



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 07/27 thru 08/02.

(prices in dollars per carton)

Fri. Jul 27, 2012

SHELL EGG NATIONAL SUMMARY

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR							
	35.3% of 22,500 stores		32.3% of 22,500 stores				28.1% 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	0.99	780	1.29	40	1.61	930	1.43	50	1.50	390	1.20
	White 18 pack				1,380	1.83			580	2.01	10	1.80	250	2.35
	Brown 12 pack								10	1.28				
	USDA GRADE A													
	White 12 pack		10	1.79	1,860	1.12	10	1.50	2,540	1.28	20	1.24	1,940	1.05
White 18 pack				1,040	2.05			600	1.59			710	1.91	
Brown 12 pack				10	1.19			30	1.77			30	1.99	
SPECIALTY	USDA ORGANIC													
	White 12 pack													
	Brown 12 pack		130	3.50	540	3.92	20	3.49	500	4.12	30	3.66	1,280	4.16
	OMEGA-3													
	White 12 pack		170	2.81	550	2.53	350	2.99	820	2.67	200	2.68	1,540	2.66
	Brown 12 pack				320	3.50	20	3.99	70	3.39				
	CAGE-FREE													
	White 12 pack		50	2.79	20	1.75	140	2.79	1,880	2.58	60	2.99	480	2.67
	Brown 12 pack				80	3.12			2,640	2.74	20	2.99	320	3.39
	VEGETARIAN FED													
White 12 pack				30	2.99			20	2.50			10	2.50	
Brown 12 pack				190	2.68	10	2.50	50	3.00	160	2.99	330	3.27	

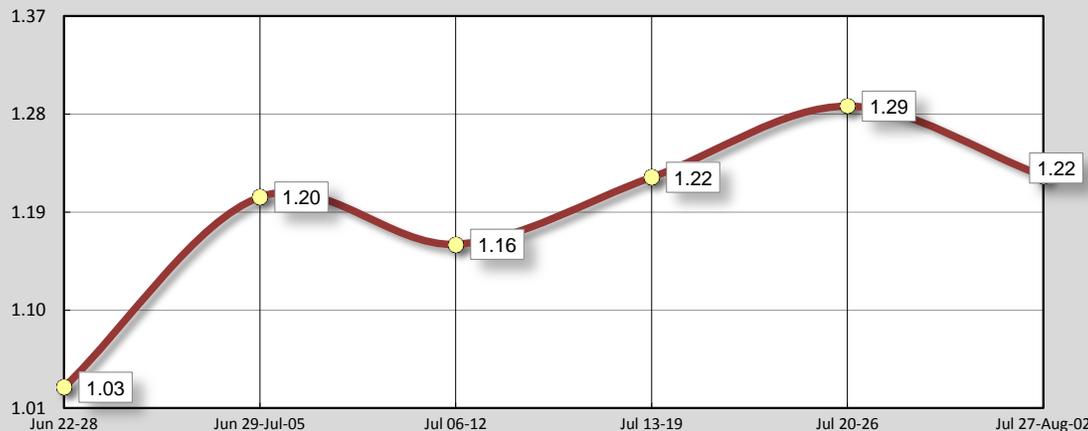
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	5,110	4,740	3,400	Large Eggs on Jul-23-2012
Specialty	2,080	6,520	4,430	
Total (includes MD)	7,620	12,060	8,140	366.5
Special Rate 4/:	7.1%	0.9%	6.3%	down 14.4%

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

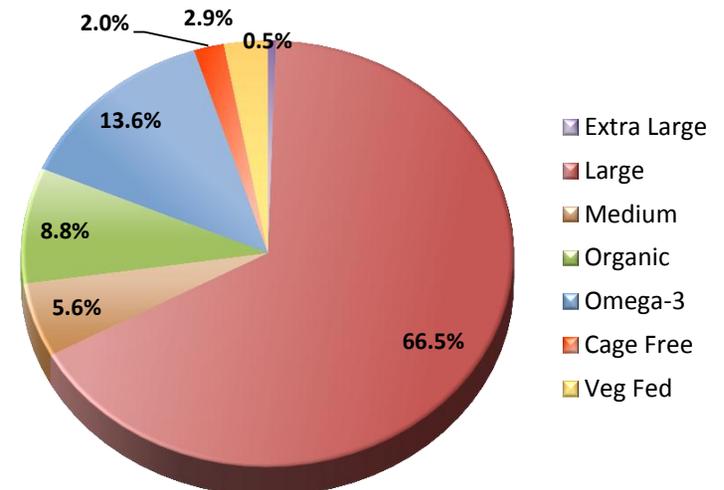
SHELL EGG and EGG PRODUCTS FEATURING

Promotional activity for regular shell eggs continues at a good pace with a shift in focus to 18-packs. Over one-third of surveyed supermarkets are promoting Large and Medium eggs this cycle. The average price of Grade A or better Large eggs is down from a week ago and consumers are much more likely to be tempted by "no price" incentives which are seeing a significant rise in usage. Ads for Extra Large eggs remain scarce as the supply of larger egg sizes remains tight due to the recent extreme heat over much of Midwest production area. Promotional activity for specialty shell eggs is dismal early in the week, but has begun to show some life late in the ad cycle. Omega-3 and organic eggs are featured primarily in the Northeast regions, limited elsewhere. Ads for Cage-free eggs drop sharply from view. Egg products are seeing a slight boost in promotional activity, especially in the Southeast where 14-16 ounce cartons are the popular favorite.

