



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 03/22 thru 03/28.

(prices in dollars per carton)

Fri. Mar 22, 2013

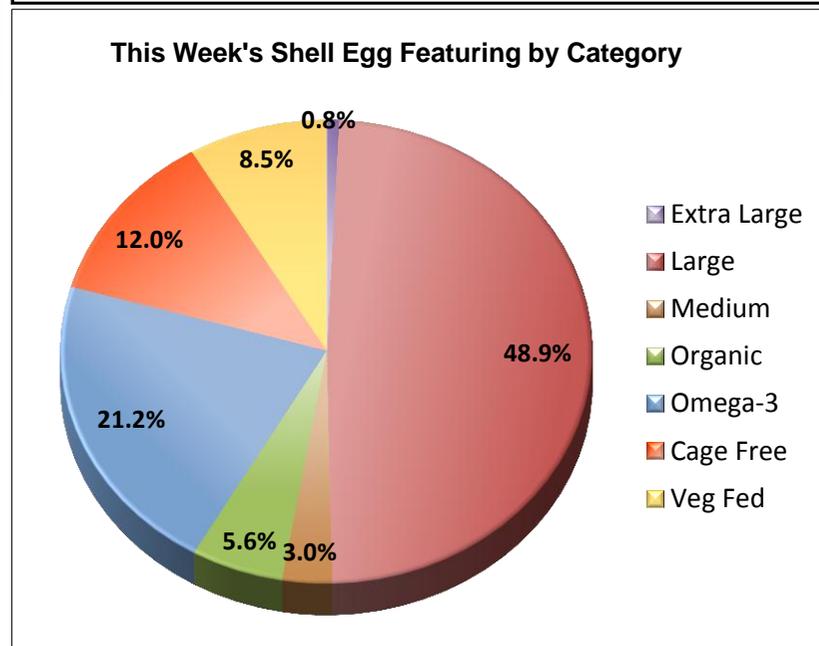
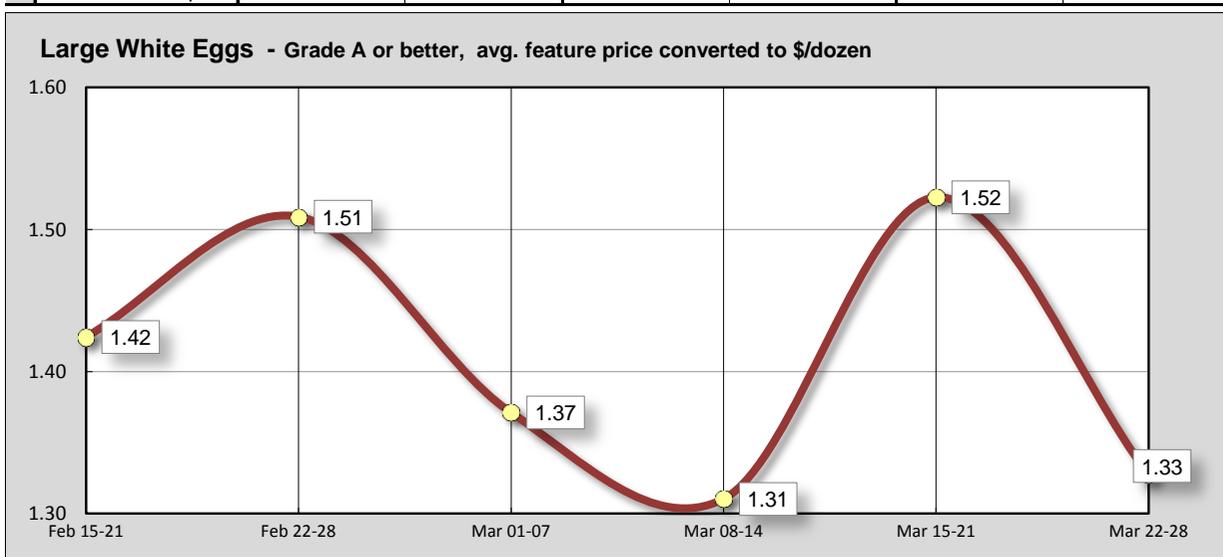
SHELL EGG NATIONAL SUMMARY													
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	34.2% of 23,200 stores				30.7% of 23,200 stores				46.3% of 22,500 stores				
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE		
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
REGULAR	USDA GRADE AA												
	White 12 pack	60	1.50	660	1.31	30	2.50	20	1.63	120	1.52	390	1.03
	White 18 pack			890	2.13	70	2.37	120	2.07			260	2.45
REGULAR	USDA GRADE A												
	White 12 pack	10	0.99	1,450	1.11	10	0.99	2,400	1.51	30	1.20	2,210	1.33
	White 18 pack			1,550	2.22	10	1.56	610	2.40			790	2.16
SPECIALTY	USDA ORGANIC												
	White 12 pack									270	3.99	50	3.99
	Brown 12 pack	90	4.08	430	3.67			180	4.30	20	4.22	1,960	3.72
SPECIALTY	OMEGA-3												
	White 12 pack	90	2.26	1,880	2.43	2,230	2.71	960	2.80	280	2.41	1,170	2.42
	Brown 12 pack							10	3.99			330	2.49
SPECIALTY	CAGE-FREE												
	White 12 pack			510	2.94			170	2.99			1,970	2.44
	Brown 12 pack			610	2.89	10	2.99	460	3.40			2,370	2.51
SPECIALTY	VEGETARIAN FED												
	White 12 pack			40	2.49	10	2.99					380	2.44
	Brown 12 pack	250	2.50	500	2.89	80	3.00	150	2.80			430	2.39

