



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 09/07 thru 09/13.

(prices in dollars per carton)

Fri. Sep 07, 2012

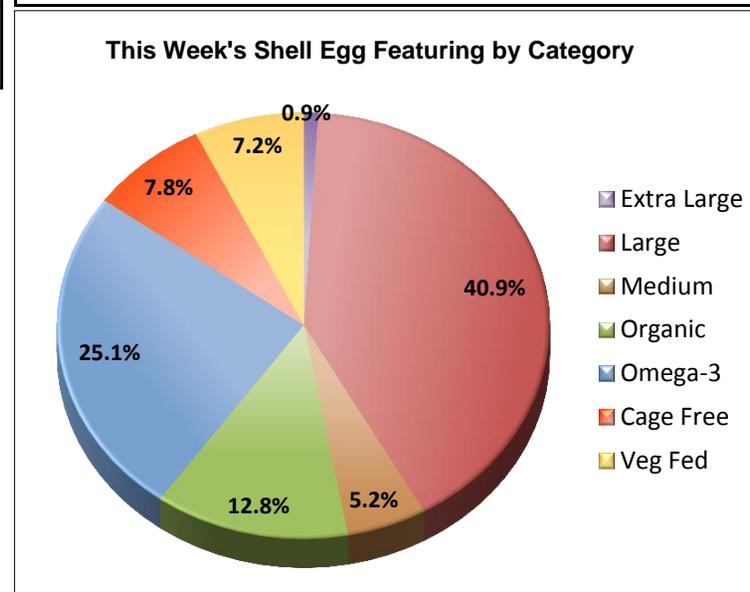
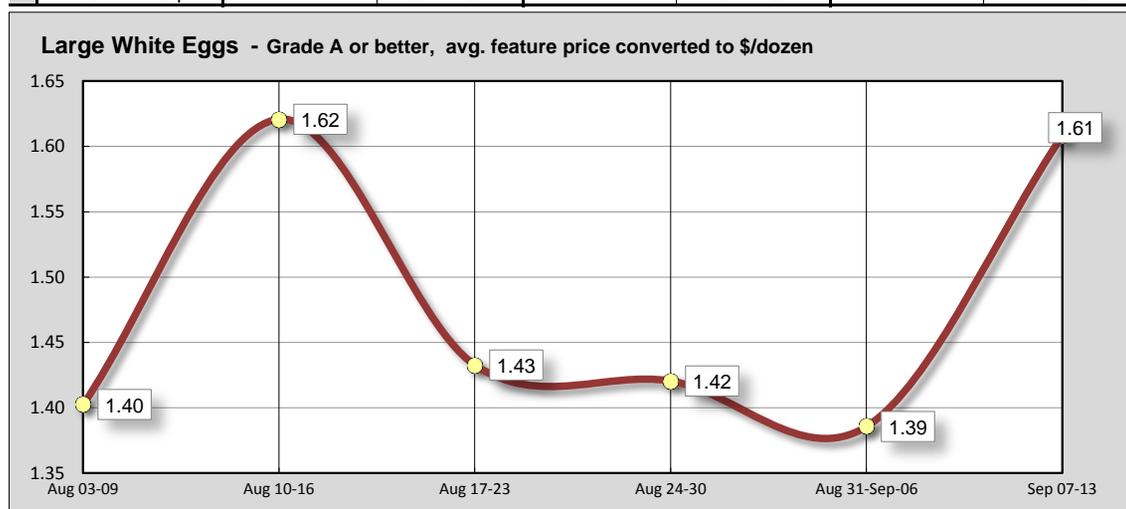
SHELL EGG NATIONAL SUMMARY														
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR					
	28.9% of 22,500 stores				13.4% of 22,500 stores				25.1% of 19,500 stores					
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE			
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg		
REGULAR	USDA GRADE AA													
	White 12 pack		20	2.12	10	0.98	10	1.69	60	1.48		140	1.39	
	White 18 pack		20	2.25	1,320	2.35			30	2.16		1,790	2.53	
	Brown 12 pack													
	USDA GRADE A													
	White 12 pack		30	1.17	1,370	1.70			250	1.34	20	1.60	290	1.43
White 18 pack				350	2.13			20	2.34		470	2.33		
Brown 12 pack								90	2.66		10	1.59		
SPECIALTY	USDA ORGANIC													
	White 12 pack													
	Brown 12 pack		30	3.49	920	3.91	10	2.50	180	3.66	40	3.49	480	3.70
	OMEGA-3													
	White 12 pack		460	2.60	1,080	2.54	280	2.79	710	2.45	10	2.79	1,130	2.25
	Brown 12 pack		310	2.78	20	3.49	10	2.50	80	5.52		60	2.39	
CAGE-FREE														
White 12 pack				30	2.26	130	2.50			30	2.50	420	2.09	
Brown 12 pack		50	2.99	500	2.97	370	2.99	360	3.05	60	2.99	1,070	2.50	
VEGETARIAN FED														
White 12 pack				260	2.51			100	2.34					
Brown 12 pack				280	2.77			20	2.99		100	2.35		