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/}		26.1% of 4,400 sampled outlets Activity Index = 2,060 (includes Medium)						42.1% of 6,000 sampled outlets Activity Index = 1,100 (includes Medium)						30.8% of 4,000 sampled outlets Activity Index = 1,340 (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				1.69	10	1.69										0.97 - 1.33	20	1.20	
	White 18 pack																			
	Brown 12 pack																			
	MEDIUM	White 12 pack						White 12 pack						White 12 pack						
USDA GRADE A	White 12 pack				0.79 - 1.50	140	1.03				0.99 - 1.25	320	1.23				0.98 - 1.29	1,040	1.12	
	White 18 pack				1.99	110	1.99				1.50 - 2.29	710	2.10				1.50 - 1.99	110	1.87	
	Brown 12 pack				1.19	10	1.19													
		MEDIUM	White 12 pack			0.88 - 1.00	140	0.99	White 12 pack			0.79 - 1.00	50	0.96	White 12 pack			0.77	60	0.77
		White 30 pack						White 30 pack			1.98	20	1.98	White 30 pack						
S P E C I A L T Y	USDA ORGANIC																3.49	20	3.49	
		White 12 pack				3.99 - 5.58	360	4.34									3.89	10	3.89	
		Brown 12 pack																		
		OMEGA-3																1.99 - 2.19	30	2.11
		White 12 pack	2.50 - 2.99	140	2.97	2.00 - 2.99	510	2.57										1.99 - 2.00	40	2.00
	Brown 12 pack				2.50 - 5.38	320	3.50													
	CAGE-FREE																			
	White 12 pack	2.79	50	2.79	1.50	10	1.50													
	Brown 12 pack				2.99 - 3.99	40	3.55										3.29	10	3.29	
	VEGETARIAN FED																			
	White 12 pack				2.99	30	2.99													
	Brown 12 pack				2.50 - 3.29	190	2.68													
		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/}		30.4% of 4,000 sampled outlets Activity Index = 1,340 (includes Medium)						41.5% of 2,900 sampled outlets Activity Index = 1,000 (includes Medium)						52.6% of 1,200 sampled outlets Activity Index = 780 (includes Medium)						
USDA GRADE AA	White 12 pack				1.25 - 1.33	220	1.28	0.99	30	0.99	0.99 - 1.68	280	1.53				0.88 - 1.29	250	1.01	
	White 18 pack				0.98 - 2.00	440	1.84				1.79 - 2.00	460	1.88				1.50 - 3.00	480	1.77	
	Brown 12 pack																			
	MEDIUM	White 12 pack						White 12 pack			0.79 - 1.00	20	0.85	White 12 pack			0.60	20	0.60	
USDA GRADE A	White 12 pack				0.99 - 1.00	340	1.00	1.79	10	1.79	1.99	20	1.99							
	White 18 pack				1.50 - 2.29	110	2.02													
	Brown 12 pack																			
		MEDIUM	White 12 pack			0.77	10	0.77	White 12 pack			1.50 - 1.56	50	1.55	White 12 pack					
		White 30 pack			1.50 - 1.98	60	1.57	White 30 pack						White 30 pack						
S P E C I A L T Y	USDA ORGANIC																			
		White 12 pack																		
		Brown 12 pack	3.50	50	3.50	2.29 - 3.50	90	2.88	3.50	60	3.50	3.50	60	3.50			2.28	20	2.28	
		OMEGA-3																		
		White 12 pack																		
	Brown 12 pack																			
	CAGE-FREE																			
	White 12 pack										2.00	10	2.00							
	Brown 12 pack				2.50	20	2.50										2.50	10	2.50	
	VEGETARIAN FED																			
	White 12 pack																			
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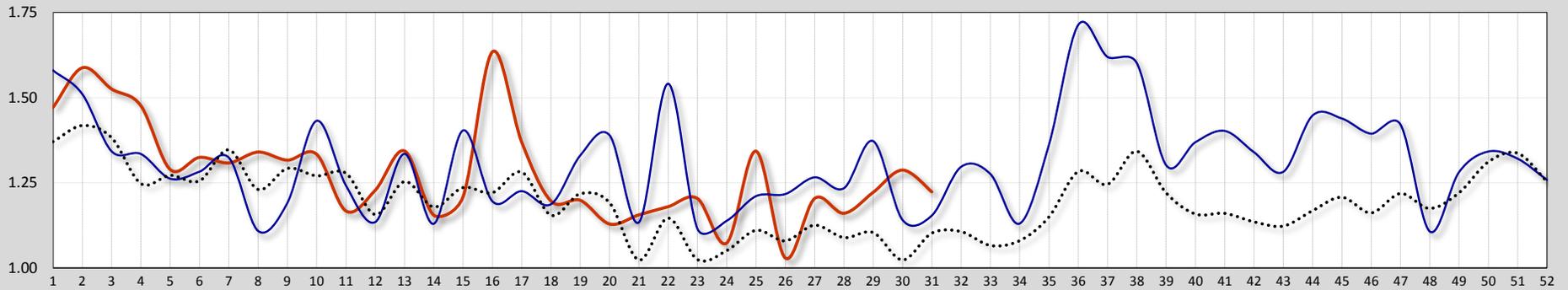


