



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 11/02 thru 11/08.

(prices in dollars per carton)

Fri. Nov 02, 2012

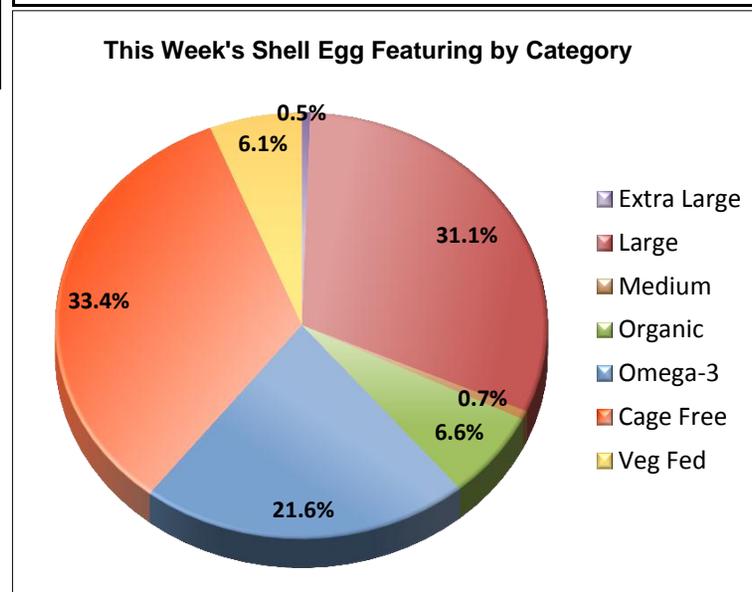
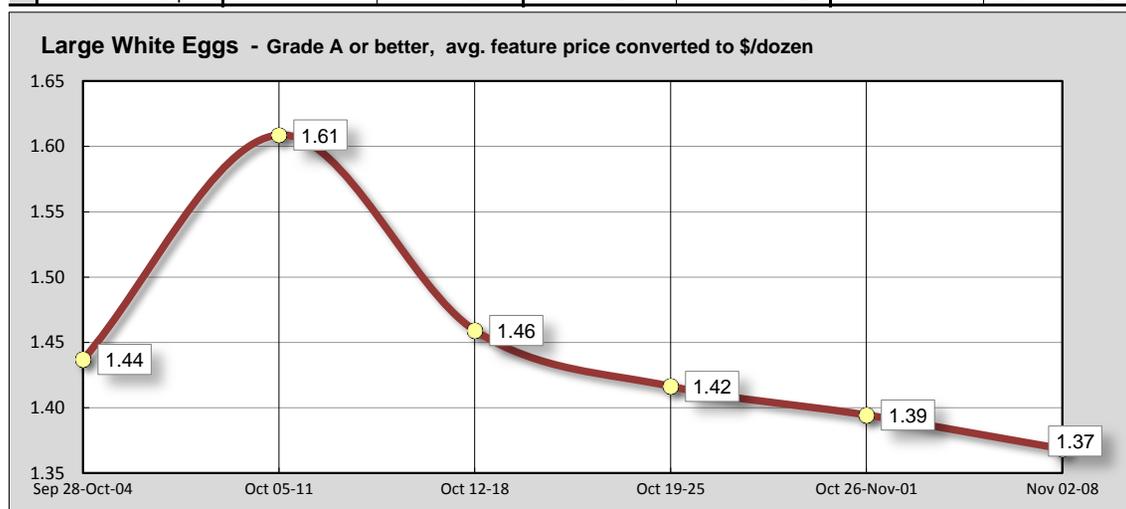
SHELL EGG NATIONAL SUMMARY												
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
	34.6% of 22,500 stores				28.0% of 22,500 stores				29.3% of 19,500 stores			
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE	
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	USDA GRADE AA											
	White 12 pack		320 1.42		130 1.12		130 1.97		420 1.52			
	White 18 pack		1,750 2.12		290 2.30		30 2.50		870 2.40			
REGULAR	USDA GRADE A											
	White 12 pack		10 1.89		320 1.08		80 1.20		180 1.47		30 1.41	
	White 18 pack		470 2.05		420 2.03				990 1.22		1,910 2.20	
SPECIALTY	USDA ORGANIC											
	White 12 pack		610 4.10		50 5.24		10 2.99		560 5.06			
	Brown 12 pack											
SPECIALTY	OMEGA-3											
	White 12 pack		390 2.42		1,020 2.57		540 2.65		2,030 2.15		120 2.29	
	Brown 12 pack		580 2.96		20 1.97				1,290 2.31		60 2.59	
SPECIALTY	CAGE-FREE											
	White 12 pack		690 2.61		150 2.51		70 2.99		20 2.10			
	Brown 12 pack		2,380 2.66		450 2.95		20 3.99		510 3.06			
SPECIALTY	VEGETARIAN FED											
	White 12 pack		80 3.05		480 2.77		50 3.49		230 1.99			
	Brown 12 pack				140 2.50		380 2.82		260 3.21			

