



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 11/08 thru 11/14.
 (prices in dollars per carton)

Fri. Nov 08, 2013

SHELL EGG NATIONAL SUMMARY

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR							
	42.5% of 23,200 stores		32.9% of 23,200 stores				34.6% 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		180	2.00	530	1.05			1,000	1.35			320	1.42
	White 18 pack		60	2.25	430	2.00	160	2.50	1,690	2.49	40	2.25	1,750	2.12
	Brown 12 pack													
	USDA GRADE A													
	White 12 pack		10	1.19	1,230	1.21	140	2.19	1,120	1.18	10	1.89	320	1.08
White 18 pack		10	2.25	500	1.88			1,010	2.09			470	2.05	
Brown 12 pack								10	1.99					
SPECIALTY	USDA ORGANIC													
	White 12 pack													
	Brown 12 pack		20	5.98	250	4.26			560	4.15			610	4.10
	OMEGA-3													
	White 12 pack		1,670	2.54	2,370	2.39	20	2.55	1,650	2.46	390	2.42	1,020	2.57
	Brown 12 pack				120	3.69			240	4.16			580	2.96
	CAGE-FREE													
	White 12 pack		130	2.79	1,810	2.52			60	2.99			690	2.61
	Brown 12 pack				2,370	2.68			810	2.09			2,380	2.66
	VEGETARIAN FED													
White 12 pack				80	2.38	60	2.50	80	2.50					
Brown 12 pack		410	2.77	580	2.68	30	2.99	170	2.64	80	3.05	480	2.77	

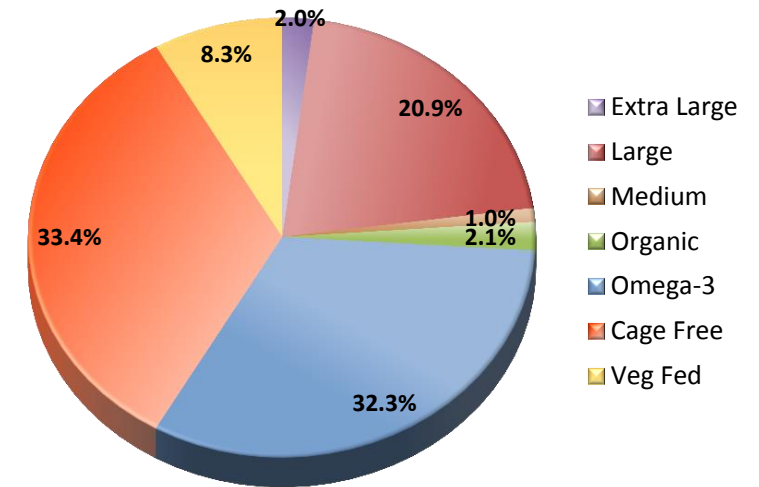
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,950	5,130	2,910	Large Eggs on Nov-04-2013
Specialty	9,810	3,680	6,230	
Total (includes MD)	12,890	8,910	9,200	563.2
Special Rate 4/:	2.5%	1.7%	2.5%	up 11.5%

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

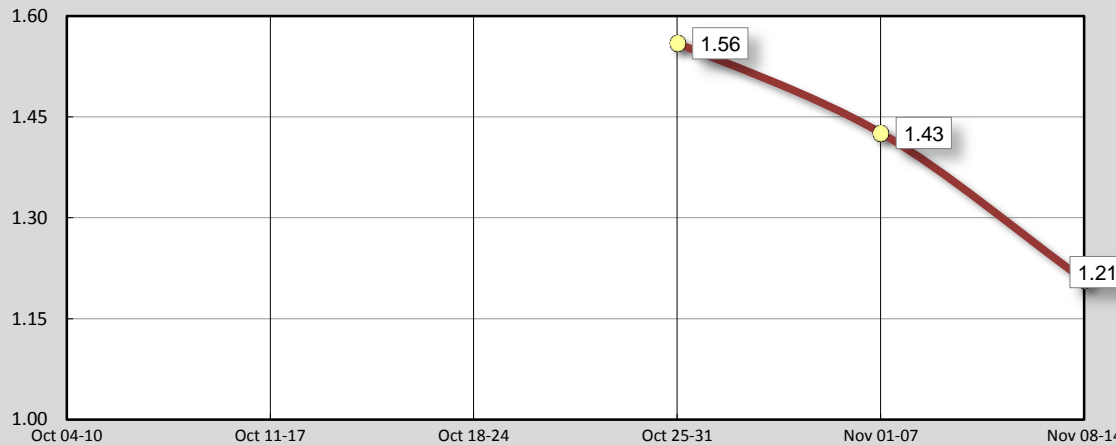
SHELL EGG and EGG PRODUCTS FEATURING

Promotional activity for regular shell eggs is down considerably from last week's active ad cycle. The weighted average advertised price of Grade A or better Large white eggs to consumers continues trending lower. The number of "no price" incentives increases as retailers are offering consumers "free eggs with additional purchases". Omega-3 and cage free type eggs are commanding a large percentage of ad space and thereby sharply increasing the feature activity for specialty shell eggs. Other specialty types are steady in visibility. Promotions of liquid eggs products are sharply higher with featuring occurring in all regions. Ads for egg nog are appearing in sales flyers, which is a good indication we have entered the holiday season.

