



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 08/31 thru 09/06.

(prices in dollars per carton)

Fri. Aug 31, 2012

SHELL EGG NATIONAL SUMMARY

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR					
	13.4% of 22,500 stores		32.3% of 22,500 stores				19.4% 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
REGULAR USDA GRADE AA	White 12 pack	10	1.69	60	1.48			100	1.85	10	1.69	
	White 18 pack			30	2.16			280	2.41			240
	Brown 12 pack											2.58
REGULAR USDA GRADE A	White 12 pack			250	1.34	40	1.56	350	1.22	120	2.25	770
	White 18 pack			20	2.34			180	1.91			10
	Brown 12 pack			90	2.66							2.50
SPECIALTY USDA ORGANIC	White 12 pack											20
	Brown 12 pack	10	2.50	180	3.66	30	3.99	480	4.05	40	3.49	250
												3.90
SPECIALTY OMEGA-3	White 12 pack	280	2.79	710	2.45	90	2.00	1,860	2.34	130	3.00	1,990
	Brown 12 pack	10	2.50	80	5.52	10	2.50	130	2.50			60
												2.67
SPECIALTY CAGE-FREE	White 12 pack	130	2.50					70	2.71	110	2.69	
	Brown 12 pack	370	2.99	360	3.05	10	2.60	2,070	2.65	10	2.69	500
												3.10
SPECIALTY VEGETARIAN FED	White 12 pack			100	2.34			50	2.99			
	Brown 12 pack			20	2.99	180	2.50	1,520	2.40			770
												2.93

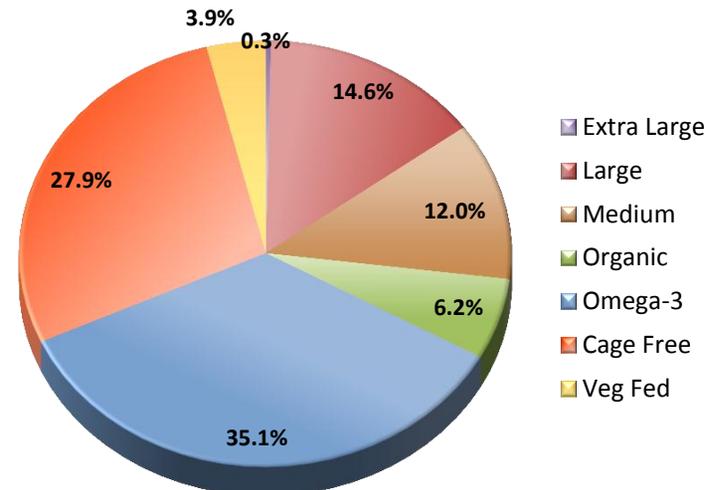
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	460	950	1,150	Large Eggs on Aug-27-2012
Specialty	2,250	6,500	3,880	
Total (includes MD)	3,080	8,060	5,120	584.2
Special Rate 4/:	0.1%	4.5%	7.6%	up 8.1%

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

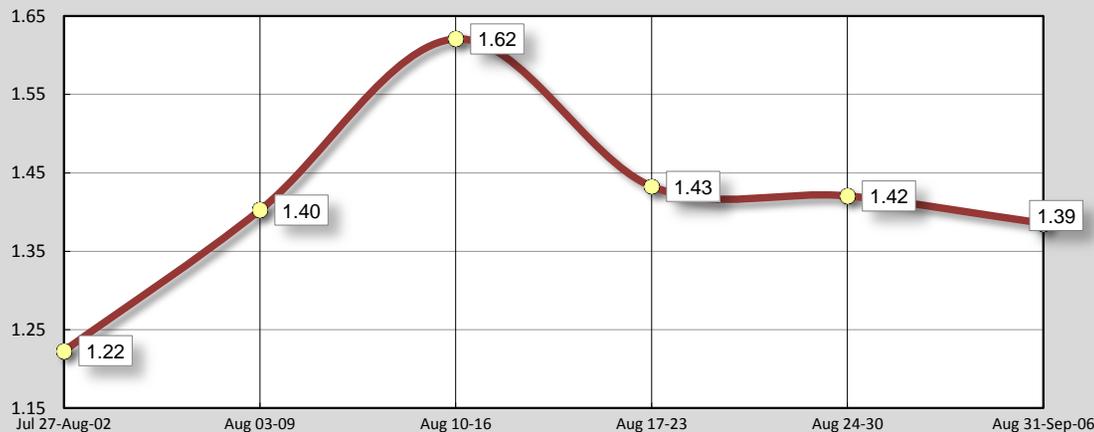
SHELL EGG and EGG PRODUCTS FEATURING

As we enter the Labor Day weekend, grocers are filling their circulars with poultry and meat items as an ending to the last official grilling day of summer. With all the focus on meat proteins, promotions for regular shell eggs continue to be few and far between. The average price of Large eggs, Grade A or better, is down slightly from last week. Shopper are finding that "no price" incentives are a rarity. Although scarce, ads for Large and Medium shell eggs are commanding a fairly good percentage of space in flyers. Promotions of specialty shell eggs are also fewer in number, with most activity primarily along the East coast. Egg products are in the best position as promotional activity here doubles that of a week ago. Liquid eggs are featured in all areas except the Southwest.

