



# 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 08/10 thru 08/16.

(prices in dollars per carton)

Fri. Aug 10, 2012

## SHELL EGG NATIONAL SUMMARY

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR																			
	25.9% of 22,500 stores		28.8% of 22,500 stores				22.3% 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		180		1.35		350		1.74		10		1.49		720		1.22									
	White 18 pack		20		2.69		1,580		2.40		210		1.91		1,630		2.16									
	Brown 12 pack						40		1.49																	
	<b>USDA GRADE A</b>																									
	White 12 pack				210		1.67		70		1.50		350		1.19		20		1.11		2,070		1.16			
White 18 pack				980		2.54						510		2.06						750		1.94				
Brown 12 pack												10		1.99						20		1.29				
SPECIALTY	<b>USDA ORGANIC</b>																									
	White 12 pack								240		2.50															
	Brown 12 pack		200		3.99		580		3.79		330		4.17		20		3.99		220		3.61					
	<b>OMEGA-3</b>																									
	White 12 pack		520		2.53		1,140		2.56		20		2.99		2,150		2.34		60		2.42		1,520		2.39	
	Brown 12 pack																						260		3.67	
<b>CAGE-FREE</b>																										
White 12 pack				20		2.29		100		2.27										30		2.99				
Brown 12 pack				950		3.02		320		3.01		30		2.99		390		2.95								
<b>VEGETARIAN FED</b>																										
White 12 pack		50		3.49		130		2.50		120		2.50														
Brown 12 pack		580		2.00		760		2.40		20		2.84		30		2.24		220		3.75						

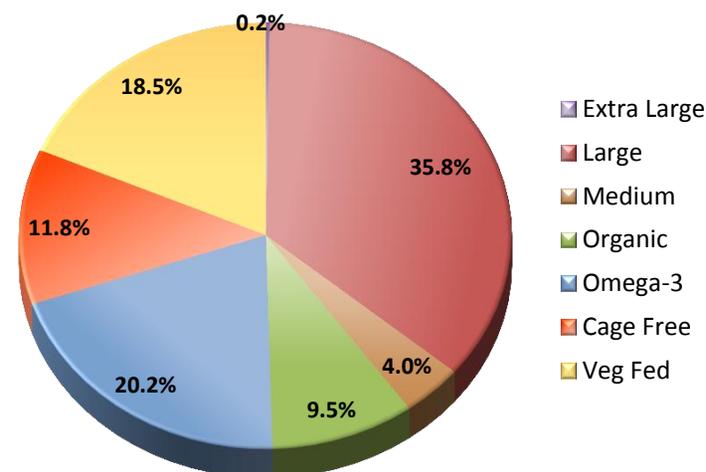
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,970	1,540	5,220	Large Eggs on Aug-06-2012
Specialty	4,930	3,300	2,780	
Total (includes MD)	8,230	5,120	8,090	433.3
Special Rate 4/:	1.3%	9.4%	2.4%	up 9.8%

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

## SHELL EGG and EGG PRODUCTS FEATURING

Feature activity for regular shell egg is up considerably from last week. The average price of Grade A or better Large eggs is sharply higher, driven by increased featuring of 18-pack eggs offered at higher sale price levels. Shopper looking to offset costs with "no price" incentives are hard pressed to find any as they have dropped nearly from view. Grocers continue to lean heavily on Medium sized eggs and are offering a significant volume in flyers, especially in the South Central region. Features for Extra Large regular shell eggs are rare. Specialty shell egg promotions are higher in number with cage-free and vegetarian-fed varieties gaining more exposure in circulars. Omega-3 eggs lose some ground, but are still a popular featured item. Featuring is more active on liquid eggs with 14-16 ounce cartons promoted in all area of the country. Many supermarkets are beginning to respond to sharply higher wholesale eggs prices by cutting back on the amount of shell egg features they conduct.

