



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 01/31 thru 02/06.
 (prices in dollars per carton)

Fri. Jan 31, 2014

SHELL EGG NATIONAL SUMMARY

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR					
	20.6% of 23,200 stores		45.6% of 23,200 stores				25.4% 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		130 1.35		370 1.18		50 1.91		20 1.50			
	White 18 pack		70 2.69		220 2.64		20 2.25		540 1.83		40 2.50	
	Brown 12 pack											
	USDA GRADE A											
	White 12 pack		20 1.26		2,280 1.50		30 1.25		960 1.14		1,290 1.24	
White 18 pack				300 1.91				800 2.10		340 2.33		
Brown 12 pack										30 1.99		
SPECIALTY	USDA ORGANIC											
	White 12 pack		80 4.70		50 5.38		60 4.49		510 4.37		700 3.91	
	Brown 12 pack											
	OMEGA-3											
	White 12 pack				1,090 2.58		180 2.42		3,490 2.33		60 2.58	
	Brown 12 pack										1,330 2.37	
											10 2.50	
	CAGE-FREE											
	White 12 pack				50 2.49		20 2.99		780 2.70		250 3.00	
	Brown 12 pack		120 2.99		80 2.89		140 2.99		2,970 3.55		1,300 2.97	
VEGETARIAN FED												
White 12 pack				10 2.89								
Brown 12 pack				30 2.98		30 2.99		290 4.33		10 2.50		
										150 3.08		

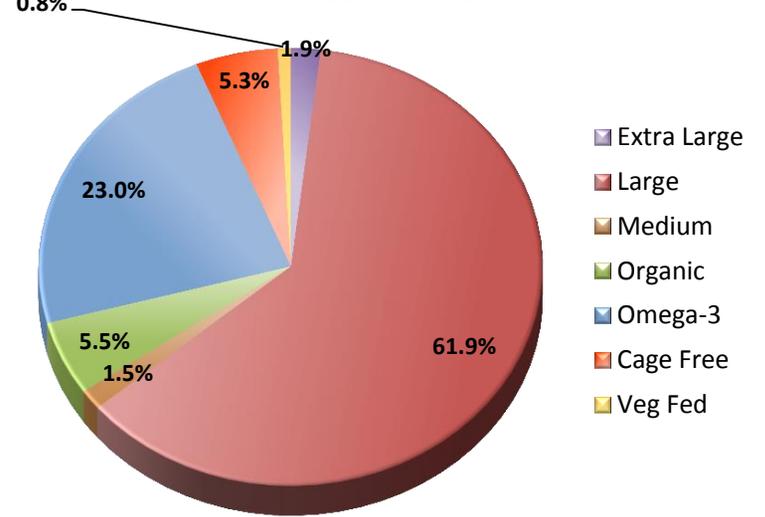
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	3,020	2,720	1,770	Large Eggs on Jan-27-2014
Specialty	1,640	8,470	3,810	
Total (includes MD)	4,730	11,580	5,710	424.2
Special Rate 4/:	1.5%	0.2%	1.3%	up 9.7%

