



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 05/02 thru 05/08.
 (prices in dollars per carton)

Fri. May 02, 2014

SHELL EGG NATIONAL SUMMARY

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR					
	38.0% of 22,900 stores		10.6% of 22,900 stores				43.0% of 23,200 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		270 1.57		50 2.99		190 2.35		40 1.66		40 0.94	
	White 18 pack		1,470 3.03								1,860 2.01	
	Brown 12 pack		20 1.24									
	USDA GRADE A											
	White 12 pack		10 3.00		1,810 1.00		90 1.78		10 0.95		2,680 1.02	
White 18 pack				190 2.48		260 1.99				1,640 2.06		
Brown 12 pack				40 1.16				210 3.79				
SPECIALTY	USDA ORGANIC											
	White 12 pack				40 3.99							
	Brown 12 pack				1,590 4.12		180 5.07				450 4.49	
	OMEGA-3											
	White 12 pack				1,580 2.71		760 2.73		490 2.51		410 2.54	
	Brown 12 pack		20 2.50		210 3.70		20 2.50		20 2.50		1,170 2.62	
											590 3.18	
	CAGE-FREE											
	White 12 pack				280 2.86		50 2.99		150 3.99		60 2.99	
	Brown 12 pack				560 3.57		220 3.82				1,850 2.97	
VEGETARIAN FED												
White 12 pack				40 2.50		10 2.49				10 2.99		
Brown 12 pack		10 1.99		380 3.44		40 3.00		70 2.95		140 2.49		

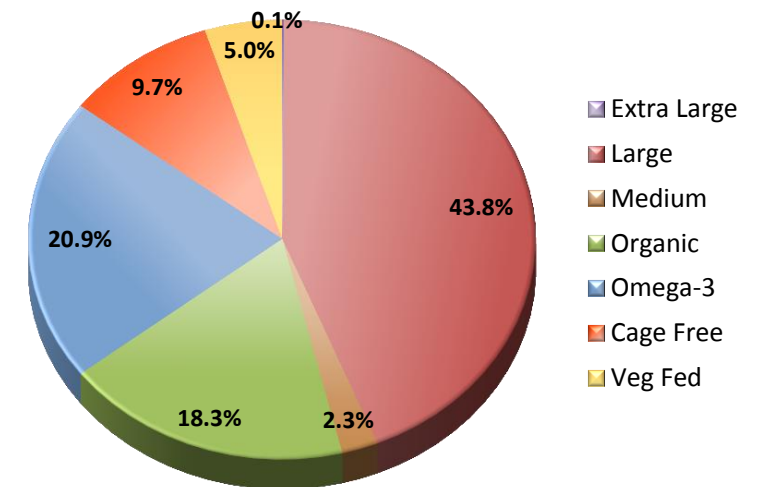
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	3,810	590	6,480	Large Eggs on Apr-28-2014
Specialty	4,670	1,960	6,190	
Total (includes MD)	8,680	2,630	12,990	513.3
Special Rate 4/:	5.0%	0.7%	1.4%	up 14.1%

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

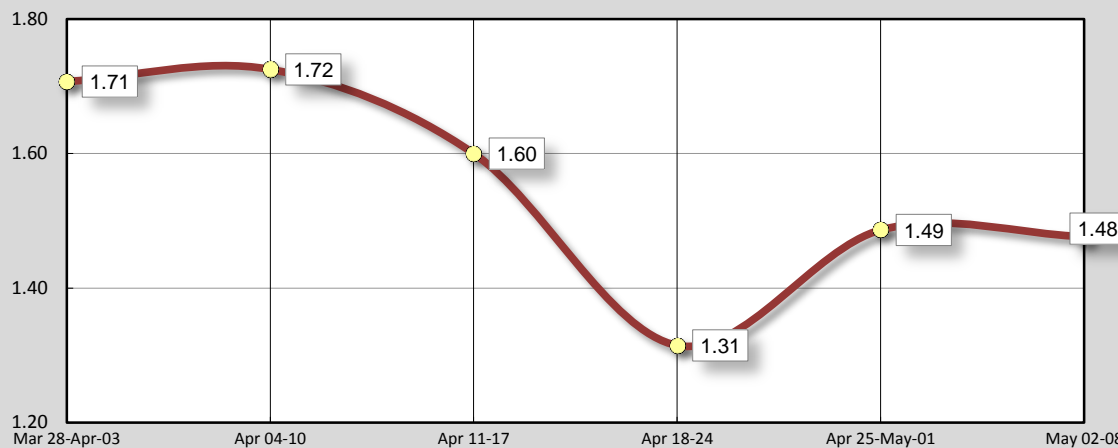
SHELL EGG and EGG PRODUCTS FEATURING

Featuring of regular shell eggs is sharply higher following last week's dismal activity. Cost to consumers for Large Grade A and Grade AA cover a wide spectrum, as prices range from 48 cents to \$2.49 per dozen. The average price of Grade A or better, Large white eggs is about the same as a week ago. The number of "no price" specials is on the rise with many tied to the purchase of other items or with the use of the store's value card. Advertisements for Medium eggs remain constant, however ads for Extra Large are very limited. Promotional activity for specialty shell eggs increases. Omega-3 type eggs continue to command the most ad space, followed closely by USDA Organic brown eggs. Promotional activity for liquid eggs is slightly lower than last week, with the majority of liquid ads found in the Northeast region.

