

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 07/12 thru 07/18. (prices in dollars per carton)

	SHELL EGG NATIONAL SUMMARY													
THIS WEEK							PREVIO	JS WEEK	(PREVIOUS YEAR				
Feature Rate		37.	0% of 23	,200 sto	res	31	.4% of 23	3,200 sto	res	41.0% of 22,500 stores				
		X LA	ARGE	LAR	GE	X LARGE		LARGE		X LARGE		LARGE		
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
R	USDA GRADE AA													
E	White 12 pack			2,160	1.17			1,480	1.33	50	1.40	3,100	1.23	
G	White 18 pack	10	2.25	310	2.23			440	2.22			640	2.00	
U	Brown 12 pack													
L	USDA GRADE A													
A	White 12 pack	140	1.46	2,310	1.13	150	1.37	730	1.25	10	2.00	1,740	1.11	
	White 18 pack			670	2.36							1,190	1.94	
	Brown 12 pack			10	1.39									
	USDA ORGANIC													
s	White 12 pack									30	2.99			
P	Brown 12 pack	30	3.99	530	4.37	30	4.99	990	4.13			1,910	3.82	
E	OMEGA-3													
C	White 12 pack	550	2.81	270	2.25	580	2.72	850	2.21			580	2.36	
ı	Brown 12 pack			50	2.79			20	2.79			250	3.58	
Ā	CAGE-FREE													
î	White 12 pack			230	2.93			680	2.72			1,690	2.44	
T	Brown 12 pack			790	3.00			1,170	3.19			2,690	2.70	
Y	VEGETARIAN FED													
•	White 12 pack					40	2.99	40	1.99			130	2.50	
	Brown 12 pack	170	2.99	170	2.94	310	2.79	480	2.73	10	2.50	560	3.31	

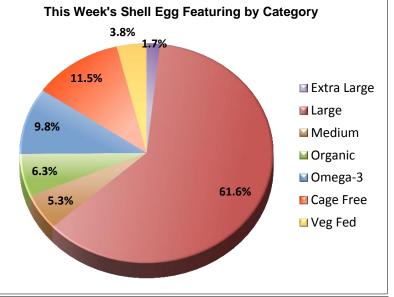
2.0 12 paon	2.00		100 2110		0.01							
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen												
1.60												
1.45	1.43			1.33								
1.30		1.24	1.15		1.22							
1.00			1.15									
Jun 07-13 Ju	un 14-20 Jun 2	21-27 Jun 28	-Jul-04 Jul 0)5-11	Jul 12-18							

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	5,610	2,800	6,730	Large Eggs on
Specialty	2,790	5,190	7,850	Jul-08-2013
Total (includes MD)	8,870	8,400	15,210	419.3
Special Rate 4/:	3.4%	3.4%	2.5%	up 0.6%

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

SHELL EGG and EGG PRODUCTS FEATURING

Promotional activity for regular shell eggs is more active than a week ago as over half of the outlets sampled are featuring Large eggs. The average price of Large white eggs, Grade A, or better to consumers is lower and the number of "no price" specials offered are the same as last week. The Central and Western parts of the country are actively featuring regular shell eggs. Ads for Medium eggs are also very visible in circulars. Promotions of specialty shell egg are fewer in number. All types in this category are experiencing a decline in space in this week's flyers. Promotional activity for liquid eggs continues moving up. The majority of ads for egg products is in the Northeast and Southeast, marginal elsewhere.



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.)