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	3,120	460	2,720	Large Eggs on Sep-03-2012
Specialty	3,940	2,250	3,400	
Total (includes MD)	7,450	3,080	6,250	552.9
Special Rate 4/:	0.2%	0.1%	1.5%	down 5.4%

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

SHELL EGG and EGG PRODUCTS FEATURING

Featuring of regular shell eggs is sharply higher following last week's dismal Labor Day promotional activity. The average price of Large white eggs offered to consumers has gone up dramatically this week, fueled by ad price increases for both Grade A and AA. Grocers continue backing away from using "no price" incentives as a marketing tool to entice shoppers into their establishments. Promotions of Medium eggs have declined slightly as activity is found only in the South Central and Southwest areas this week. Featuring of specialty shell eggs increases late in the ad cycle to surpass last week's activity. Omega-3 eggs are most commonly featured, followed closely by USDA Organic eggs. Egg products remain in the best position as promotional activity here is still higher than that of regular shell eggs. Liquid eggs in 32 ounce cartons enjoy good movement throughout the country.



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/}		41.5% of 4,400 sampled outlets Activity Index = 2,410 (includes Medium)						32.1% of 6,000 sampled outlets Activity Index = 2,200 (includes Medium)						12.2% of 4,000 sampled outlets Activity Index = 510 (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																			
	White 18 pack																1.50	10	1.50	
	Brown 12 pack																			
	MEDIUM				White 12 pack						White 12 pack					White 12 pack				
USDA GRADE A	White 12 pack	0.99 - 1.69	30	1.17	0.69 - 1.67	90	1.46				0.69 - 1.89	1,110	1.82				0.69 - 1.29	140	1.01	
	White 18 pack				1.99 - 2.49	100	2.42				2.49	40	2.49				1.49 - 2.49	180	1.92	
	Brown 12 pack																			
	MEDIUM				White 12 pack	0.79 - 0.98	20	0.83			White 12 pack	0.99 - 1.00	120	0.99			White 12 pack	0.88 - 1.25	30	1.05
