



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 09/21 thru 09/27.

(prices in dollars per carton)

Fri. Sep 21, 2012

SHELL EGG NATIONAL SUMMARY

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR						
	30.8% of 22,500 stores		42.5% of 22,500 stores				14.2% 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	1,410	1.52	10	1.69	90	1.63	10	1.19	420	1.56
	White 18 pack	30	1.79	150	2.79			380	2.15			270	2.48
	Brown 12 pack											200	3.10
REGULAR USDA GRADE A	White 12 pack	150	1.68	740	1.38	250	1.40	2,710	1.33	10	0.89	700	1.00
	White 18 pack			400	1.97	10	1.77	840	2.20			110	2.00
	Brown 12 pack			180	1.49			150	1.25				
SPECIALTY USDA ORGANIC	White 12 pack												
	Brown 12 pack			340	4.15	30	3.49	1,880	4.07	40	4.50	320	3.44
	OMEGA-3												
SPECIALTY OMEGA-3	White 12 pack	470	2.72	1,930	2.14	70	2.97	930	2.67	10	2.54	1,220	2.41
	Brown 12 pack	10	2.50	400	3.68			60	2.50			10	3.00
SPECIALTY CAGE-FREE	White 12 pack					210	2.50	350	2.60	30	2.49	40	2.99
	Brown 12 pack			270	2.93			790	2.97			610	3.15
SPECIALTY VEGETARIAN FED	White 12 pack			200	2.37			90	2.29			490	2.23
	Brown 12 pack			190	2.31			430	2.47	70	3.29	120	3.74

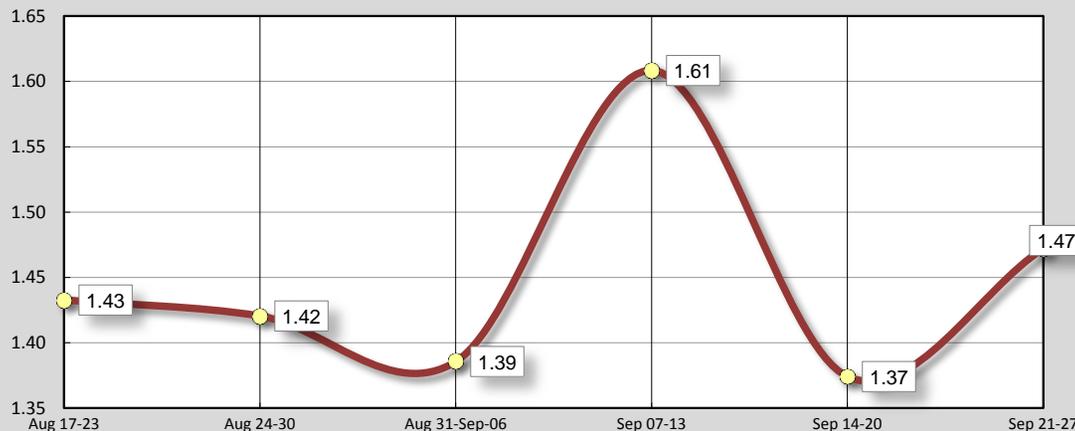
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	3,070	4,440	1,720	Large Eggs on Sep-17-2012
Specialty	3,810	4,840	2,960	
Total (includes MD)	7,260	9,990	4,980	445.4
Special Rate 4/:	0.8%	6.1%	7.0%	down 2.6%

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

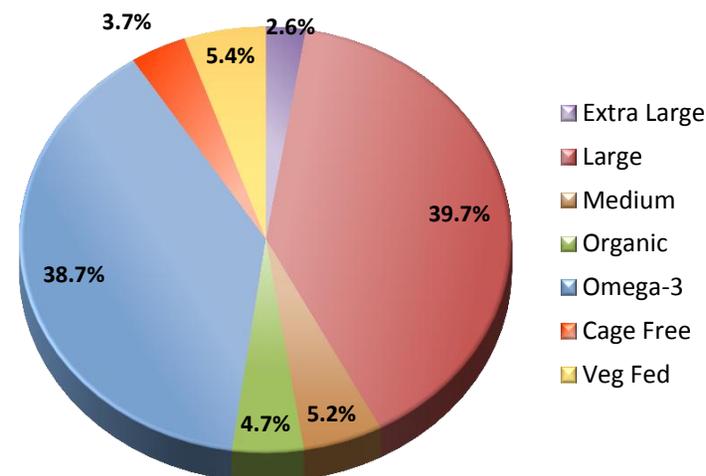
SHELL EGG and EGG PRODUCTS FEATURING

Featuring of regular shell eggs is considerably less than a week ago, however the average price of Grade A or better, Large white eggs offered to consumers is sharply higher. Shoppers will have a hard time finding bargains on eggs as the occurrence of "no price" incentives are very scarce in circulars. Ads for Medium and Extra Large eggs remain constant. Promotional activity on specialty shell eggs is also lower than last week. Omega-3 type eggs are commanding a sizeable portion of ad space, especially in the Eastern part of the country. Feature activity for the remaining specialty types have tapered off. Promotions of liquid egg products are only slightly higher with most activity centered in the Northeast. The exporting of eggs to Mexico is a major factor in the overall Large egg inventory being less than the current retail activity.