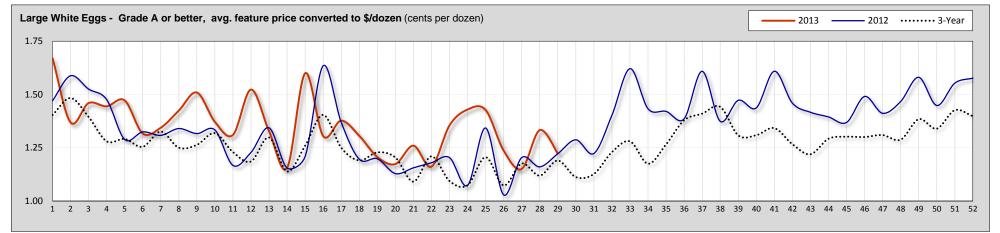
				NORTHE	AST U.S.			SOUTHE	EAST U.S.			MIDW	EST U.S.				
		NORTHEAST U.S. (CT.DE.MA,MD,ME,NH,NJ,NY,PA,RI,VT)						(AL,FL,GA,MS,N		/)	(IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)						
Feature Rate ^{1/} Activity Index ^{-/}		3:	5.4% of 4,600 s	sampled outlets 0 (includes Med	, , , , , , , , , , , , , , , , , , , 		22.6% of 6,100 vity Index = 1,24	sampled outlets	34.1% of 4,200 sampled outlets Activity Index = 1,530 (includes Medium)								
			EXTRA I	LARGE	LARGE		EXTR	ALARGE	LARGE		EXTRA	LARGE	L <i>A</i>	ARGE			
CLASS		CLASS	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/		
	20.4	White 12 pack	,	-	<u> </u>			J			<u> </u>	,	0.77 - 1.25	90	0.93		
	SDA RADE	White 18 pack											1.98	30	1.98		
	AA -	Brown 12 pack															
•	AA	MEDIUM	\	White 12 pack				White 12 pack				White 12 pack					
		White 12 pack	1.49	130 1.49	0.99 - 1.67	360 1.3	0		0.88 - 1.67	520 1.15	1.00	10 1.00	0.77 - 1.29	1,160	1.09		
US	SDA	White 18 pack							1.99 - 2.50	580 2.37			1.98	40	1.98		
GR	RADE	Brown 12 pack			1.29 - 1.49	10 1.3											
	Α	MEDIUM		White 12 pack White 30 pack	0.98 - 1.50	250 1.0	5	White 12 pack White 30 pack	1.00 - 1.25	30 1.14		White 12 pack White 30 pack	0.99 - 1.00	100	0.99		
	USDA	A ORGANIC						,									
		White 12 pack															
S		Brown 12 pack			3.34 - 5.00	340 4.3	1						4.99	10	4.99		
P	OME	GA-3															
E		White 12 pack	1.99 - 2.99	410 2.85	1.98 - 2.00	20 1.9	9 2.65 - 2.99	110 2.85					1.99 - 2.50	30	2.31		
1		Brown 12 pack															
A	CAGI	E-FREE															
L		White 12 pack			3.00	50 3.0							2.50	30	2.50		
Т		Brown 12 pack			2.99 - 3.99	360 3.4	8						2.50	30	2.50		
Υ	VEGE	TARIAN FED															
		White 12 pack															
		Brown 12 pack	2.99	170 2.99	2.00 - 2.99	170 2.9	4	COLITUM	VECTUC			NODTU	WEGTILO				
			(A.D.	SOUTH CE		 \			VEST U.S.				WEST U.S.				
		D 1/			MO,NM,OK,TX,			`	HI, NV)	(AK,ID,MT,OR,WA,WY)							
		ature Rate ^{1/}			sampled outlets		A -4:	61.5% of 2,900	•	60.7% of 1,200 sampled outlets Activity Index = 960 (includes Medium)							
	ACti	White 12 pack	Activit	ty index = 1,600	0 (includes Med 0.99 - 1.39	1,050 1.1		vity Index = 1,27	1.25	590 1.25	,						
	SDA	White 18 pack			2.49	30 2.4		10 2.25	1.49 - 2.49	210 2.37			1.49	430	1.49		
GR	RADE	Brown 12 pack			2.43	30 2.5	2.23	10 2.25	1.49 - 2.49	210 2.37			1.43	40	1.43		
,	AA	MEDIUM	\	White 12 pack	0.79	40 0.7	9	White 12 pack	1.10	20 1.10		White 12 pack	0.80	10	0.80		
		White 12 pack	•	paok	0.99 - 1.33	260 1.0		12 paok	2.50	10 2.50		12 paok	0.30		3.00		
US	SDA	White 18 pack			2.50	50 2.5			2.50	.0 2.00							
	RADE	Brown 12 pack															
	Α	•	\	White 12 pack	1.00	20 1.0	0	White 12 pack				White 12 pack					
		MEDIUM	\	White 30 pack				White 30 pack				White 30 pack					
	USDA	A ORGANIC															
		White 12 pack															
S P		Brown 12 pack			4.79	20 4.7	9		4.49	130 4.49	3.99	30 3.99	3.99	30	3.99		
-	OME					<u> </u>								<u> </u>			
E		White 12 pack	2.00	30 2.00	1.99	20 1.9	9						2.29	200	2.29		
1		Brown 12 pack							2.50 - 3.99	50 2.79							
A	CAGI	E-FREE					_ [
L		White 12 pack			2.99	80 2.9	9		2.99	70 2.99			0.00				
т	\/E = -	Brown 12 pack							2.99	180 2.99			2.29 - 2.50	220	2.31		
Y	vEGE	TARIAN FED															
		White 12 pack Brown 12 pack													Į		
		Brown 12 nack															

