



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 12/07 thru 12/13.

(prices in dollars per carton)

Fri. Dec 07, 2012

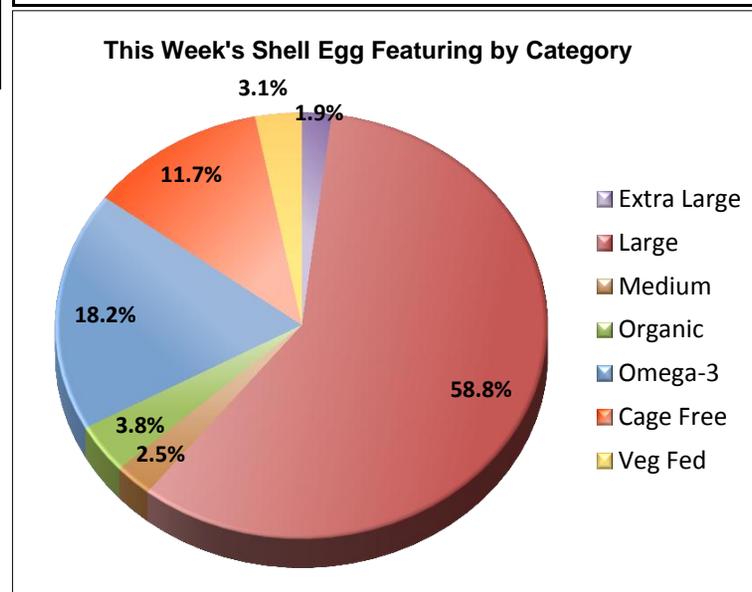
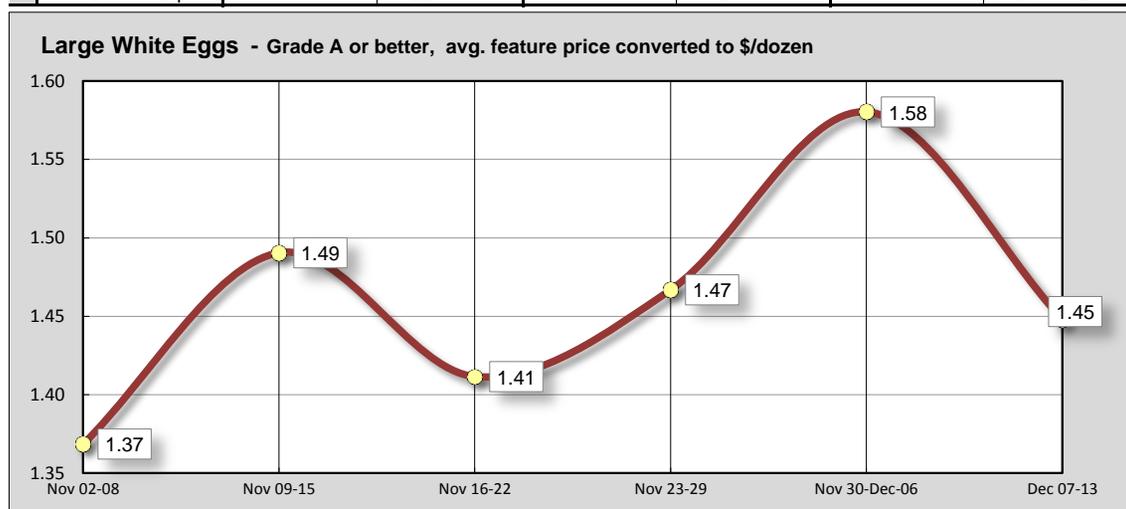
SHELL EGG NATIONAL SUMMARY												
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
	37.3% of 22,500 stores				27.5% of 22,500 stores				42.9% of 19,500 stores			
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE	
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	USDA GRADE AA											
	White 12 pack		630 1.49		1,990 1.68		440 1.18					
	120	2.33	330	2.27	10	2.25	270	2.25	2,080 2.09			
REGULAR	USDA GRADE A											
	White 12 pack		3,000 1.44		490 1.47		1,260 1.33					
	20	1.73	250	1.99	10	1.67	540	2.03	140 1.99 420 1.95			
SPECIALTY	USDA ORGANIC											
	White 12 pack		270 4.23		220 4.23		60 3.82		140 3.99			
	Brown 12 pack				20 3.29							
SPECIALTY	OMEGA-3											
	White 12 pack		860 2.61		820 2.72		1,990 2.74					
	350	2.56	80	2.50	160	2.58	20	2.99				
SPECIALTY	CAGE-FREE											
	White 12 pack		330 2.65		640 2.60		20 2.86					
	30	2.79	480	2.94	1,120	2.70	20	2.34	820 2.80			
SPECIALTY	VEGETARIAN FED											
	White 12 pack				100 2.99		230 2.79					
	Brown 12 pack		220 1.94		120 3.00		230 2.90					