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	4,620	3,270	3,800	Large Eggs on Mar-18-2013
Specialty	4,400	4,260	9,230	
Total (includes MD)	9,300	7,790	13,270	542.5
Special Rate 4/:	1.0%	1.9%	8.3%	down 7.4%

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

SHELL EGG and EGG PRODUCTS FEATURING

Regular shell egg featuring is considerably more active as we move into the last week before the Easter holiday. The average price of Large white eggs, Grade A or better, has been on an up and down pace since February and is now sharply lower following last week's higher price. The number of "no price" incentives declines as retailers are still reluctant to use this as a marketing tool to stimulate consumer buying interest. Advertisements for Extra Large eggs are fading from view however, Medium eggs are keeping a steady level of visibility. Promotional activity on specialty shell eggs increases this week and Omega-3 type egg ads continue to fill flyers. Other specialty types are also showing up more frequently. Featuring of liquid egg products is more active than last week. Spring is officially here, but colder temperatures remain. Now is a good time to heat up the oven to bake some holiday goodies with eggs or to boil a few for decorating.



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/}		22.4% of 4,600 sampled outlets Activity Index = 1,570 (includes Medium)						23.2% of 6,100 sampled outlets Activity Index = 1,380 (includes Medium)						39.2% of 4,200 sampled outlets Activity Index = 1,860 (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															0.88 - 1.25	20	1.12	
	White 18 pack															1.88	10	1.88	
	Brown 12 pack																		
	MEDIUM	White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack					
USDA GRADE A	White 12 pack				0.99 - 1.50	160	1.22				0.99 - 1.50	510	1.16	0.99	10	0.99	0.77 - 1.49	700	1.04
	White 18 pack				1.69 - 1.88	30	1.82				1.98 - 2.99	660	2.65				1.49 - 2.00	530	1.91
	Brown 12 pack																		
	MEDIUM	White 12 pack White 30 pack			0.98 - 1.33	80	1.05	White 12 pack White 30 pack			0.79 - 1.25	30	1.14	White 12 pack White 30 pack			0.80	20	0.80