## This Week's Shell Egg Featuring by Category



## Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen



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>		48.0% of 4,400 sampled outlets Activity Index = 3,530 (includes Medium)						13.8% of 6,000 sampled outlets Activity Index = 1,080 (includes Medium)						9.9% of 4,000 sampled outlets Activity Index = 770 (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				2.00	10	2.00										1.98	10	1.98		
	White 18 pack																				
	Brown 12 pack																				
	MEDIUM				White 12 pack						White 12 pack						White 12 pack				
USDA GRADE A	White 12 pack				1.39 - 1.66	90	1.61				1.99 - 2.49	560	2.42				0.89 - 1.29	90	1.07		
	White 18 pack				2.49 - 2.99	280	2.83										1.99 - 2.49	90	2.43		
	Brown 12 pack																				
	MEDIUM				White 12 pack	1.32	10	1.32			White 12 pack						White 12 pack	0.99	10	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	3.99	200	3.99	3.19 - 4.69	370	4.10				3.19	190	3.19				3.79	10	3.79		
	OMEGA-3																				
	White 12 pack	1.99 - 2.99	520	2.53	1.90 - 2.99	480	2.26										3.69	180	3.69		
CAGE-FREE	White 12 pack				2.69	10	2.69														
	Brown 12 pack				2.50 - 3.69	360	3.25				2.50	190	2.50				2.79 - 3.69	200	3.62		
	VEGETARIAN FED																				
White 12 pack	3.49	50	3.49	2.50	130	2.50															
Brown 12 pack	2.00	510	2.00	2.00	510	2.00	2.00	70	2.00	2.00	70	2.00				3.69	180	3.69			
		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>		23.2% of 4,000 sampled outlets Activity Index = 1,130 (includes Medium)						31.5% of 2,900 sampled outlets Activity Index = 900 (includes Medium)						54.7% of 1,200 sampled outlets Activity Index = 820 (includes Medium)							
USDA GRADE AA	White 12 pack				0.99 - 1.50	150	1.33				2.69	20	2.69	2.00 - 2.59	770	2.40			0.79 - 1.50	20	1.18
	White 18 pack				1.98 - 2.49	480	2.35												2.49	320	2.49
	Brown 12 pack																				
	MEDIUM				White 12 pack	0.69 - 1.33	200	1.08			White 12 pack	0.69	40	0.69			White 12 pack	0.69	20	0.69	
USDA GRADE A	White 12 pack				1.25	10	1.25												4.89	20	4.89
	White 18 pack				2.49	50	2.49														
	Brown 12 pack																				
	MEDIUM				White 12 pack	1.20	50	1.20			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										3.99	10	3.99								
	OMEGA-3																				
	White 12 pack				2.33 - 2.50	190	2.41				2.50	60	2.50				1.99 - 2.49	230	2.43		
Brown 12 pack																					
CAGE-FREE	White 12 pack																		1.88	10	1.88
	Brown 12 pack																		2.49	200	2.49
	VEGETARIAN FED																				
White 12 pack																					
Brown 12 pack																					

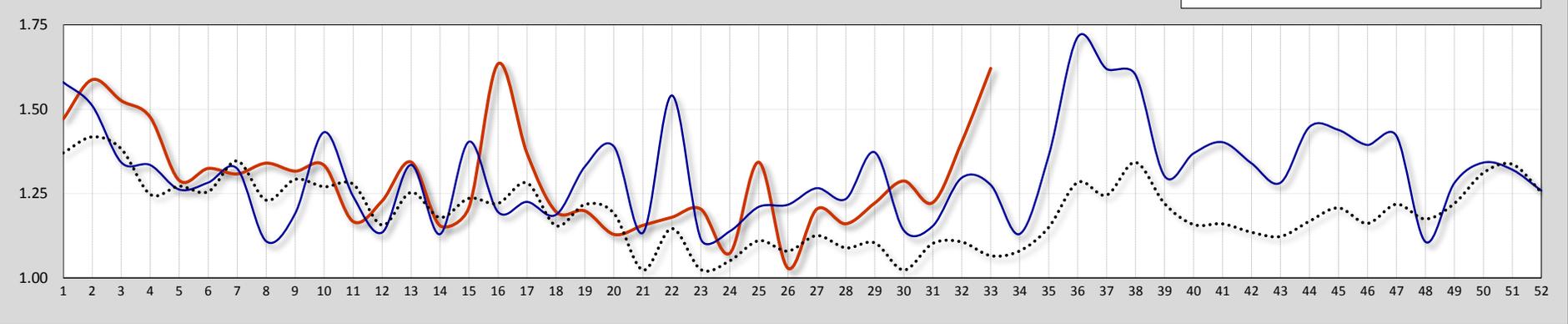


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**Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 08/10 thru 08/16.**  
 (prices in dollars per carton)

