



**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 06/22 thru 06/28.

(prices in dollars per carton)

Fri. Jun 22, 2012

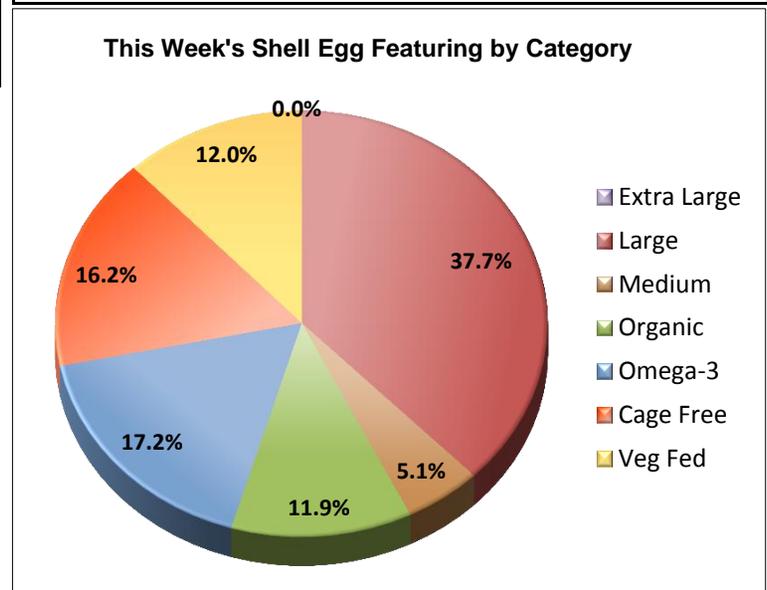
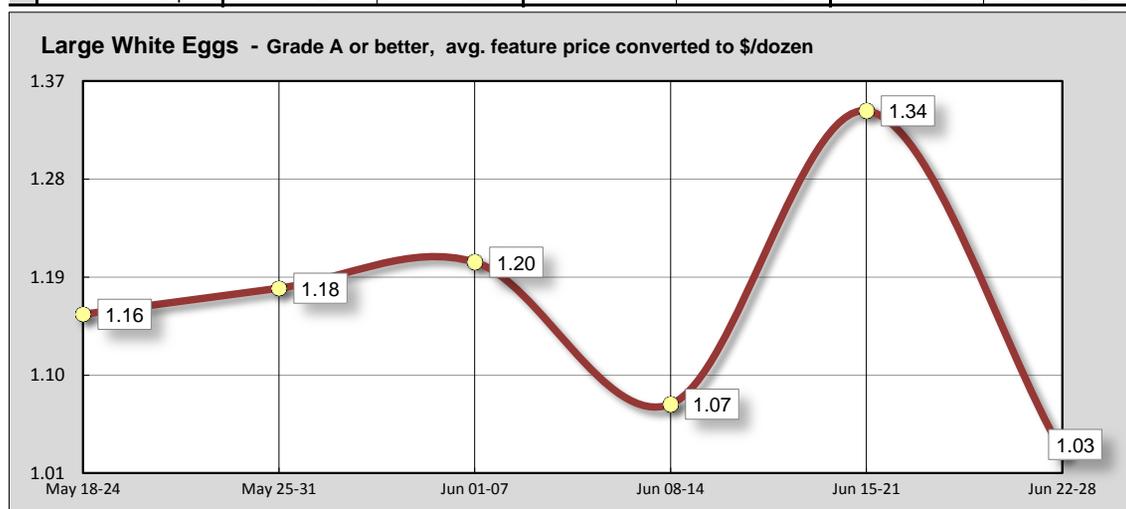
SHELL EGG NATIONAL SUMMARY												
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
	23.0% of 22,500 stores				35.6% of 22,500 stores				29.0% of 19,500 stores			
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE	
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
<b>REGULAR</b>	<b>USDA GRADE AA</b>											
	White 12 pack		900 0.98		30 1.29		870 1.48		10 1.49		580 1.39	
	White 18 pack		240 1.66				20 2.50				180 2.59	
Brown 12 pack												
<b>REGULAR</b>	<b>USDA GRADE A</b>											
	White 12 pack		1,810 1.02		30 1.39		2,720 1.32		120 0.99		1,360 1.04	
	White 18 pack		320 1.77				1,110 1.92				680 1.95	
Brown 12 pack												
<b>SPECIALTY</b>	<b>USDA ORGANIC</b>											
	White 12 pack		30 2.99		130 3.99							
	Brown 12 pack		270 4.39		730 4.40		240 4.31		610 4.78		250 3.99	
<b>SPECIALTY</b>	<b>OMEGA-3</b>											
	White 12 pack		70 2.76		1,360 2.32		680 2.58		1,950 2.48		1,320 2.08	
	Brown 12 pack		10 2.99		50 2.99		30 2.50		130 2.69		140 2.64	
<b>SPECIALTY</b>	<b>CAGE-FREE</b>											
	White 12 pack		30 2.99		710 2.70		30 2.99		2,060 2.55		30 2.49	
	Brown 12 pack				670 2.64				2,370 2.62		490 2.54	
<b>SPECIALTY</b>	<b>VEGETARIAN FED</b>											
	White 12 pack				300 2.53		220 2.20				120 1.67	
	Brown 12 pack		10 2.49		730 2.26		180 2.56		140 2.99		420 2.70	

