



# 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 07/13 thru 07/19.

(prices in dollars per carton)

Fri. Jul 13, 2012

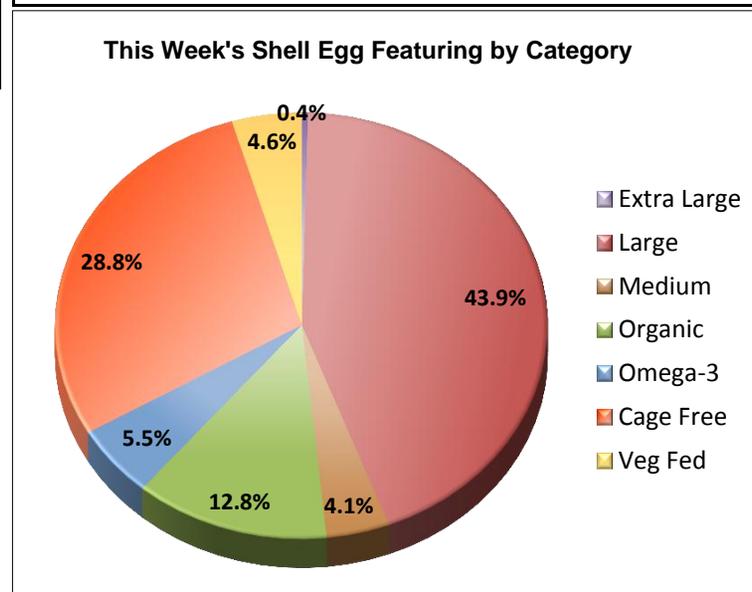
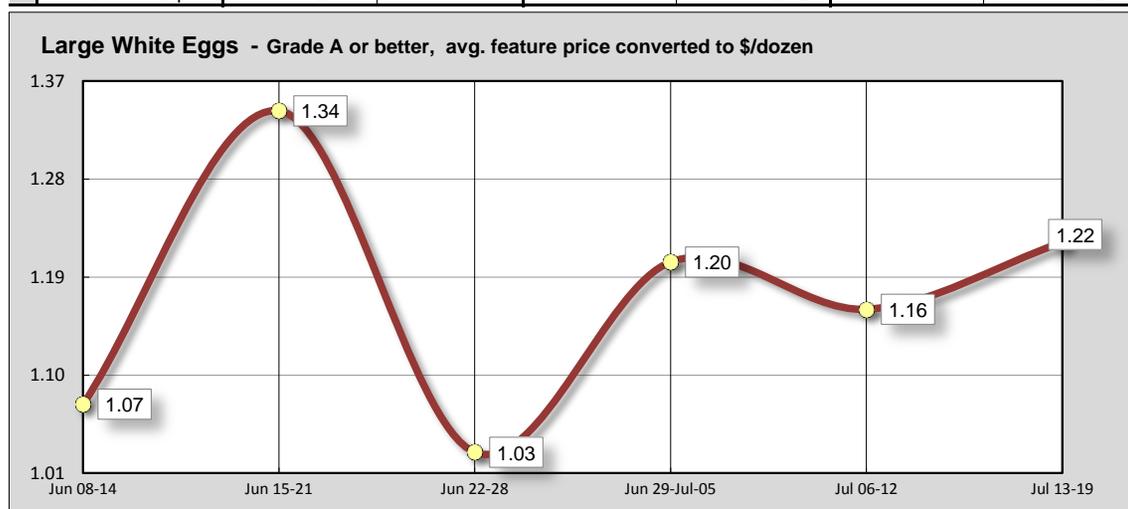
SHELL EGG NATIONAL SUMMARY													
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	41.0% of 22,500 stores				16.2% of 22,500 stores				30.4% of 19,500 stores				
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE		
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
<b>REGULAR</b>	<b>USDA GRADE AA</b>												
	White 12 pack	50	1.40	3,100	1.23			300	1.41	10	1.49	570	1.26
	White 18 pack			640	2.00			240	1.50	10	2.25	1,660	2.39
<b>REGULAR</b>	<b>USDA GRADE A</b>												
	White 12 pack	10	2.00	1,740	1.11	10	0.99	300	1.07	30	1.16	770	1.05
	White 18 pack			1,190	1.94			350	1.70			980	1.97
<b>SPECIALTY</b>	<b>USDA ORGANIC</b>												
	White 12 pack	30	2.99										
	Brown 12 pack			1,910	3.82	100	3.99	1,210	4.03	30	3.59	500	4.77
<b>SPECIALTY</b>	<b>OMEGA-3</b>												
	White 12 pack			580	2.36	310	2.69	1,560	2.14	440	2.72	870	2.28
	Brown 12 pack			250	3.58			200	2.50			320	3.58
<b>SPECIALTY</b>	<b>CAGE-FREE</b>												
	White 12 pack			1,690	2.44			90	2.72	30	2.99	260	2.53
	Brown 12 pack			2,690	2.70	130	2.99	450	2.64	60	2.87	490	3.27
<b>SPECIALTY</b>	<b>VEGETARIAN FED</b>												
	White 12 pack			130	2.50			40	2.99			90	2.50
	Brown 12 pack	10	2.50	560	3.31			330	2.92			640	3.29