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,910	1,100	4,380	Large Eggs on Oct-29-2012
Specialty	6,230	3,810	3,150	
Total (includes MD)	9,200	5,160	7,740	541.9
Special Rate 4/:	2.5%	8.1%	3.6%	up 10.4%

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

SHELL EGG and EGG PRODUCTS FEATURING

Promotional activity for regular shell eggs is higher with most features appearing near the end of this advertising period. The price of Grade A or better, Large white eggs offered to consumers continues trending lower. The percentage of "no price" ads is down significantly and value-conscious consumers are finding very few incentives. Featuring of specialty shell eggs is very active as promotions of cage-free types are sharply higher. Omega-3 eggs are commanding a sizeable portion of space in circulars. Promotions of liquid egg products are fewer in number this week. Seasonal egg nog promotions are about the same as a year ago. The aftermath of Hurricane Sandy that struck the Northeast region this week is causing major disruptions to normal business and shopping practices. There is a possibility that inventories will increase as power outages and road conditions make deliveries to retailers problematic.



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/}		38.9% of 4,400 sampled outlets Activity Index = 2,860 (includes Medium)						18.5% of 6,000 sampled outlets Activity Index = 1,540 (includes Medium)						33.7% of 4,000 sampled outlets Activity Index = 1,160 (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	1.89	10	1.89	0.49 - 1.50	110	1.14				0.49 - 1.39	110	1.06				0.49 - 1.49	50	0.99	
	White 18 pack				1.88 - 2.29	350	1.99				2.29	40	2.29				2.29	50	2.29	
	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				3.99 - 4.29	220	4.05				3.99	190	3.99				4.29	180	4.29	
	OMEGA-3																			
	White 12 pack	2.19	100	2.19	1.99 - 3.99	880	2.60	2.50	50	2.50	2.00 - 2.19	30	2.07				1.99 - 2.49	30	2.13	
	Brown 12 pack				2.49 - 2.99	370	2.77				3.29	210	3.29							
	CAGE-FREE																			
	White 12 pack										2.49 - 3.00	400	2.57				3.00	100	3.00	
	Brown 12 pack				2.99 - 3.59	380	3.06				2.00 - 3.00	470	2.48				2.49 - 3.00	620	2.64	
	VEGETARIAN FED																			
White 12 pack	2.49 - 3.49	80	3.05	2.50 - 3.59	360	2.86										2.50	120	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/}		35.8% of 4,000 sampled outlets Activity Index = 1,300 (includes Medium)						57.4% of 2,900 sampled outlets Activity Index = 1,670 (includes Medium)						43.0% of 1,200 sampled outlets Activity Index = 670 (includes Medium)						
USDA GRADE AA	White 12 pack				1.25 - 2.00	270	1.44				1.20 - 2.25	10	1.73				0.89 - 1.50	40	1.24	
	White 18 pack				1.77 - 1.99	470	1.94	2.25	40	2.25	1.99 - 3.88	960	2.25				1.99	320	1.99	
	Brown 12 pack																			
	MEDIUM	White 12 pack						White 12 pack						White 12 pack						
USDA GRADE A	White 12 pack				0.99 - 1.29	50	1.07													
	White 18 pack				2.00	30	2.00													
	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										3.99	20	3.99							
	OMEGA-3																			
	White 12 pack							2.50	240	2.50	2.49 - 2.50	50	2.50				1.99 - 3.49	30	2.77	
	Brown 12 pack																			
	CAGE-FREE																			
	White 12 pack										2.50	60	2.50				2.49	130	2.49	
	Brown 12 pack				2.00 - 2.50	470	2.42				2.50 - 3.00	290	2.93				2.49 - 2.50	150	2.49	
	VEGETARIAN FED																			
White 12 pack																				
Brown 12 pack																				