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	3,270	4,780	2,930	Large Eggs on Jun-18-2012
Specialty	4,970	8,500	5,780	
Total (includes MD)	8,680	13,570	8,770	444.6
Special Rate 4/:	2.9%	0.9%	2.1%	up 3.1%

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

**SHELL EGG and EGG PRODUCTS FEATURING**

Supermarket promotional activity on shell eggs though June (Dairy Month) has been up and down on pace and price but eggs continue to enjoy respectable attention across the country. Both regular and specialty eggs see a decline in featuring this week but consumers can enjoy a wide variety of sizes, colors, and attributes as stores show a little of everything. This week, the bottom drops out of the average ad price for Large white shell eggs following last week's sharp rise, volume drops. The average ad price has not been this low since October 22, 2010. Medium eggs are a popular option in many areas but grocers disagree on ad price levels. Specialty eggs offer a smorgasbord of combinations with Omega-3 white types gaining share towards the end of the ad cycle. Liquid egg products enjoy a resurgence in store ads and are marked to move multiple units. Interestingly, the Southeast is the most likely place to find egg products on sale this week with the Northeast a rare distant second.



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>		22.6% of 4,400 sampled outlets Activity Index = 3,400 (includes Medium)						21.5% of 6,000 sampled outlets Activity Index = 1,820 (includes Medium)						17.9% of 4,000 sampled outlets Activity Index = 850 (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										0.88	10	0.88				1.00	10	1.00			
	White 18 pack				1.59	10	1.59															
	Brown 12 pack																					
	<b>MEDIUM</b>				White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				0.98 - 1.25	30	1.14				0.89 - 1.25	660	1.07				0.49 - 1.19	470	0.99			
	White 18 pack				1.69 - 1.99	280	1.81															
	Brown 12 pack																					
	<b>MEDIUM</b>				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	<b>USDA ORGANIC</b>																					
		White 12 pack	2.99	30	2.99																	
		Brown 12 pack	2.99 - 5.98	250	4.50	3.98 - 5.98	490	4.37				4.59	190	4.59			2.99	20	2.99	2.99 - 3.50	10	3.25
		<b>OMEGA-3</b>																				
		White 12 pack	2.49 - 2.99	70	2.76	1.88 - 2.99	700	2.34				1.99 - 2.50	340	2.33					2.50 - 2.59	20	2.56	
		Brown 12 pack	2.99	10	2.99	2.99	50	2.99														
		<b>CAGE-FREE</b>																				
		White 12 pack	2.99	30	2.99	2.50 - 3.50	320	2.91				2.50	280	2.50					2.50	100	2.50	
		Brown 12 pack				2.99 - 3.97	130	3.17				2.50	280	2.50					2.50 - 3.00	120	2.56	
		<b>VEGETARIAN FED</b>																				
	White 12 pack				2.50 - 3.50	300	2.53															
	Brown 12 pack	2.49	10	2.49	1.99 - 2.99	480	2.38											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 <sup>1/</sup> Activity Index <sup>2/</sup>		29.4% of 4,000 sampled outlets Activity Index = 1,450 (includes Medium)						25.3% of 2,900 sampled outlets Activity Index = 800 (includes Medium)						22.4% of 1,200 sampled outlets Activity Index = 360 (includes Medium)								
USDA GRADE AA	White 12 pack				0.88	120	0.88				0.69 - 1.68	590	0.99				0.88 - 0.99	170	0.98			
	White 18 pack										1.35 - 2.00	80	1.88				1.50 - 1.88	150	1.55			
	Brown 12 pack																					
	<b>MEDIUM</b>				White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				0.49 - 1.00	650	0.99															
	White 18 pack				1.50	40	1.50															
	Brown 12 pack																					
	<b>MEDIUM</b>				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	<b>USDA ORGANIC</b>																					
		White 12 pack																				
		Brown 12 pack										3.86	20	3.86			3.99 - 4.65	20	4.34			
		<b>OMEGA-3</b>																				
		White 12 pack				1.98 - 2.50	260	2.19				2.50	40	2.50								
		Brown 12 pack																				
		<b>CAGE-FREE</b>																				
		White 12 pack										3.50	10	3.50								
		Brown 12 pack				2.50	110	2.50				2.50 - 2.99	20	2.76			1.98	10	1.98			
		<b>VEGETARIAN FED</b>																				
	White 12 pack																					
	Brown 12 pack				1.77 - 2.19	240	1.99															

