



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 05/10 thru 05/16.
 (prices in dollars per carton)

Fri. May 10, 2013

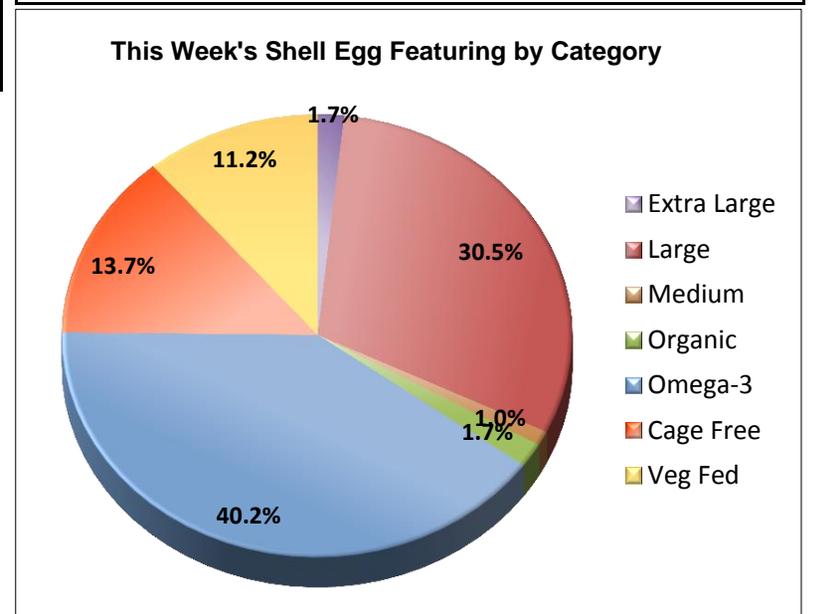
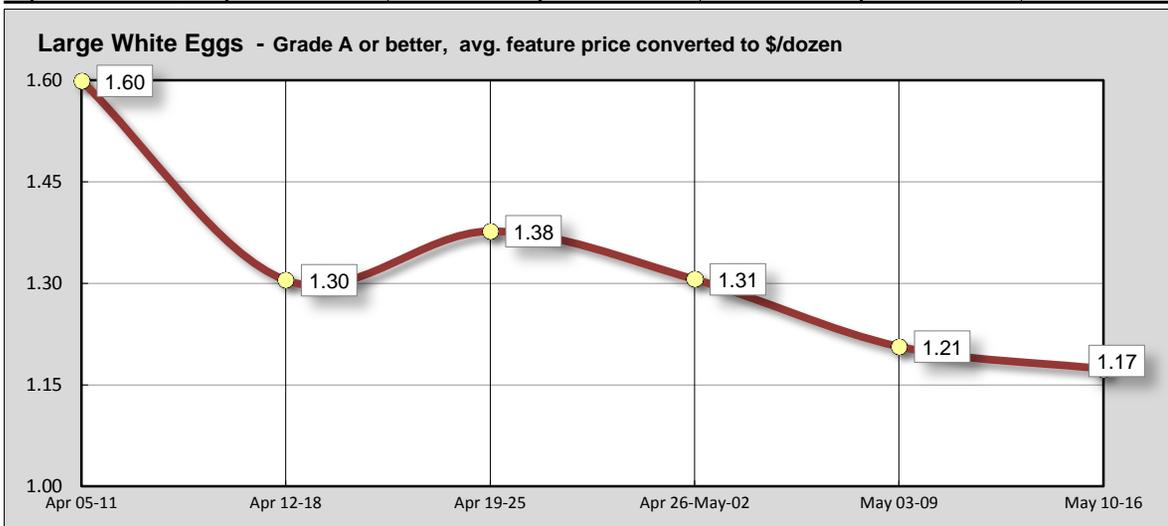
SHELL EGG NATIONAL SUMMARY																
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR							
	53.6% of 23,200 stores								43.0% of 23,200 stores				36.0% of 22,500 stores			
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE					
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg				
REGULAR	USDA GRADE AA															
	White 12 pack	200	1.97	2,290	1.19	40	1.66	40	0.94	10	1.49	1,200	1.31			
	White 18 pack	10	2.25	250	1.82			1,860	2.01			210	2.18			
	Brown 12 pack															
	USDA GRADE A															
	White 12 pack	20	1.24	1,300	1.09	10	0.95	2,680	1.02	30	1.04	1,660	0.97			
White 18 pack	10	1.59	540	1.94			1,640	2.06			220	1.54				
Brown 12 pack					210	3.79										
SPECIALTY	USDA ORGANIC															
	White 12 pack			10	5.98											
	Brown 12 pack	20	3.49	220	4.39			450	4.49	190	1.77	660	4.33			
	OMEGA-3															
	White 12 pack	160	2.52	5,470	2.32	410	2.54	1,170	2.62	480	2.02	3,140	2.36			
	Brown 12 pack			130	2.99	20	2.50	590	3.18			70	2.93			
	CAGE-FREE															
	White 12 pack			640	2.81	60	2.99	1,160	2.61			1,970	2.62			
	Brown 12 pack			1,320	2.94			1,850	2.97			2,340	2.61			
	VEGETARIAN FED															
White 12 pack	10	2.49			10	2.99	140	2.49			350	2.54				
Brown 12 pack	650	3.05	940	3.08	70	2.95	260	2.92			160	3.07				