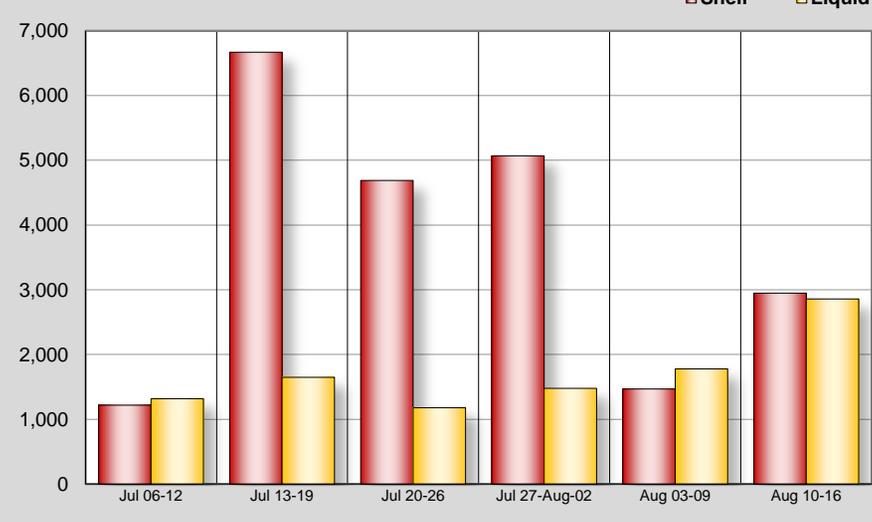
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EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	11.8%	7.6%	5.1%	17.7% of 4,400 sampled	4.4% of 6,000 sampled	4.8% of 4,000 sampled	12.8% of 4,000 sampled	20.1% of 2,900 sampled	26.9% of 1,200 sampled
2/ Activity Index	2,860	1,780	2,650	Activity Index = 1,030	Activity Index = 270	Activity Index = 180	Activity Index = 480	Activity Index = 580	Activity Index = 320
	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	2,480 2.86	600 2.65	1,230 2.46	1.99 - 3.49 860 2.69	2.25 - 2.89 70 2.69	1.98 - 3.29 180 2.83	2.00 - 3.29 470 2.84	2.50 - 3.29 580 3.12	2.89 320 2.89
32 oz. crtn	220 3.35	890 4.79	1,200 4.11	2.99 10 2.99	3.37 200 3.37		3.39 10 3.39		
3 - 4 oz. cup	160 2.92	290 2.76	220 3.47	1.99 - 2.99 160 2.92					
2 - 8 oz. cup									

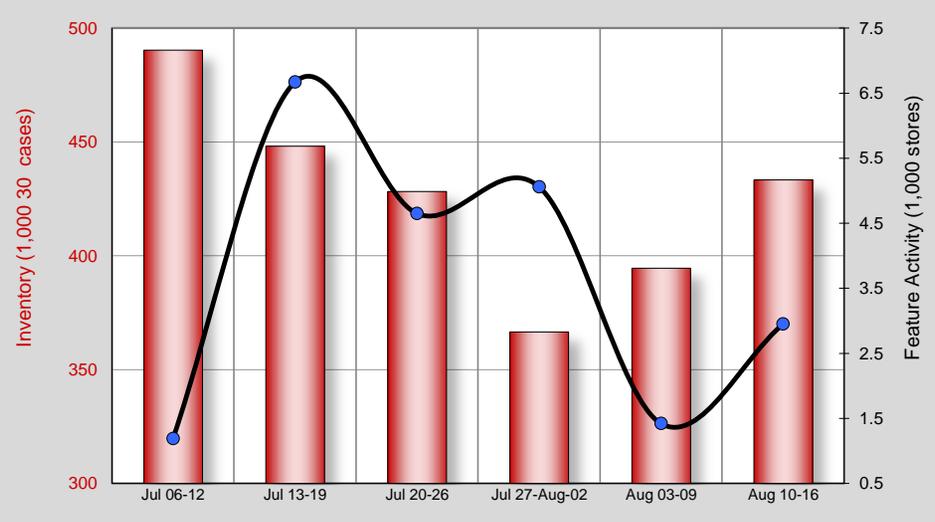
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



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.