



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 11/29 thru 12/05.

(prices in dollars per carton)

Fri. Nov 29, 2013

SHELL EGG NATIONAL SUMMARY

Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR					
	13.0% of 23,200 stores				18.6% of 23,200 stores				15.1% 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						470 1.46				20 0.99			
	White 18 pack		10 2.70		320 2.15		680 2.19		40 2.50		60 2.27			
	Brown 12 pack													
	USDA GRADE A													
	White 12 pack		140 2.19		600 1.64		10 1.00		480 1.58		10 1.48		640 1.32	
White 18 pack				330 1.71		40 2.50		320 2.10				650 2.43		
Brown 12 pack				20 0.69								60 1.99		
SPECIALTY	USDA ORGANIC													
	White 12 pack													
	Brown 12 pack		20 5.98		50 4.19		20 5.98		320 4.44				240 4.20	
	OMEGA-3													
	White 12 pack				590 2.79		320 2.86		770 2.65		80 2.99		400 2.55	
	Brown 12 pack				20 3.29								250 3.55	
	CAGE-FREE													
	White 12 pack				140 2.54								670 2.68	
	Brown 12 pack				190 2.70				580 3.47				960 2.85	
	VEGETARIAN FED													
White 12 pack				60 2.63		300 2.68		620 2.59						
Brown 12 pack								80 2.29				40 2.50		

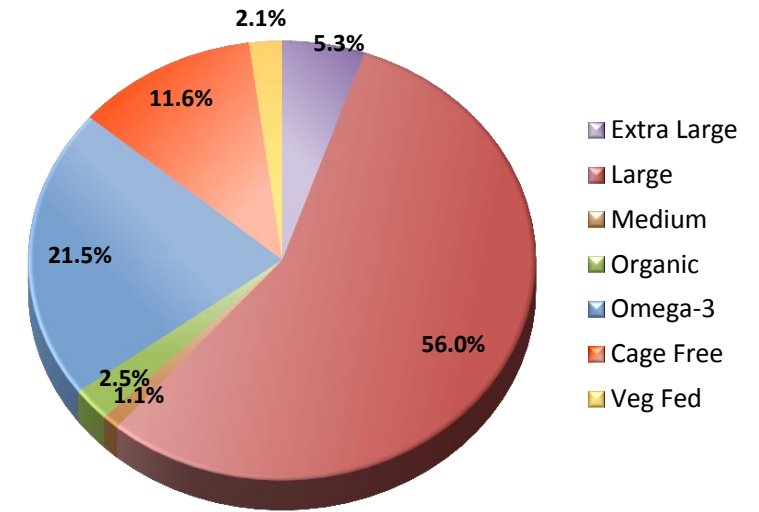
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,740	2,000	1,480	Large Eggs on Nov-25-2013
Specialty	1,070	3,010	2,640	
Total (includes MD)	2,840	5,150	4,120	458.8
Special Rate 4/:	0.7%	4.7%	0.2%	down 18.1%

