



# 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 02/15 thru 02/21.

(prices in dollars per carton)

Fri. Feb 15, 2013

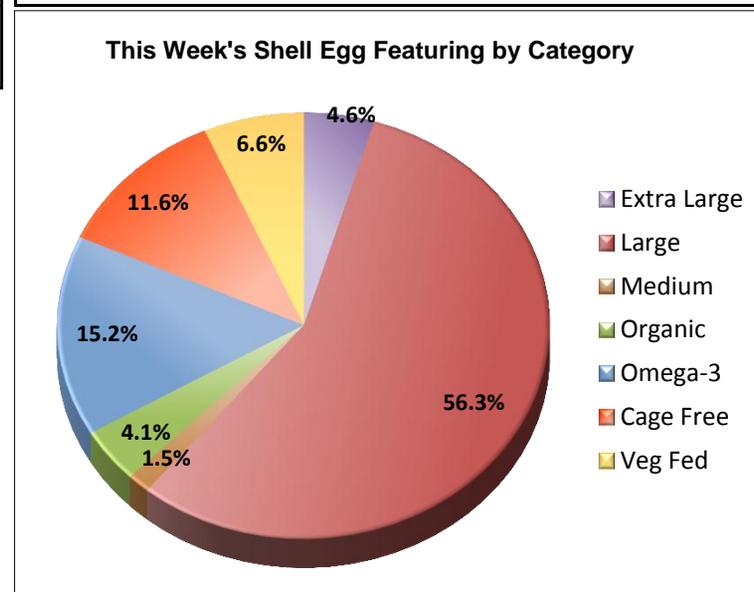
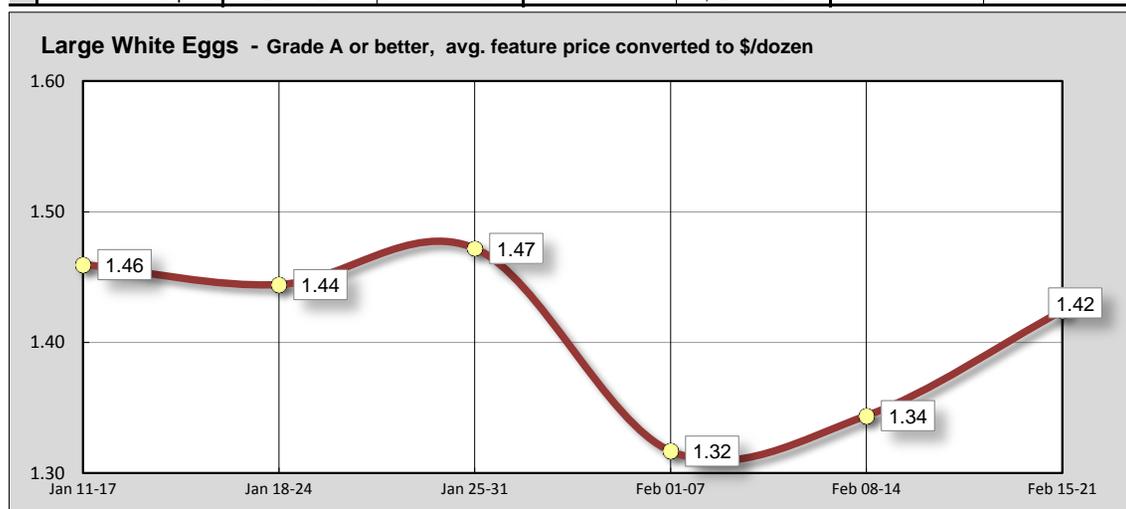
SHELL EGG NATIONAL SUMMARY													
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	24.8% of 23,200 stores				30.8% of 23,200 stores				37.9% of 22,500 stores				
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE		
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
REGULAR	<b>USDA GRADE AA</b>												
	White 12 pack	220	1.94	440	1.34	20	1.25	1,000	1.36	20	2.24	770	0.96
	White 18 pack	30	2.50	20	2.50			70	1.99	10	2.34	670	2.27
	Brown 12 pack			20	1.64								
	<b>USDA GRADE A</b>												
	White 12 pack	30	1.61	2,370	1.46	50	1.56	1,540	1.36	150	2.01	3,310	1.26
White 18 pack			540	1.96			750	1.94			1,980	2.35	
Brown 12 pack			10	1.29							20	1.39	
SPECIALTY	<b>USDA ORGANIC</b>												
	White 12 pack												
	Brown 12 pack	10	2.99	240	4.21			980	4.46	10	2.98	290	3.99
	<b>OMEGA-3</b>												
	White 12 pack	200	2.85	540	2.01	30	3.07	1,930	2.33	160	2.50	1,200	2.40
	Brown 12 pack			180	3.85			210	2.87			560	3.10
	<b>CAGE-FREE</b>												
	White 12 pack			20	2.79			20	2.79			320	2.84
	Brown 12 pack			680	2.69			720	2.74			490	3.47
	<b>VEGETARIAN FED</b>												
White 12 pack			340	1.99					10	2.50	60	2.17	
Brown 12 pack	20	2.50	40	3.29			1,120	2.37			370	3.36	

