



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 08/16 thru 08/22.

(prices in dollars per carton)

Fri. Aug 16, 2013

SHELL EGG NATIONAL SUMMARY

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR															
	54.1% of 23,200 stores		27.4% of 23,200 stores				42.2% 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		1,290	1.31			190	1.02	10	2.25	660	1.73										
	White 18 pack	20	1.99	440	2.14	10	2.25	380	1.99	30	2.79	60	3.17									
	Brown 12 pack																					
SPECIALTY	USDA GRADE A																					
	White 12 pack	50	1.60	4,840	1.32			110	1.57	10	1.39	2,580	1.35									
	White 18 pack	50	1.97	870	1.92			1,050	2.19			320	2.00									
	Brown 12 pack		70		1.89				30		2.69		100		0.99							
REGULAR	USDA ORGANIC																					
	White 12 pack																					
	Brown 12 pack			570	4.08	10	5.19	430	3.96	10	3.69	610	4.27									
SPECIALTY	OMEGA-3																					
	White 12 pack	40	2.69	2,300	2.47	610	2.97	1,430	2.59	60	2.50	760	2.44									
	Brown 12 pack		210		2.00				20		2.99		100		2.99							
SPECIALTY	CAGE-FREE																					
	White 12 pack	60	2.94	2,290	2.68			40	2.81			420	3.00									
	Brown 12 pack		3,140		2.73		2,330		3.10		2,400		2.78									
SPECIALTY	VEGETARIAN FED																					
	White 12 pack	240	2.66	520	2.46			150	2.50			360	2.58									
	Brown 12 pack		10		3.49		30		2.99		330		2.68		200		2.50		680		2.79	

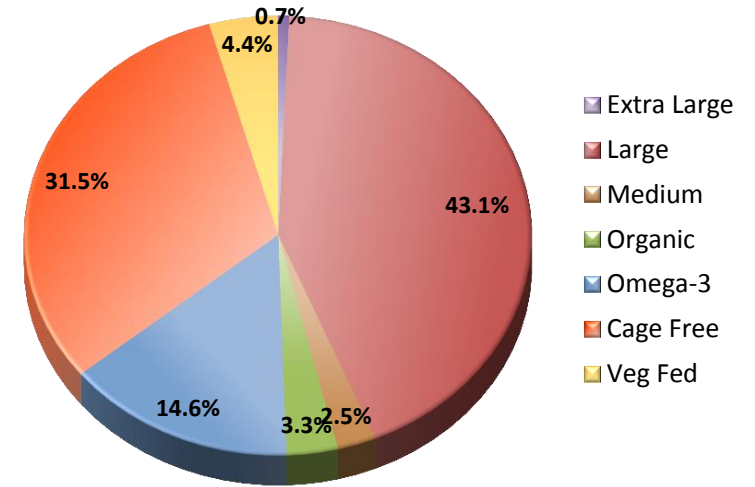
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	7,630	1,740	3,800	Large Eggs on Aug-12-2013
Specialty	9,380	5,360	5,620	
Total (includes MD)	17,440	7,410	9,590	480.6
Special Rate 4/:	1.0%	0.1%	9.1%	down 3.6%

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

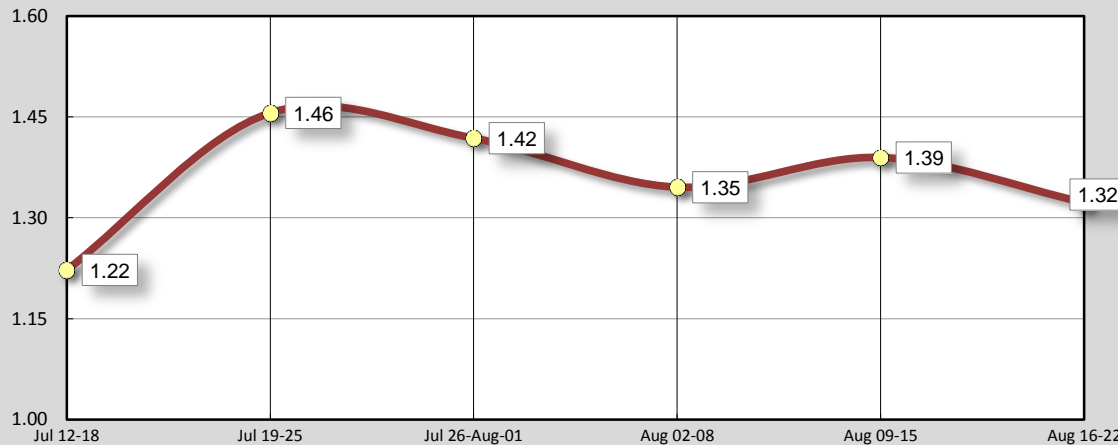
SHELL EGG and EGG PRODUCTS FEATURING

Featuring of regular shell egg is sharply higher this week and is the most active it has been thus far this year. Most shell egg featuring occurs early in the ad cycle and tapers off near the end. The weighted average price of Grade A, or better Large white eggs to consumers has yet to find stability and is lower than a week ago. The number of retailers offering "no price" incentives to shoppers is slightly higher. Advertisements for Medium sized eggs are fewer in number and ads for Extra Large eggs remain lackluster. Promotional activity on specialty eggs is higher than the previous week with cage-free and Omega-3 type eggs commanding a hefty share of ad space. Overall featuring of liquid eggs products is about the same as last week.

