## 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 08/23 thru 08/29. (prices in dollars per carton)

Fri. Aug 23, 2013

	SHELL EGG NATIONAL SUMMARY													
THIS WEEK							PREVIO	JS WEEK	(	PREVIOUS YEAR				
	Feature Rate		30.3% of 23,200 stores			54	.1% of 23	3,200 sto	res	32.3% of 22,500 stores				
			ARGE	LARGE		X LARGE		LARGE		X LARGE		LARGE		
			Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
R	USDA GRADE AA													
E	White 12 pack	180	1.99	260	1.34			1,290	1.31			100	1.85	
G	White 18 pack					20	1.99	440	2.14			280	2.41	
П	Brown 12 pack													
ĭ	USDA GRADE A													
A R	White 12 pack	50	1.40	2,450	1.12	50	1.60	4,840	1.32	40	1.56	350	1.22	
	White 18 pack			280	1.91	50	1.97	870	1.92			180	1.91	
	Brown 12 pack							70	1.89					
	USDA ORGANIC													
_	White 12 pack													
S	Brown 12 pack	80	4.30	760	4.17			570	4.08	30	3.99	480	4.05	
E	OMEGA-3													
C	White 12 pack	40	3.28	920	2.91	40	2.69	2,300	2.47	90	2.00	1,860	2.34	
ī	Brown 12 pack			40	2.50			210	2.00	10	2.50	130	2.50	
À	CAGE-FREE													
L	White 12 pack			110	2.50	60	2.94	2,290	2.68			70	2.71	
	Brown 12 pack			540	2.96			3,140	2.73	10	2.60	2,070	2.65	
	VEGETARIAN FED													
	White 12 pack					240	2.66	520	2.46			50	2.99	
	Brown 12 pack	60	2.99	490	2.86			10	3.49	180	2.50	1,520	2.40	

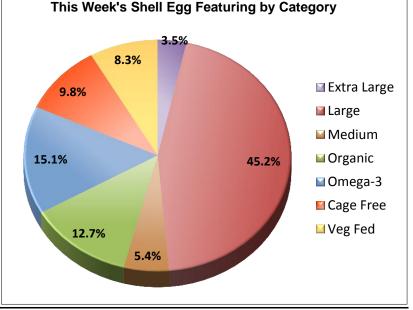
<b>Activity Summary</b>	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	3,220	7,630	950	Large Eggs on
Specialty	3,040	9,380	6,500	Aug-19-2013
Total (includes MD)	6,620	17,440	8,060	455.9
Special Rate 4/:	7.1%	1.0%	4.5%	down 5.1%

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

## SHELL EGG and EGG PRODUCTS FEATURING

Following the drastic increase in feature activity of regular shell eggs seen in last week's circulars, levels drop significantly lower this week. The average price of Grade A or better Large white eggs to consumers continues to decline. The percentage of 'no price' incentives offered rises sharply as retailers still attempt to draw customers. Medium sized eggs are more visible this week. Feature activity of specialty shell eggs decreases with the majority of types offered shrinking from ad space. Promotions for liquid shell egg products are slightly fewer in number than the previous week but maintain a steady presence.





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.)