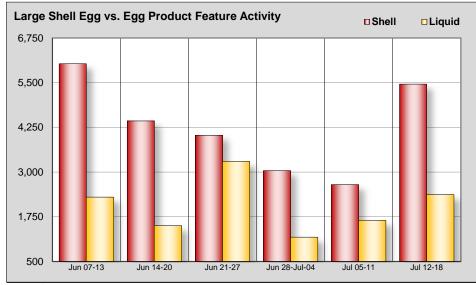


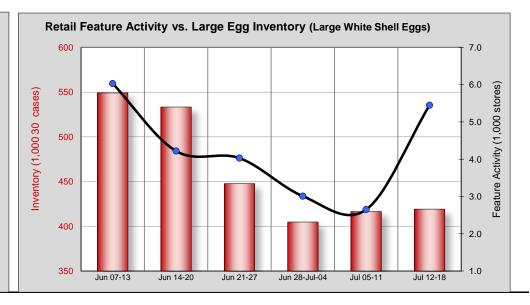
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(prices in dollars per carton)

EGG	THIS	LAST	LAST	NORTH	EAST	SOUTH	IEACT	MIDW	EST	SOUTH C	ENTDAI	SOUTH	WEST	NORTH	WEST
PRODUCTS	WEEK	WEEK	YEAR	NOKII	ILAJI	30011	IEASI	IVIDVV	LJI	3001110	ENTRAL	300111	WESI	NOKIH	WEST
1/ Feature Rate	9.7% 7.0% 5.1%		15.7% of 4,600 sampled 18.2% of 6,100 sam		00 sampled	7.2% of 4,200 sampled		2.1% of 4,200 sampled		0.3% of 2,900 sampled		0.6% of 1,200 sampled			
2/ Activity Index	2,370 1,650		1,650	Activity Index = 900		Activity Index = 1,110		Activity Index = 270		Activity Index = 80		Activity Index = 10		Activity Index = 0	
	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/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/
14-16 oz. crtn	1,980 2.06	1,470 2.62	970 2.55	1.99 - 2.99	760 2.47	1.67 - 2.99	1,110 1.73	2.50	60 2.50	2.50	40 2.50	2.50	10 2.50		
32 oz. crtn	380 3.95	180 4.69	500 4.66	3.98 - 4.49	130 4.05			3.50 - 3.98	210 3.89	3.98	40 3.98				
3 - 4 oz. cup	10 1.99		180 2.88	1.99	10 1.99										
2 - 8 oz. cup															







Note: See page 1 for explanatory notes.