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

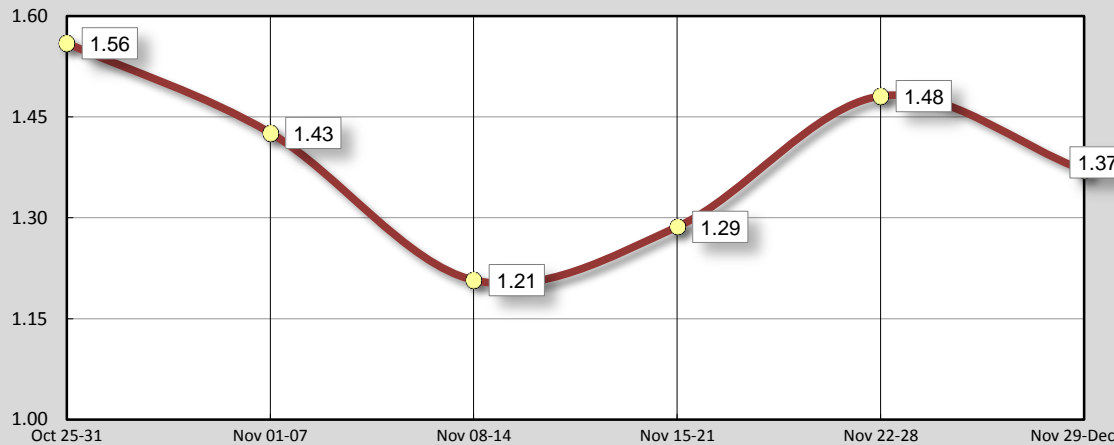
SHELL EGG and EGG PRODUCTS FEATURING

Promotional activity for regular shell eggs continues to decline as retailer utilize ad space for other baking items and traditional meat items for the holiday period. With fewer promotions in place, consumers are getting a break on cost as the weighted average price of Grade A or better Large white eggs is lower. Shoppers are also seeing a decline in the "no price" incentives offered by grocers. Ads for Extra Large eggs are more visible this week. Promotions for specialty shell eggs are also experiencing a sharp decline in visibility. Promotional activity of liquid eggs products is on the rise and outpaces activity for regular shell eggs. The majority of activity for liquid eggs is in the Northeast region, very sporadic elsewhere. Ads for egg nog continue to fill circulars, although not as strong of a showing as a week ago.

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/}		31.8% of 4,600 sampled outlets Activity Index = 1,240 (includes Medium)						0.4% of 6,100 sampled outlets Activity Index = 20 (includes Medium)						10.9% of 4,200 sampled outlets Activity Index = 520 (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			White 12 pack			White 12 pack			White 12 pack		
USDA GRADE A	White 12 pack	2.19	140	2.19	1.79 - 1.99	310	1.92				1.16	10	1.16				0.49 - 1.50	270	1.22
	White 18 pack				0.69 - 1.88	160	1.69										1.58 - 2.38	90	1.79
	Brown 12 pack				0.69	20	0.69												
	MEDIUM	White 12 pack			White 12 pack			White 12 pack			1.25 10 1.25			White 12 pack			0.99 10 0.99		
		White 30 pack			White 30 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													5.98	20	5.98	3.99 - 5.00	50	4.19
	OMEGA-3																		
	White 12 pack				2.50 - 2.99	530	2.81										2.88	20	2.88
Brown 12 pack				3.29	20	3.29													
CAGE-FREE																			
White 12 pack				3.29	20	3.29										2.88 - 3.49	40	3.06	
Brown 12 pack																			
VEGETARIAN FED																			
White 12 pack				2.50	40	2.50										2.88	20	2.88	
Brown 12 pack																			
		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/}		5.6% of 4,200 sampled outlets Activity Index = 210 (includes Medium)						22.9% of 2,900 sampled outlets Activity Index = 560 (includes Medium)						13.6% of 1,200 sampled outlets Activity Index = 290 (includes Medium)					
USDA GRADE AA	White 12 pack				1.25	50	1.25				0.99 - 1.50	240	1.01				0.48 - 1.25	30	0.85
	White 18 pack				2.00 - 2.47	80	2.31	2.70	10	2.70	2.00 - 2.79	240	2.10						
	Brown 12 pack																		
	MEDIUM	White 12 pack			White 12 pack			White 12 pack			1.50 10 1.50			White 12 pack			White 12 pack		
USDA GRADE A	White 12 pack				1.58 - 1.88	80	1.66				4.99	10	4.99						
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM	White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack		
		White 30 pack			White 30 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																		
	OMEGA-3																		
	White 12 pack										2.50	40	2.50						
Brown 12 pack																			
CAGE-FREE																			
White 12 pack										2.99	10	2.99				2.50	130	2.50	
Brown 12 pack																2.50	130	2.50	
VEGETARIAN FED																			
White 12 pack																			
Brown 12 pack																			



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(prices in dollars per carton)

