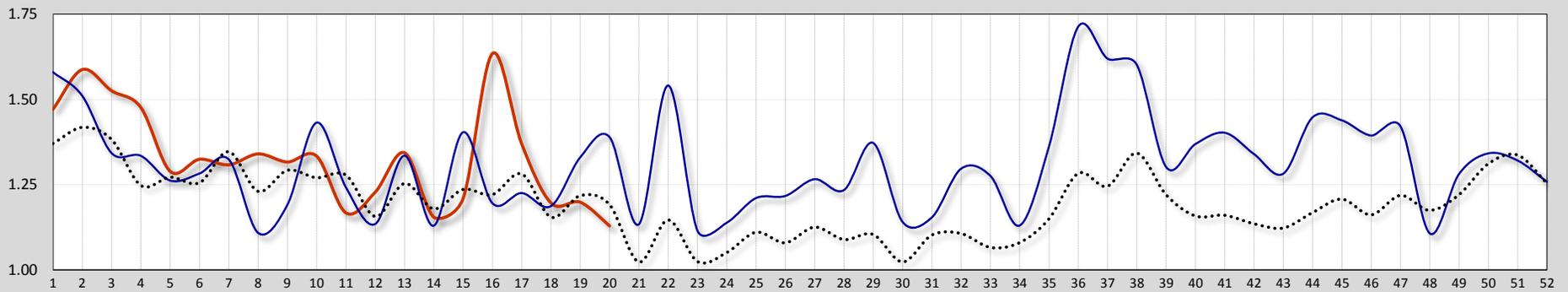


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**Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 05/11 thru 05/17.**  
 (prices in dollars per carton)

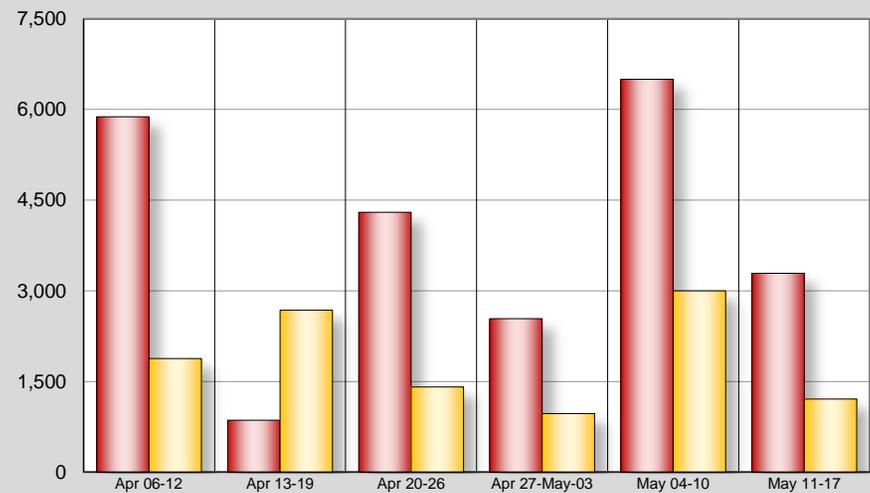
Fri. May 11, 2012

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	5.5%	16.3%	8.7%	13.3% of 4,400 sampled	4.1% of 6,000 sampled	4.9% of 4,000 sampled	5.1% of 4,000 sampled	0.0% of 2,900 sampled	1.2% of 1,200 sampled
2/ Activity Index	1,210	3,000	1,710	Activity Index = 770	Activity Index = 40	Activity Index = 90	Activity Index = 290	Activity Index = 0	Activity Index = 20
	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	740 2.52	2,190 2.13	1,390 2.30	2.19 - 3.00 320 2.76	2.00 20 2.00	1.99 - 2.29 90 2.05	2.00 - 2.69 290 2.38		2.99 - 3.49 20 3.29
32 oz. crtn	240 3.99	660 4.22	250 4.92	3.99 240 3.99					
3 - 4 oz. cup	230 2.74	150 2.89	70 2.50	1.99 - 3.00 210 2.74	2.69 20 2.69				
2 - 8 oz. cup									

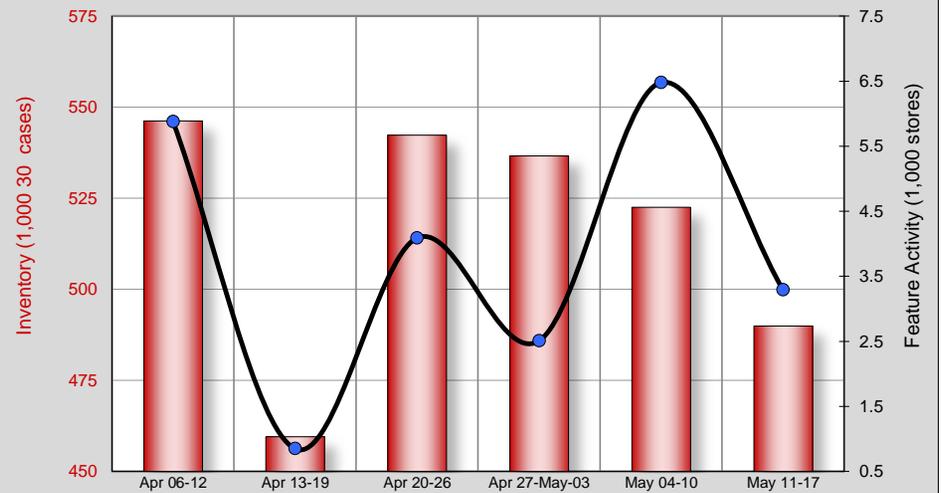
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



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.