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 ^{1/} Activity Index ^{2/}		33.5% of 4,400 sampled outlets Activity Index = 1,640 (includes Medium)						9.5% of 6,000 sampled outlets Activity Index = 510 (includes Medium)						14.4% of 4,000 sampled outlets Activity Index = 600 (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				1.59	10	1.59							1.69	10	1.69		1.50	40	1.50
	White 18 pack																			
	Brown 12 pack																			
	MEDIUM				White 12 pack			White 12 pack		0.88	60	0.88		White 12 pack						
USDA GRADE A	White 12 pack				0.98	50	0.98				0.98 - 1.00	50	0.99				1.00 - 1.59	60	1.36	
	White 18 pack																2.22	30	2.22	
	Brown 12 pack				2.88	60	2.88										0.97	10	0.97	
	MEDIUM				White 12 pack	0.99 - 1.00	150	1.00	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	2.50	10	2.50	3.99	50	3.99				3.49	110	3.49							
	OMEGA-3																			
	White 12 pack	1.99 - 2.50	100	2.42	2.33 - 2.99	590	2.50				2.50	50	2.50	3.00	180	3.00	1.99 - 2.29	70	2.02	
	Brown 12 pack	2.50	10	2.50	2.50 - 6.00	80	5.52													
	CAGE-FREE																			
	White 12 pack	2.50	130	2.50							2.99 - 3.00	210	3.00	2.99	200	2.99				
Brown 12 pack	2.99	170	2.99	2.79 - 3.69	140	3.17														
VEGETARIAN FED																				
White 12 pack				2.29 - 2.99	90	2.34				2.29	10	2.29								
Brown 12 pack										2.99	20	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 ^{1/} Activity Index ^{2/}		6.0% of 4,000 sampled outlets Activity Index = 190 (includes Medium)						4.2% of 2,900 sampled outlets Activity Index = 80 (includes Medium)						4.1% of 1,200 sampled outlets Activity Index = 60 (includes Medium)						
USDA GRADE AA	White 12 pack				1.29	10	1.29				2.50	10	2.50				0.88 - 2.99	20	2.00	
	White 18 pack																			
	Brown 12 pack																			
	MEDIUM				White 12 pack	0.70	50	0.70	White 12 pack		2.50	40	2.50	White 12 pack			1.99	10	1.99	
USDA GRADE A	White 12 pack				1.59 - 1.68	60	1.60				1.00 - 3.79	30	1.96							
	White 18 pack				1.99 - 2.77	20	2.34													
	Brown 12 pack																			
	MEDIUM				White 12 pack	0.88	40	0.88	White 12 pack					White 12 pack						
					White 30 pack	2.99	10	2.99	White 30 pack					White 30 pack						
S P E C I A L T Y	USDA ORGANIC																			
	White 12 pack																3.50 - 3.99	20	3.75	
	Brown 12 pack																			
	OMEGA-3																			
	White 12 pack																			
	Brown 12 pack																			
	CAGE-FREE																2.50	10	2.50	
	White 12 pack																			
Brown 12 pack																				
VEGETARIAN FED																				
White 12 pack																				
Brown 12 pack																				