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

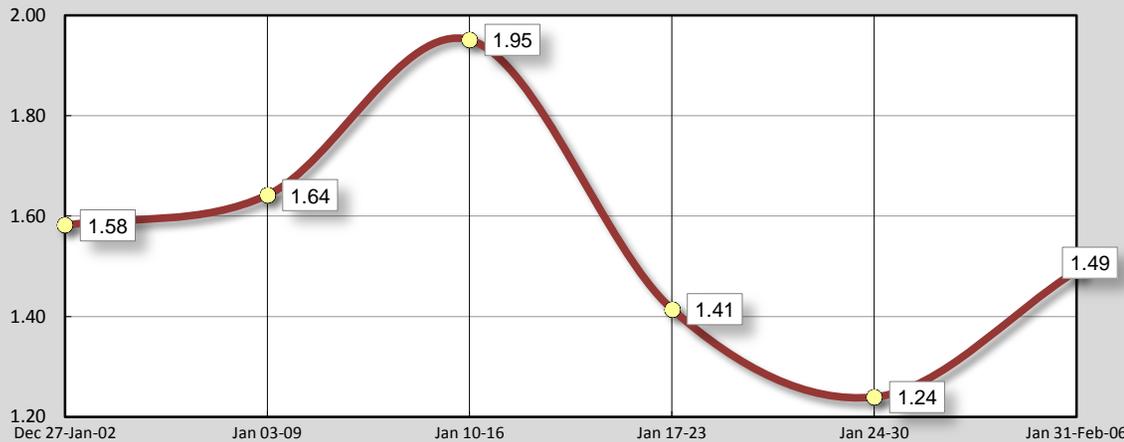
SHELL EGG and EGG PRODUCTS FEATURING

Promotional activity for regular shell eggs is slightly higher this week as retailer are advertising them along with items usually featured for the Super Bowl weekend. The average price for Grade A, or better Large white eggs to consumers is sharply higher. The number of "no price" specials increased, giving shoppers a needed break from higher egg prices. Ads for Extra Large and Medium eggs are limited. Promotional activity for specialty shell eggs takes a turn and is sharply lower than a week ago. Omega-3 type eggs manage to hold a place in circulars, however other types are sporadic. Featuring of liquid egg products declines.

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/}		33.3% of 4,600 sampled outlets Activity Index = 1,780 (includes Medium)						10.6% of 6,100 sampled outlets Activity Index = 630 (includes Medium)						17.2% of 4,200 sampled outlets Activity Index = 770 (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																1.25	10	1.25
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				1.50 - 1.99	610	1.55				1.19 - 1.59	420	1.47	1.25 - 1.29	20	1.26	1.25 - 1.50	440	1.49
	White 18 pack																1.98	90	1.98
	Brown 12 pack																		
	MEDIUM	White 12 pack			1.66	60	1.66	White 12 pack			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				5.38	50	5.38												
	Brown 12 pack	3.99 - 5.00	80	4.70	4.99 - 5.00	110	5.00									3.99	20	3.99	
	OMEGA-3																		
	White 12 pack				1.97 - 3.59	690	2.56				1.50 - 2.50	210	2.23			1.99	90	1.99	
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack				2.49	20	2.49									2.49	30	2.49	
Brown 12 pack	2.99	120	2.99	2.99	20	2.99									2.49 - 3.48	50	2.83		
VEGETARIAN FED																			
White 12 pack				2.89	10	2.89													
Brown 12 pack				1.99	10	1.99									3.48	20	3.48		
		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/}		28.1% of 4,200 sampled outlets Activity Index = 890 (includes Medium)						20.0% of 2,900 sampled outlets Activity Index = 570 (includes Medium)						9.1% of 1,200 sampled outlets Activity Index = 90 (includes Medium)					
USDA GRADE AA	White 12 pack				1.25 - 1.49	110	1.31				2.69	70	2.69	2.50 - 2.99	220	2.64	1.89 10 1.89		
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack			1.50 10 1.50			White 12 pack					
USDA GRADE A	White 12 pack				0.99 - 1.59	470	1.48				1.50	270	1.50			1.50	70	1.50	
	White 18 pack				1.88	210	1.88												
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack			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				3.99	100	3.99												
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack																		
Brown 12 pack															2.99	10	2.99		
VEGETARIAN FED																			
White 12 pack																			
Brown 12 pack																			



USDA Weekly Retail Shell Egg and Egg Products Feature Activity

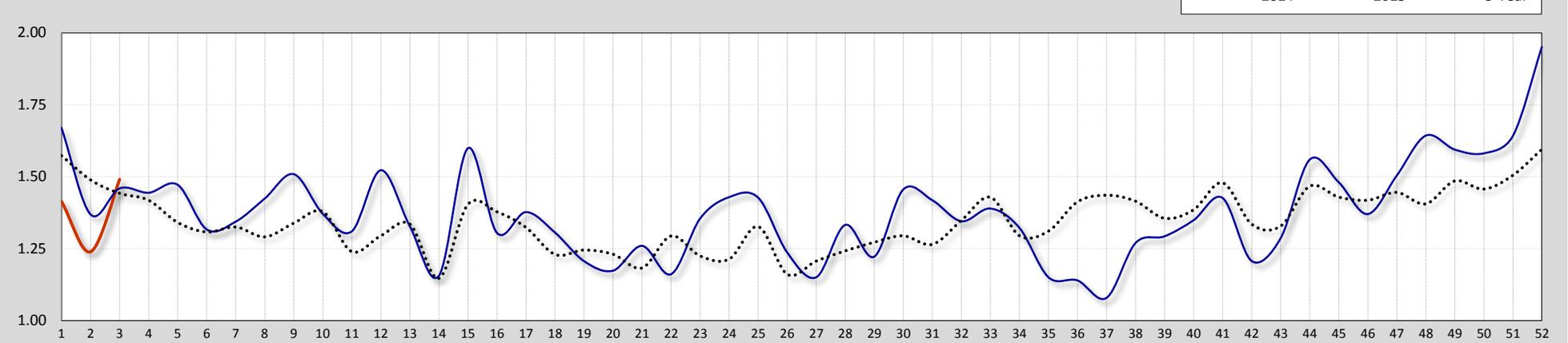
Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 01/31 thru 02/06.