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	3,680	3,430	6,930	Large Eggs on Feb-11-2013
Specialty	2,270	5,010	3,470	
Total (includes MD)	6,040	8,870	10,720	543.7
Special Rate 4/:	1.9%	0.2%	2.7%	up 7.9%

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

**SHELL EGG and EGG PRODUCTS FEATURING**

Promotional activity for regular shell eggs is just slightly above that of last week. The average price of Large white eggs, Grade A or better, offered to consumers is sharply higher. Featuring of large eggs comprises over half of all eggs advertised this period and there is a noticeable increase in the number of ads for Extra Large eggs. The occurrence of "no price" specials is higher. Specialty shell eggs features are fewer in number due to a substantial drop in ads for Omega-3 and vegetarian fed eggs. Feature activity for liquid egg products continues to increase and more than doubles that of the previous week. Retailers are advertising the 32 ounce cartons in all areas, with the exception of the Northwest.



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.)

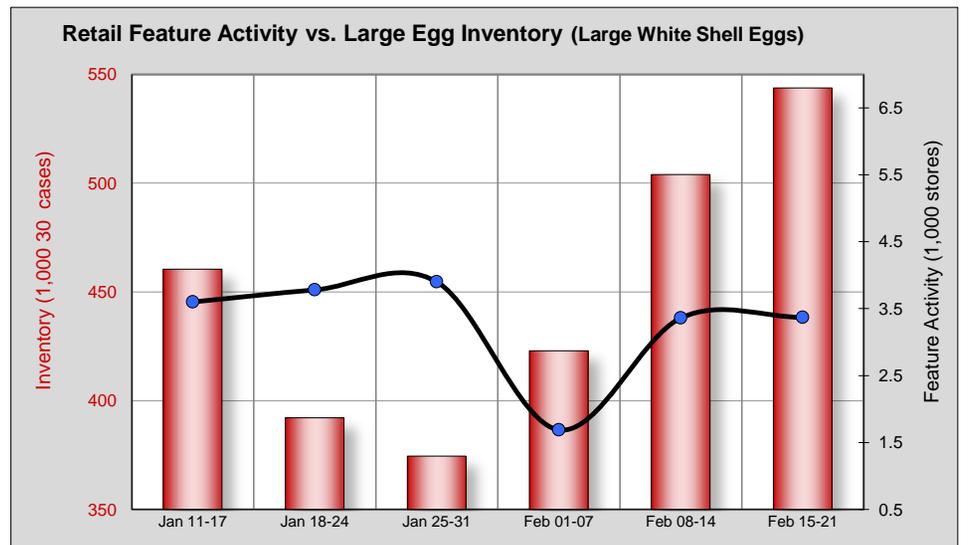
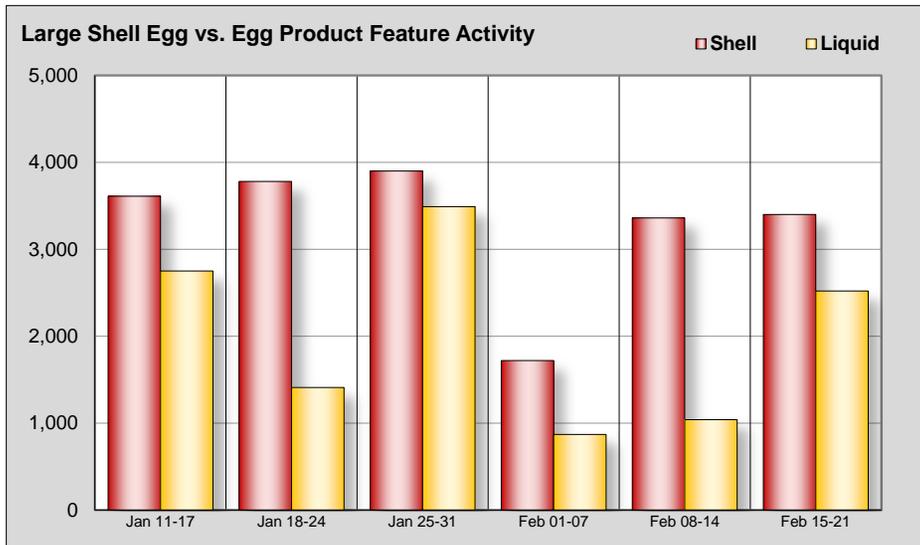
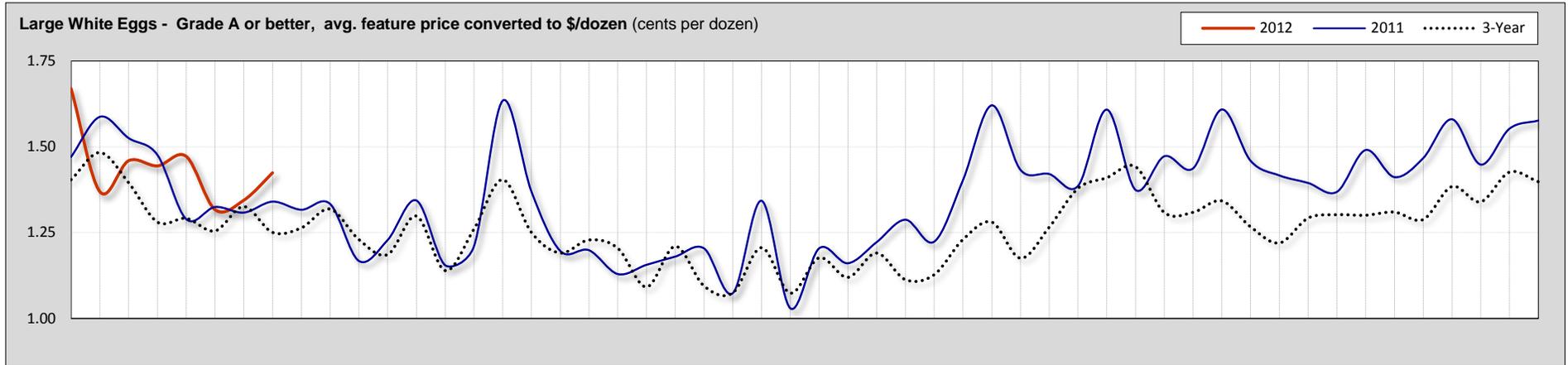




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EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	11.0%	4.1%	10.0%	12.4% of 4,600 sampled	3.9% of 6,100 sampled	10.4% of 4,200 sampled	10.6% of 4,200 sampled	18.7% of 2,900 sampled	26.1% of 1,200 sampled
2/ Activity Index	2,520	1,040	3,330	Activity Index = 640	Activity Index = 240	Activity Index = 340	Activity Index = 980	Activity Index = 320	Activity Index = 0
	Stores Avg <sup>3/</sup>	Stores Avg <sup>3/</sup>	Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>					
14-16 oz. crtn	690 2.45	710 2.67	370 2.47	1.99 - 2.99 340 2.63		2.18 - 2.50 270 2.30	2.18 - 2.29 80 2.23		
32 oz. crtn	1,810 4.06	190 4.76	2,320 3.71	3.99 - 5.99 280 4.40	3.78 - 3.99 240 3.82	3.99 - 4.99 70 4.87	3.99 900 3.99	3.99 320 3.99	
3 - 4 oz. cup	20 2.13	140 2.50	440 4.31	1.99 - 2.50 20 2.13					
2 - 8 oz. cup			200 2.50						



Note: See page 1 for explanatory notes.