



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 10/12 thru 10/18.

(prices in dollars per carton)

Fri. Oct 12, 2012

SHELL EGG NATIONAL SUMMARY

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR							
	32.8% of 22,500 stores		38.1% of 22,500 stores				32.0% 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		30	1.56	160	1.74	20	2.25	480	1.59		490	1.26	
	White 18 pack		30	2.50	860	2.34	10	1.79	1,350	2.61		1,380	2.04	
	Brown 12 pack													
	USDA GRADE A													
	White 12 pack				450	1.43	10	1.29	640	1.38	30	1.29	1,170	1.33
White 18 pack				1,080	2.03			440	2.35			290	2.13	
Brown 12 pack														
SPECIALTY	USDA ORGANIC													
	White 12 pack													
	Brown 12 pack				630	3.88			860	3.68	20	3.49	640	3.68
	OMEGA-3													
	White 12 pack		150	2.15	1,760	2.19	980	2.53	1,560	2.26	190	2.12	1,670	2.27
	Brown 12 pack				160	3.50	10	1.99	220	3.03				
	CAGE-FREE													
	White 12 pack		80	2.87	1,760	2.50	10	2.79	1,470	2.54			40	2.69
	Brown 12 pack		20	2.50	1,470	2.53			1,420	2.61	30	2.49	220	2.62
	VEGETARIAN FED													
White 12 pack		10	2.50	50	2.85			240	2.50					
Brown 12 pack				360	2.89	580	3.00	1,060	3.11			70	3.42	

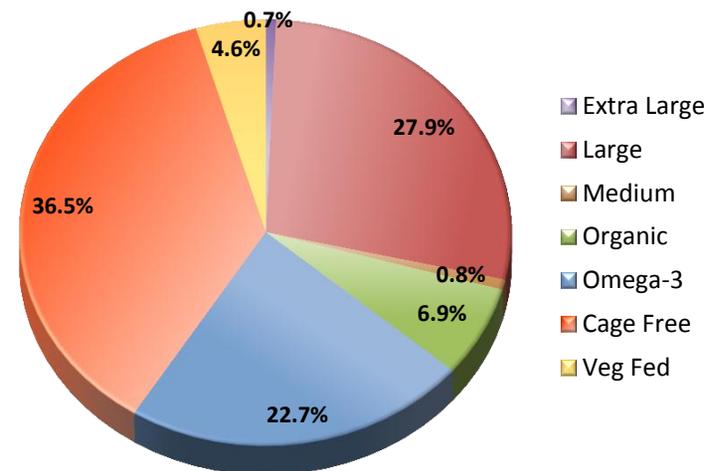
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,610	2,950	3,360	Large Eggs on Oct-08-2012
Specialty	6,450	8,410	2,880	
Total (includes MD)	9,130	11,450	6,480	564.3
Special Rate 4/:	6.5%	0.5%	7.8%	down 1.7%

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

SHELL EGG and EGG PRODUCTS FEATURING

With the beginning of baking season still a few weeks away, retailers have shied away from featuring regular shell eggs this week. The price of Grade A or better, Large white eggs offered to consumers is significantly lower and many will be happy to find an increase in the percentage of 'no price' incentives filling circulars. Featuring of 18 pack eggs continues strong this cycle while the presence of Extra Large and Medium sized eggs is scarce. Promotions for specialty shell eggs are fewer in number but offerings of Cage Free and Omega-3 types maintain a steady pace. Feature activity of liquid egg products is less active this week.