					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	3.49	30	3.49	2.98 - 5.79	320	4.11				3.50 - 3.99	280	3.84				3.50	20	3.50	
	OMEGA-3																			
	White 12 pack	2.19 - 2.99	250	2.45	1.99 - 3.00	740	2.59	2.79	210	2.79	2.29	20	2.29				2.50	10	2.50	
	Brown 12 pack	2.50 - 2.99	310	2.78	3.49	20	3.49													
	CAGE-FREE																			
	White 12 pack																			
	Brown 12 pack	2.99	50	2.99	2.79 - 3.49	140	3.12				2.99 - 3.00	310	3.00							
	VEGETARIAN FED																			
White 12 pack				2.50	140	2.50										2.53	120	2.53		
Brown 12 pack				2.50 - 2.99	170	2.62				2.99	110	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/}		21.5% of 4,000 sampled outlets Activity Index = 860 (includes Medium)						33.8% of 2,900 sampled outlets Activity Index = 1,030 (includes Medium)						36.2% of 1,200 sampled outlets Activity Index = 440 (includes Medium)						
USDA GRADE AA	White 12 pack				2.19 - 2.29	360	2.26	1.69 - 2.99	20	2.12							0.98	10	0.98	
	White 18 pack							2.25	20	2.25	1.79 - 2.49	560	2.48				1.99 - 2.39	390	2.28	
	Brown 12 pack																			
	MEDIUM				White 12 pack						White 12 pack	1.20	40	1.20			White 12 pack			
USDA GRADE A	White 12 pack				0.99 - 1.00	20	1.00							1.00	10	1.00				
	White 18 pack				1.99	30	1.99													
	Brown 12 pack																			
	MEDIUM				White 12 pack	1.34	30	1.34			White 12 pack						White 12 pack			
					White 30 pack	1.88 - 3.00	150	2.86			White 30 pack						White 30 pack			
S P E C I A L T Y	USDA ORGANIC																			
	White 12 pack																			
	Brown 12 pack				2.29 - 3.98	160	3.66				3.49 - 3.99	140	3.94							
	OMEGA-3																			
	White 12 pack				2.00 - 2.50	90	2.35				1.99 - 2.50	220	2.48							
	Brown 12 pack																			
	CAGE-FREE																			
	White 12 pack										2.50	10	2.50				2.00 - 2.50	20	2.14	
	Brown 12 pack				2.29	20	2.29				2.99	10	2.99				2.17	20	2.17	
	VEGETARIAN FED																			
White 12 pack																				
Brown 12 pack																				

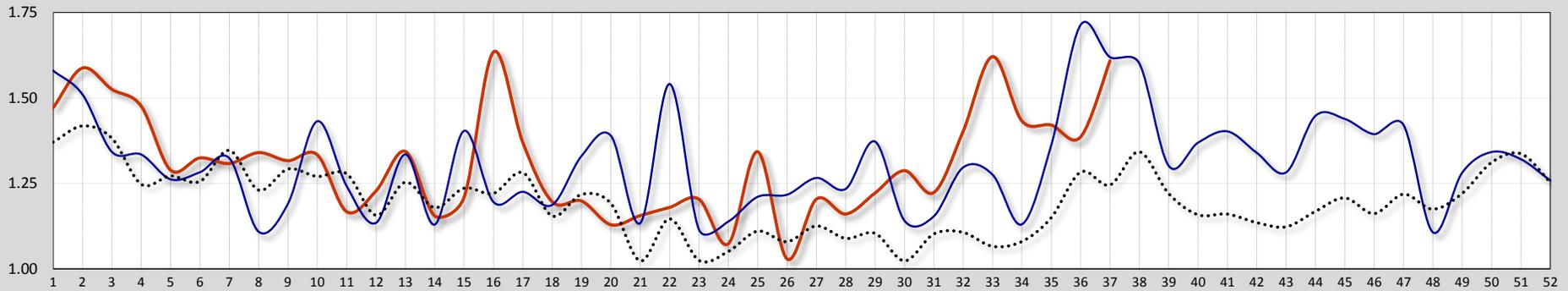


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 (prices in dollars per carton)

