



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 08/17 thru 08/23.

(prices in dollars per carton)

Fri. Aug 17, 2012

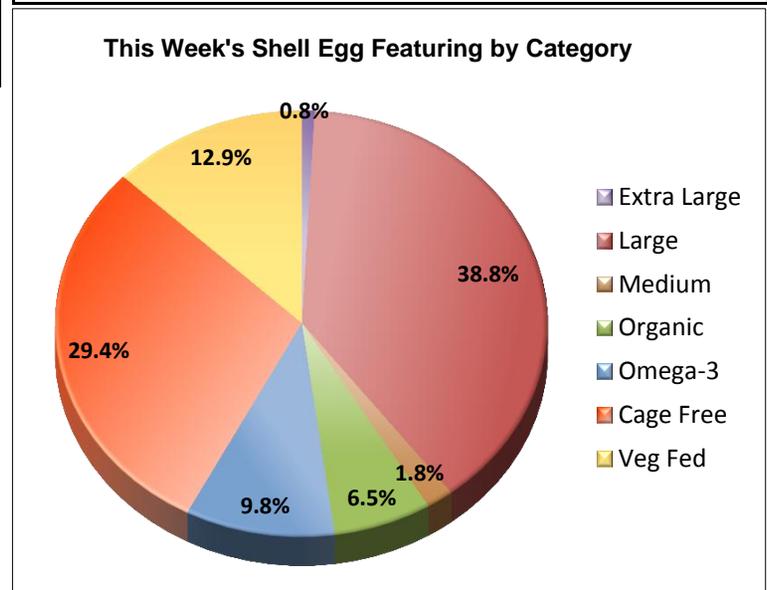
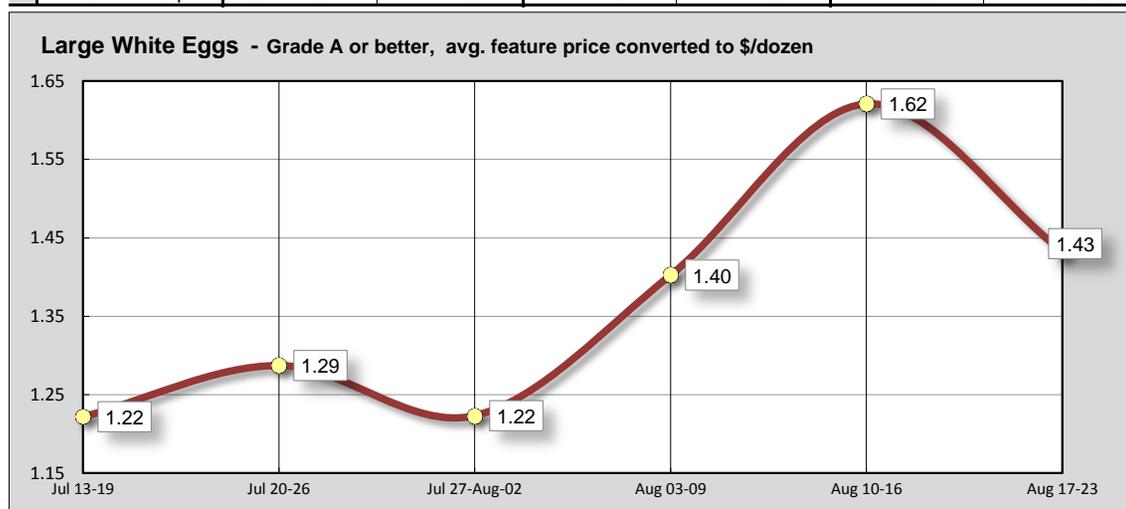
SHELL EGG NATIONAL SUMMARY													
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	42.2% of 22,500 stores				25.9% of 22,500 stores				35.3% of 19,500 stores				
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE		
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
REGULAR	USDA GRADE AA												
	White 12 pack	10	2.25	660	1.73			180	1.35			420	1.70
	White 18 pack	30	2.79	60	3.17	20	2.69	1,580	2.40			670	1.41
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack	10	1.39	2,580	1.35			210	1.67	180	1.49	1,170	1.04
White 18 pack			320	2.00			980	2.54			600	1.68	
Brown 12 pack	30	2.69	100	0.99							130	1.50	
SPECIALTY	USDA ORGANIC												
	White 12 pack												
	Brown 12 pack	10	3.69	610	4.27	200	3.99	580	3.79	260	4.40	480	4.81
	OMEGA-3												
	White 12 pack	60	2.50	760	2.44	520	2.53	1,140	2.56	60	2.85	1,280	2.37
	Brown 12 pack	20	2.99	100	2.99							150	2.99
	CAGE-FREE												
	White 12 pack			420	3.00			20	2.29				
	Brown 12 pack			2,400	2.78			950	3.02	140	2.51	270	3.03
	VEGETARIAN FED												
White 12 pack			360	2.58	50	3.49	130	2.50					
Brown 12 pack	200	2.50	680	2.79	580	2.00	760	2.40	30	2.66	310	2.22	