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



This Week's Shell Egg Featuring by Category



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/}		47.6% of 4,400 sampled outlets Activity Index = 2,740 (includes Medium)						27.5% of 6,000 sampled outlets Activity Index = 1,710 (includes Medium)						13.3% of 4,000 sampled outlets Activity Index = 470 (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																		
	Brown 12 pack																		
	MEDIUM			White 12 pack						White 12 pack						White 12 pack			
USDA GRADE A	White 12 pack	1.67 - 1.88	150	1.68	0.99 - 1.79	300	1.54				1.79	40	1.79			0.88 - 1.59	310	1.20	
	White 18 pack				1.99	170	1.99				1.98 - 1.99	160	1.99			1.98	20	1.98	
	Brown 12 pack				1.49	180	1.49												
	MEDIUM			White 12 pack	0.98 - 1.32	180	1.06			White 12 pack	0.88 - 0.98	30	0.95			White 12 pack	0.77 - 1.00	40	0.95
				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 - 5.79	240	4.50				3.39	80	3.39			3.39	10	3.39
		OMEGA-3																	
		White 12 pack	2.50 - 2.99	440	2.77	1.99 - 2.99	650	2.39	2.00	30	2.00	2.00 - 2.29	1,210	2.01			1.79 - 2.00	30	1.87
		Brown 12 pack	2.50	10	2.50	2.50 - 2.99	100	2.81									3.50	10	3.50
		CAGE-FREE																	
		White 12 pack				2.99 - 3.99	120	3.65				2.50	80	2.50			2.29 - 2.50	10	2.38
		Brown 12 pack																	
		VEGETARIAN FED																	
	White 12 pack				2.49 - 2.50	150	2.50									1.99 - 2.29	40	2.07	
	Brown 12 pack				2.50 - 2.69	50	2.67				2.29	80	2.29						
		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/}		26.4% of 4,000 sampled outlets Activity Index = 1,030 (includes Medium)						35.2% of 2,900 sampled outlets Activity Index = 720 (includes Medium)						49.7% of 1,200 sampled outlets Activity Index = 590 (includes Medium)					
USDA GRADE AA	White 12 pack				0.98 - 1.49	470	1.38	1.69	10	1.69	1.19 - 1.69	600	1.65			1.49 - 1.50	340	1.49	
	White 18 pack				1.79 - 1.98	80	1.95	1.79	30	1.79	2.25 - 3.66	40	3.46			1.48 - 5.00	30	4.12	
	Brown 12 pack																		
	MEDIUM			White 12 pack	0.75	100	0.75			White 12 pack	1.37	10	1.37			White 12 pack			
USDA GRADE A	White 12 pack				0.99 - 1.49	80	1.35				0.99	10	0.99						
	White 18 pack				1.67 - 1.98	50	1.85												
	Brown 12 pack																		
	MEDIUM			White 12 pack	0.98	10	0.98			White 12 pack						White 12 pack			
				White 30 pack	1.98	10	1.98			White 30 pack						White 30 pack			
S P E C I A L T Y	USDA ORGANIC																		
		White 12 pack										2.50	10	2.50					
		Brown 12 pack																	
		OMEGA-3																	
		White 12 pack				1.99	10	1.99				3.00	10	3.00			1.99	20	1.99
		Brown 12 pack				3.99	90	3.99									3.99	200	3.99
		CAGE-FREE																	
		White 12 pack				2.00 - 2.50	60	2.14											
		Brown 12 pack																	
		VEGETARIAN FED																	
	White 12 pack				1.99 - 2.00	50	2.00												
	Brown 12 pack				1.99 - 2.00	20	1.99												