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/}		51.6% of 4,600 sampled outlets Activity Index = 3,590 (includes Medium)						31.1% of 6,100 sampled outlets Activity Index = 2,410 (includes Medium)						38.6% of 4,200 sampled outlets Activity Index = 2,470 (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				0.99 - 1.88	530	1.45				0.99 - 1.50	240	1.28	1.19	10	1.19	0.49 - 1.29	400	0.89	
	White 18 pack				1.99	140	1.99										1.49 - 2.38	330	1.83	
	Brown 12 pack																			
	MEDIUM	White 12 pack			1.38	10	1.38	White 12 pack			0.99 - 1.25	40	1.06	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																			
	Brown 12 pack				3.99 - 4.99	70	4.19							5.98	20	5.98				
	OMEGA-3																			
	White 12 pack	1.99 - 3.00	300	2.73	1.99 - 2.99	930	2.50	2.49 - 2.50	60	2.50	2.27 - 2.59	1,110	2.33	2.50	80	2.50	1.89 - 2.99	110	2.33	
	Brown 12 pack				3.69	120	3.69													
	CAGE-FREE																			
	White 12 pack	2.79	130	2.79	2.79 - 3.69	40	3.45				2.50	480	2.50				2.49 - 2.50	650	2.50	
	Brown 12 pack				2.99 - 3.99	430	3.45				2.50	480	2.50				2.49 - 3.49	670	2.52	
	VEGETARIAN FED																			
	White 12 pack				2.69	30	2.69													
	Brown 12 pack	2.50 - 3.19	410	2.77	2.50 - 3.19	450	2.76										2.49 - 3.49	20	2.87	
		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/}		48.4% of 4,200 sampled outlets Activity Index = 2,400 (includes Medium)						34.5% of 2,900 sampled outlets Activity Index = 1,060 (includes Medium)						77.1% of 1,200 sampled outlets Activity Index = 960 (includes Medium)						
USDA GRADE AA	White 12 pack				0.99 - 1.39	230	1.21	2.00	180	2.00	1.49 - 1.50	40	1.50				0.25 - 1.68	260	0.85	
	White 18 pack				1.66 - 2.00	150	1.91	2.25	60	2.25	2.25 - 2.79	80	2.31				1.66 - 2.50	200	1.94	
	Brown 12 pack																			
	MEDIUM	White 12 pack			0.88	10	0.88	White 12 pack			1.20 - 2.00	10	1.67	White 12 pack			1.19	10	1.19	
USDA GRADE A	White 12 pack				0.99	60	0.99													
	White 18 pack				1.91	30	1.91	2.25	10	2.25										
	Brown 12 pack																			
	MEDIUM	White 12 pack						White 12 pack						White 12 pack			White 30 pack			
		White 30 pack						White 30 pack			2.99	50	2.99	White 30 pack						
S P E C I A L T Y	USDA ORGANIC																			
	White 12 pack																			
	Brown 12 pack																			
	OMEGA-3																			
	White 12 pack	2.50	350	2.50	2.00 - 2.50	220	2.20	2.50	550	2.50				2.50	330	2.50				
	Brown 12 pack																			
	CAGE-FREE																			
	White 12 pack				2.50	520	2.50				2.50	40	2.50				2.50	80	2.50	
	Brown 12 pack				2.50	670	2.50				2.50	40	2.50				2.50	80	2.50	
	VEGETARIAN FED																			
	White 12 pack				2.19	50	2.19													
	Brown 12 pack				2.29	110	2.29													



