



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 04/12 thru 04/18.

(prices in dollars per carton)

Fri. Apr 12, 2013

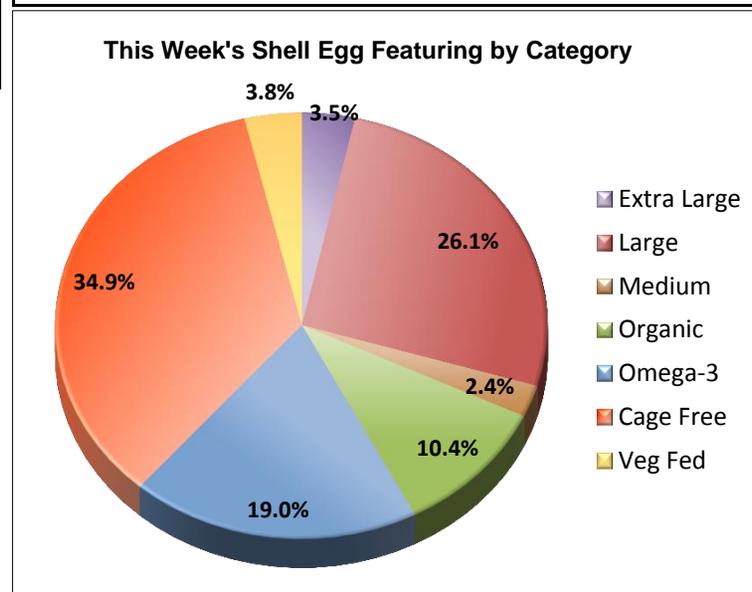
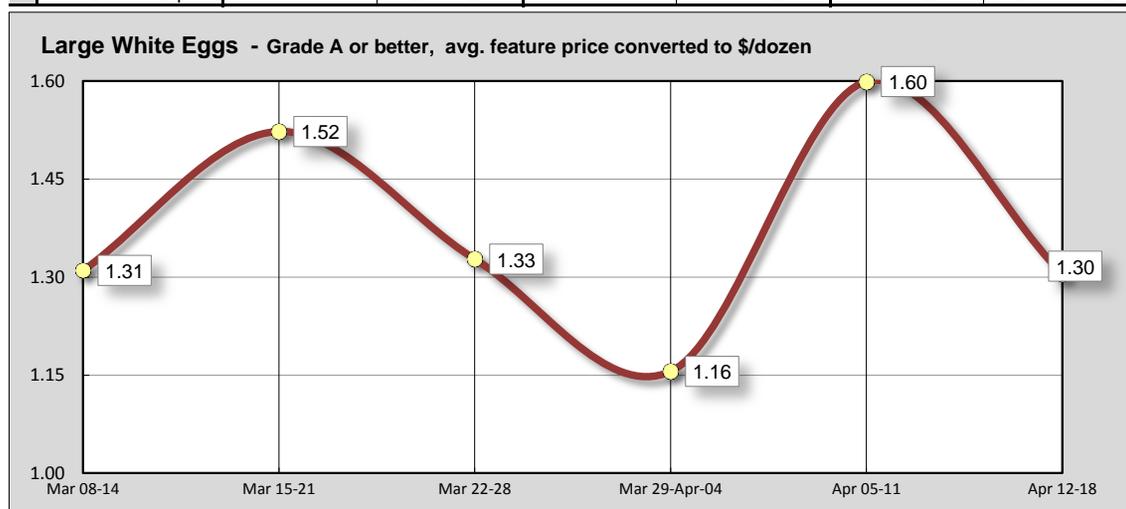
SHELL EGG NATIONAL SUMMARY												
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
	19.9% of 23,200 stores				27.6% of 23,200 stores				10.8% of 22,500 stores			
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE	
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	USDA GRADE AA											
	White 12 pack		130 0.99		190 1.70		10 0.99		300 1.89			
	White 18 pack		200 1.76		30 2.25		1,250 2.38		140 2.49			
REGULAR	USDA GRADE A											
	White 12 pack		220 1.35		1,150 1.35		320 1.15		10 1.79		290 1.48	
	White 18 pack		370 2.04		1,040 2.60		120 1.98		10 1.69			
SPECIALTY	USDA ORGANIC											
	White 12 pack		770 4.18		130 3.99		580 4.19		30 3.93		610 3.79	
	Brown 12 pack											
SPECIALTY	OMEGA-3											
	White 12 pack		160 2.49		1,250 2.63		1,770 2.45		280 2.32		1,670 2.28	
	Brown 12 pack				20 2.19				190 2.97			
SPECIALTY	CAGE-FREE											
	White 12 pack		990 2.62						20 2.28		120 3.08	
	Brown 12 pack		1,600 2.75				870 3.08		630 3.07			
SPECIALTY	VEGETARIAN FED											
	White 12 pack										190 2.50	
	Brown 12 pack		30 3.50		250 2.73		190 2.45		10 2.00		280 3.52	