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/}		68.4% of 4,700 sampled outlets Activity Index = 2,940 (includes Medium)						20.5% of 5,900 sampled outlets Activity Index = 1,140 (includes Medium)						32.7% of 4,200 sampled outlets Activity Index = 1,710 (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				2.79	80	2.79				2.79	40	2.79				2.79	10	2.79
	White 18 pack																0.99 - 1.39	20	1.24
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack			1.18 20 1.18			White 12 pack					
USDA GRADE A	White 12 pack				0.99 - 1.29	510	1.17				0.99	440	0.99				0.48 - 1.25	650	0.88
	White 18 pack				2.48 - 2.50	170	2.50										2.69	10	2.69
	Brown 12 pack																0.98 - 2.00	40	1.16
	MEDIUM	White 12 pack White 30 pack						White 12 pack White 30 pack			1.50 10 1.50			White 12 pack White 30 pack			0.98 20 0.98		
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																2.99 - 4.00	350	3.98
	Brown 12 pack				4.00 - 5.38	460	4.35				4.00 - 5.78	310	4.09						
	OMEGA-3																		
	White 12 pack				1.90 - 3.49	880	2.84				2.50 - 3.00	300	2.85				2.48 - 2.99	50	2.62
	Brown 12 pack	2.50	20	2.50	1.99	30	1.99										3.99	180	3.99
	CAGE-FREE																		
	White 12 pack				2.50 - 2.99	210	2.98												
Brown 12 pack				2.99 - 3.99	350	3.32				3.89	20	3.89					3.79 - 3.99	190	3.98
VEGETARIAN FED																			
White 12 pack				2.50	40	2.50											3.79 - 3.99	190	3.98
Brown 12 pack				2.50 - 2.99	190	2.90													
		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/}		28.6% of 4,200 sampled outlets Activity Index = 1,160 (includes Medium)						42.3% of 2,800 sampled outlets Activity Index = 1,170 (includes Medium)						46.2% of 1,200 sampled outlets Activity Index = 560 (includes Medium)					
USDA GRADE AA	White 12 pack				1.48	100	1.48				1.79 - 2.49	90	2.35				0.79	80	0.79
	White 18 pack				2.79	340	2.79				1.99 - 3.69	670	3.31				2.79	330	2.79
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				0.99	170	0.99			3.00	10	3.00	0.99 - 1.40	20	1.13		0.89 - 1.50	20	1.21
	White 18 pack				1.99	10	1.99												
	Brown 12 pack																		
	MEDIUM	White 12 pack White 30 pack			0.49 - 1.59 150 1.44			White 12 pack White 30 pack						White 12 pack White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack				4.00	280	4.00				4.00	130	4.00				4.00	60	4.00
	Brown 12 pack																		
	OMEGA-3																		
	White 12 pack				2.50 - 2.99	100	2.93				1.99 - 2.50	250	2.04						
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack																2.50	70	2.50
Brown 12 pack																			
VEGETARIAN FED																			
White 12 pack																			
Brown 12 pack	1.99	10	1.99																