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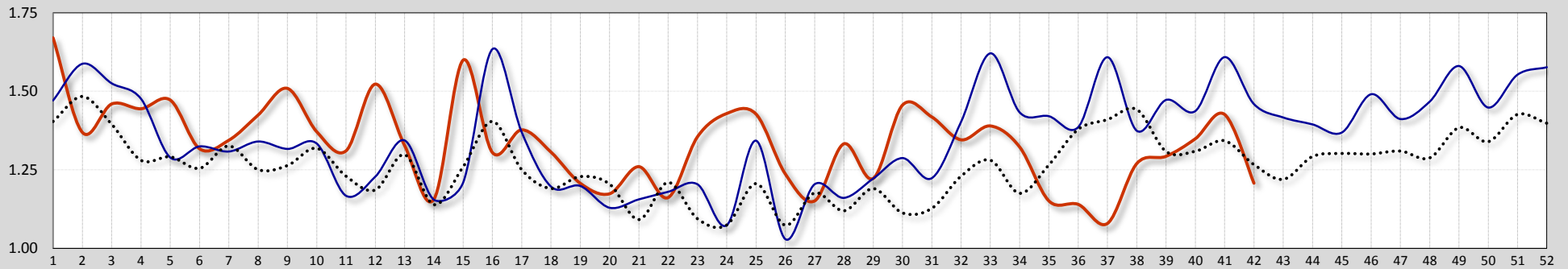
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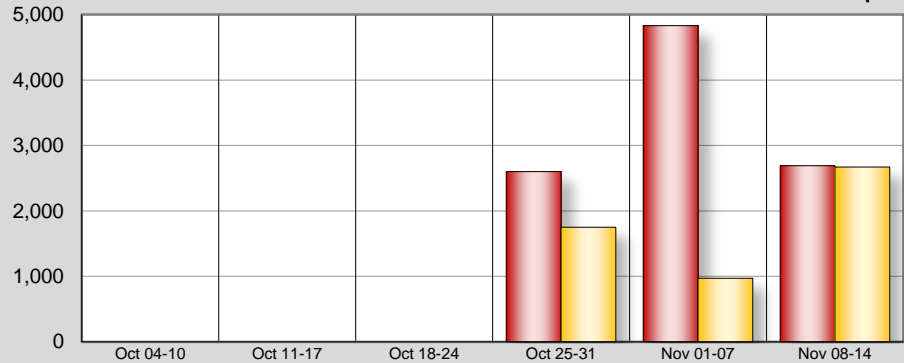
EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	10.2%	5.7%	4.5%	29.3% of 4,600 sampled	7.4% of 6,100 sampled	6.9% of 4,200 sampled	5.6% of 4,200 sampled	0.9% of 2,900 sampled	1.3% of 1,200 sampled
2/ Activity Index	2,670	970	820	Activity Index = 1,730	Activity Index = 460	Activity Index = 280	Activity Index = 160	Activity Index = 30	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	1,660 2.48	740 2.63	640 2.46	1.99 - 2.99 1,010 2.52	1.99 - 2.90 270 2.42	1.99 - 2.50 250 2.35	2.49 90 2.49	2.50 30 2.50	2.00 10 2.00
32 oz. crtn	730 4.45	210 4.45	150 5.04	3.99 - 5.49 460 4.82	3.78 190 3.78	3.49 10 3.49	3.99 70 3.99		
3 - 4 oz. cup	280 2.50	20 2.50	30 2.09	2.50 260 2.50		2.50 20 2.50			
2 - 8 oz. cup									
EGG NOG	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	6.0%	6.0%		15.7% of 4,400 sampled	1.0% of 6,000 sampled	1.1% of 4,000 sampled	2.1% of 4,000 sampled	9.6% of 2,900 sampled	16.0% of 1,200 sampled
2/ Activity Index	1,590	1,590		Activity Index = 910	Activity Index = 60	Activity Index = 40	Activity Index = 140	Activity Index = 250	Activity Index = 190
	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/}
32 ounce	690 2.36	770 2.26		2.49 - 2.99 350 2.80	1.72 - 2.79 60 2.30	1.98 - 2.49 40 2.13	1.99 50 1.99	1.69 - 2.59 190 1.72	2.98 - 4.29 190 3.74
64 ounce	900 3.88	820 3.44		3.98 - 4.59 560 4.11			2.99 - 3.79 90 3.07	2.99 - 3.99 60 3.34	

(Non-alcoholic egg nog; this section will run through January 1, 2014)

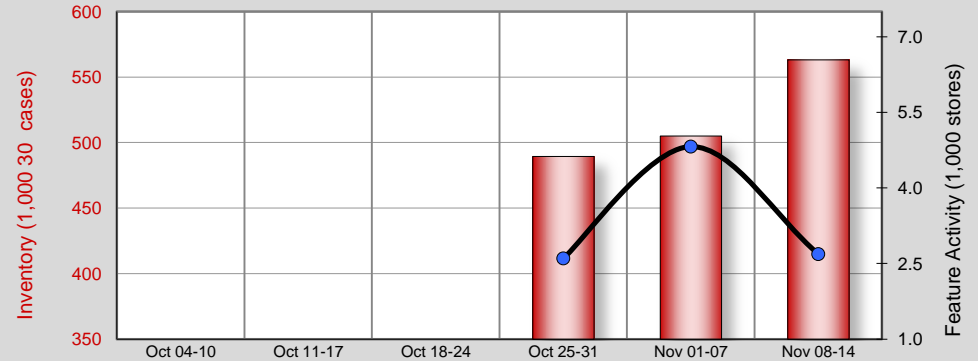
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



Large Shell Egg vs. Egg Product Feature Activity



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



Note: See page 1 for explanatory notes.