			NORTH	IEAST U.S.			SOUTHE	AST U.S.		MIDWEST U.S.						
	41	(C		E,NH,NJ,NY,PA,F	. ,		AL,FL,GA,MS,N		,	(	(IA,IL,IN,KY,MI,MI		. ,			
F	Feature Rate 1/ activity Index 1		vity Index = 2,	0 sampled outlet 180 (includes Me	edium)	Activ	22.0% of 6,100 s rity Index = 1,20			47.2% of 4,200 sampled outlets Activity Index = 2,140 (includes Medium)						
CLASS		EXTRA	A LARGE	LA	RGE	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/		
USD	White 12 pack											1.25	20	1.25		
GRAD	VVnite 18 pack															
AA	Brown 12 pack															
	MEDIUM		White 12 pack		440 4.04	4.50	White 12 pack	0.00 4.00	540 000	2.22	White 12 pack	0.07 4.40	4.400	4.40		
	White 12 pack			0.99 - 1.50	440 1.21	1.50	30 1.50	0.99 - 1.00	510 0.99	0.99	10 0.99	0.97 - 1.49	1,120	1.12		
USDA				1.79	10 1.79							0.99 - 1.98	270	1.92		
GRAD	Brown 12 pack		\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\	4.00	200 4.00		\\/\bita 40 = al.	0.00	20 0.00		\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\	0.00	20	0.00		
Α	MEDIUM		White 12 pack		220 1.00		White 12 pack	0.88	30 0.88		White 12 pack	0.88	20	0.88		
Lus	I SDA ORGANIC		White 30 pack	•		-	White 30 pack				White 30 pack					
10,	White 12 pack															
S	•	3.99 - 4.99	80 4.30	3.99 - 5.38	230 4.66			3.99	200 3.99			2.99 - 3.99	210	3.88		
PO	MEGA-3	3.33 4.33	00 4.00	3.33 3.30	230 4.00			3.33	200 3.33			2.00 - 0.00	210	3.00		
E	White 12 pack	1.99 - 3.49	40 3.28	1.99 - 3.49	580 3.09			2.19 - 3.49	250 2.68			1.92	20	1.92		
C	Brown 12 pack			2.50	40 2.50											
, c	AGE-FREE															
A	White 12 pack											2.50	110	2.50		
누	Brown 12 pack			2.88 - 3.89	190 3.47			2.50 - 2.99	180 2.79			2.50 - 2.99	160	2.58		
↓ VE	GETARIAN FED															
•	White 12 pack															
	Brown 12 pack	2.99	60 2.99	2.49 - 2.99	290 2.78							2.99	200	2.99		
			SOUTH C	ENTRAL U.S			SOUTHW	/EST U.S.			NORTH	WEST U.S.				
		(A	AR,AZ,CO,KS,L	A,MO,NM,OK,TX	(,UT)		(CA,F	II, NV)	(AK,ID,MT,OR,WA,WY)							
	Feature Rate 1/		23.5% of 4,20	sampled outlet	ts		20.6% of 2,900 s	sampled outlets	3	17.9% of 1,200 sampled outlets						
A	ctivity Index 2/	Act	tivity Index = 5	00 (includes Med	•	Acti	vity Index = 380	(includes Med	ium)	Activity Index = 220 (includes Medium)						
USD	White 12 pack			0.98 - 1.00	70 0.98	1.99	180 1.99					0.98 - 1.75	170	1.49		
GRAD	VVnite 18 pack															
AA	Brown 12 pack															
	MEDIUM		White 12 pack				White 12 pack				White 12 pack					
	White 12 pack			0.99 - 1.59	340 1.12	1.50	10 1.50	0.99 - 4.99	40 1.71							
USDA																
GRAD	Brown 12 pack		\\\\h:t= 40 ===1	0.00 0.00	40 005		\\/\bita 40 = al.	1.25 - 1.49	50 4 40		\\/\bita					
Α	MEDIUM		White 12 pack White 30 pack		40 0.95		White 12 pack White 30 pack	1.25 - 1.49	50 1.46		White 12 pack White 30 pack					
1110	<u> </u> SDA ORGANIC		write 30 pack	·		<del> </del>	vviille 30 pack				vviille 30 pack					
	White 12 pack															
S	Brown 12 pack			3.99	50 3.99			3.99	20 3.99			3.99 - 4.59	50	4.09		
POI	MEGA-3			3.50	20 0.00			0.00				2.22 1.00				
E	White 12 pack							2.50	70 2.50							
C	Brown 12 pack							,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,								
CA	AGE-FREE					1										
A	White 12 pack															
T	Brown 12 pack							2.50	10 2.50							
YVE	GETARIAN FED															
	White 12 pack															
	Brown 12 pack													2 of 3		
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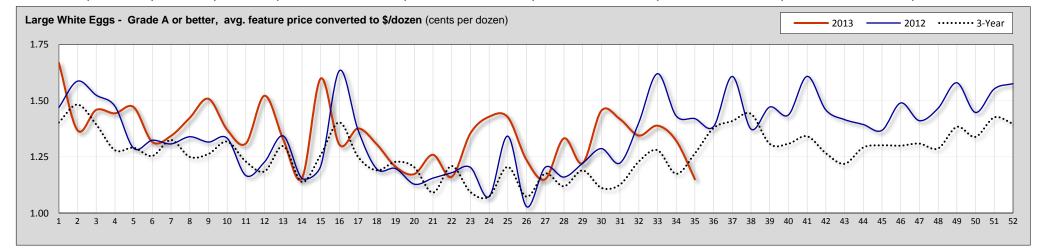


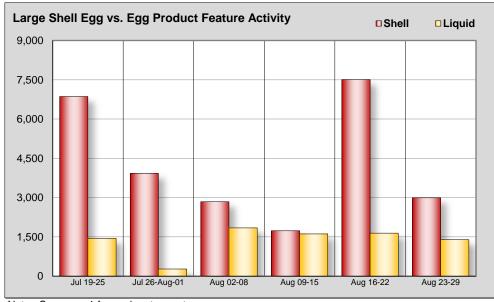
## USDA Weekly Retail Shell Egg and Egg Products Feature Activity

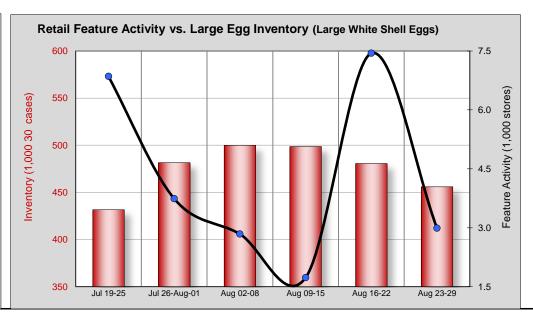
Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 08/23 thru 08/29.

(prices in dollars per carton)

EGG	THIS	LAST	LAST	NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST	
PRODUCTS	WEEK	WEEK	YEAR												
1/ Feature Rate	5.4%	7.4%	6.0%	19.8% of 4,6	00 sampled	1.9% of 6,100 sample		1.0% of 4,20	0% of 4,200 sampled 3.3% of 4,200 sampled		0.9% of 2,900 sampled		1.2% of 1,200 sampled		
2/ Activity Index	1,390	1,640	1,280	Activity Ind	ex = 1,040	Activity Index = 120		Activity Index = 40		Activity Index = 140		Activity Index = 30		Activity Index = 20	
	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	590 2.55	380 2.46	1,220 2.68	1.99 - 3.49	310 2.69	1.64 - 2.69	50 2.10	2.00 - 2.69	40 2.39	2.29 - 2.69	140 2.48	2.50	30 2.50	1.99 - 2.99	20 2.39
32 oz. crtn	800 4.77	1,240 3.31		3.99 - 4.99	730 4.84	3.99	70 3.99								
3 - 4 oz. cup		20 2.49	60 2.88												
2 - 8 oz. cup															







Note: See page 1 for explanatory notes.