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	3,800	2,970	3,170	Large Eggs on Aug-13-2012
Specialty	5,620	4,930	2,980	
Total (includes MD)	9,590	8,230	6,650	480.7
Special Rate 4/:	9.1%	1.3%	2.2%	up 10.9%

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

SHELL EGG and EGG PRODUCTS FEATURING

Featuring of shell eggs is on the increase this week with retailers shifting emphasis back to regular eggs in 12-packs and dropping sale prices sharply. As an added insurance policy, grocers are using "no price" incentives to stimulate buyer interest by pairing eggs with the additional purchase of other items. Featuring of Medium shell eggs, popular in recent weeks, are tapering off. Specialty shell egg promotions are higher in number than a week ago with the focus on brown cage-free eggs, comprising over half of promotions for specialty eggs. Promotional activity for Omega-3 eggs continues to decline while featuring of other specialty types remains constant. Liquid eggs drop from view in circulars this week in the egg products sector and the few ads that are around are at much lower prices. School bells are in the air and consumer budgets will be stretched thin in preparation. Shoppers will be much more discerning in what they put in their carts in coming weeks.



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/}		48.3% of 4,400 sampled outlets Activity Index = 3,720 (includes Medium)						43.9% of 6,000 sampled outlets Activity Index = 1,190 (includes Medium)						48.5% of 4,000 sampled outlets Activity Index = 1,850 (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				2.00	10	2.00													
	White 18 pack																			
	Brown 12 pack																			
	MEDIUM				White 12 pack						White 12 pack					White 12 pack				
USDA GRADE A	White 12 pack				1.39 - 1.50	300	1.39				1.39 - 1.50	560	1.43	1.39	10	1.39	0.99 - 1.68	920	1.25	
	White 18 pack										1.88	80	1.88				1.99 - 2.49	30	2.32	
	Brown 12 pack																0.99	100	0.99	
	MEDIUM				White 12 pack	1.17	60	1.17			White 12 pack					White 12 pack	0.35 - 0.99	20	0.80	
					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				3.98 - 4.99	570	4.30						3.69	10	3.69	3.50	20	3.50	
		OMEGA-3																		
		White 12 pack	2.50	60	2.50	1.88 - 2.99	510	2.38									1.99 - 2.59	30	2.32	
		Brown 12 pack	2.99	20	2.99	2.99	100	2.99												
		CAGE-FREE																		
	White 12 pack				2.79	240	2.79										3.29	180	3.29	
	Brown 12 pack				2.99 - 3.99	690	3.23			2.50 - 3.00	470	2.58				2.50	530	2.50		
	VEGETARIAN FED																			
	White 12 pack				2.50 - 2.99	360	2.58													
	Brown 12 pack	2.50	160	2.50	2.50 - 3.49	640	2.80	2.50	40	2.50	2.50	40	2.50							
		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/}		33.3% of 4,000 sampled outlets Activity Index = 1,170 (includes Medium)						39.6% of 2,900 sampled outlets Activity Index = 1,340 (includes Medium)						27.2% of 1,200 sampled outlets Activity Index = 320 (includes Medium)						
USDA GRADE AA	White 12 pack				2.00	40	2.00	2.25	10	2.25	1.50 - 2.69	480	1.79				1.39	130	1.39	
	White 18 pack							2.79	30	2.79	2.25	40	2.25				5.00	20	5.00	
	Brown 12 pack																			
	MEDIUM				White 12 pack						White 12 pack					White 12 pack				
USDA GRADE A	White 12 pack				0.99 - 1.68	450	1.39				1.39 - 3.50	280	1.44				1.39	70	1.39	
	White 18 pack				2.00	210	2.00													
	Brown 12 pack							2.69	30	2.69										
	MEDIUM				White 12 pack	0.96 - 1.44	40	1.31			White 12 pack	1.56	40	1.56		White 12 pack				
					White 30 pack						White 30 pack	0.99	10	0.99		White 30 pack				
S P E C I A L T Y	USDA ORGANIC																			
		White 12 pack																		
		Brown 12 pack															3.99	20	3.99	
		OMEGA-3																		
		White 12 pack				2.99	100	2.99			2.29	120	2.29							
		Brown 12 pack																		
		CAGE-FREE																		
	White 12 pack																			
	Brown 12 pack				2.50	330	2.50			2.50 - 3.00	300	2.91				2.50	80	2.50		
	VEGETARIAN FED																			
	White 12 pack																			
	Brown 12 pack																			

