



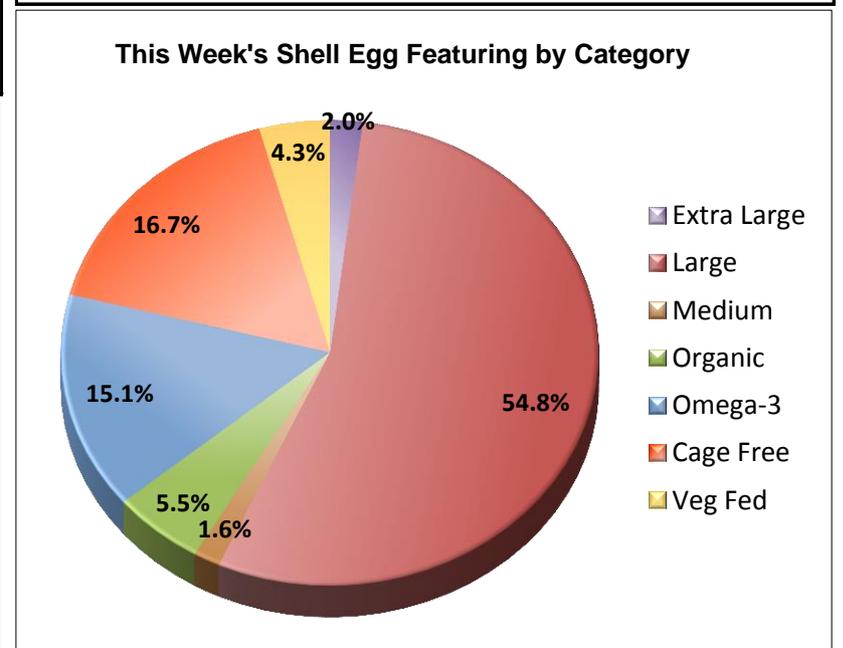
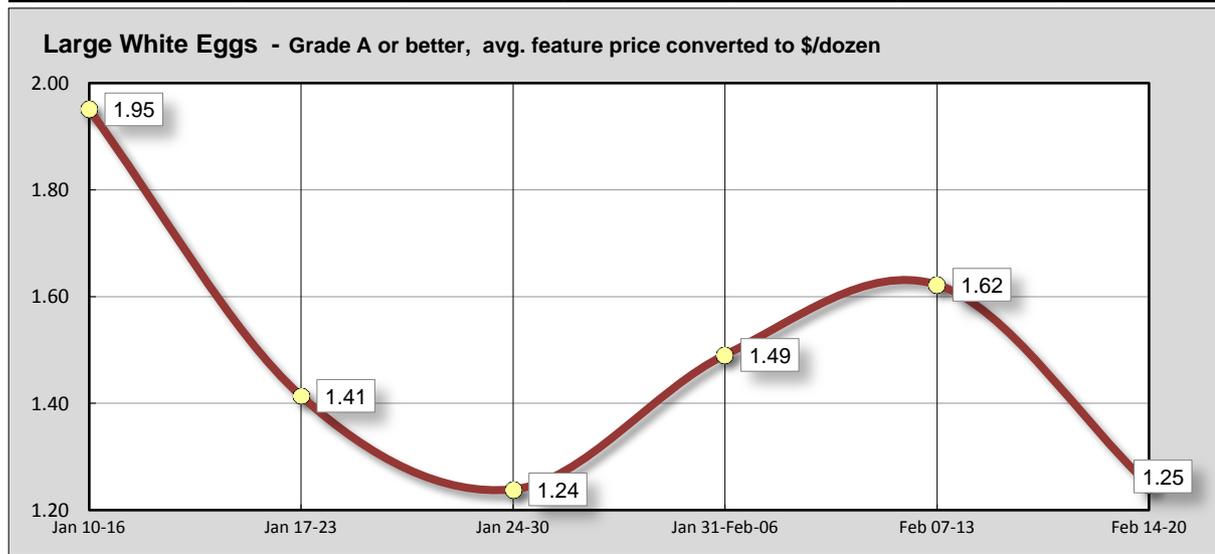
SHELL EGG NATIONAL SUMMARY													
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	25.0% of 22,900 stores				33.0% of 22,900 stores				24.8% of 23,200 stores				
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE		
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
REGULAR	USDA GRADE AA												
	White 12 pack			730	1.33	170	2.49	1,150	1.70	220	1.94	440	1.34
	White 18 pack	10	2.25	390	2.56	70	2.62	500	2.11	30	2.50	20	2.50
	Brown 12 pack										20	1.64	
	USDA GRADE A												
	White 12 pack	100	1.70	1,870	1.11	180	1.63	950	1.79	30	1.61	2,370	1.46
White 18 pack			70	2.17			1,820	2.32			540	1.96	
Brown 12 pack			20	2.50							10	1.29	
SPECIALTY	USDA ORGANIC												
	White 12 pack												
	Brown 12 pack			310	4.74	30	5.38	340	4.40	10	2.99	240	4.21
	OMEGA-3												
	White 12 pack	190	2.83	620	2.24	160	2.38	1,110	2.28	200	2.85	540	2.01
	Brown 12 pack	10	4.99	30	2.16			80	3.24			180	3.85
	CAGE-FREE												
	White 12 pack			80	2.74	50	2.99					20	2.79
	Brown 12 pack	40	2.99	820	3.26	150	2.99	90	3.44			680	2.69
	VEGETARIAN FED												
White 12 pack			20	2.49							340	1.99	
Brown 12 pack	20	2.79	200	2.98	20	2.50	370	2.51	20	2.50	40	3.29	