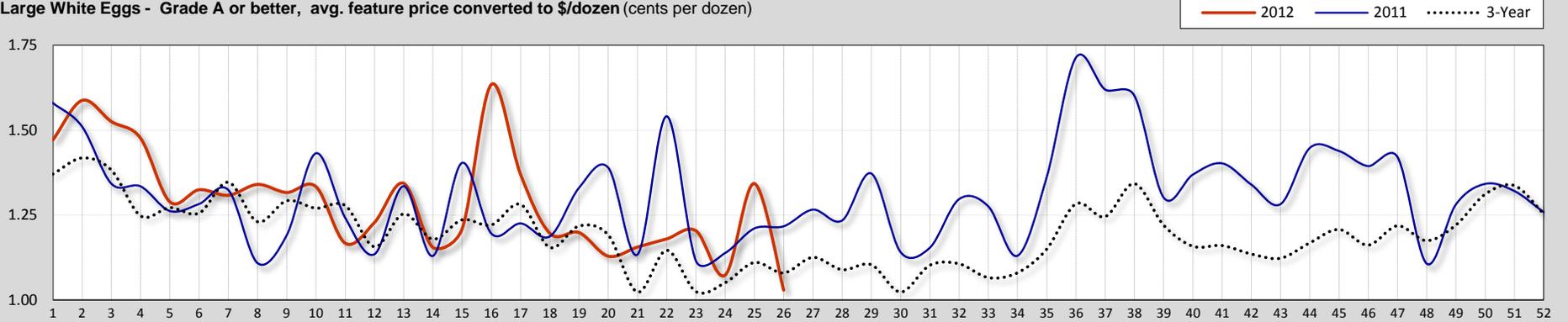


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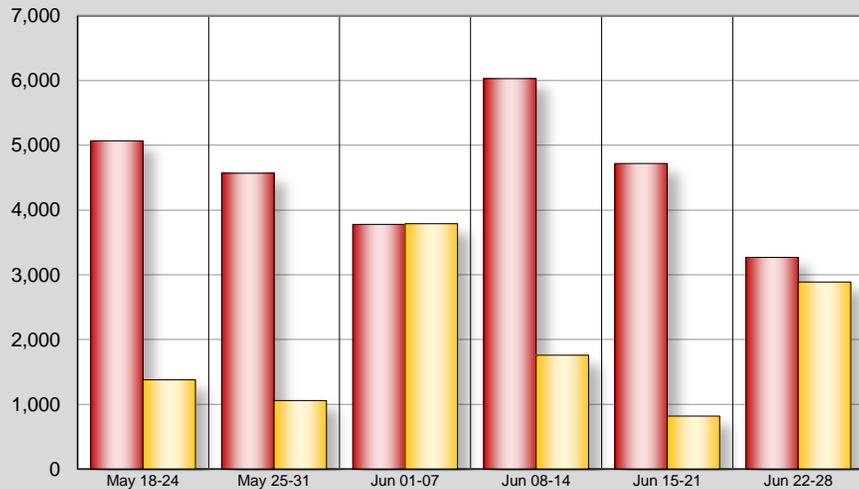
EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	10.5%	3.3%	1.6%	10.9% of 4,400 sampled	21.3% of 6,000 sampled	8.2% of 4,000 sampled	7.0% of 4,000 sampled	0.0% of 2,900 sampled	0.0% of 1,200 sampled
2/ Activity Index	2,890	820	1,530	Activity Index = 1,000	Activity Index = 1,270	Activity Index = 320	Activity Index = 280	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	