



**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 12/06 thru 12/12.**  
 (prices in dollars per carton)

Fri. Dec 06, 2013

**SHELL EGG NATIONAL SUMMARY**

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR						
	33.5% of 23,200 stores		13.0% of 23,200 stores				27.5% 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	
<b>REGULAR</b> USDA GRADE AA	White 12 pack		920	1.70			320	1.04			1,990	1.68	
	White 18 pack	10	3.09	510	2.04	10	2.70	320	2.15	10	2.25	270	2.25
	Brown 12 pack			10	1.50								
USDA GRADE A	White 12 pack	30	1.16	540	1.39	140	2.19	600	1.64	10	1.67	490	1.47
	White 18 pack			170	1.91			330	1.71			540	2.03
	Brown 12 pack			80	2.41			20	0.69				
<b>SPECIALTY</b>	<b>USDA ORGANIC</b>												
	White 12 pack												
	Brown 12 pack	40	4.99	520	3.28	20	5.98	50	4.19	20	3.29	220	4.23
	<b>OMEGA-3</b>												
	White 12 pack	170	2.89	850	2.70			590	2.79			820	2.72
	Brown 12 pack			20	3.29			20	3.29			160	2.58
	<b>CAGE-FREE</b>												
	White 12 pack			1,940	2.59			140	2.54			640	2.60
	Brown 12 pack			4,170	2.72			190	2.70			1,120	2.70
	<b>VEGETARIAN FED</b>												
White 12 pack			190	2.99			60	2.63			100	2.99	
Brown 12 pack			20	2.99							120	3.00	

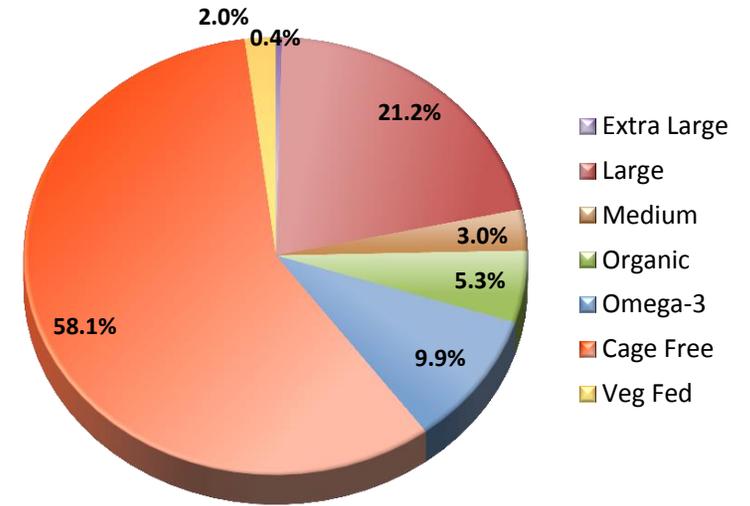
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,270	1,740	3,310	Large Eggs on Dec-02-2013
Specialty	7,920	1,070	3,200	
Total (includes MD)	10,510	2,840	6,580	498.6
Special Rate 4/:	3.1%	0.7%	2.0%	up 8.7%

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

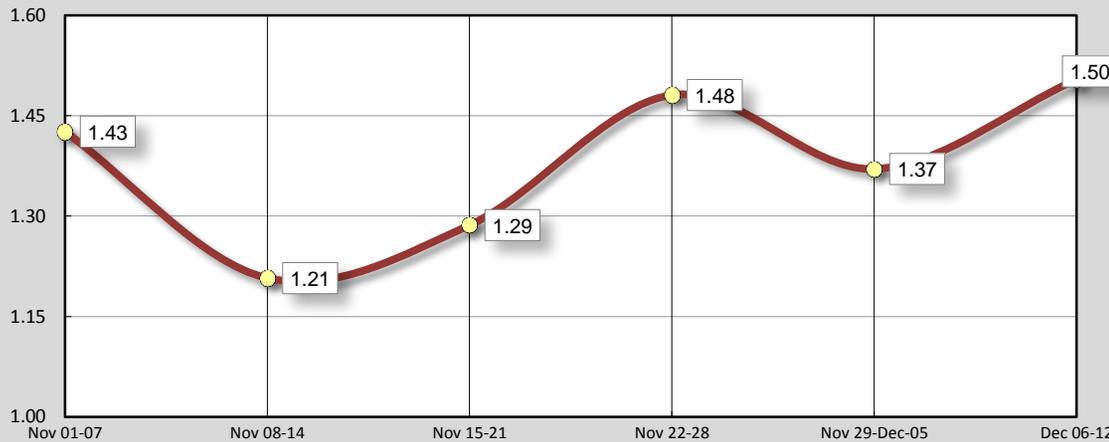
**SHELL EGG and EGG PRODUCTS FEATURING**