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	4,620	6,480	3,330	Large Eggs on May-06-2013
Specialty	9,570	6,190	9,360	
Total (includes MD)	14,340	12,990	12,860	467.6
Special Rate 4/:	8.1%	1.4%	1.5%	down 7.6%

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

SHELL EGG and EGG PRODUCTS FEATURING

Promotional activity of regular shell eggs is not as active as a week ago. However, consumers are finding attractive deals on eggs as the average price of Grade A, or better, Large white eggs continues moving downward. Supermarkets are using "no price" incentives more liberally than a week ago by conducting combination promotions (free eggs with bacon or biscuits), therefore go ahead and treat that special Mom to a hearty breakfast in bed on Mother's Day. The majority of this week's activity is in the Southwest and the Eastern regions, with each area having over 60% of their sampled outlets with an egg feature. Promotional activity for specialty shell eggs is sharply higher. Omega-3 type eggs are heavily promoted in circulars this week. Feature activity for liquid shell eggs declines.



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

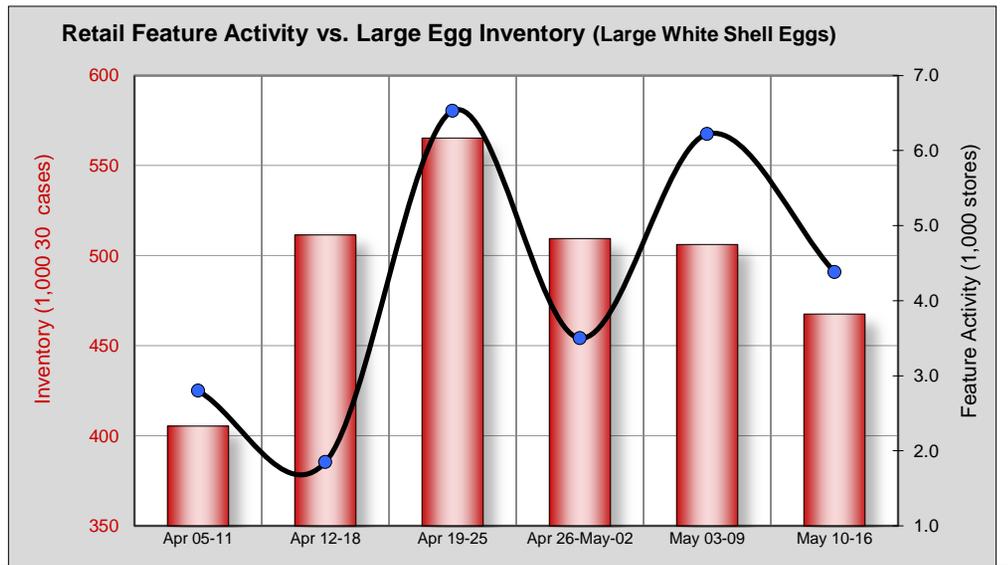
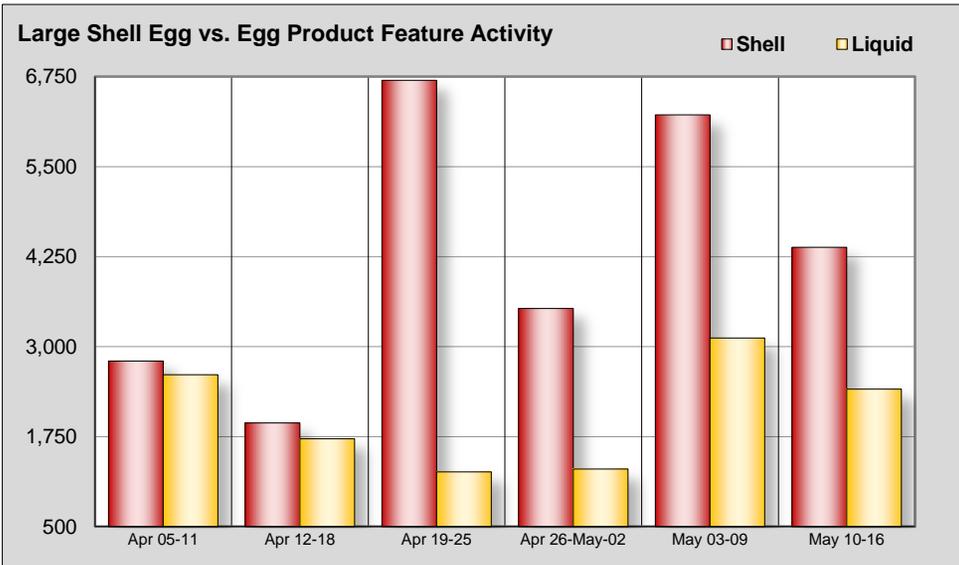
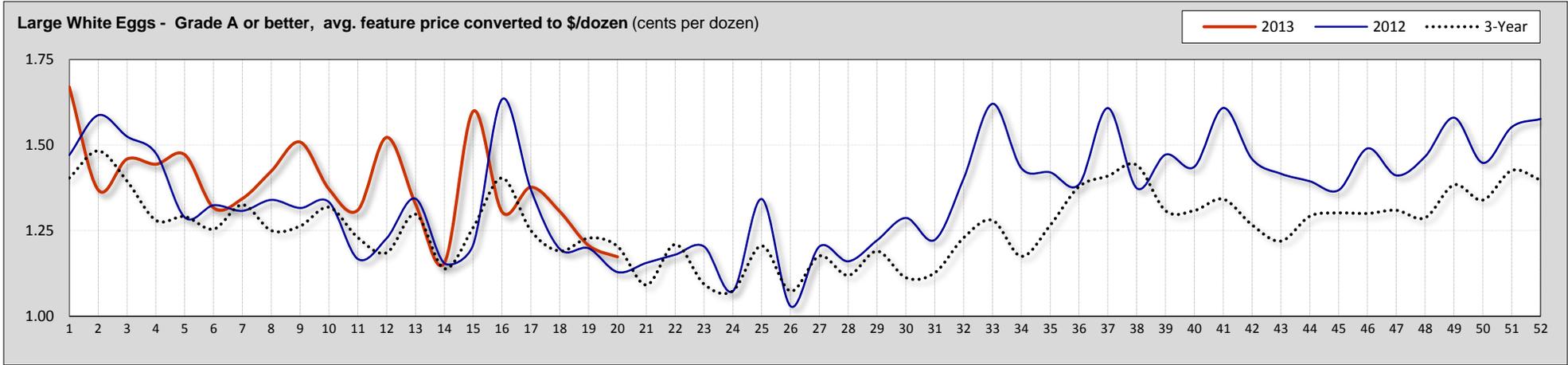
1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer 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	8.9%	12.9%	5.5%	22.1% of 4,600 sampled	5.5% of 6,100 sampled	8.0% of 4,200 sampled	8.5% of 4,200 sampled	1.1% of 2,900 sampled	0.0% of 1,200 sampled
2/ Activity Index	2,410	3,120	1,210	Activity Index = 1,400	Activity Index = 330	Activity Index = 300	Activity Index = 350	Activity Index = 30	Activity Index = 0
	Stores Avg ^{3/}	Stores Avg 3/	Stores Avg 3/	Price Range Stores Avg ^{3/}					
14-16 oz. crtn	1,750 2.57	2,840 2.44	740 2.52	1.99 - 3.00 950 2.64	2.50 - 2.99 140 2.57	2.50 - 2.79 280 2.51	0.29 - 2.89 350 2.43	2.50 - 2.69 30 2.54	
32 oz. crtn	260 3.98	270 3.98	240 3.99	3.99 70 3.99	3.98 190 3.98				
3 - 4 oz. cup	400 2.81	10 3.29	230 2.74	2.50 - 2.99 380 2.82		2.50 20 2.50			
2 - 8 oz. cup									



Note: See page 1 for explanatory notes.