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	6,730	1,230	4,160	Large Eggs on Jul-09-2012
Specialty	7,850	4,420	3,730	
Total (includes MD)	15,210	5,810	8,030	448.1
Special Rate 4/:	2.5%	1.1%	2.0%	down 8.6%

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

### SHELL EGG and EGG PRODUCTS FEATURING

The forecast for regular shell egg featuring is looking brighter this week as it rises to one of the highest levels recorded this year. Nearly half of sampled retail outlets are promoting a variety of shell egg types and sizes, with the exception of Extra Large sizes which remain limited in availability due to the recent heat wave. Even though the national average sale price for Grade A, or better, Large white eggs moves higher, shoppers in the west will find a price break on Grade AA over recent levels. Shoppers may find some relief in an increase in the percentage of 'no price' incentives offered this week. Promotional activity for specialty shell eggs is also enjoying its share of the limelight as it is up from a week ago. Ads for cage-free eggs are the most prevalent followed closely by organic. Other types lag behind. Liquid shell egg featuring continues to rise as promotions for 32 ounce cartons move to the forefront, particularly 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>		23.6% of 4,400 sampled outlets Activity Index = 2,880 (includes Medium)						46.5% of 6,000 sampled outlets Activity Index = 3,530 (includes Medium)						34.6% of 4,000 sampled outlets Activity Index = 3,220 (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				1.33	10	1.33				0.97	50	0.97	0.99	10	0.99	0.97 - 1.25	60	1.05		
	White 18 pack																				
	Brown 12 pack																				
	<b>MEDIUM</b>			White 12 pack						White 12 pack						White 12 pack	0.97 - 1.06	30	1.01		
USDA GRADE A	White 12 pack				0.49 - 1.49	260	1.18				0.49 - 1.49	380	1.16				0.49 - 1.29	1,060	1.08		
	White 18 pack				1.61 - 1.99	360	1.73				0.99 - 2.29	600	2.14				1.48	120	1.48		
	Brown 12 pack																				
	<b>MEDIUM</b>			White 12 pack White 30 pack	1.00 - 1.25	200	1.09			White 12 pack White 30 pack	0.88 - 1.00	90	0.89			White 12 pack White 30 pack	0.65 - 0.97	210	0.88		
S P E C I A L T Y	<b>USDA ORGANIC</b>																				
		White 12 pack	2.99	30	2.99																
		Brown 12 pack				2.49 - 5.00	570	4.08				3.39 - 5.00	1,310	3.71				3.39	10	3.39	
		<b>OMEGA-3</b>																			
		White 12 pack				1.98 - 3.49	350	2.35				1.99 - 2.99	130	2.39				1.99 - 2.50	20	2.26	
		Brown 12 pack				3.34	20	3.34				3.29	50	3.29				3.69	180	3.69	
		<b>CAGE-FREE</b>																			
		White 12 pack				2.99	30	2.99				2.50	400	2.50				2.50	510	2.50	
		Brown 12 pack				1.99 - 3.69	660	2.82				2.50 - 3.29	520	2.64				2.50 - 3.69	700	2.82	
		<b>VEGETARIAN FED</b>																			
	White 12 pack				2.50	130	2.50														
	Brown 12 pack	2.50	10	2.50	2.50 - 3.99	250	2.94										2.99 - 3.69	310	3.60		
		<b>SOUTH CENTRAL U.S.</b> (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)						<b>SOUTHWEST U.S.</b> (CA,HI, NV)						<b>NORTHWEST U.S.</b> (AK,ID,MT,OR,WA,WY)							
Feature Rate <sup>1/</sup> Activity Index <sup>2/</sup>		37.9% of 4,000 sampled outlets Activity Index = 2,480 (includes Medium)						55.1% of 2,900 sampled outlets Activity Index = 1,930 (includes Medium)						75.0% of 1,200 sampled outlets Activity Index = 1,170 (includes Medium)							
USDA GRADE AA	White 12 pack				0.99 - 1.29	760	1.16	1.20 - 1.79	40	1.50	0.99 - 1.68	1,470	1.33				0.99 - 1.59	750	1.15		
	White 18 pack				1.50 - 2.50	330	1.86				1.99 - 2.00	230	2.00				1.50 - 4.00	80	2.55		
	Brown 12 pack																				
	<b>MEDIUM</b>			White 12 pack	1.06	30	1.06			White 12 pack	0.84	10	0.84			White 12 pack					
USDA GRADE A	White 12 pack				0.99 - 1.00	30	0.99	2.00	10	2.00	1.00	10	1.00								
	White 18 pack				1.69 - 2.29	80	2.10				1.99	30	1.99								
	Brown 12 pack																				
	<b>MEDIUM</b>			White 12 pack White 30 pack	0.89 - 1.00	60	0.92			White 12 pack White 30 pack						White 12 pack White 30 pack					
S P E C I A L T Y	<b>USDA ORGANIC</b>																				
		White 12 pack										3.99	10	3.99				3.99	10	3.99	
		Brown 12 pack																			
		<b>OMEGA-3</b>																			
		White 12 pack				2.00	30	2.00				2.50	40	2.50				2.99	10	2.99	
		Brown 12 pack																			
		<b>CAGE-FREE</b>																			
		White 12 pack				2.00 - 2.50	490	2.37				2.50	40	2.50				2.00 - 2.99	220	2.23	
		Brown 12 pack				2.50 - 2.99	670	2.53				2.50	40	2.50				2.50 - 2.99	100	2.55	
		<b>VEGETARIAN FED</b>																			
	White 12 pack																				
	Brown 12 pack																				

