



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 12/27 thru 01/02.
 (prices in dollars per carton)

Fri. Dec 27, 2013

SHELL EGG NATIONAL SUMMARY

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR					
	16.2% of 23,200 stores		33.5% of 23,200 stores				26.2% 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		380 1.40		30 1.79		140 1.55		50 2.25		670 1.77	
	White 18 pack		220 2.72				170 2.90		40 2.50		450 2.39	
	Brown 12 pack											
	USDA GRADE A											
	White 12 pack		110 1.65				2,390 1.51		140 1.42		940 1.52	
White 18 pack		150 2.46				410 2.92				350 1.98		
Brown 12 pack												
SPECIALTY	USDA ORGANIC											
	White 12 pack						360 4.10		30 3.19		150 3.91	
	Brown 12 pack		10 4.99		220 4.49							
	OMEGA-3											
	White 12 pack		80 2.86		870 2.81		1,010 2.84		20 3.29		1,010 2.76	
	Brown 12 pack											
	CAGE-FREE											
	White 12 pack		60 2.99		20 1.89		200 3.32				240 3.22	
	Brown 12 pack		470 2.93		30 3.49		350 3.01				360 3.30	
	VEGETARIAN FED											
White 12 pack						90 2.50						
Brown 12 pack		30 2.99		350 2.76		10 3.49				260 2.72		

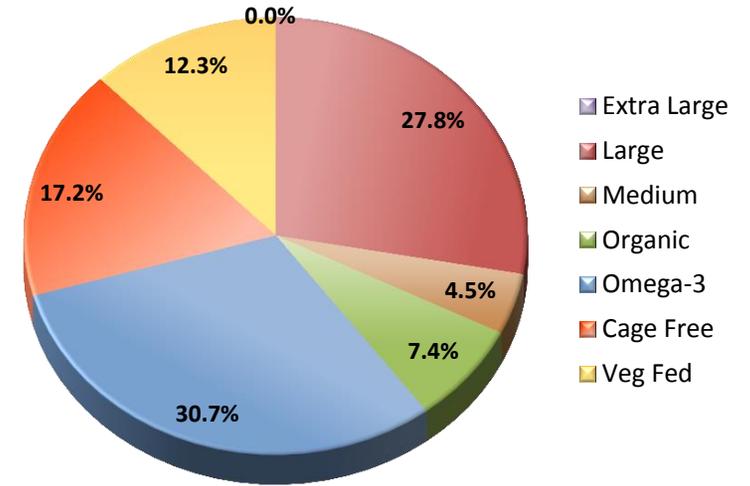
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	860	3,140	2,640	Large Eggs on Dec-23-2013
Specialty	2,090	2,070	2,070	
Total (includes MD)	3,090	5,300	4,810	438.0
Special Rate 4/:	5.2%	11.9%	10.0%	down 18.9%

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

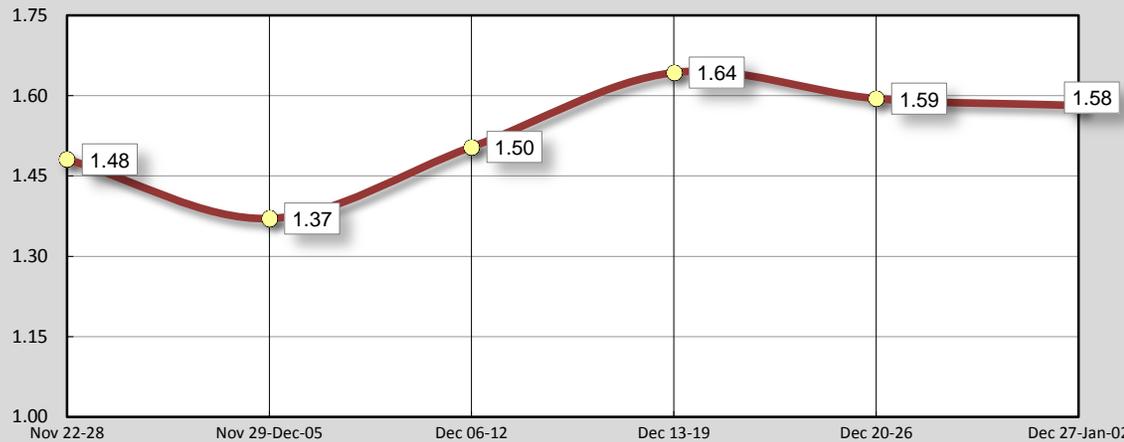
SHELL EGG and EGG PRODUCTS FEATURING

Promotional activity for regular shell eggs declines sharply as the holiday baking season comes to a close. The average price of Grade A, or better Large white eggs to consumers is about unchanged. The number of "no price" incentives offered to shoppers is lower. Ads for Medium eggs are more visible in circulars, however sales of Extra Large eggs are nonexistent. Featuring of specialty shell eggs are maintaining a constant level due to an increase in activity near the end of this week's ad cycle. Promotional activity for liquid egg products is significantly higher with advertisements appearing in all areas with the exception of the Northwest region. Feature activity for egg nog continues to dwindle as we move closer to the new year.