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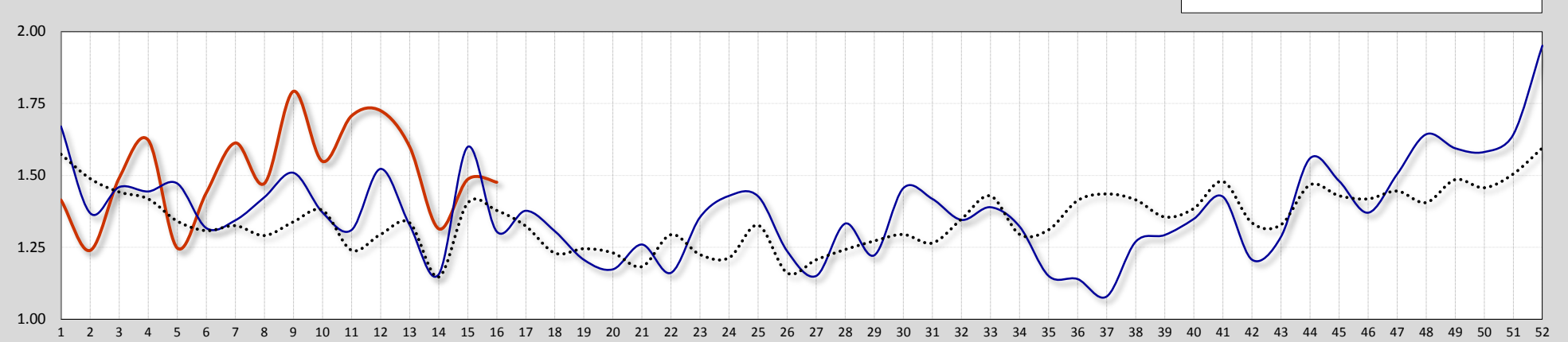
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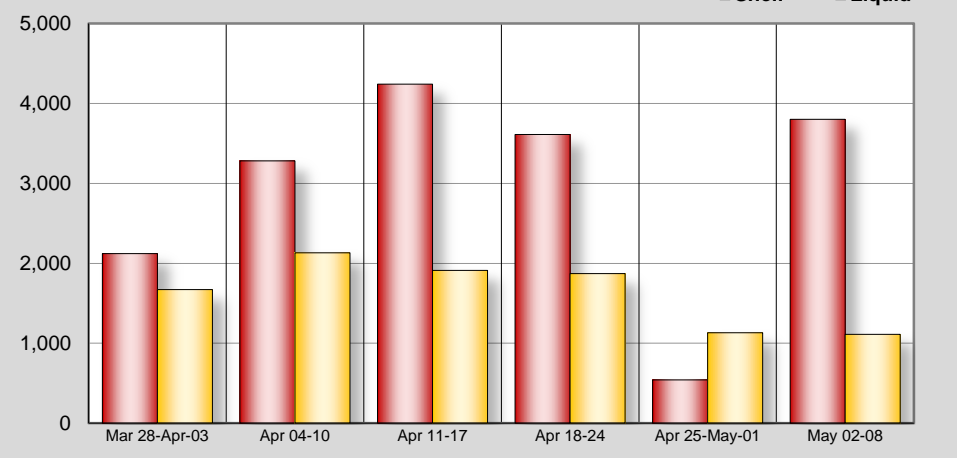
Fri. May 02, 2014

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	4.8%	4.8%	12.9%	13.3% of 4,700 sampled	0.3% of 5,900 sampled	4.8% of 4,200 sampled	4.3% of 4,200 sampled	0.0% of 2,800 sampled	6.4% of 1,200 sampled
2/ Activity Index	1,110	1,130	3,120	Activity Index = 620	Activity Index = 10	Activity Index = 210	Activity Index = 180	Activity Index = 10	Activity Index = 80
	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	1,010 2.48	950 2.38	2,840 2.44	1.99 - 2.50 540 2.27	2.89 10 2.89	1.99 - 2.50 190 2.44	2.00 - 2.89 180 2.58	1.80 10 1.80	3.79 80 3.79
32 oz. crtn	100 5.23	140 4.33	270 3.98	3.99 - 5.99 80 5.54		3.99 20 3.99			
3 - 4 oz. cup		40 2.30	10 3.29						
2 - 8 oz. cup									

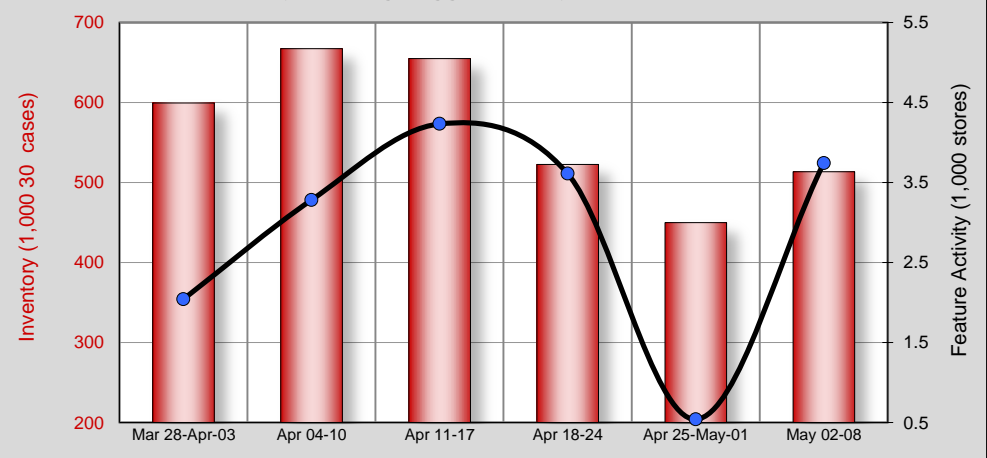
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



Large Shell Egg vs. Egg Product Feature Activity



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



Note: See page 1 for explanatory notes.