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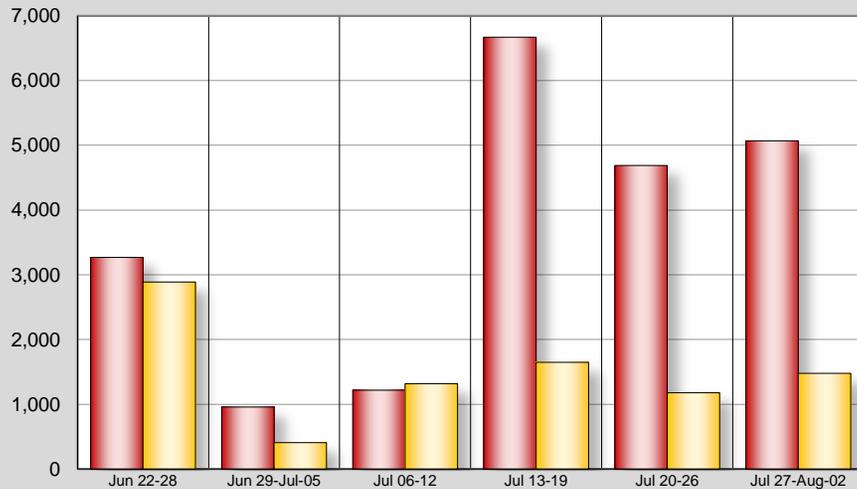
EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	6.4%	4.2%	7.4%	5.1% of 4,400 sampled	17.5% of 6,000 sampled	2.9% of 4,000 sampled	1.3% of 4,000 sampled	0.4% of 2,900 sampled	0.0% of 1,200 sampled
2/ Activity Index	1,480	1,180	2,720	Activity Index = 200	Activity Index = 1,040	Activity Index = 130	Activity Index = 100	Activity Index = 10	Activity Index = 0
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range Stores Avg ^{3/}					
14-16 oz. crtn	1,250 1.77	730 2.61	2,030 2.20	2.50 20 2.50	1.66 1,040 1.66	1.89 - 2.50 130 2.11	2.19 - 2.85 60 2.66	3.69 10 3.69	
32 oz. crtn	190 4.50	410 3.99	420 4.44	4.99 140 4.99			3.00 40 3.00		
3 - 4 oz. cup	40 2.79	40 2.79	270 2.76	2.79 40 2.79					
2 - 8 oz. cup									

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

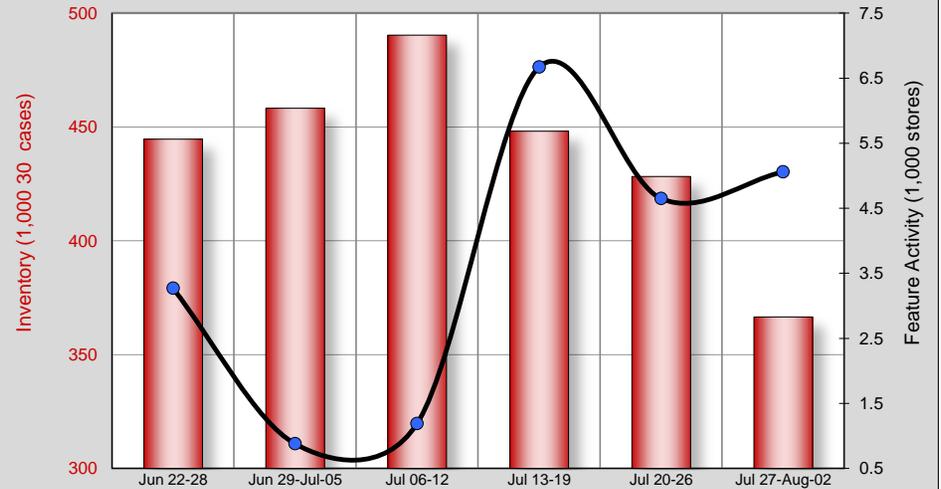


Large Shell Egg vs. Egg Product Feature Activity

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>