



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 09/14 thru 09/20.

(prices in dollars per carton)

Fri. Sep 14, 2012

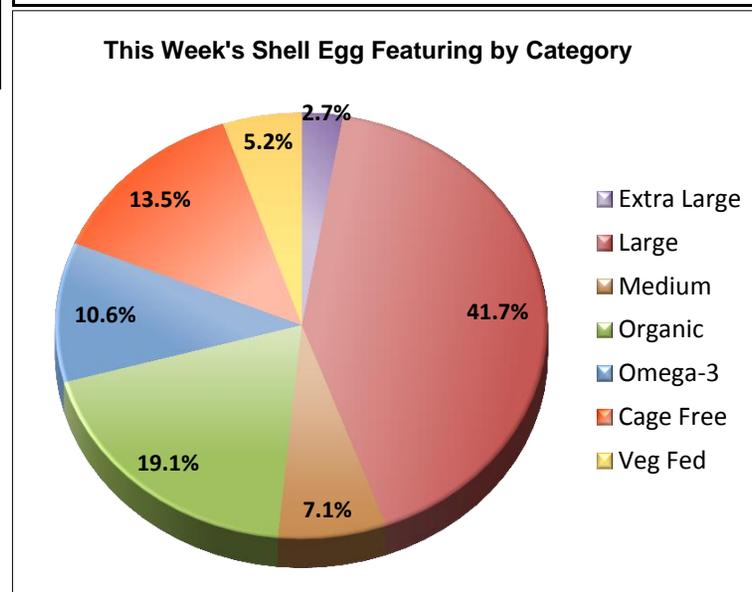
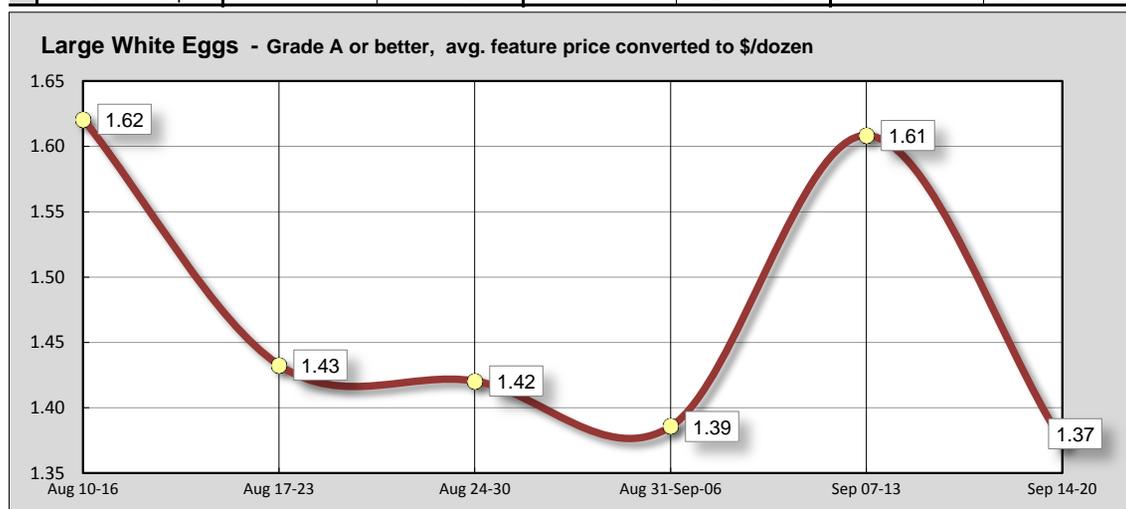
SHELL EGG NATIONAL SUMMARY													
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	42.5% of 22,500 stores				28.9% of 22,500 stores				30.1% of 19,500 stores				
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE		
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
REGULAR	USDA GRADE AA												
	White 12 pack	10	1.69	90	1.63	20	2.12	10	0.98	10	0.99	10	1.50
	White 18 pack			380	2.15	20	2.25	1,320	2.35			260	2.26
REGULAR	USDA GRADE A												
	White 12 pack	250	1.40	2,710	1.33	30	1.17	1,370	1.70	40	1.37	820	1.47
	White 18 pack	10	1.77	840	2.20			350	2.13			740	2.67
SPECIALTY	USDA ORGANIC												
	White 12 pack												
	Brown 12 pack	30	3.49	1,880	4.07	30	3.49	920	3.91	20	3.99	380	3.76
SPECIALTY	OMEGA-3												
	White 12 pack	70	2.97	930	2.67	460	2.60	1,080	2.54			3,920	2.26
	Brown 12 pack			60	2.50	310	2.78	20	3.49			300	2.78
SPECIALTY	CAGE-FREE												
	White 12 pack	210	2.50	350	2.60			30	2.26	30	2.49		
	Brown 12 pack			790	2.97	50	2.99	500	2.97	20	2.69	900	3.23
SPECIALTY	VEGETARIAN FED												
	White 12 pack			90	2.29			260	2.51				
	Brown 12 pack			430	2.47			280	2.77			290	3.01