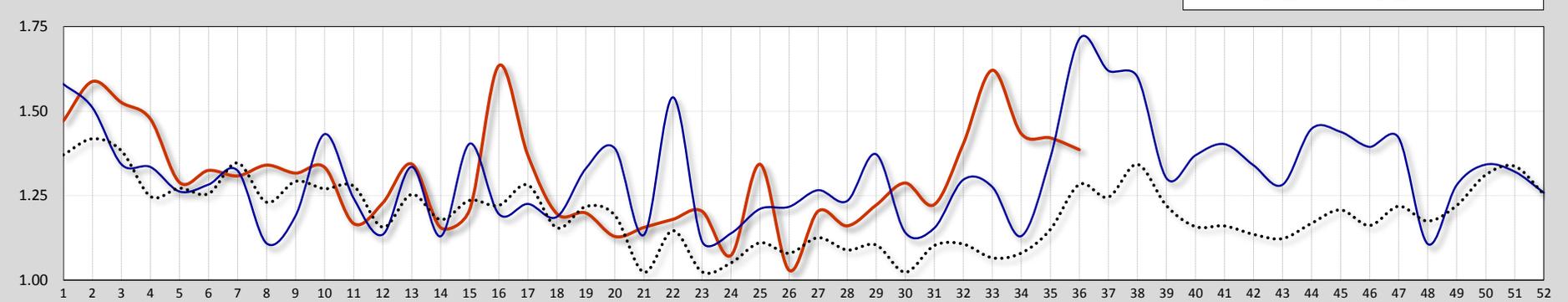


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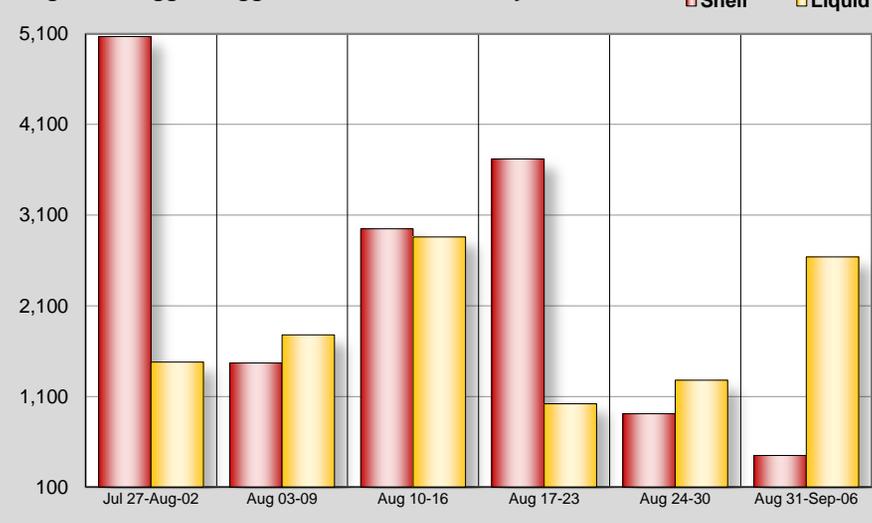
Fri. Aug 31, 2012

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	11.7%	6.0%	5.6%	10.6% of 4,400 sampled	26.4% of 6,000 sampled	7.6% of 4,000 sampled	2.4% of 4,000 sampled	0.0% of 2,900 sampled	16.6% of 1,200 sampled
2/ Activity Index	2,640	1,280	1,460	Activity Index = 470	Activity Index = 1,570	Activity Index = 310	Activity Index = 90	Activity Index = 0	Activity Index = 200
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range Stores Avg ^{3/}					
14-16 oz. crtn	2,120 2.09	1,220 2.68	810 2.37	2.00 - 3.29 390 2.71	1.67 - 2.39 1,360 1.80	1.79 - 2.50 100 2.36	2.69 70 2.69		2.50 200 2.50
32 oz. crtn	480 4.00		650 4.47	3.79 - 3.99 40 3.90	3.68 - 3.99 210 3.71	2.29 - 4.49 210 4.32	3.99 20 3.99		
3 - 4 oz. cup	40 2.79	60 2.88		2.79 40 2.79					
2 - 8 oz. cup									

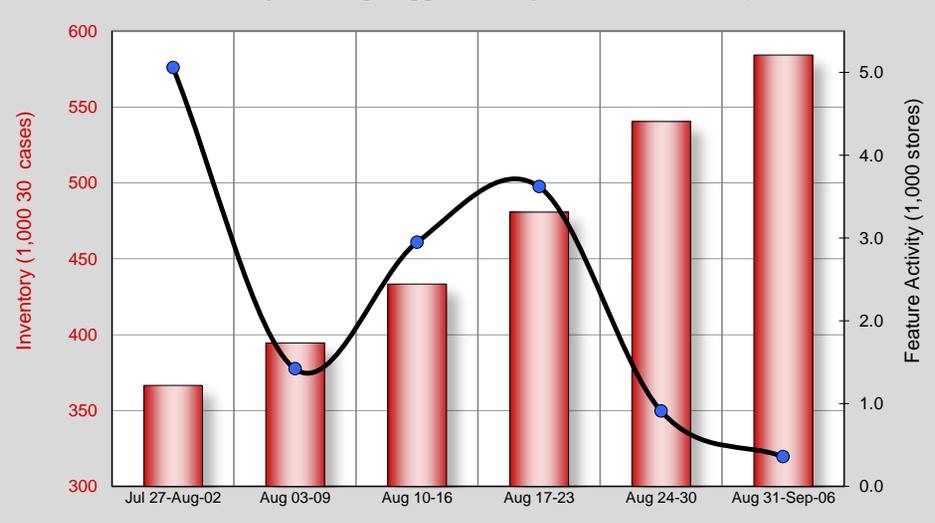
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



Large Shell Egg vs. Egg Product Feature Activity



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>