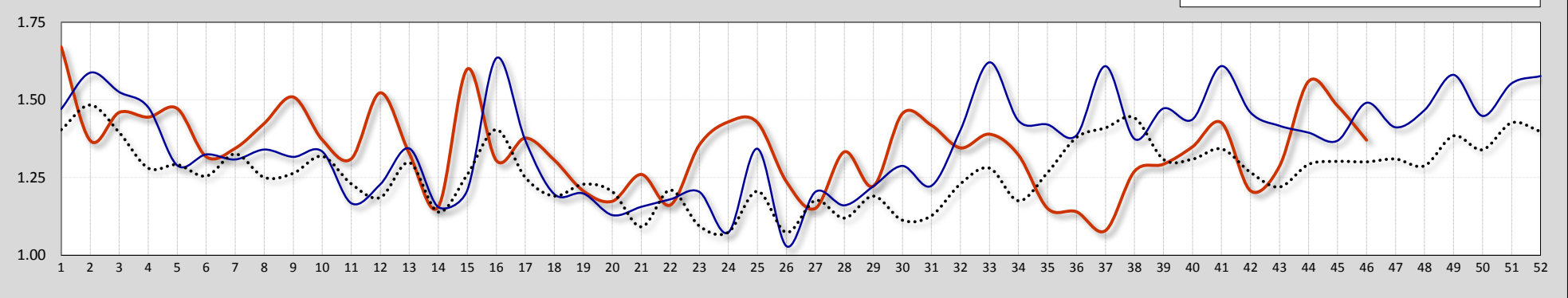
Fri. Nov 29, 2013

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	6.8%	5.7%	2.8%	29.1% of 4,600 sampled	1.5% of 6,100 sampled	3.1% of 4,200 sampled	0.0% of 4,200 sampled	0.0% of 2,900 sampled	0.0% of 1,200 sampled
2/ Activity Index	2,440	1,200	930	Activity Index = 2,200	Activity Index = 90	Activity Index = 150	Activity Index = 0	Activity Index = 0	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	1,080 2.51	870 2.76	800 2.49	2.00 - 3.99 840 2.65	1.99 90 1.99	1.99 - 2.50 150 2.05			
32 oz. crtn	1,200 4.58	330 4.00	130 4.18	3.79 - 5.49 1,200 4.58					
3 - 4 oz. cup	160 2.50			2.50 160 2.50					
2 - 8 oz. cup									

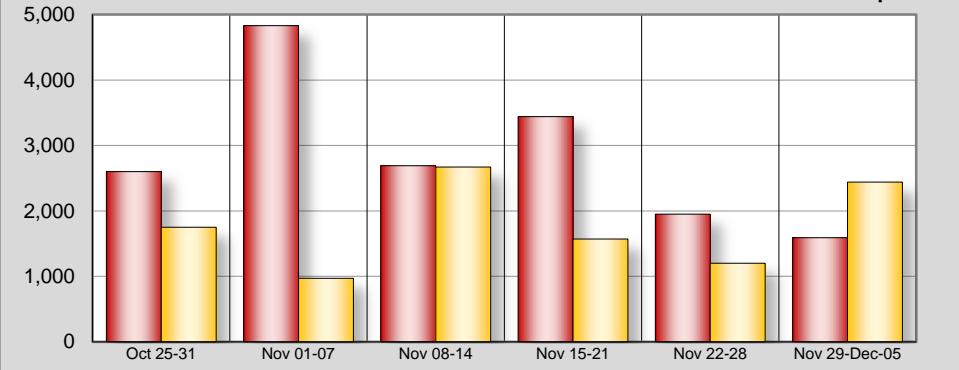
EGG NOG	THIS WEEK	THIS WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	17.4%	33.7%		36.5% of 4,400 sampled	4.5% of 6,000 sampled	7.0% of 4,000 sampled	16.9% of 4,000 sampled	25.1% of 2,900 sampled	28.1% of 1,200 sampled
2/ Activity Index	4,050	8,610		Activity Index = 1,720	Activity Index = 270	Activity Index = 290	Activity Index = 700	Activity Index = 730	Activity Index = 340
	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	1,390 2.45	3,170 2.34		1.99 - 3.99 720 2.81	1.50 - 1.99 130 1.94	1.69 - 2.99 270 2.32	1.49 - 2.50 250 1.87		1.49 20 1.49
64 ounce	2,660 3.70	5,440 3.52		2.99 - 4.99 1,000 4.25	2.98 - 3.79 140 3.49	2.97 - 3.49 20 3.23	2.99 - 3.49 450 3.25	3.00 - 3.49 730 3.37	3.49 320 3.49

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

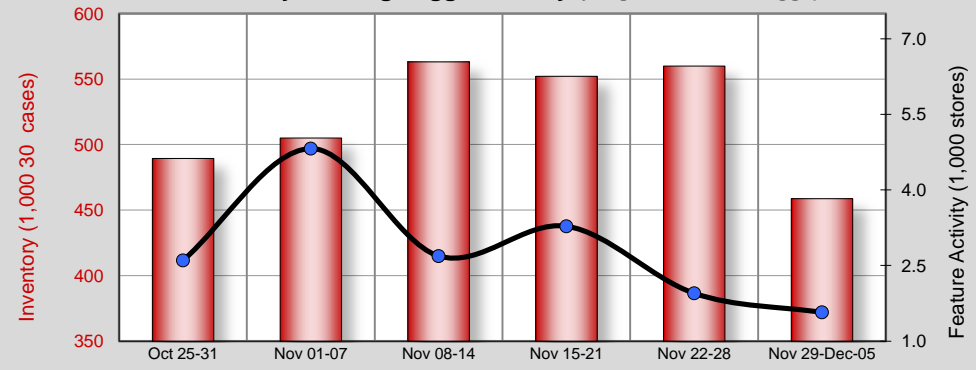
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



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.