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	4,440	3,120	1,880	Large Eggs on Sep-10-2012
Specialty	4,840	3,940	5,860	
Total (includes MD)	9,990	7,450	7,950	457.5
Special Rate 4/:	6.1%	0.2%	2.3%	down 17.3%

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

SHELL EGG and EGG PRODUCTS FEATURING

The promotional activity is higher than a week ago for regular shell eggs as they continue to enjoy good exposure in circulars. The average price of Large white eggs offered to consumers is very unstable and drops sharply lower. There is a significant increase in the occurrence of "no price" incentives, primarily in the Southeast region where shoppers will receive free eggs with the purchase of an additional item. Promotions of Medium eggs are constant and ads for Extra Large eggs are showing up more. Featuring of specialty shell eggs increase with considerably more USDA Organic brands offered to consumers. Other specialty types maintain steady visibility in sales flyers. Feature activity for liquid egg products are fewer in numbers and are virtually nonexistent in the Midwest and Southwest regions.



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/}		43.0% of 4,400 sampled outlets Activity Index = 2,790 (includes Medium)						45.9% of 6,000 sampled outlets Activity Index = 1,720 (includes Medium)						45.6% of 4,000 sampled outlets Activity Index = 1,990 (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	1.50 - 1.88												White 12 pack																																															
	White 18 pack																																																												
	Brown 12 pack																																																												
MEDIUM		White 12 pack						White 12 pack						White 12 pack																																															
USDA GRADE A	White 12 pack	0.99 - 1.50	220	1.45	0.99 - 1.50	380	1.39							1.00 - 1.39	600	1.33	0.99 - 1.25	30	1.08	0.89 - 1.39	850	1.24																																							
	White 18 pack	1.77	10	1.77	1.99	170	1.99							2.39	430	2.39							1.67 - 1.89	70	1.77																																				
	Brown 12 pack							1.29	20	1.29													0.99	100	0.99																																				
	MEDIUM		White 12 pack			0.99			70			0.99			White 12 pack			0.88 - 1.25			80			0.93			White 12 pack			0.88 - 0.97			110			0.89																									
S P E C I A L T Y	USDA ORGANIC																																																												
	White 12 pack																																																												
	Brown 12 pack	3.49	30	3.49	3.99 - 5.98	250	4.58							3.99	40	3.99							3.49 - 4.29	280	4.16																																				
	OMEGA-3																																																												