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,200	2,830	880	Large Eggs on Apr-08-2013
Specialty	5,050	3,560	4,030	
Total (includes MD)	7,430	6,680	4,920	511.5
Special Rate 4/:	0.6%	1.2%	1.0%	up 26.2%

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

SHELL EGG and EGG PRODUCTS FEATURING

Promotional activity for regular shell eggs is lower which is usually the pattern for the weeks following the Easter holiday period. The average price of Large white eggs, Grade A or better, is sharply lower as prices continue to fluctuate. Shoppers are still having a difficult time finding incentives this week as the number of retailers offering "no price" specials drops. Advertisement for Extra Large eggs are showing up more in circulars, while Medium eggs maintain a constant presence. Specialty shell egg features are higher in number with most activity taking place in the middle of the ad cycle. Cage-free and Omega-3 type eggs are most commonly featured. Liquid egg promotional activity declined.



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.)

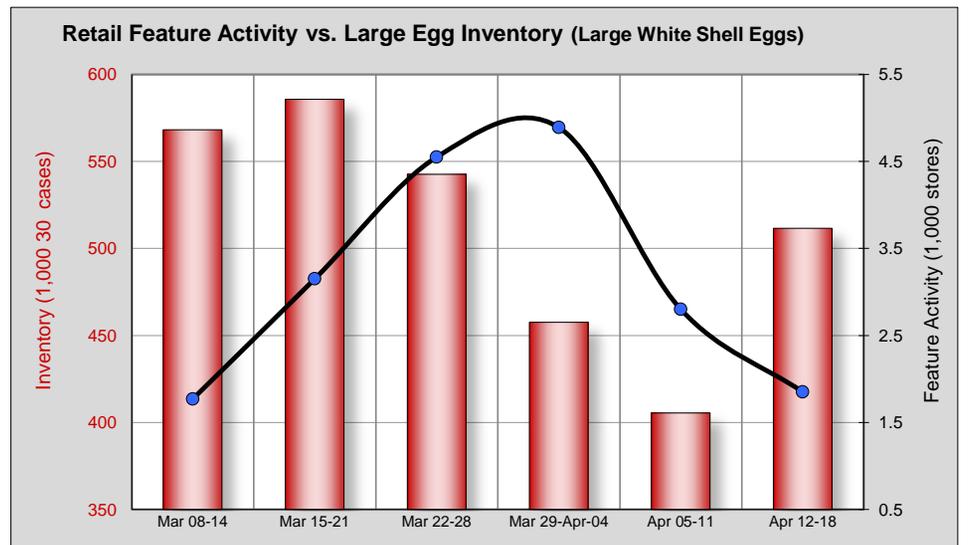
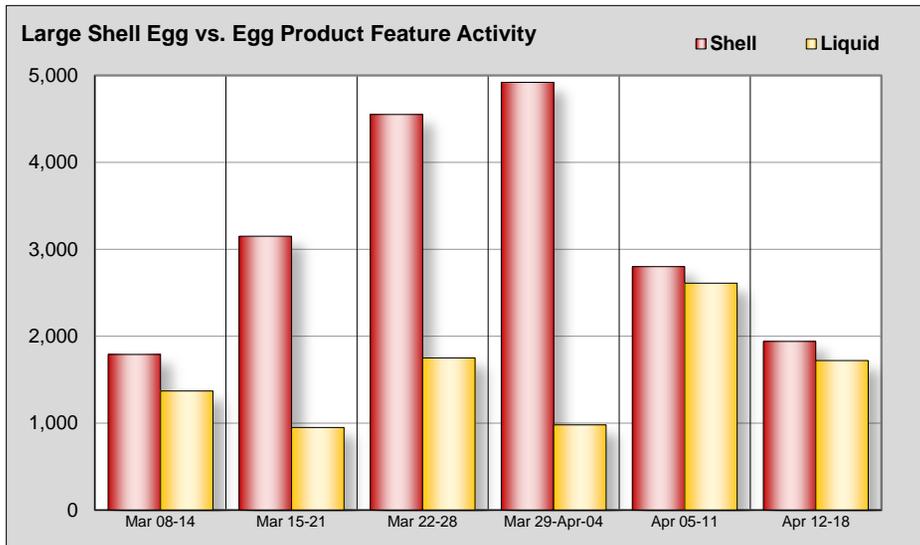
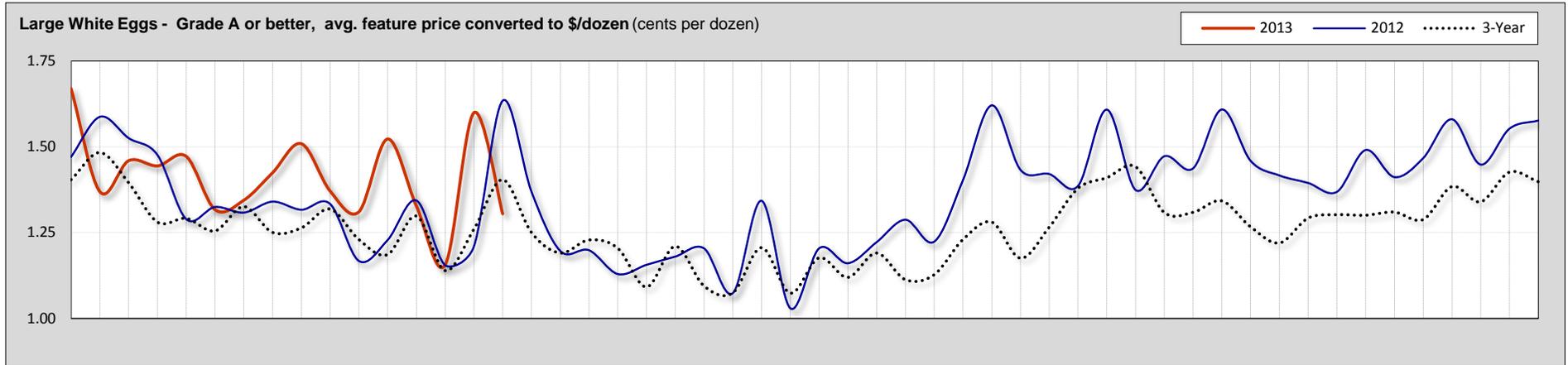
		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)					
Feature Rate ^{1/} Activity Index ^{2/}		36.2% of 4,600 sampled outlets Activity Index = 2,870 (includes Medium)						3.2% of 6,100 sampled outlets Activity Index = 170 (includes Medium)						11.0% of 4,200 sampled outlets Activity Index = 550 (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	1.19 - 1.28	130	1.19	0.99 - 1.66	810	1.43							1.25 - 1.69	70	1.49	0.88 - 1.49	130	1.12
	White 18 pack				1.99	170	1.99										1.98	160	1.98
	Brown 12 pack				0.99 - 1.95	90	1.70												
	MEDIUM			White 12 pack						White 12 pack	1.00 - 1.25	20	1.14			White 12 pack	0.77 - 1.12	90	0.98
	White 30 pack									White 30 pack						White 30 pack			