Feature activity for regular shell eggs is more active than a week ago as grocers shift from the Thanksgiving holiday into promoting baking items for the Christmas holiday. Shopper will benefit from an increase in "no price" incentives as this week's weighted average price of Grade A or better Large white eggs also increases. Ads for Extra Large and Medium eggs are sporadic. Promotional activity for specialty shell eggs is sharply higher. Cage-free eggs completely dominate this sector as half of all eggs featured this week are of this variety. Featuring of liquid eggs products is maintaining a steady level of visibility in circulars. The number of ads for egg nog is higher as retailer attempt increase the level of visibility for this seasonal item.

**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 <sup>1/</sup> Activity Index <sup>2/</sup>		43.9% of 4,600 sampled outlets Activity Index = 2,510 (includes Medium)						11.2% of 6,100 sampled outlets Activity Index = 1,150 (includes Medium)						32.0% of 4,200 sampled outlets Activity Index = 1,940 (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																1.49 - 1.68	20	1.59
	White 18 pack																1.98	90	1.98
	Brown 12 pack										1.50	10	1.50						
	<b>MEDIUM</b>																		
USDA GRADE A	White 12 pack	0.99 - 1.98	30	1.16	0.99 - 1.50	210	1.40				1.48	80	1.48				0.69 - 1.79	190	1.30
	White 18 pack										0.99	10	0.99				1.99 - 2.38	120	2.01
	Brown 12 pack				2.88	60	2.88										0.99	20	0.99
	<b>MEDIUM</b>																1.00	20	1.00
	White 12 pack				0.99	130	0.99												
	White 30 pack																		
S P E C I A L T Y	<b>USDA ORGANIC</b>																		
	White 12 pack																		
	Brown 12 pack	4.99	40	4.99	1.99 - 4.29	320	3.54										2.77 - 3.49	200	2.87
	<b>OMEGA-3</b>																		
	White 12 pack	2.50 - 2.99	170	2.89	2.00 - 2.99	590	2.82				1.99 - 2.46	40	2.21				2.00 - 2.50	40	2.28
	Brown 12 pack				3.29	20	3.29												
	<b>CAGE-FREE</b>																		
	White 12 pack				2.97	20	2.97				2.50 - 3.00	480	2.60				2.49 - 2.50	550	2.50
	Brown 12 pack				2.66 - 3.99	730	3.22				2.50 - 3.00	530	2.61				2.49 - 2.99	670	2.54
	<b>VEGETARIAN FED</b>																		
	White 12 pack				2.99	190	2.99												
	Brown 12 pack																2.99	20	2.99
		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 <sup>1/</sup> Activity Index <sup>2/</sup>		37.4% of 4,200 sampled outlets Activity Index = 2,260 (includes Medium)						53.5% of 2,900 sampled outlets Activity Index = 2,010 (includes Medium)						49.5% of 1,200 sampled outlets Activity Index = 640 (includes Medium)					
USDA GRADE AA	White 12 pack				1.50 - 1.68	280	1.55				0.99 - 1.99	490	1.90				0.99 - 1.50	130	1.23
	White 18 pack				1.88 - 1.99	270	1.90	3.09	10	3.09	2.25 - 2.50	120	2.43				1.58 - 2.19	30	1.92
	Brown 12 pack																		
	<b>MEDIUM</b>																		
	White 12 pack				1.19	50	1.19				1.19 - 1.50	30	1.45						
USDA GRADE A	White 12 pack				1.48 - 1.50	60	1.49												
	White 18 pack				1.69 - 1.89	40	1.84												
	Brown 12 pack																		
	<b>MEDIUM</b>																		
	White 12 pack				1.29	20	1.29				2.19	10	2.19						
	White 30 pack										2.99	50	2.99						
S P E C I A L T Y	<b>USDA ORGANIC</b>																		
	White 12 pack																		
	Brown 12 pack																		
	<b>OMEGA-3</b>																		
	White 12 pack				2.49	10	2.49				2.49	170	2.49						
	Brown 12 pack																		
	<b>CAGE-FREE</b>																		
	White 12 pack				2.50	520	2.50				2.50 - 3.00	290	2.93				2.50	80	2.50
	Brown 12 pack				2.50 - 2.66	1,010	2.55				2.50 - 3.00	840	2.75				2.50 - 2.66	390	2.63
	<b>VEGETARIAN FED</b>																		
	White 12 pack																		
	Brown 12 pack																		