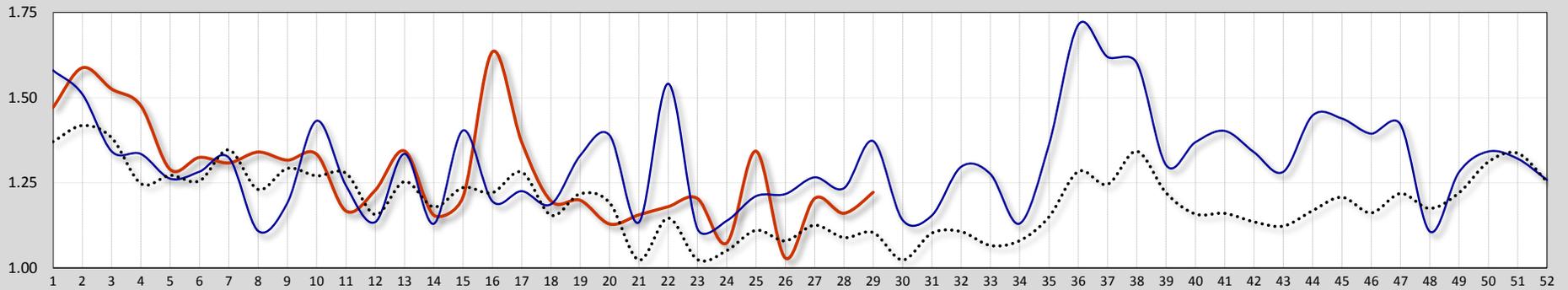


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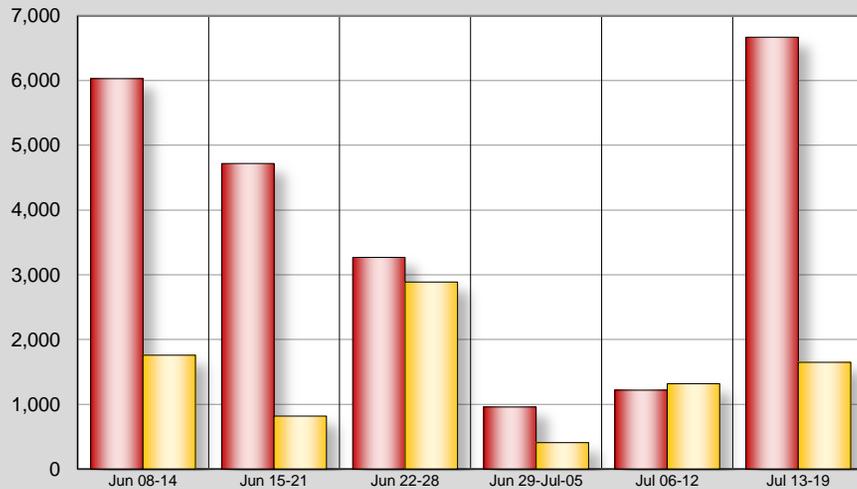
EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	5.1%	2.9%	4.8%	18.3% of 4,400 sampled	0.6% of 6,000 sampled	1.1% of 4,000 sampled	5.2% of 4,000 sampled	0.3% of 2,900 sampled	2.9% of 1,200 sampled
2/ Activity Index	1,650	1,320	1,300	Activity Index = 1,280	Activity Index = 40	Activity Index = 70	Activity Index = 210	Activity Index = 10	Activity Index = 40