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack				3.99 - 4.99	750	4.17												
	OMEGA-3							2.50	30	2.50		1.99	110	1.99			1.99 - 2.59	40	2.33
	White 12 pack				2.00 - 3.99	630	2.84												
Brown 12 pack																			
CAGE-FREE																	2.50	10	2.50
White 12 pack				2.50 - 4.29	40	3.57					2.99	10	2.99			2.50 - 2.59	30	2.56	
Brown 12 pack																			
VEGETARIAN FED																			
White 12 pack				3.50	30	3.50	2.49 - 3.99	220	2.74							2.59	20	2.59	
Brown 12 pack																			
		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/}		29.3% of 4,200 sampled outlets Activity Index = 1,750 (includes Medium)						19.9% of 2,900 sampled outlets Activity Index = 1,130 (includes Medium)						41.0% of 1,200 sampled outlets Activity Index = 960 (includes Medium)					
USDA GRADE AA	White 12 pack				0.99	90	0.99				0.99	10	0.99				0.99	30	0.99
	White 18 pack				1.69 - 2.09	170	1.78	2.50	40	2.50							1.67 - 1.69	30	1.68
	Brown 12 pack																		
	MEDIUM			White 12 pack						White 12 pack						White 12 pack			
USDA GRADE A	White 12 pack				0.99 - 1.56	140	1.20	1.56 - 2.50	20	1.84	1.00 - 1.99	50	1.13				1.00	20	1.00
	White 18 pack				2.47	40	2.47												
	Brown 12 pack																		
	MEDIUM			White 12 pack	0.99 - 1.12	50	1.07			White 12 pack	1.25 - 1.56	20	1.42			White 12 pack			
	White 30 pack									White 30 pack						White 30 pack			
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack										3.99	10	3.99				4.99	10	4.99
	OMEGA-3							2.49	130	2.49	2.49 - 2.99	200	2.68				2.00 - 2.50	220	2.45
	White 12 pack				1.88 - 2.99	50	2.14												
Brown 12 pack																			
CAGE-FREE																			
White 12 pack				2.50	480	2.50				2.50 - 3.00	290	2.93				2.49 - 2.50	210	2.49	
Brown 12 pack				2.50 - 3.99	730	2.67				2.50 - 3.99	360	3.15				2.49 - 2.69	430	2.50	
VEGETARIAN FED																			
White 12 pack																			
Brown 12 pack																			
	MEDIUM																2.69	10	2.69