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	3,190	4,840	3,680	Large Eggs on Feb-10-2014
Specialty	2,340	2,400	2,270	
Total (includes MD)	5,620	7,490	6,040	403.5
Special Rate 4/:	1.3%	3.5%	1.9%	down 5.8%

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

SHELL EGG and EGG PRODUCTS FEATURING

Regular shell egg promotions are fewer in number this week as ads for Grade AA eggs decline, but remain constant on Grade A eggs. The average price for Grade A, or better Large white eggs to consumers continues its roller coaster pattern and drops sharply lower. Grocers are not offering consumers as many "no prices" specials as they were a week ago. Extra Large and Medium eggs are holding their place in circulars. Feature activity for specialty shell eggs is about unchanged. Cage-free brown eggs are appearing more in flyers after a dismal showing a week ago. Other specialty types are maintaining a steady level of visibility. The number of ads for liquid eggs is slightly lower. With inclement weather heavily affecting the East Coast we will wait to see if it has any effect on promotional activity in the weeks to come.



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.)

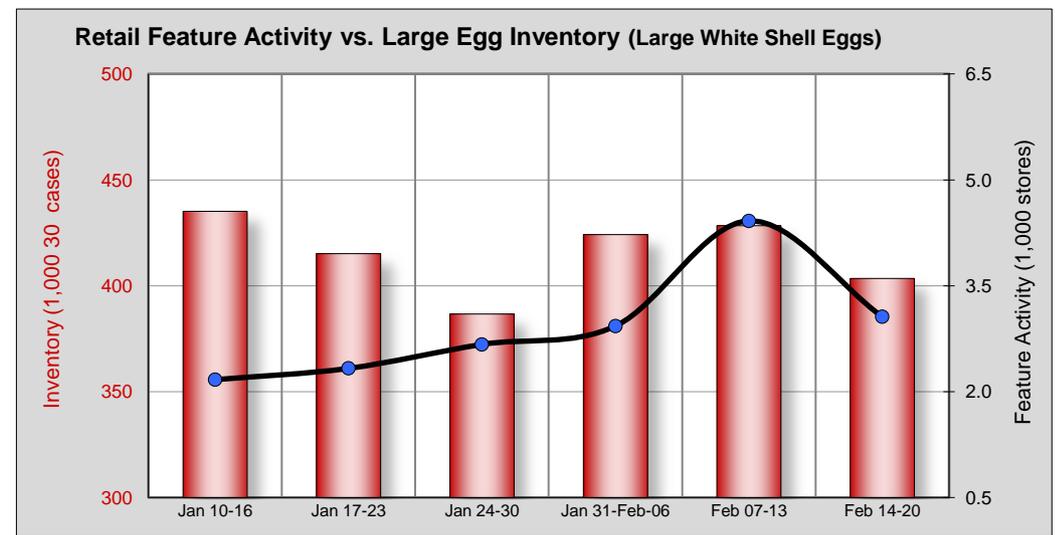
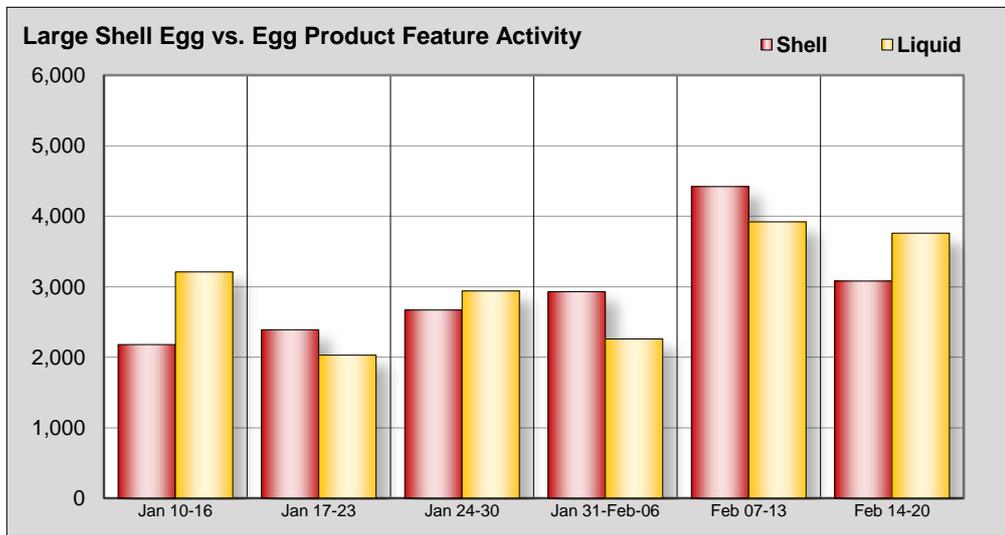
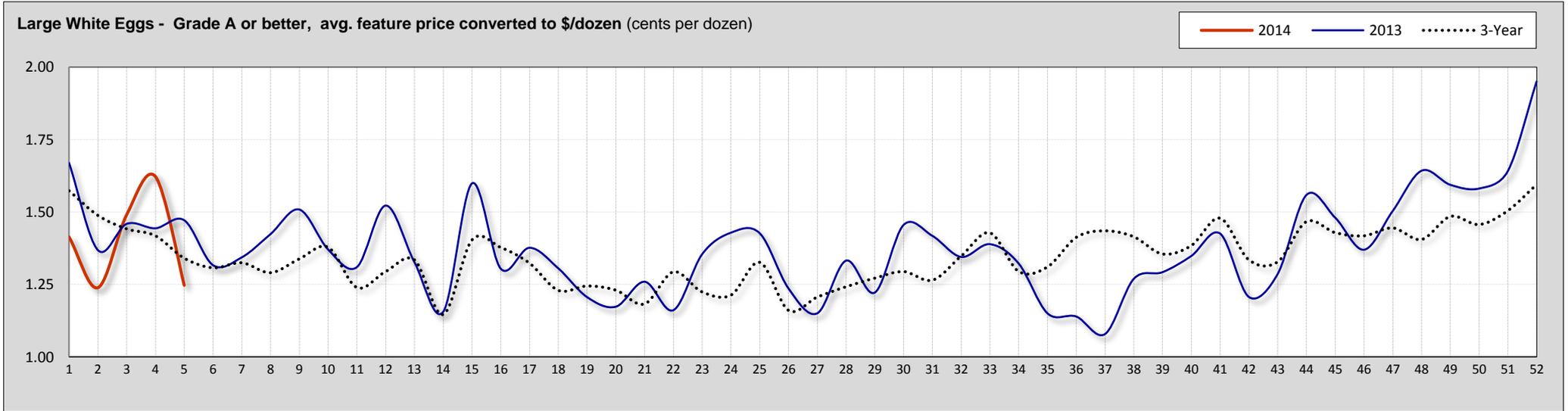
		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)					