This Week's Shell Egg Featuring by Category



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



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/}		56.7% of 4,600 sampled outlets Activity Index = 3,620 (includes Medium)						40.3% of 6,100 sampled outlets Activity Index = 3,270 (includes Medium)						65.2% of 4,200 sampled outlets Activity Index = 3,940 (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	10	0.88												
	White 18 pack																														
	Brown 12 pack																														
	MEDIUM	White 12 pack						White 12 pack						White 12 pack																	
USDA GRADE A	White 12 pack				0.99 - 1.69	540	1.39	1.50	30	1.50	0.99 - 1.69	1,490	1.35	0.99	10	0.99	0.98 - 1.69	1,550	1.22												
	White 18 pack				1.79 - 2.00	170	1.99				1.78 - 1.99	170	1.93				1.48 - 1.99	390	1.88												
	Brown 12 pack				1.99	60	1.99										1.29	10	1.29												
	MEDIUM	White 12 pack			0.88 - 1.67			180			1.50			White 12 pack			0.88 - 0.89			110			0.88								
	White 30 pack							White 12 pack			0.88 - 1.00			100			0.89			White 12 pack			0.88 - 0.89			110			0.88		
	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				1.99 - 5.90	330	5.13				3.69	20	3.69				2.50 - 3.99	180	2.54											
		OMEGA-3																													
		White 12 pack	2.69	40	2.69	1.99 - 2.99	600	2.47				2.19 - 2.69	300	2.61				2.00 - 2.69	180	2.28											
		Brown 12 pack				2.00	10	2.00				2.00	200	2.00																	
		CAGE-FREE																													
		White 12 pack	2.49 - 2.99	60	2.94							2.50 - 3.00	480	2.60				2.50 - 3.39	830	2.69											
	Brown 12 pack				2.49 - 3.99	880	3.03				2.50 - 3.00	480	2.60				2.50 - 2.79	650	2.50												
	VEGETARIAN FED																														
	White 12 pack	2.50 - 2.99	240	2.66	1.99 - 2.50	510	2.46										2.50	10	2.50												
	Brown 12 pack																3.49	10	3.49												
		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/}		51.2% of 4,200 sampled outlets Activity Index = 3,060 (includes Medium)						61.3% of 2,900 sampled outlets Activity Index = 2,310 (includes Medium)						67.4% of 1,200 sampled outlets Activity Index = 1,240 (includes Medium)																	
USDA GRADE AA	White 12 pack				0.88 - 1.25	390	1.12				1.00 - 1.50	480	1.41				0.88 - 1.99	410	1.38												
	White 18 pack				1.79 - 2.00	60	1.89	1.99	20	1.99	1.79 - 2.50	370	2.12				4.29	10	4.29												
	Brown 12 pack																														
	MEDIUM	White 12 pack						White 12 pack			1.25			10			1.25			White 12 pack			1.00			10			1.00		
USDA GRADE A	White 12 pack				0.98 - 1.69	900	1.29	2.50	10	2.50	0.99 - 1.69	290	1.65				1.69	70	1.69												
	White 18 pack	1.97	50	1.97	1.78 - 2.00	140	1.97																								
	Brown 12 pack																														
	MEDIUM	White 12 pack			0.99			10			0.99			White 12 pack						White 12 pack											
	White 30 pack				1.98	10	1.98				White 12 pack						White 12 pack														
	White 30 pack							White 30 pack			White 30 pack						White 30 pack														
S P E C I A L T Y	USDA ORGANIC																														
		White 12 pack				2.50	40	2.50																							
		Brown 12 pack																													
		OMEGA-3																													
		White 12 pack				1.66 - 2.49	350	2.22				2.49 - 2.69	550	2.59				2.48 - 2.49	320	2.48											
		Brown 12 pack																													
		CAGE-FREE																													
		White 12 pack				2.50 - 2.99	480	2.67				2.50 - 3.00	290	2.93				2.49 - 2.50	210	2.49											
	Brown 12 pack				2.50 - 2.99	630	2.63				2.50 - 3.00	290	2.93				2.49 - 2.50	210	2.49												
	VEGETARIAN FED																														
	White 12 pack																														
	Brown 12 pack																														