	White 12 pack	2.79 - 2.99	70	2.97	1.99 - 3.00	820	2.70																			1.99 - 2.50	100	2.42																																	
Brown 12 pack							2.50	60	2.50																																																				
CAGE-FREE																																																													
White 12 pack							2.50	210	2.50	2.50	210	2.50																																																	
Brown 12 pack							2.50 - 3.99	400	3.27							2.99	70	2.99							2.50 - 2.99	280	2.51																																		
VEGETARIAN FED																																																													
White 12 pack													2.29	80	2.29							2.29	10	2.29																																					
Brown 12 pack							2.50 - 2.99	270	2.73													1.99 - 2.99	160	2.04																																					
		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/}		33.0% of 4,000 sampled outlets Activity Index = 1,340 (includes Medium)						40.2% of 2,900 sampled outlets Activity Index = 1,540 (includes Medium)						49.8% of 1,200 sampled outlets Activity Index = 610 (includes Medium)																																															
USDA GRADE AA	White 12 pack	1.88 - 1.99						1.69						10						1.69						2.08						40						2.08						0.99						30						0.99					
	White 18 pack																									1.79 - 2.50						200						2.37						1.77 - 1.99						30						1.83					
	Brown 12 pack																																																												
MEDIUM		White 12 pack						White 12 pack						White 12 pack						White 12 pack						White 12 pack						White 12 pack																													
USDA GRADE A	White 12 pack	0.99 - 1.92						500						1.37						1.00 - 3.50						290						1.42						1.29 - 1.39						90						1.37											
	White 18 pack	2.00 - 2.39						170						2.12												2.08						30						2.08						1.50						10						1.50					
	Brown 12 pack																																																												
	MEDIUM		White 12 pack			0.99			30			0.99			White 12 pack						White 12 pack						White 12 pack						White 12 pack																												
Brown 12 pack							2.50	20	2.50													5.99						390						5.99						White 30 pack																					
S P E C I A L T Y	USDA ORGANIC																																																												
	White 12 pack																																																												
	Brown 12 pack							3.99	360	3.99							3.29 - 3.99						580						3.96						3.29 - 3.99						370						3.90														
	OMEGA-3																																																												
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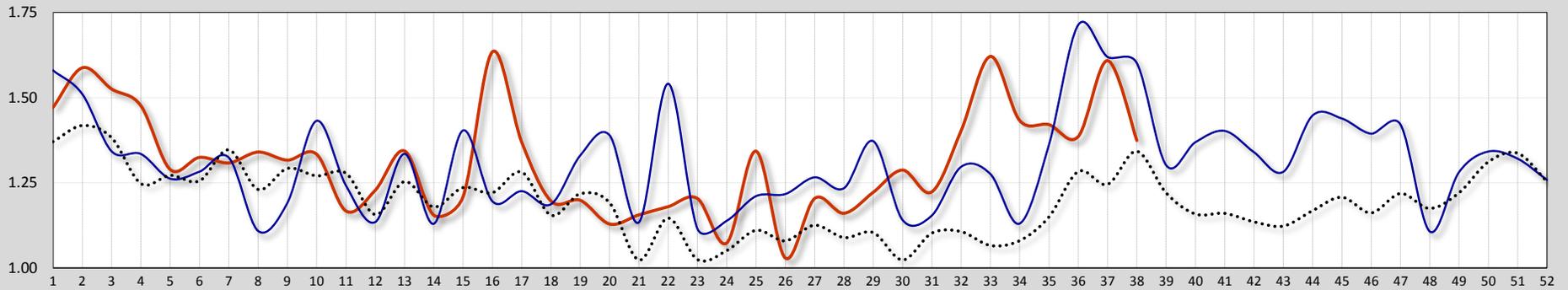
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(prices in dollars per carton)