	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	970 2.55	930 2.60	720 2.06	1.99 - 3.59 770 2.58	3.99 - 4.49 40 4.23	2.00 - 2.29 30 2.15	2.50 120 2.50	2.50 10 2.50	1.99 - 2.69 40 2.39
32 oz. crtn	500 4.66	240 5.69	310 5.10	3.88 - 5.99 330 4.93		3.99 - 4.99 40 4.43	3.99 90 3.99		
3 - 4 oz. cup	180 2.88	150 2.53	270 2.13	1.99 - 2.99 180 2.88					
2 - 8 oz. cup									

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

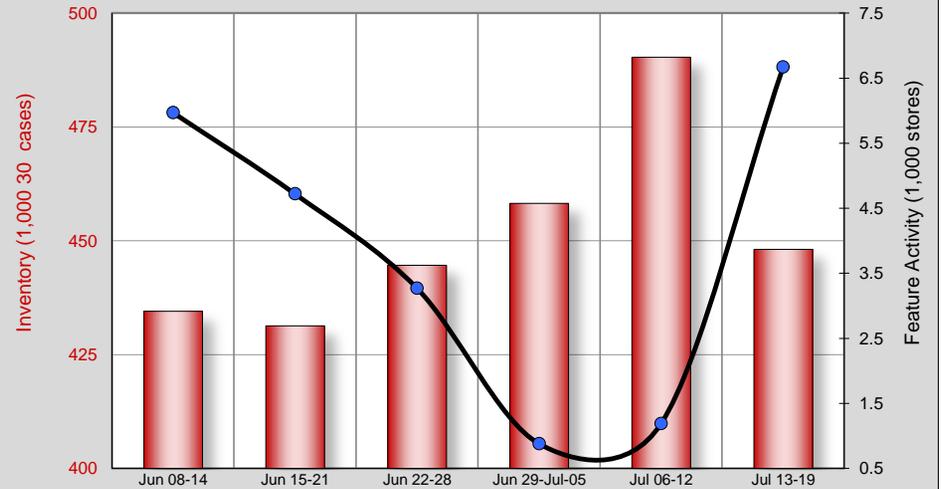


Large Shell Egg vs. Egg Product Feature Activity

Shell Liquid



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



Note: See page 1 for explanatory notes.