



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 06/15 thru 06/21.

(prices in dollars per carton)

Fri. Jun 15, 2012

SHELL EGG NATIONAL SUMMARY

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR							
	35.5% of 22,500 stores		34.6% of 22,500 stores				25.0% 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		30	1.29	870	1.48	50	1.50	2,120	1.08	170	1.46	430	1.68
	White 18 pack				20	2.50			240	1.97	30	2.50	270	1.89
Brown 12 pack														
SPECIALTY	USDA GRADE A													
	White 12 pack		30	1.39	2,720	1.32	200	1.47	2,990	1.01	40	1.27	1,080	1.06
	White 18 pack				1,110	1.92			620	1.84			280	1.55
Brown 12 pack								60	1.50					
REGULAR	USDA ORGANIC													
	White 12 pack		130	3.99							10	1.99		
	Brown 12 pack		240	4.31	610	4.78	180	3.97	330	3.51	270	3.97	340	3.75
SPECIALTY	OMEGA-3													
	White 12 pack		680	2.58	1,950	2.48	120	2.20	1,360	2.38	120	1.99	2,180	2.13
	Brown 12 pack				30	2.50			410	3.45			220	3.81
REGULAR	CAGE-FREE													
	White 12 pack		30	2.99	2,060	2.55			210	2.99			30	2.50
	Brown 12 pack				2,370	2.62	140	2.99	920	3.02			570	3.01
SPECIALTY	VEGETARIAN FED													
	White 12 pack				220	2.20	30	2.99	340	1.95				
	Brown 12 pack				180	2.56	210	2.47	510	2.96	10	3.00	1,020	2.85

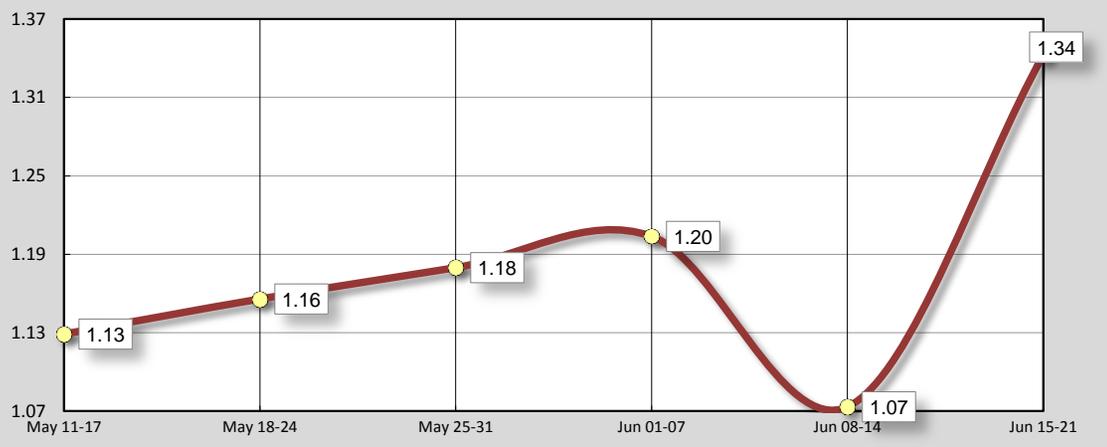
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	4,780	6,280	2,300	Large Eggs on Jun-11-2012
Specialty	8,500	4,760	4,770	
Total (includes MD)	13,570	11,490	7,270	431.3
Special Rate 4/:	0.9%	1.8%	10.0%	down 0.7%

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

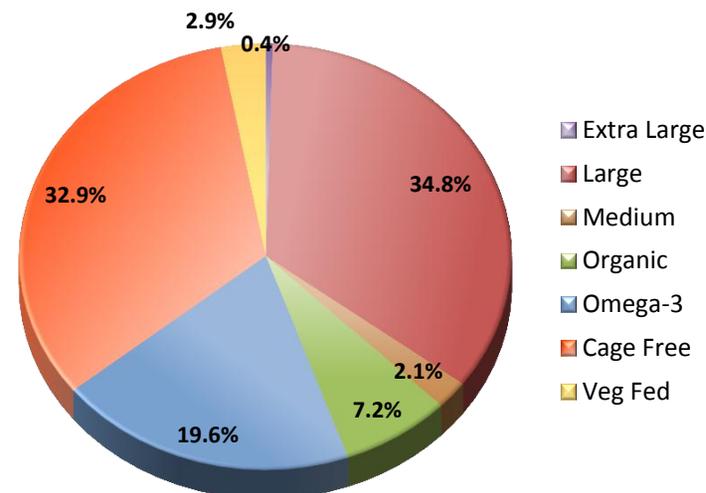
SHELL EGG and EGG PRODUCTS FEATURING

Featuring of regular shell eggs is slowing and is not as active a week ago even though the overall percentage of outlets featuring shell eggs is up slightly. Shell eggs remain prominent in ads, though, with an emphasis this week on specialty varieties. The average advertised price of Large white eggs, Grade A or better, to consumers changes direction and is sharply higher this week with higher prices being seen on both 12 and 18 packs. The frequency of "no price" specials declines. Promotional activity on specialty shell eggs is considerably higher with half of eggs in this category being cage-free while Omega-3 eggs are still commanding a sizable portion of ad space. USDA Organic brown eggs are more prevalent in circulars and vegetarian-fed eggs are maintaining steady visibility. Feature activity for liquid egg product continues to decline and are very hard to find in flyers this week. Summer starts this week and July 4th is just ahead. Eggs will play a prominent role in any successful picnic.