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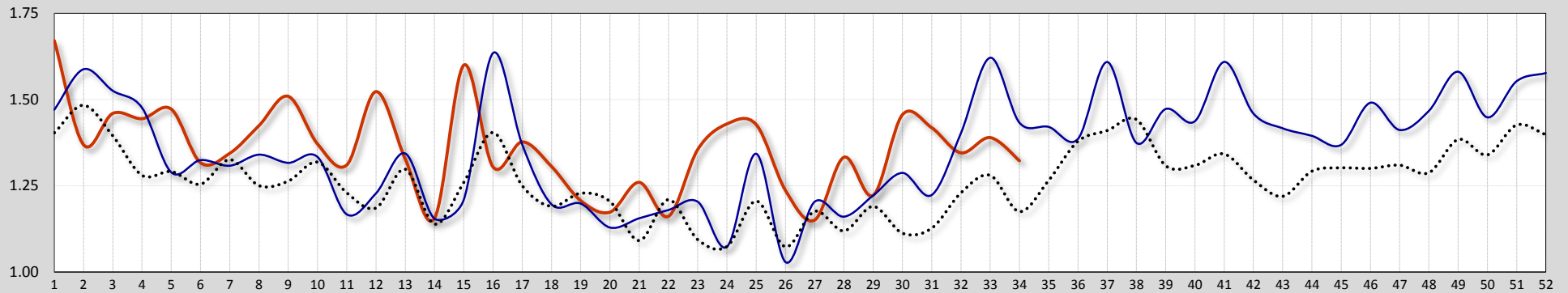
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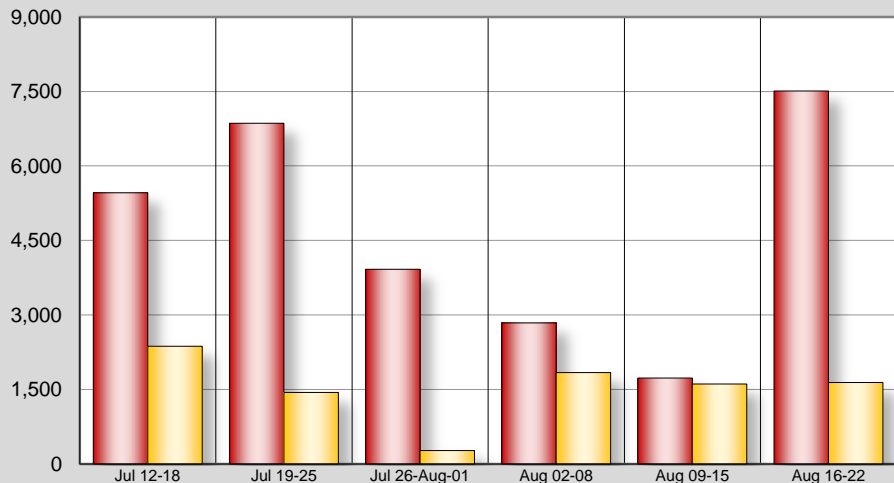
EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	7.4%	9.0%	5.8%	9.8% of 4,600 sampled	18.1% of 6,100 sampled	2.6% of 4,200 sampled	1.2% of 4,200 sampled	0.3% of 2,900 sampled	0.5% of 1,200 sampled
2/ Activity Index	1,640	1,610	1,020	Activity Index = 410	Activity Index = 1,100	Activity Index = 60	Activity Index = 50	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/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}
14-16 oz. crtn	380 2.46	1,570 2.52	950 2.52	2.49 - 2.99 190 2.64	2.00 60 2.00	1.99 - 2.50 60 2.44	2.29 50 2.29	1.99 10 1.99	2.99 10 2.99
32 oz. crtn	1,240 3.31	40 5.16	70 4.80	3.99 - 4.99 200 4.91	3.00 1,040 3.00				
3 - 4 oz. cup	20 2.49			2.49 20 2.49					
2 - 8 oz. cup									

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

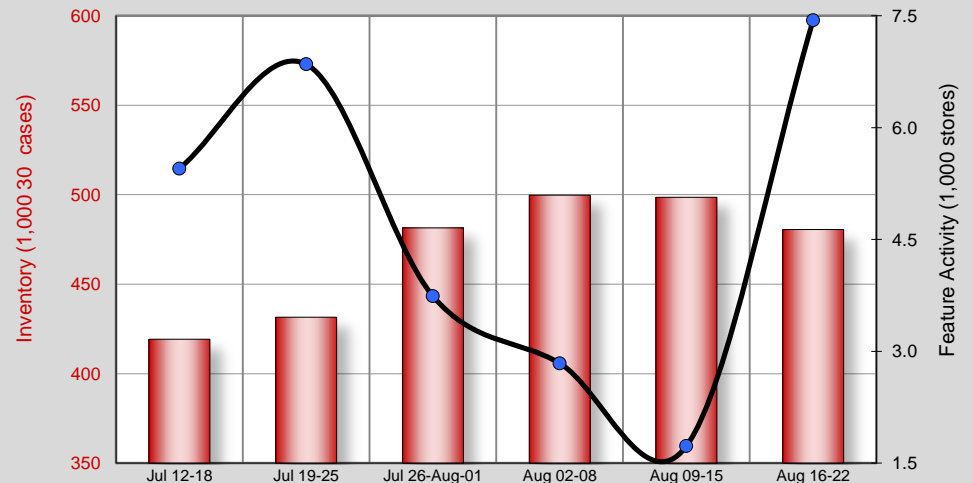


Large Shell Egg vs. Egg Product Feature Activity

Shell Liquid



Retail Feature Activity vs. Large Egg Inventory (Large White Shell Eggs)



Note: See page 1 for explanatory notes.