1,930 2.07	610 2.37	330 2.66	2.50 - 3.00 480 2.65	1.67 1,040 1.67	1.99 - 3.00 150 2.45	1.99 - 2.69 240 2.32		2.98 20 2.98
32 oz. crtn	560 4.31	210 4.89	1,150 4.39	3.50 - 4.99 370 4.72	3.50 190 3.50				
3 - 4 oz. cup	400 2.15		50 2.50	1.99 150 1.99	1.99 40 1.99	2.29 170 2.29	2.29 40 2.29		
2 - 8 oz. cup									

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

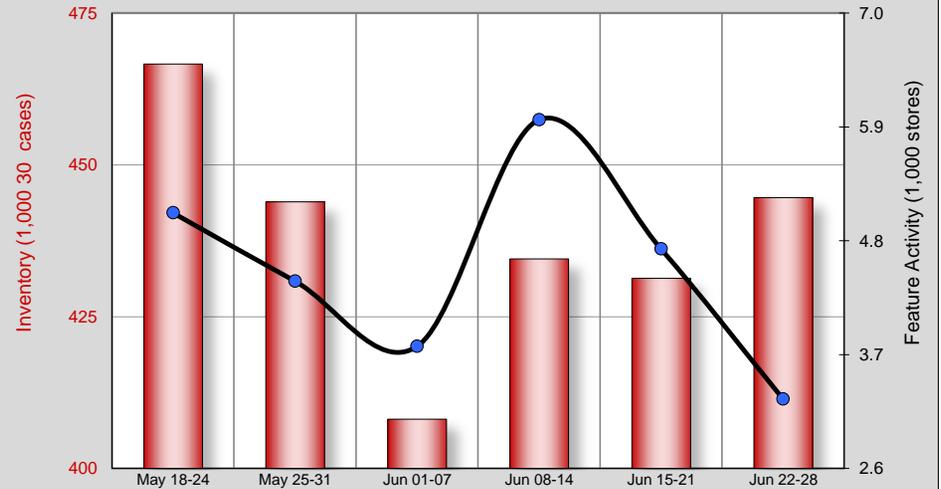


Large Shell Egg vs. Egg Product Feature Activity

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>