(prices in dollars per carton)

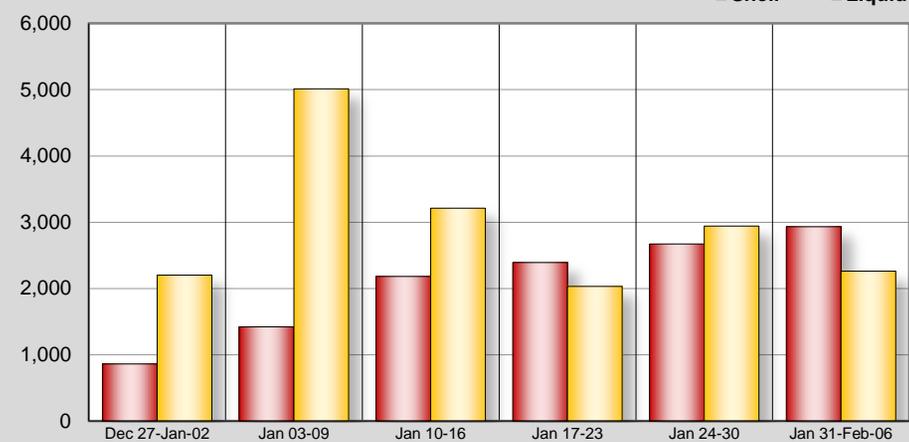
Fri. Jan 31, 2014

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	10.2%	12.8%	3.8%	32.1% of 4,600 sampled	7.5% of 6,100 sampled	3.4% of 4,200 sampled	2.8% of 4,200 sampled	0.9% of 2,900 sampled	10.7% of 1,200 sampled
2/ Activity Index	2,260	2,940	870	Activity Index = 1,500	Activity Index = 410	Activity Index = 110	Activity Index = 100	Activity Index = 30	Activity Index = 110
	Stores Avg ^{3/}	Stores Avg 3/	Stores Avg 3/	Price Range Stores Avg ^{3/}					
14-16 oz. crtn	710 2.43	1,290 2.70	400 2.60	2.00 - 4.44 350 2.40	2.00 - 2.59 110 2.35	1.99 110 1.99		2.49 30 2.49	2.99 110 2.99
32 oz. crtn	1,550 3.99	1,590 3.59	360 4.18	3.79 - 4.99 1,150 4.16	3.99 300 3.99		1.99 100 1.99		
3 - 4 oz. cup		60 2.50	110 2.50						
2 - 8 oz. cup									

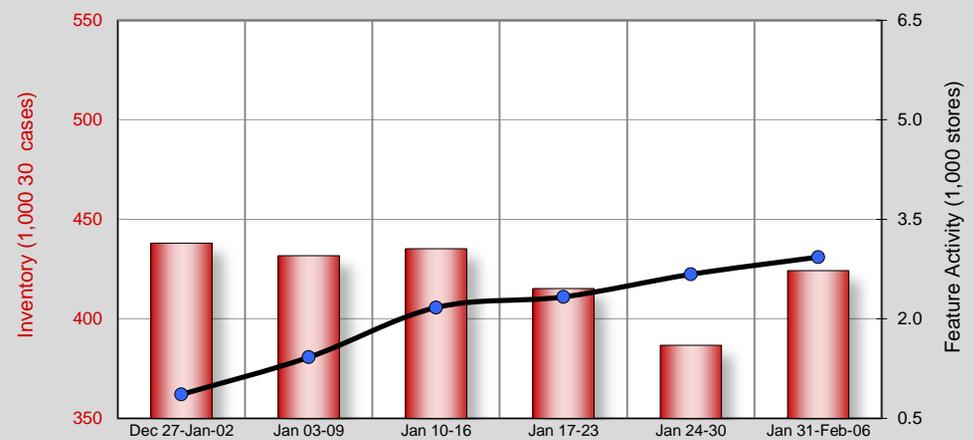
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



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.

Source: USDA Agricultural Marketing Service, Livestock, Poultry & Grain Market News - (515) 284-4471

<http://www.ams.usda.gov/AMSV1.0/LPSMarketNewsPage>