Feature Rate ^{1/} Activity Index ^{2/}		40.2% of 4,700 sampled outlets Activity Index = 1,950 (includes Medium)						11.7% of 5,900 sampled outlets Activity Index = 730 (includes Medium)						34.1% of 4,200 sampled outlets Activity Index = 1,480 (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 - 1.49	30	1.31	
	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	1.58 - 1.89	50	1.72	0.99 - 1.50	300	1.16				0.99	440	0.99	1.69	50	1.69	0.99 - 1.50	940	1.18
	White 18 pack				1.99 - 2.79	30	2.21										1.99 - 2.29	40	2.14
	Brown 12 pack				2.50	20	2.50												
	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				4.66 - 4.99	280	4.87										3.49	20	3.49
	OMEGA-3																		
	White 12 pack	1.99 - 3.00	180	2.88	1.99 - 3.69	230	2.32				1.98 - 2.46	140	2.04				1.99 - 2.58	150	2.46
	Brown 12 pack	4.99	10	4.99	1.99	20	1.99												
	CAGE-FREE																		
	White 12 pack				2.99	40	2.99										2.48 - 2.49	40	2.49
Brown 12 pack				2.99 - 3.69	750	3.28	2.99	40	2.99	3.19	60	3.19							
VEGETARIAN FED																			
White 12 pack																2.49	20	2.49	
Brown 12 pack	2.79	20	2.79	2.79	20	2.79										3.00	180	3.00	
		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/}		24.3% of 4,200 sampled outlets Activity Index = 720 (includes Medium)						23.9% of 2,800 sampled outlets Activity Index = 700 (includes Medium)						4.1% of 1,200 sampled outlets Activity Index = 40 (includes Medium)					
USDA GRADE AA	White 12 pack				0.99 - 1.50	380	1.22				1.25 - 1.50	300	1.47				1.25 - 2.25	20	1.50