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/}		33.4% of 4,600 sampled outlets Activity Index = 1,830 (includes Medium)						6.3% of 6,100 sampled outlets Activity Index = 20 (includes Medium)						12.5% of 4,200 sampled outlets Activity Index = 200 (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				1.50	40	1.50				1.59	10	1.59				1.50	20	1.50	
	White 18 pack															2.38 - 2.48	110	2.47		
	Brown 12 pack																			
	MEDIUM	White 12 pack			1.25	30	1.25	White 12 pack			1.33	10	1.33	White 12 pack			0.99	20	0.99	
		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	4.99	10	4.99	4.29 - 4.98	220	4.49													
	OMEGA-3																			
	White 12 pack	2.97 - 2.99	60	2.98	2.48 - 3.59	720	2.87							2.49	20	2.49				
C A G E - F R E E	Brown 12 pack																			
	White 12 pack				2.99	60	2.99													
	Brown 12 pack				2.99 - 2.99	330	2.99									2.98 - 3.29	30	3.13		
V E G E T A R I A N F E D	White 12 pack																			
	Brown 12 pack	2.99	30	2.99	2.50 - 3.99	330	2.79													
		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/}		17.2% of 4,200 sampled outlets Activity Index = 350 (includes Medium)						13.0% of 2,900 sampled outlets Activity Index = 380 (includes Medium)						16.7% of 1,200 sampled outlets Activity Index = 310 (includes Medium)						
USDA GRADE AA	White 12 pack				1.47 - 1.50	140	1.49				1.50	40	1.50				0.79 - 1.69	200	1.33	
	White 18 pack										2.50 - 2.99	220	2.72							
	Brown 12 pack																			
	MEDIUM	White 12 pack						White 12 pack			1.48 - 1.50	50	1.48	White 12 pack						
USDA GRADE A	White 12 pack				1.88	40	1.88													
	White 18 pack				1.99 - 2.99	40	2.43													
	Brown 12 pack																			
	MEDIUM	White 12 pack			0.99	30	0.99	White 12 pack						White 12 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	80	2.50				2.50	70	2.50							
C A G E - F R E E	Brown 12 pack																			
	White 12 pack																			
	Brown 12 pack															2.69	110	2.69		
V E G E T A R I A N F E D	White 12 pack																			
	Brown 12 pack				2.19	20	2.19													