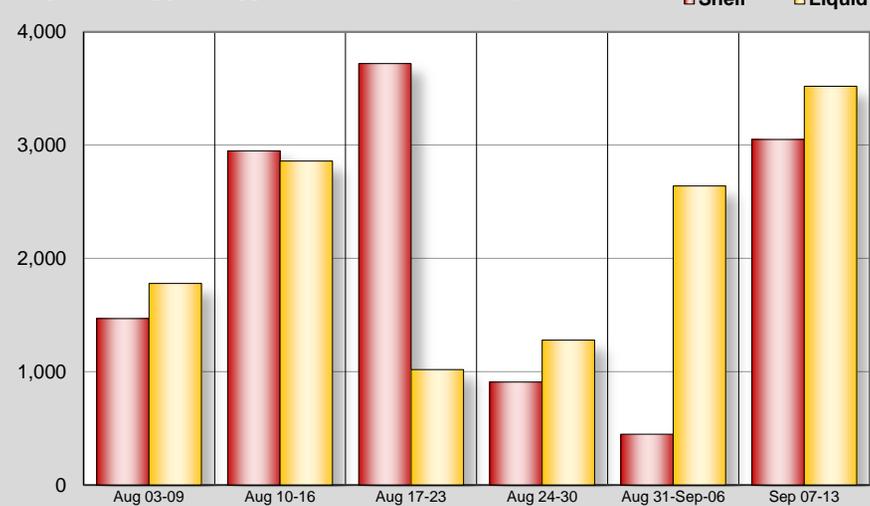
Fri. Sep 07, 2012

EGG PRODUCTS	THIS WEEK		LAST WEEK		LAST YEAR		NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST		
1/ Feature Rate	14.4%		11.7%		5.5%		28.6% of 4,400 sampled		4.1% of 6,000 sampled		9.1% of 4,000 sampled		11.9% of 4,000 sampled		19.3% of 2,900 sampled		26.9% of 1,200 sampled		
2/ Activity Index	3,520		2,640		1,390		Activity Index = 1,170		Activity Index = 450		Activity Index = 370		Activity Index = 660		Activity Index = 550		Activity Index = 320		
	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	1,440	2.65	2,120	2.09	1,030	2.49	2.50 - 3.00	650	2.68	2.00	200	2.00	1.99 - 3.00	290	2.90	2.50 - 3.00	300	2.80	
32 oz. crtn	1,950	4.46	480	4.00	360	4.21	3.97 - 4.49	390	4.30	3.68 - 3.99	250	3.74	3.99	80	3.99	3.99	360	3.99	4.99 550 4.99
3 - 4 oz. cup	130	2.99	40	2.79			2.99	130	2.99										3.99 - 4.99 320 4.96
2 - 8 oz. cup																			

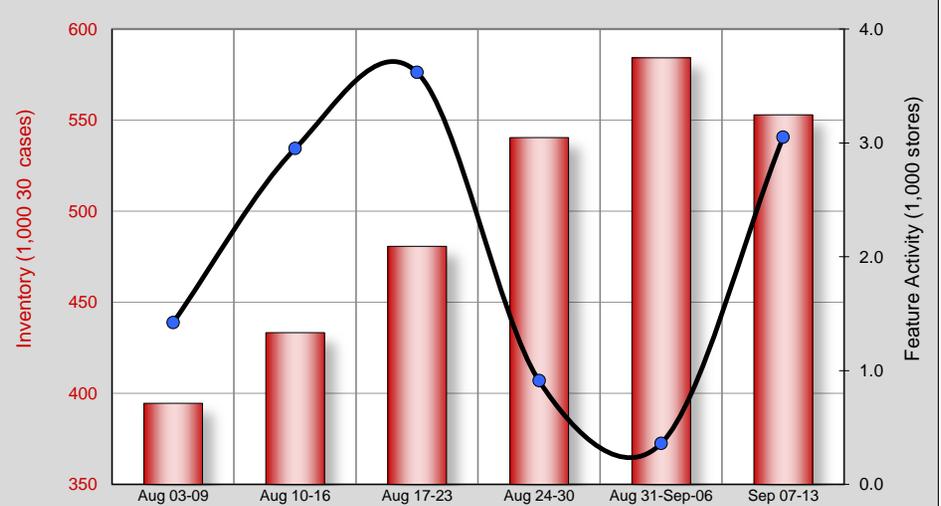
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



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.