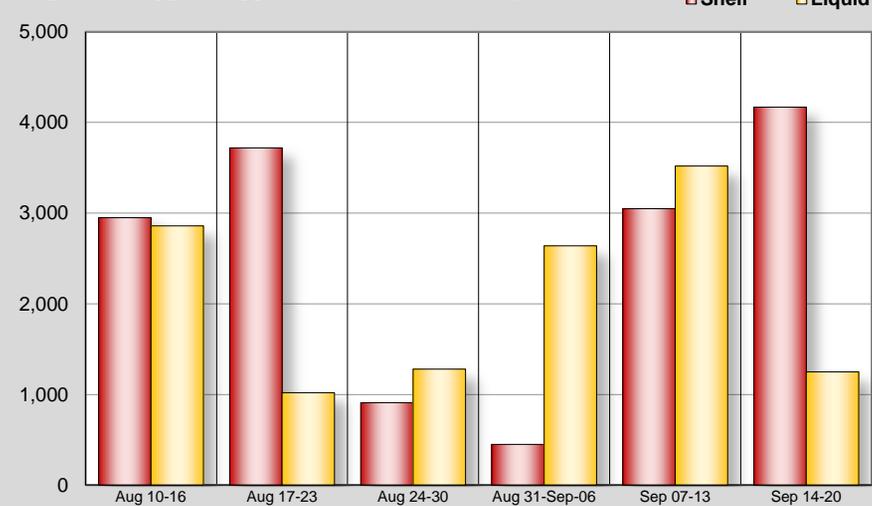
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EGG PRODUCTS	THIS WEEK		LAST WEEK		LAST YEAR		NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST	
1/ Feature Rate	5.2%		14.4%		14.4%		16.3% of 4,400 sampled		6.3% of 6,000 sampled		1.3% of 4,000 sampled		0.2% of 4,000 sampled		0.0% of 2,900 sampled		1.7% of 1,200 sampled	
2/ Activity Index	1,250		3,520		3,440		Activity Index = 710		Activity Index = 510		Activity Index = 0		Activity Index = 10		Activity Index = 0		Activity Index = 20	
	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/}	Price Range	Stores Avg ^{3/}	Price Range	Stores Avg ^{3/}
14-16 oz. crtn	920	2.52	1,440	2.65	1,260	2.28	1.99 - 3.00	380 2.63	2.29 - 2.50	510 2.45			2.00	10 2.00			2.50 - 2.99	20 2.64
32 oz. crtn	70	4.18	1,950	4.46	2,110	3.45	3.99 - 4.99	70 4.18										
3 - 4 oz. cup	260	2.48	130	2.99	70	2.99	1.99 - 2.50	260 2.48										
2 - 8 oz. cup																		

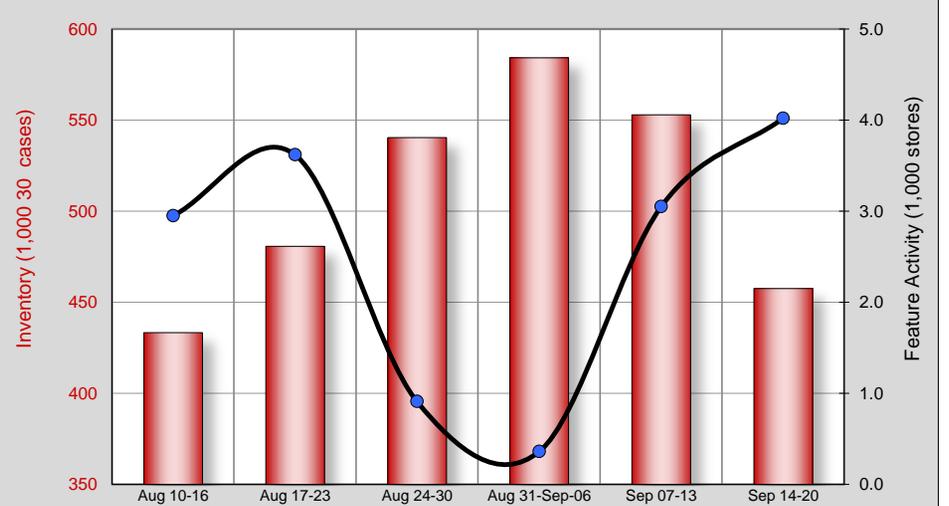
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



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.