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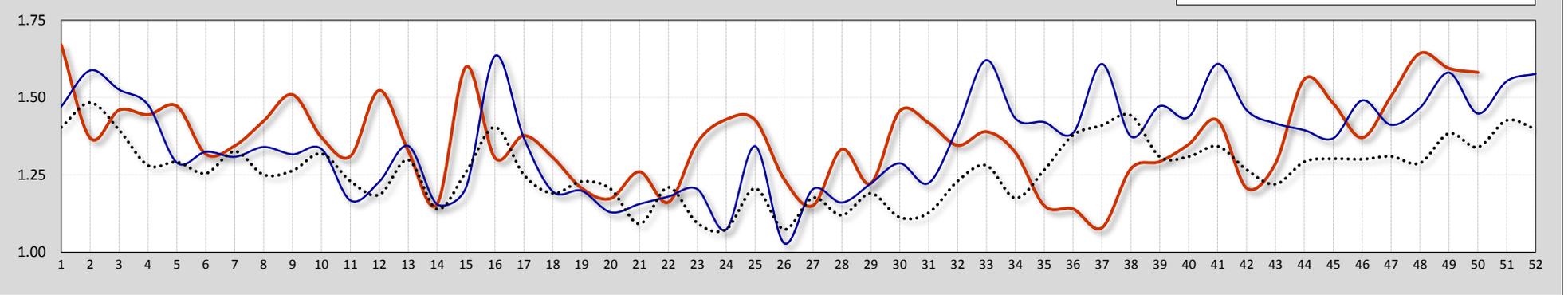
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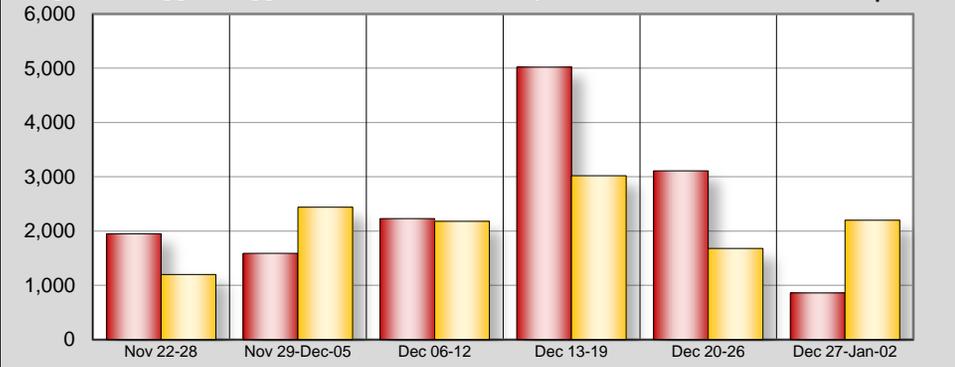
EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	8.7%	6.6%	5.5%	32.7% of 4,600 sampled	0.6% of 6,100 sampled	4.4% of 4,200 sampled	1.2% of 4,200 sampled	7.7% of 2,900 sampled	0.0% of 1,200 sampled
2/ Activity Index	2,200	1,680	1,370	Activity Index = 1,680	Activity Index = 30	Activity Index = 220	Activity Index = 50	Activity Index = 220	Activity Index = 0
	Stores Avg 3/	Stores Avg 3/	Stores Avg 3/	Price Range Stores Avg 3/					
14-16 oz. crtn	1,270 2.52	870 2.51	880 2.72	1.99 - 2.99 920 2.56	2.79 30 2.79	1.99 - 2.49 50 2.17	2.00 50 2.00	2.50 220 2.50	
32 oz. crtn	740 4.77	650 4.86	490 5.13	3.97 - 5.99 600 4.96		3.99 140 3.99			
3 - 4 oz. cup	190 2.42	160 2.48		2.50 160 2.50		1.99 30 1.99			
2 - 8 oz. cup									
EGG NOG	THIS WEEK	THIS WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	10.9%	40.3%		22.3% of 4,400 sampled	5.0% of 6,000 sampled	10.0% of 4,000 sampled	6.4% of 4,000 sampled	10.8% of 2,900 sampled	16.3% of 1,200 sampled
2/ Activity Index	2,700	9,430		Activity Index = 1,180	Activity Index = 310	Activity Index = 430	Activity Index = 260	Activity Index = 320	Activity Index = 200
	Stores Avg 3/	Stores Avg 3/	Stores Avg 3/	Price Range Stores Avg 3/					
32 ounce	1,150 2.45	3,800 2.41		2.49 - 2.99 530 2.70	1.50 - 2.99 90 2.37	1.69 - 2.59 270 2.37	1.69 - 2.39 130 2.33	1.79 130 1.79	
64 ounce	1,550 3.38	5,630 3.45		3.49 - 4.59 650 3.99	1.99 - 2.99 220 2.43	2.00 - 3.79 160 2.96	2.99 - 3.79 130 3.42	2.50 - 3.50 190 2.84	2.99 - 3.79 200 3.26

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

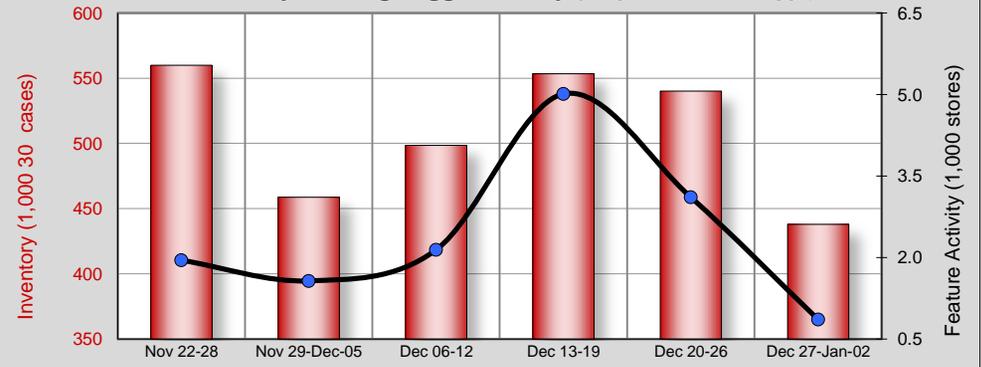
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



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.