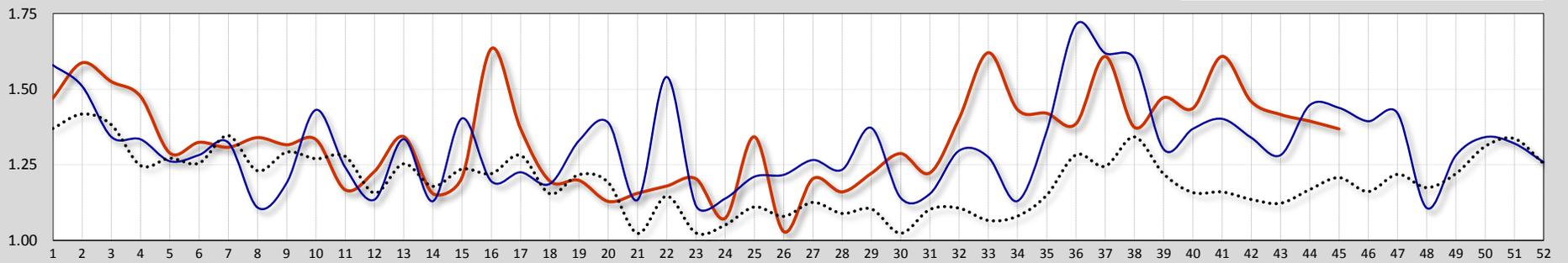


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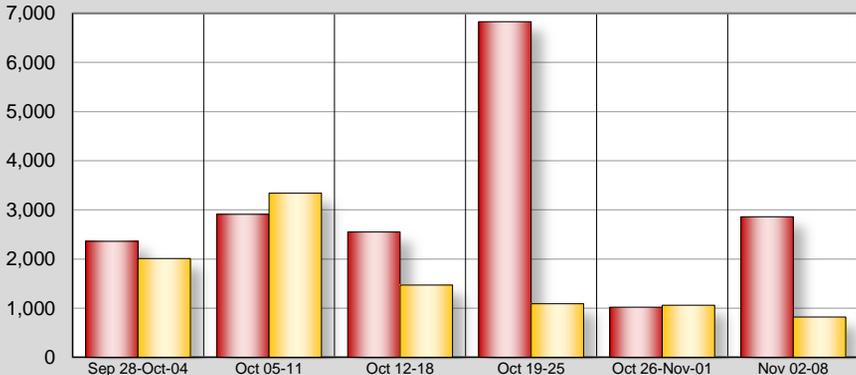
EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	4.5%	5.4%	13.1%	16.3% of 4,400 sampled	3.3% of 6,000 sampled	1.4% of 4,000 sampled	0.6% of 4,000 sampled	0.0% of 2,900 sampled	3.0% of 1,200 sampled
2/ Activity Index	820	1,060	2,830	Activity Index = 490	Activity Index = 200	Activity Index = 50	Activity Index = 40	Activity Index = 0	Activity Index = 40
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range Stores Avg ^{3/}					
14-16 oz. crtn	640 2.46	760 2.27	2,100 1.97	1.99 - 2.99 330 2.82	2.00 200 2.00	1.69 - 2.50 50 2.35	1.89 20 1.89		2.29 40 2.29
32 oz. crtn	150 5.04	300 4.54	730 4.43	4.99 - 5.49 150 5.04					
3 - 4 oz. cup	30 2.09			2.50 10 2.50			1.89 20 1.89		
2 - 8 oz. cup									
EGG NOG	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	12.9%	2.7%	8.9%	15.8% of 4,400 sampled	5.9% of 6,000 sampled	3.8% of 4,000 sampled	18.4% of 4,000 sampled	20.7% of 2,900 sampled	30.3% of 1,200 sampled
2/ Activity Index	2,620	570	2,660	Activity Index = 600	Activity Index = 270	Activity Index = 60	Activity Index = 740	Activity Index = 600	Activity Index = 350
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range Stores Avg ^{3/}					
32 ounce	2,590 2.45	480 2.22	2,060 2.62	1.99 - 2.79 600 2.50	1.72 - 2.69 270 2.44	1.99 - 2.00 60 2.00	1.59 - 2.50 740 2.38	2.50 - 3.49 600 2.54	0.89 - 2.50 320 2.46
64 ounce	30 4.09	90 4.49	600 4.04						3.79 - 5.49 30 4.09

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

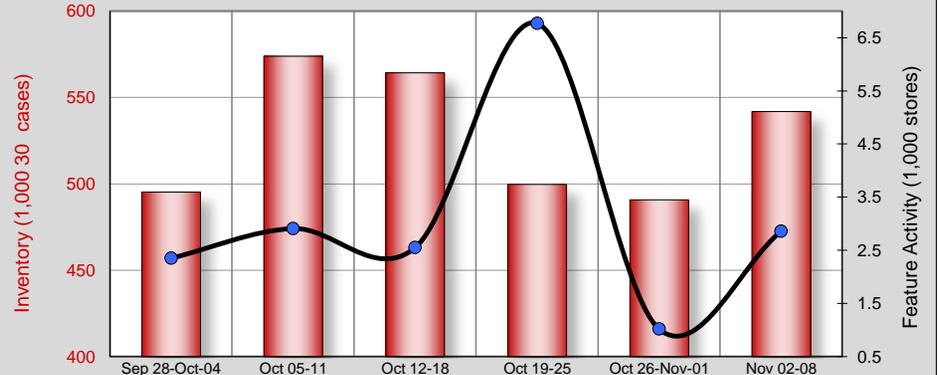


Large Shell Egg vs. Egg Product Feature Activity

Shell Liquid



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>