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	4,360	3,310	4,340	Large Eggs on Dec-03-2012
Specialty	2,640	3,200	3,530	
Total (includes MD)	7,180	6,580	7,950	606.0
Special Rate 4/:	11.7%	2.0%	14.8%	up 34.4%

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

SHELL EGG and EGG PRODUCTS FEATURING

Promotional activity for regular shell eggs is higher than a week ago as grocers attempt to keep holiday baking related items highlighted in circulars. Featuring of Large eggs is still very active, especially in the Midwest region. The average price of Grade A, or better, Large white eggs to consumers is sharply lower. Retailers are also presenting shoppers with attractive bargains on "no price" specials as the number offered more than quadruples the number offered last week. Feature activity for specialty shell egg is not as visible as the previous week. Ads for cage-free eggs declined, however other types are maintaining a steady pace. The number of promotions for liquid shell egg products is lower with little to no activity found in several areas. Seasonal egg nog promotions are higher.



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/}		34.2% of 4,400 sampled outlets Activity Index = 1,810 (includes Medium)						20.2% of 6,000 sampled outlets Activity Index = 820 (includes Medium)						56.8% of 4,000 sampled outlets Activity Index = 1,760 (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 - 1.98	140	1.62		
	White 18 pack																			
	Brown 12 pack																			
	MEDIUM			White 12 pack						White 12 pack						White 12 pack				
USDA GRADE A	White 12 pack	1.78	10	1.78	1.25 - 1.55	580	1.51				1.37 - 1.58	570	1.49	1.67	10	1.67	0.88 - 1.58	1,000	1.33	
	White 18 pack				1.97 - 2.39	30	2.18				1.98	40	1.98				1.48 - 1.99	160	1.96	
	Brown 12 pack																1.29	10	1.29	
		MEDIUM			White 12 pack White 30 pack	0.98	10	0.98				White 12 pack White 30 pack				White 12 pack White 30 pack	0.88 - 0.99	20	0.96	
S P E C I A L T Y	USDA ORGANIC																			
	White 12 pack																			
	Brown 12 pack				3.99 - 5.69	100	4.76										3.69	10	3.69	
	OMEGA-3																			
	White 12 pack	2.50 - 3.29	100	2.86	1.99 - 3.19	500	2.72	2.20	50	2.20	2.49	80	2.49				2.00 - 2.66	280	2.45	
	Brown 12 pack	2.50	20	2.50	2.50	80	2.50													
	CAGE-FREE																			
White 12 pack	2.79	30	2.79		2.99	60	2.99													
Brown 12 pack				2.49 - 3.99	190	3.54				3.39	80	3.39				3.39	10	3.39		
VEGETARIAN FED																				
White 12 pack																				
Brown 12 pack				2.50 - 2.69	100	2.58										1.28 - 2.29	120	1.41		
		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/}		37.3% of 4,000 sampled outlets Activity Index = 900 (includes Medium)						40.5% of 2,900 sampled outlets Activity Index = 930 (includes Medium)						60.7% of 1,200 sampled outlets Activity Index = 960 (includes Medium)						
USDA GRADE AA	White 12 pack				1.50	40	1.50				0.89 - 1.98	180	1.75				0.89 - 1.50	270	1.25	
	White 18 pack				1.99 - 2.50	80	2.34	2.25 - 2.50	120	2.33	2.09 - 2.29	200	2.28				1.88 - 2.38	50	2.11	
	Brown 12 pack																			
	MEDIUM			White 12 pack	1.19	30	1.19				White 12 pack							White 12 pack		
USDA GRADE A	White 12 pack				0.59 - 1.58	510	1.44							1.55 - 1.58	270	1.55				
	White 18 pack				1.98	20	1.98										1.55	70	1.55	
	Brown 12 pack																			
		MEDIUM			White 12 pack White 30 pack	2.99	120	2.99				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	100	3.99										3.49 - 3.99	60	3.84	
	OMEGA-3																			
	White 12 pack													2.50	200	2.50				
	Brown 12 pack																			
	CAGE-FREE																			
White 12 pack										2.49 - 3.99	90	2.86				1.99 - 3.99	180	2.43		
Brown 12 pack										2.49	70	2.49				1.99	130	1.99		
VEGETARIAN FED																				
White 12 pack																				
Brown 12 pack																				