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/}		40.3% of 4,400 sampled outlets Activity Index = 2,530 (includes Medium)						39.0% of 6,000 sampled outlets Activity Index = 2,560 (includes Medium)						38.9% of 4,000 sampled outlets Activity Index = 2,250 (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	10	1.50										1.50	30	1.50		
	White 18 pack																1.98 - 1.99	280	1.99		
	Brown 12 pack																				
	MEDIUM			White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				0.99 - 1.50	190	1.45				0.99 - 1.49	80	1.18				0.89 - 1.50	150	1.35		
	White 18 pack				1.98 - 2.21	250	2.21				1.98 - 2.28	320	2.02				1.88 - 2.28	240	1.96		
	Brown 12 pack																				
	MEDIUM			White 12 pack White 30 pack						White 12 pack White 30 pack			1.00 - 1.33	20	1.19		White 12 pack White 30 pack		0.99	30	0.99
S P E C I A L T Y	USDA ORGANIC																				
	White 12 pack																				
	Brown 12 pack				3.49 - 4.99	310	4.30				3.39 - 3.49	280	3.46				3.39	10	3.39		
	OMEGA-3																				
	White 12 pack	1.99 - 2.79	50	2.36	1.66 - 3.00	780	2.31	1.99 - 2.50	90	2.04	1.66 - 2.29	270	1.81	1.99	10	1.99	1.99 - 2.49	380	2.04		
Brown 12 pack																					
CAGE-FREE																					
White 12 pack	2.79 - 2.99	80	2.87	1.50 - 2.49	220	1.72				2.00 - 2.50	720	2.47				2.49 - 3.29	730	2.78			
Brown 12 pack				2.00 - 3.49	260	2.93	2.50	20	2.50	2.00 - 2.50	720	2.47				1.77 - 2.99	390	2.45			
VEGETARIAN FED																					
White 12 pack	2.50	10	2.50	2.50 - 2.99	50	2.85															
Brown 12 pack				2.50 - 3.49	320	2.94				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/}		19.6% of 4,000 sampled outlets Activity Index = 740 (includes Medium)						18.8% of 2,900 sampled outlets Activity Index = 700 (includes Medium)						32.8% of 1,200 sampled outlets Activity Index = 350 (includes Medium)							
USDA GRADE AA	White 12 pack				1.16	10	1.16	1.56	30	1.56	1.80 - 2.25	80	2.03				1.50	30	1.50		
	White 18 pack				1.99	80	1.99	2.50	30	2.50	1.99 - 2.99	480	2.61				1.99	20	1.99		
	Brown 12 pack																				
	MEDIUM			White 12 pack						White 12 pack			0.99	10	0.99		White 12 pack		2.99	10	2.99
USDA GRADE A	White 12 pack												3.79	10	3.79				1.67	20	1.67
	White 18 pack				1.88 - 2.28	270	1.92														
	Brown 12 pack																				
	MEDIUM			White 12 pack White 30 pack						White 12 pack White 30 pack						White 12 pack White 30 pack					
S P E C I A L T Y	USDA ORGANIC																				
	White 12 pack																				
	Brown 12 pack				3.50	20	3.50										3.99	10	3.99		
	OMEGA-3																				
	White 12 pack				2.29 - 2.59	100	2.33										2.00 - 2.50	230	2.44		
Brown 12 pack				3.50	100	3.50				3.50	60	3.50									
CAGE-FREE																					
White 12 pack				2.49 - 2.50	80	2.49										2.50	10	2.50			
Brown 12 pack				2.49 - 2.50	80	2.49										1.60	20	1.60			
VEGETARIAN FED																					
White 12 pack																					
Brown 12 pack																					