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Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 04/12 thru 04/18.
 (prices in dollars per carton)

Fri. Apr 12, 2013

EGG PRODUCTS	THIS WEEK		LAST WEEK		LAST YEAR		NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST		
1/ Feature Rate	10.0%		12.0%		5.0%		30.5% of 4,600 sampled		4.6% of 6,100 sampled		7.4% of 4,200 sampled		7.6% of 4,200 sampled		0.3% of 2,900 sampled		0.5% of 1,200 sampled		
2/ Activity Index	1,720		2,610		2,680		Activity Index = 1,070		Activity Index = 300		Activity Index = 70		Activity Index = 260		Activity Index = 10		Activity Index = 10		
	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	1,020	2.53	1,600	2.04	1,390	2.41	2.50 - 3.00	390	2.70	1.98 - 3.00	280	2.20	1.88 - 4.99	70	2.70	2.18 - 2.89	260	2.53	2.49 10 2.49
32 oz. crtn	620	4.24	990	4.38	1,100	4.34	3.99 - 5.99	620	4.24										3.49 10 3.49
3 - 4 oz. cup	70	2.31	20	2.38	190	2.47	2.19	60	2.19	3.00	10	3.00							
2 - 8 oz. cup	10	3.00								3.00	10	3.00							



Note: See page 1 for explanatory notes.