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack				2.98 - 4.69	120	4.08				4.69	20	4.69	3.49 - 5.00	30	4.25	3.28	170	3.28
	OMEGA-3																		
	White 12 pack				2.49	130	2.49				2.00 - 2.49	80	2.27				2.31 - 2.59	130	2.48
Brown 12 pack																			
CAGE-FREE																			
White 12 pack				2.99 - 3.49	90	3.07										3.39	180	3.39	
Brown 12 pack				2.00 - 3.59	200	3.35										2.59 - 3.77	30	2.96	
VEGETARIAN FED																			
White 12 pack				2.49	40	2.49													
Brown 12 pack	2.50	250	2.50	1.88 - 3.50	470	2.91										2.59 - 2.79	30	2.64	
		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/}		40.3% of 4,200 sampled outlets Activity Index = 2,120 (includes Medium)						47.7% of 2,900 sampled outlets Activity Index = 1,490 (includes Medium)						63.0% of 1,200 sampled outlets Activity Index = 880 (includes Medium)					
USDA GRADE AA	White 12 pack				0.99 - 1.25	220	1.08	1.50	20	1.50	1.25 - 1.50	240	1.38	1.50	40	1.50	0.99 - 2.60	180	1.52
	White 18 pack				1.88 - 2.19	300	1.93				2.00 - 2.50	480	2.28				1.48 - 2.59	100	2.01
	Brown 12 pack																		
	MEDIUM	White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack		
USDA GRADE A	White 12 pack				0.99	50	0.99				1.79	30	1.79						
	White 18 pack				1.50 - 2.99	330	1.89												
	Brown 12 pack																		
	MEDIUM	White 12 pack White 30 pack			2.49	40	2.49	White 12 pack White 30 pack			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				3.28	40	3.28							3.99	60	3.99	3.39 - 3.99	80	3.84
	OMEGA-3																		
	White 12 pack	2.29	80	2.29	1.99 - 2.50	510	2.41				2.29 - 2.50	700	2.41	1.99	10	1.99	2.49	330	2.49
Brown 12 pack																			
CAGE-FREE																			
White 12 pack				2.50	210	2.50										2.50 - 2.99	30	2.90	
Brown 12 pack				2.50 - 2.99	340	2.67										2.00 - 2.99	40	2.40	
VEGETARIAN FED																			
White 12 pack																			
Brown 12 pack																			



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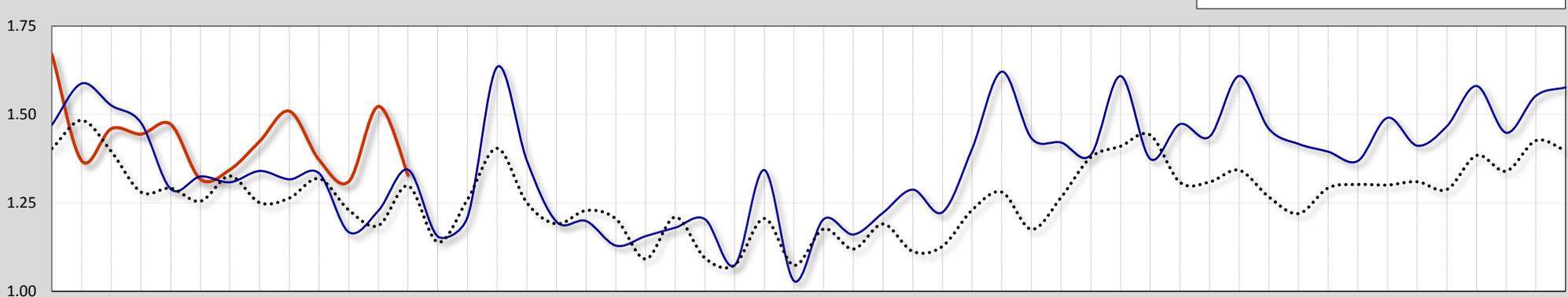
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(prices in dollars per carton)