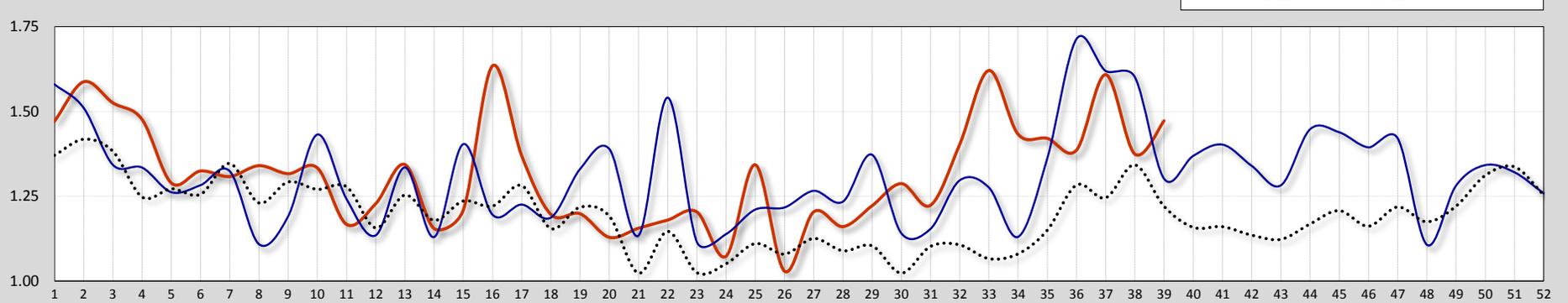


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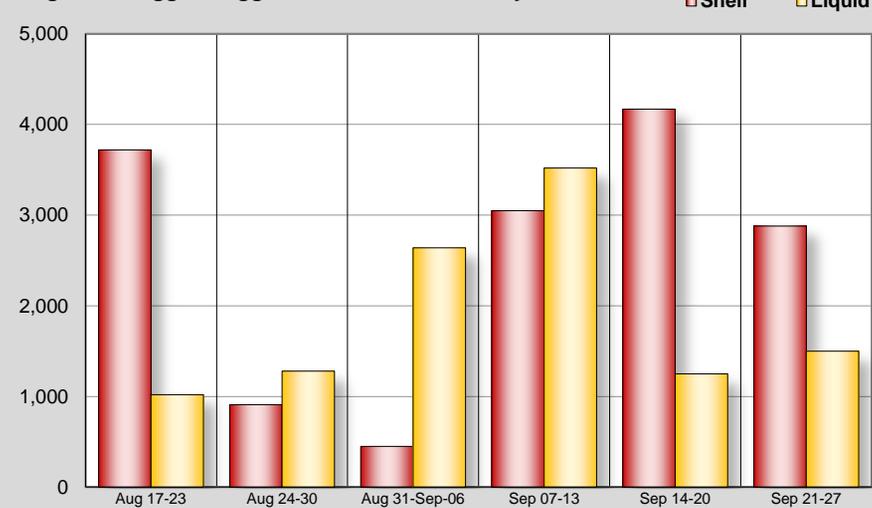
Fri. Sep 21, 2012

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	5.2%	5.2%	11.6%	16.3% of 4,400 sampled	7.0% of 6,000 sampled	0.7% of 4,000 sampled	0.3% of 4,000 sampled	0.0% of 2,900 sampled	0.0% of 1,200 sampled
2/ Activity Index	1,500	1,250	3,410	Activity Index = 1,040	Activity Index = 420	Activity Index = 30	Activity Index = 10	Activity Index = 0	Activity Index = 0
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range Stores Avg ^{3/}					
14-16 oz. crtn	830 2.52	920 2.52	2,780 2.05	2.29 - 4.99 370 2.90	2.00 - 2.50 420 2.19	2.00 - 2.99 30 2.53	1.39 - 2.79 10 2.19		
32 oz. crtn	630 4.41	70 4.18	330 4.26	3.99 - 4.99 630 4.41					
3 - 4 oz. cup	40 2.71	260 2.48	300 2.60	1.99 - 2.99 40 2.71					
2 - 8 oz. cup									

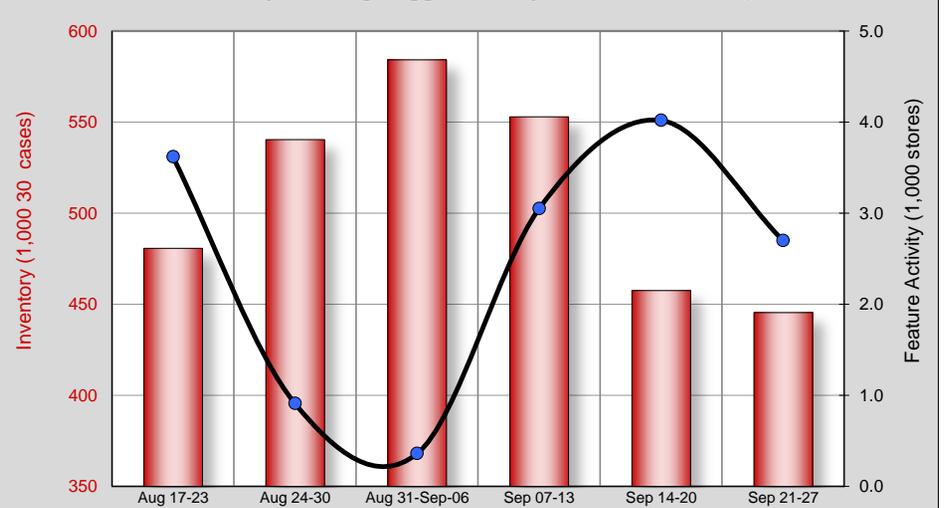
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



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.