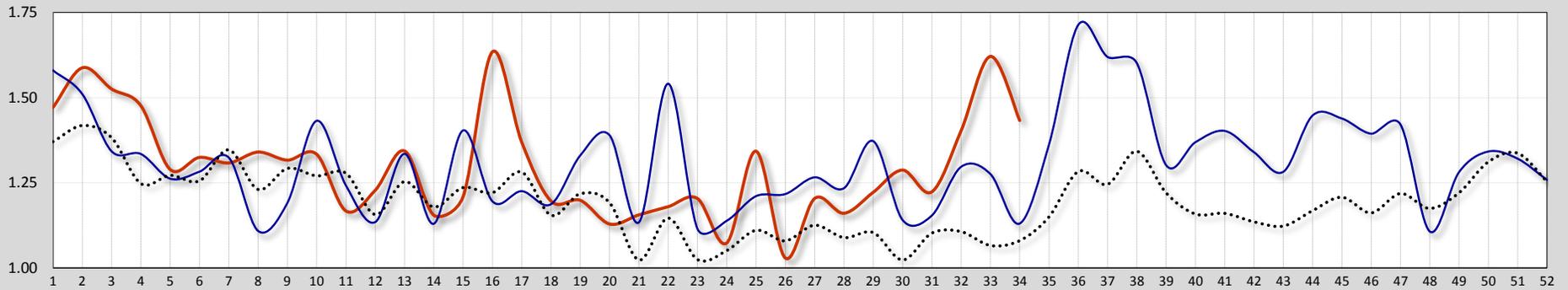


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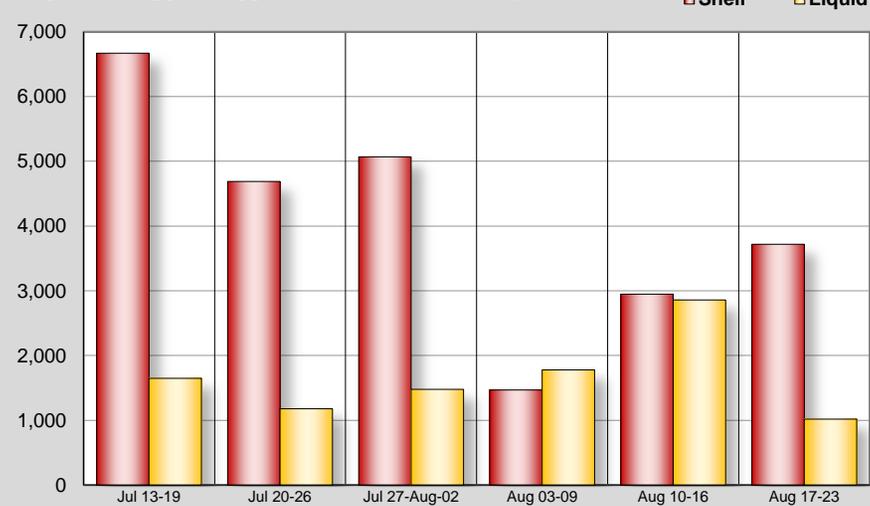
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EGG PRODUCTS	THIS WEEK		LAST WEEK		LAST YEAR		NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST				
1/ Feature Rate	5.8%		11.8%		5.1%		13.7% of 4,400 sampled		7.3% of 6,000 sampled		1.0% of 4,000 sampled		5.6% of 4,000 sampled		0.5% of 2,900 sampled		0.0% of 1,200 sampled				
2/ Activity Index	1,020		2,860		2,650		Activity Index = 440		Activity Index = 430		Activity Index = 40		Activity Index = 100		Activity Index = 10		Activity Index = 0				