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/}		28.2% of 4,400 sampled outlets Activity Index = 4,050 (includes Medium)						29.1% of 6,000 sampled outlets Activity Index = 2,240 (includes Medium)						43.6% of 4,000 sampled outlets Activity Index = 2,760 (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	1.50	10	1.50	1.50	10	1.50										0.97	10	0.97
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack			1.12	20	1.12
USDA GRADE A	White 12 pack	1.28	10	1.28	0.88 - 1.49	410	1.35				0.88 - 1.49	660	1.41	0.89	10	0.89	0.48 - 1.49	800	1.16
	White 18 pack				1.49 - 1.99	520	1.66				2.29	430	2.29				1.49	100	1.49
	Brown 12 pack																		
	MEDIUM	White 12 pack			0.99	90	0.99	White 12 pack			0.78 - 1.00	50	0.86	White 12 pack			0.67	10	0.67
		White 30 pack						White 30 pack						White 30 pack			0.80	20	0.80
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack	3.99	130	3.99															
	Brown 12 pack	3.99 - 4.49	230	4.37	3.99 - 5.38	580	4.84							2.99	10	2.99	3.49 - 3.50	10	3.50
	OMEGA-3																		
	White 12 pack	2.19 - 2.50	500	2.43	1.99 - 3.00	1,170	2.42				2.50 - 3.29	70	3.05	3.00	180	3.00	1.79 - 2.50	280	2.13
Brown 12 pack										2.50	30	2.50							
CAGE-FREE																			
White 12 pack	2.99	30	2.99	2.99	20	2.99				2.50	400	2.50				2.49 - 2.50	650	2.50	
Brown 12 pack				2.99 - 3.79	90	3.23				2.50 - 3.29	520	2.64				2.49 - 2.50	640	2.50	
VEGETARIAN FED																			
White 12 pack				2.50	120	2.50				1.79	80	1.79				1.79 - 2.50	20	2.07	
Brown 12 pack				2.50 - 3.99	130	2.66													
		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/}		40.3% of 4,000 sampled outlets Activity Index = 2,240 (includes Medium)						43.6% of 2,900 sampled outlets Activity Index = 1,790 (includes Medium)						32.1% of 1,200 sampled outlets Activity Index = 490 (includes Medium)					
USDA GRADE AA	White 12 pack				0.98 - 1.59	270	1.33	1.19	20	1.19	0.99 - 1.79	500	1.65				0.89 - 1.25	80	0.98
	White 18 pack																2.50	20	2.50
	Brown 12 pack																		
	MEDIUM	White 12 pack			1.12	30	1.12	White 12 pack			1.00	40	1.00	White 12 pack					
USDA GRADE A	White 12 pack				0.77 - 1.49	500	1.33	2.00	10	2.00	1.49	270	1.49				0.88 - 1.49	80	1.43
	White 18 pack				1.99 - 2.29	60	2.25												
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack			0.89	30	0.89	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										2.50	10	2.50				4.65	10	4.65
	Brown 12 pack																		
	OMEGA-3																		
	White 12 pack				1.99 - 2.50	120	2.40				2.69 - 3.00	310	2.93						
Brown 12 pack																			
CAGE-FREE																			
White 12 pack				2.50	490	2.50				2.50 - 3.00	290	2.93				2.29 - 2.50	210	2.37	
Brown 12 pack				2.50	730	2.50				2.50 - 3.49	300	2.95				2.49 - 2.50	90	2.50	
VEGETARIAN FED																			
White 12 pack																			
Brown 12 pack				2.00	40	2.00				3.49	10	3.49							