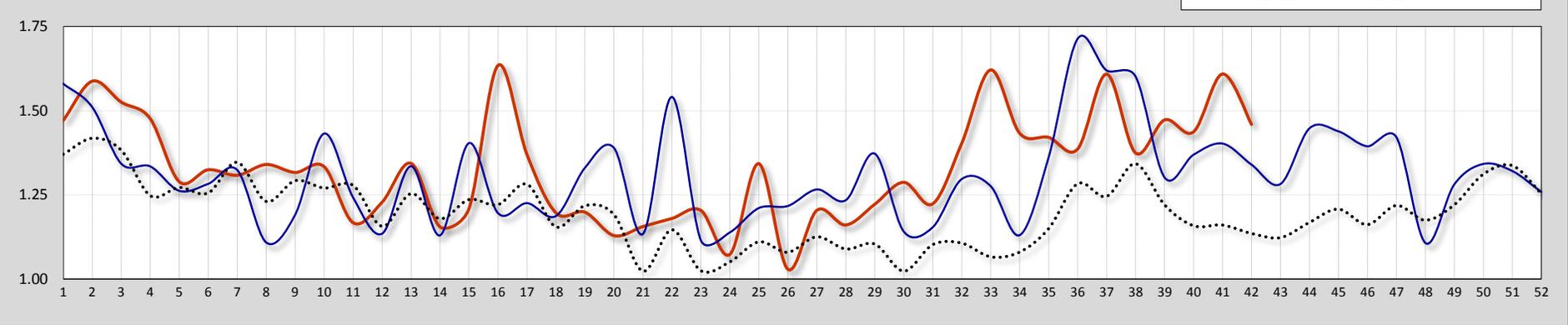


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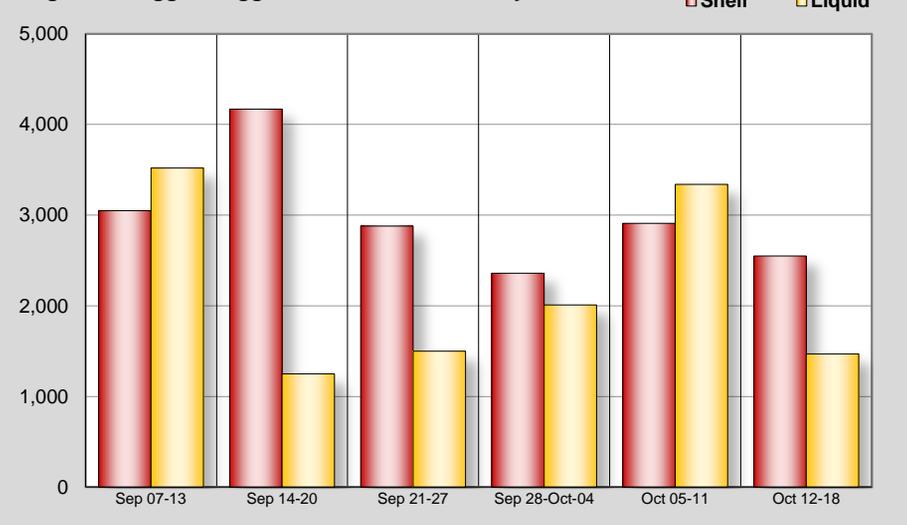
Fri. Oct 12, 2012

EGG PRODUCTS	THIS WEEK		LAST WEEK		LAST YEAR		NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST				
1/ Feature Rate	6.6%		14.9%		6.0%		14.0% of 4,400 sampled		11.1% of 6,000 sampled		1.9% of 4,000 sampled		1.4% of 4,000 sampled		2.8% of 2,900 sampled		0.0% of 1,200 sampled				
2/ Activity Index	1,470		3,340		2,250		Activity Index = 610		Activity Index = 230		Activity Index = 440		Activity Index = 60		Activity Index = 130		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	1,070	2.40	2,650	2.65	1,130	2.16	1.99 - 3.00	490	2.77	3.00	20	3.00	2.00	440	2.00	2.50	60	2.50	2.00 - 3.29	60	2.12
32 oz. crtn	400	4.60	690	4.69	760	4.57	3.49 - 5.99	120	5.16	4.49	210	4.49				3.99	70	3.99			
3 - 4 oz. cup					360	2.50															
2 - 8 oz. cup																					

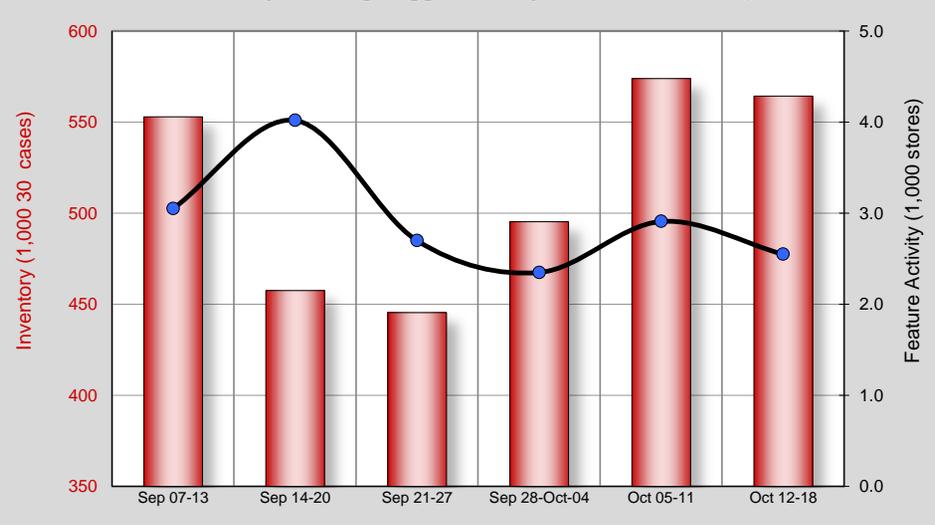
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



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.