	Stores	Avg ^{3/}	Stores	Avg 3/	Stores	Avg 3/	Price Range	Stores	Avg ^{3/}	Price Range	Stores	Avg ^{3/}	Price Range	Stores	Avg ^{3/}	Price Range	Stores	Avg ^{3/}			
14-16 oz. crtn	950	2.52	2,480	2.86	1,230	2.46	1.99 - 2.99	370	2.55	2.50	430	2.50	2.49 - 2.79	40	2.53	2.00 - 2.50	100	2.47	2.49	10	2.49
32 oz. crtn	70	4.80	220	3.35	1,200	4.11	3.99 - 4.99	70	4.80												
3 - 4 oz. cup			160	2.92	220	3.47															
2 - 8 oz. cup																					

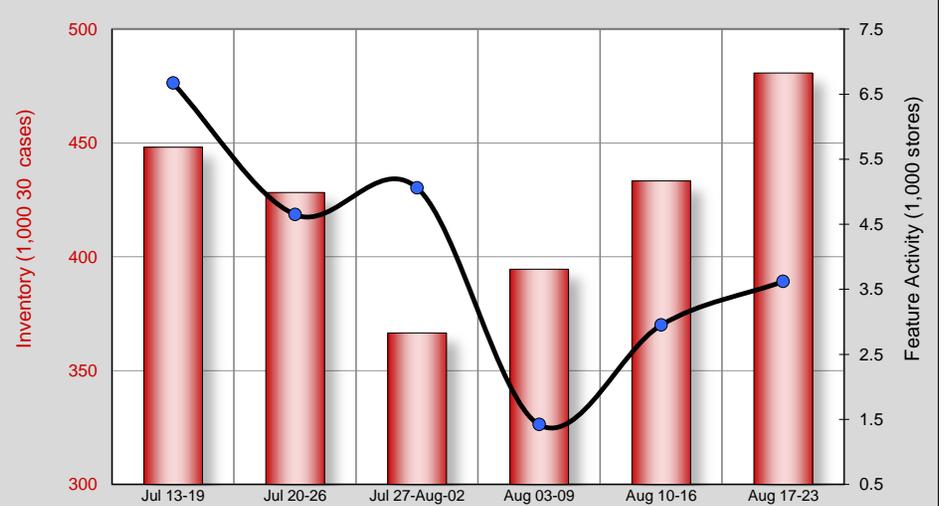
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



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.