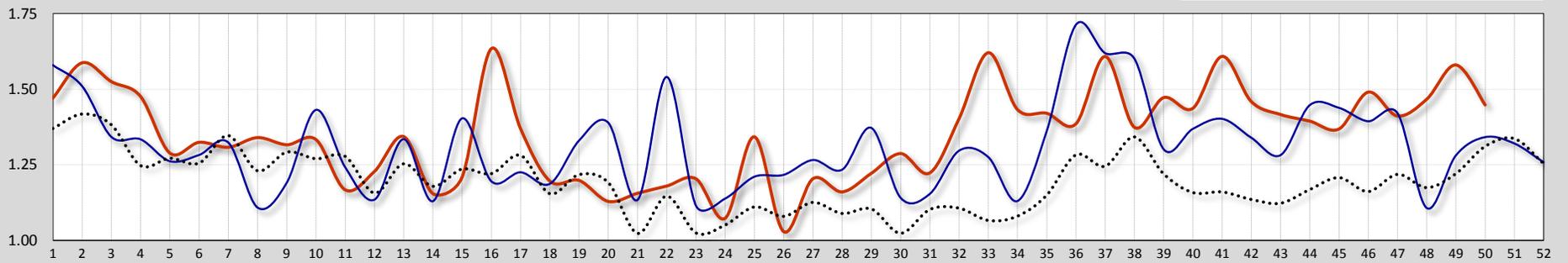


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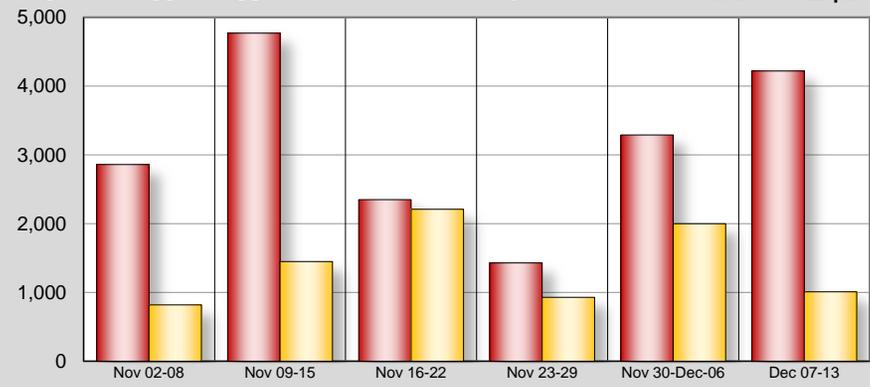
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EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	4.8%	8.7%	6.7%	20.0% of 4,400 sampled	1.4% of 6,000 sampled	2.4% of 4,000 sampled	0.0% of 4,000 sampled	0.0% of 2,900 sampled	3.0% of 1,200 sampled
2/ Activity Index	1,010	2,000	2,820	Activity Index = 840	Activity Index = 0	Activity Index = 130	Activity Index = 0	Activity Index = 0	Activity Index = 40
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range Stores Avg ^{3/}					
14-16 oz. crtn	370 2.56	1,640 1.98	1,640 2.37	2.50 - 3.49 300 2.64		1.99 - 2.19 30 2.12			2.29 40 2.29
32 oz. crtn	340 4.72	350 2.80	950 4.83	3.99 - 4.99 280 4.74		3.99 - 4.69 60 4.60			
3 - 4 oz. cup	280 2.00	10 2.99	230 2.99	1.99 260 1.99		2.19 20 2.19			
2 - 8 oz. cup	20 2.19					2.19 20 2.19			
EGG NOG	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	16.6%	15.3%	38.9%	15.8% of 4,400 sampled	5.0% of 6,000 sampled	11.3% of 4,000 sampled	23.5% of 4,000 sampled	27.6% of 2,900 sampled	43.7% of 1,200 sampled
2/ Activity Index	3,950	3,340	7,920	Activity Index = 710	Activity Index = 310	Activity Index = 660	Activity Index = 980	Activity Index = 840	Activity Index = 450
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range Stores Avg ^{3/}					
32 ounce	1,520 2.31	740 2.27	2,890 2.42	1.99 - 2.59 500 2.38	1.72 30 1.72	1.89 - 3.49 300 2.35	1.69 - 2.99 440 2.27	1.99 - 3.99 200 2.18	2.50 - 2.99 50 2.59
64 ounce	2,430 3.23	2,600 3.42	5,030 3.66	3.49 - 3.99 210 3.64	2.99 - 3.99 280 3.13	2.99 - 3.99 360 3.49	2.69 - 3.59 540 3.09	2.99 - 3.99 640 3.03	2.99 - 3.99 400 3.35

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.