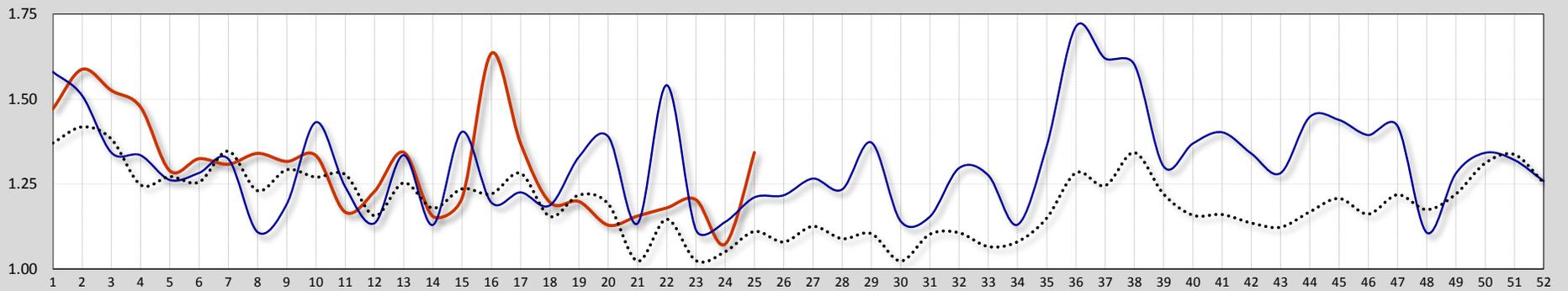


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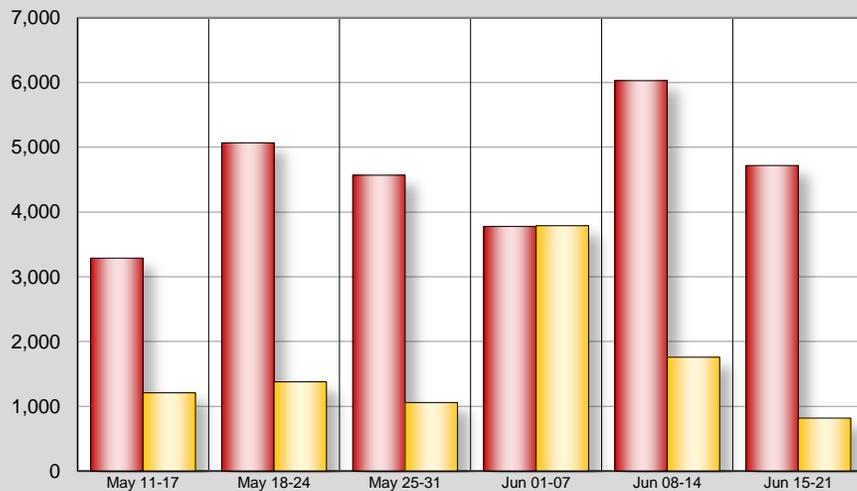
EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	3.3%	6.1%	1.6%	6.3% of 4,400 sampled	0.8% of 6,000 sampled	0.9% of 4,000 sampled	4.3% of 4,000 sampled	0.0% of 2,900 sampled	17.1% of 1,200 sampled
2/ Activity Index	820	1,760	1,530	Activity Index = 370	Activity Index = 0	Activity Index = 70	Activity Index = 170	Activity Index = 0	Activity Index = 210
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range Stores Avg ^{3/}					
14-16 oz. crtn	610 2.37	750 2.30	330 2.66	1.99 - 2.79 190 2.36		1.89 - 2.50 50 2.33	1.99 - 2.69 170 2.27		2.49 200 2.49
32 oz. crtn	210 4.89	880 4.35	1,150 4.39	4.99 180 4.99		3.99 20 3.99			4.99 10 4.99
3 - 4 oz. cup		130 3.00	50 2.50						
2 - 8 oz. cup									

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

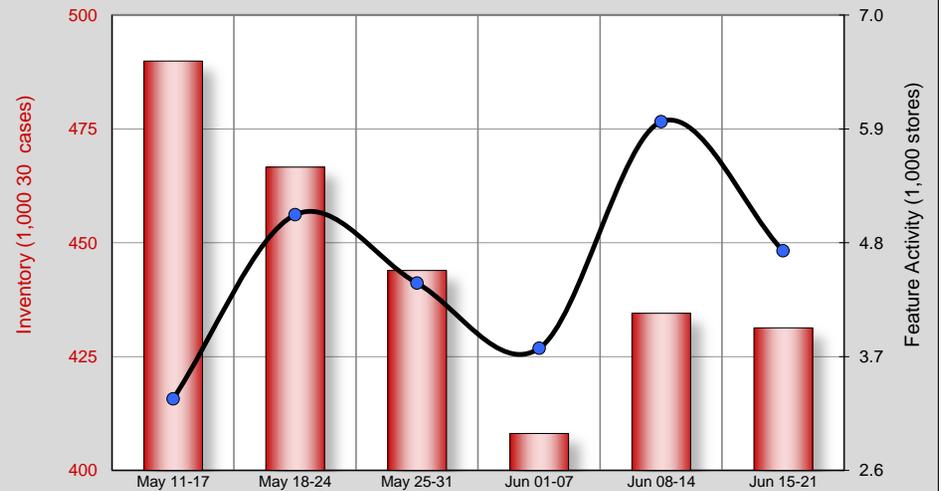


Large Shell Egg vs. Egg Product Feature Activity

Shell Liquid



Retail Feature Activity vs. Large Egg Inventory (Large White Shell Eggs)



Note: See page 1 for explanatory notes.

Source: USDA Agricultural Marketing Service, Poultry Market News and Analysis - (202) 720-6911

website: <http://www.ams.usda.gov/pymarketnews.htm>