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(prices in dollars per carton)

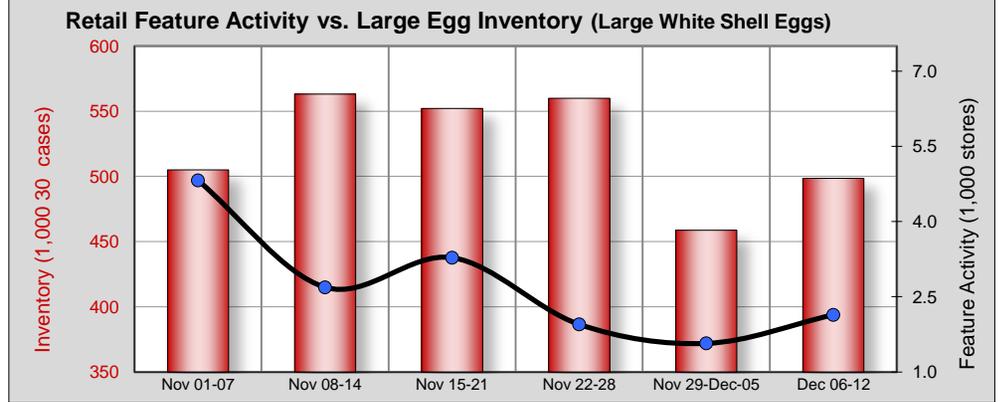
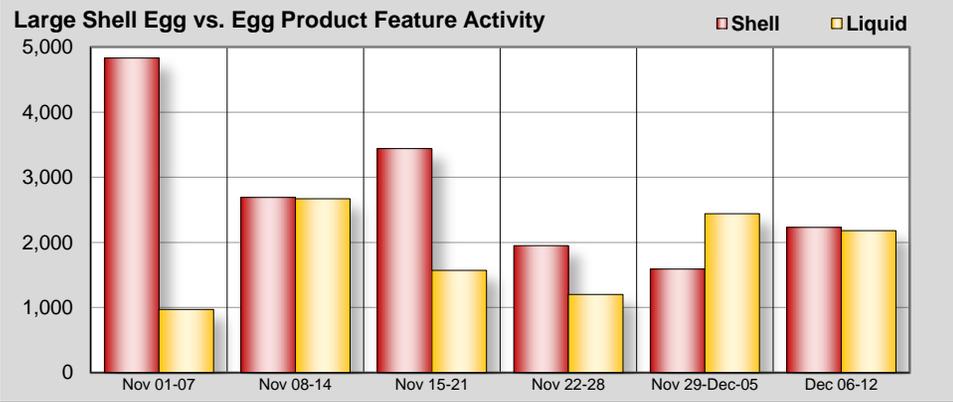
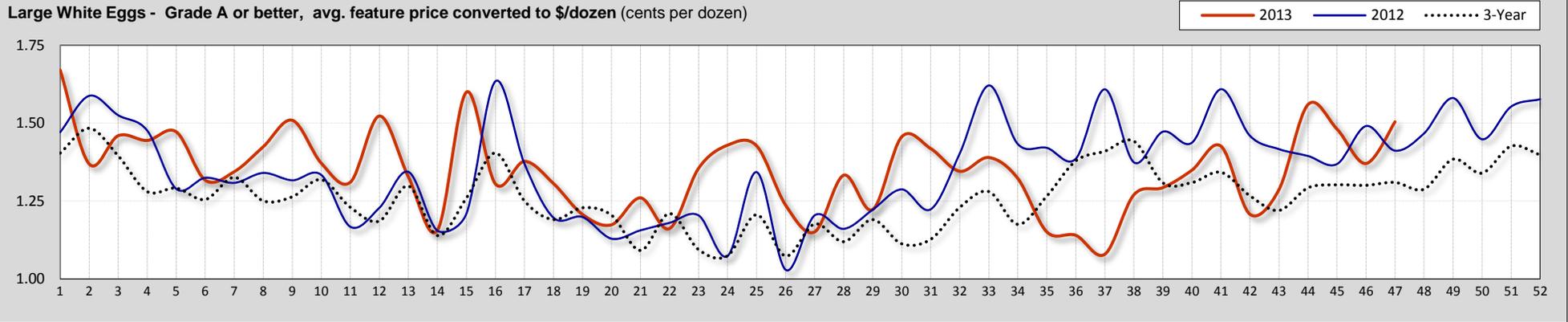
Fri. Dec 06, 2013