	White 18 pack				1.97	50	1.97	2.25	10	2.25	2.25 - 2.99	330	2.63				2.99	10	2.99
	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				0.99	170	0.99							0.99	20	0.99			
	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				3.79	10	3.79												
	OMEGA-3																		
	White 12 pack	2.00	10	2.00	1.99 - 2.00	90	1.99										1.99	10	1.99
	Brown 12 pack				2.50	10	2.50												
	CAGE-FREE																		
	White 12 pack																		
Brown 12 pack										2.50	10	2.50							
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 02/14 thru 02/20.
 (prices in dollars per carton)

Fri. Feb 14, 2014

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	14.7%	12.9%	11.0%	36.1% of 4,700 sampled	14.7% of 5,900 sampled	11.6% of 4,200 sampled	6.9% of 4,200 sampled	0.0% of 2,800 sampled	3.2% of 1,200 sampled
2/ Activity Index	3,760	3,920	2,520	Activity Index = 1,690	Activity Index = 1,300	Activity Index = 490	Activity Index = 260	Activity Index = 0	Activity Index = 20
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range Stores Avg ^{3/}					
14-16 oz. crtn	1,360 2.22	1,450 2.41	690 2.45	1.66 - 2.50 370 2.10	1.98 - 2.79 320 2.20	1.69 - 2.65 490 2.38	0.38 - 2.50 160 1.96		2.69 - 2.99 20 2.84
32 oz. crtn	2,400 4.10	2,440 4.30	1,810 4.06	3.49 - 5.99 1,320 4.35	3.25 - 4.69 980 3.79		3.25 - 4.25 100 3.75		
3 - 4 oz. cup		20 2.00	20 2.13						
2 - 8 oz. cup		10 2.29							



Note: See page 1 for explanatory notes.