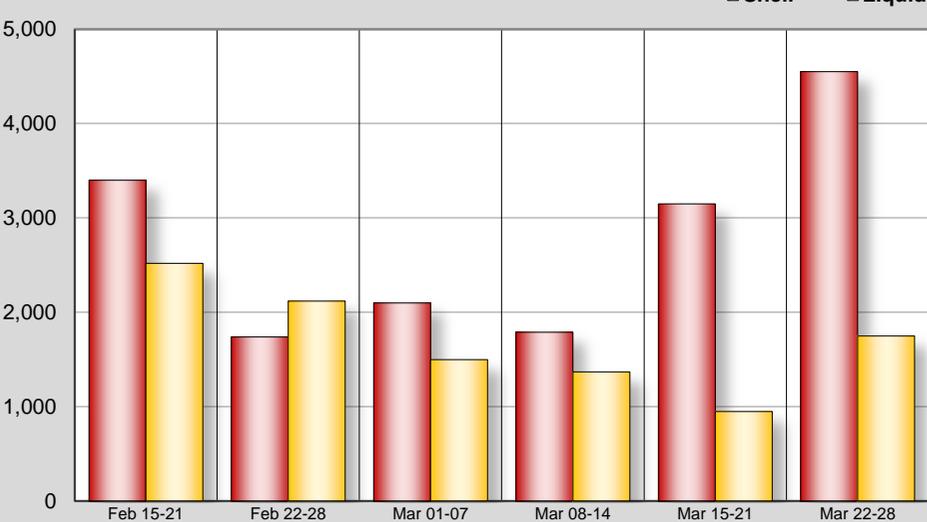
Fri. Mar 22, 2013

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	6.8%	4.2%	2.7%	17.3% of 4,600 sampled	4.1% of 6,100 sampled	5.0% of 4,200 sampled	2.9% of 4,200 sampled	0.0% of 2,900 sampled	15.9% of 1,200 sampled
2/ Activity Index	1,750	950	1,330	Activity Index = 980	Activity Index = 240	Activity Index = 210	Activity Index = 120	Activity Index = 0	Activity Index = 200
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range Stores Avg ^{3/}					
14-16 oz. crtn	760 2.50	640 2.50	870 2.52	2.00 - 2.69 390 2.48	2.50 50 2.50	2.00 - 2.50 40 2.35	2.69 80 2.69		2.50 200 2.50
32 oz. crtn	880 4.21	280 4.82	360 3.97	3.99 - 4.99 480 4.48	3.78 190 3.78	3.98 170 3.98	3.98 40 3.98		
3 - 4 oz. cup	110 2.50	30 2.50	100 2.29	2.49 - 2.50 110 2.50					
2 - 8 oz. cup									

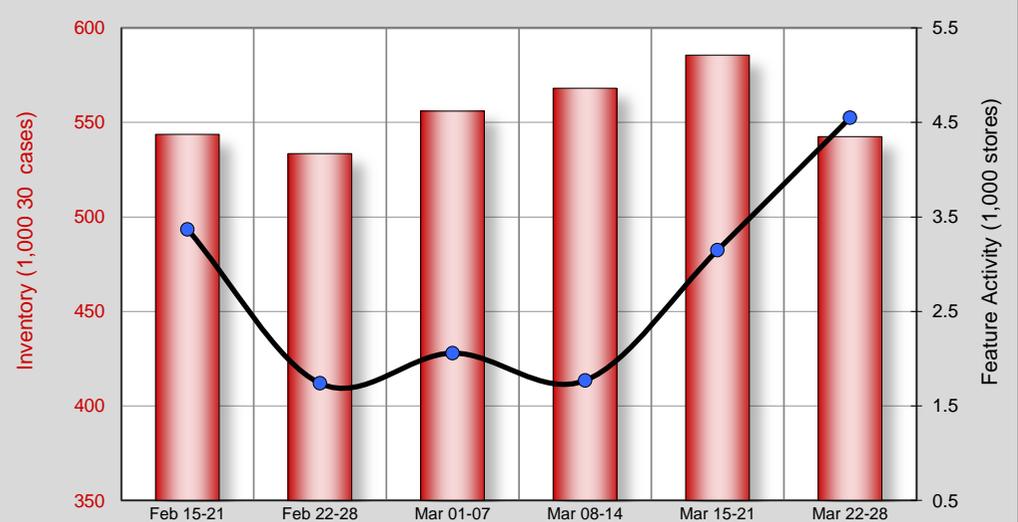
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



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.