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	14.1%	6.8%	8.7%	28.8% of 4,600 sampled	23.0% of 6,100 sampled	8.4% of 4,200 sampled	4.4% of 4,200 sampled	0.0% of 2,900 sampled	0.5% of 1,200 sampled
2/ Activity Index	2,180	2,440	2,000	Activity Index = 1,220	Activity Index = 400	Activity Index = 370	Activity Index = 180	Activity Index = 0	Activity Index = 10
	Stores Avg <sup>3/</sup>	Stores Avg <sup>3/</sup>	Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>					
14-16 oz. crtn	1,280 2.46	1,080 2.51	1,640 1.98	2.49 - 2.99 420 2.68	1.98 - 2.49 340 2.04	1.99 - 2.99 330 2.58	2.50 180 2.50		2.99 10 2.99
32 oz. crtn	660 4.34	1,200 4.58	350 2.80	3.50 - 5.99 600 4.36	3.99 40 3.99	4.59 20 4.59			
3 - 4 oz. cup	240 2.38	160 2.50	10 2.99	2.00 - 2.50 200 2.40	2.00 20 2.00	2.50 20 2.50			
2 - 8 oz. cup									

EGG NOG	THIS WEEK	THIS WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	26.0%	17.4%		27.7% of 4,400 sampled	10.4% of 6,000 sampled	23.6% of 4,000 sampled	39.3% of 4,000 sampled	31.2% of 2,900 sampled	49.7% of 1,200 sampled
2/ Activity Index	5,390	4,050		Activity Index = 1,510	Activity Index = 580	Activity Index = 780	Activity Index = 1,060	Activity Index = 940	Activity Index = 520
	Stores Avg <sup>3/</sup>	Stores Avg <sup>3/</sup>	Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>					
32 ounce	1,380 2.34	1,390 2.45		1.99 - 3.49 550 2.69	1.72 - 2.49 110 2.18	1.99 - 2.99 210 2.18	1.79 - 2.00 440 1.98	2.50 20 2.50	2.50 - 2.99 50 2.58
64 ounce	4,010 3.40	2,660 3.70		2.99 - 4.99 960 3.89	2.99 - 3.79 470 3.06	2.88 - 4.99 570 3.21	2.99 - 3.99 620 3.36	2.50 - 3.49 920 3.22	2.99 - 3.50 470 3.35

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



Note: See page 1 for explanatory notes.