



SHELL EGG NATIONAL SUMMARY													
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	32.9% of 22,900 stores				44.5% of 22,900 stores				21.9% 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	<b>USDA GRADE AA</b>												
	White 12 pack			310	1.56	10	1.99	210	1.29	80	1.67	120	1.53
	White 18 pack	40	2.99	110	2.50	70	2.71	1,570	2.64	30	2.25	470	2.47
	Brown 12 pack												
	<b>USDA GRADE A</b>												
	White 12 pack	120	1.76	610	1.43			3,700	1.29	140	1.34	870	1.18
White 18 pack			1,350	2.55			350	2.57			600	2.10	
Brown 12 pack											40	2.11	
SPECIALTY	<b>USDA ORGANIC</b>												
	White 12 pack	50	3.99	10	3.50	140	3.99						
	Brown 12 pack	110	3.99	330	4.36	20	3.49	240	3.79	160	4.21	630	4.54
	<b>OMEGA-3</b>												
	White 12 pack	390	3.05	1,530	2.58	370	2.90	2,880	2.40	10	2.50	380	2.59
	Brown 12 pack			40	2.40			210	3.76			130	2.99
	<b>CAGE-FREE</b>												
	White 12 pack			1,450	2.63			160	2.58			560	2.76
	Brown 12 pack			1,470	2.65			500	3.38			710	2.91
	<b>VEGETARIAN FED</b>												
White 12 pack			200	2.46			240	173.43	130	2.49	130	2.49	
Brown 12 pack	30	2.89	510	2.74	30	2.99	1,260	2.54	10	2.50	260	2.54	

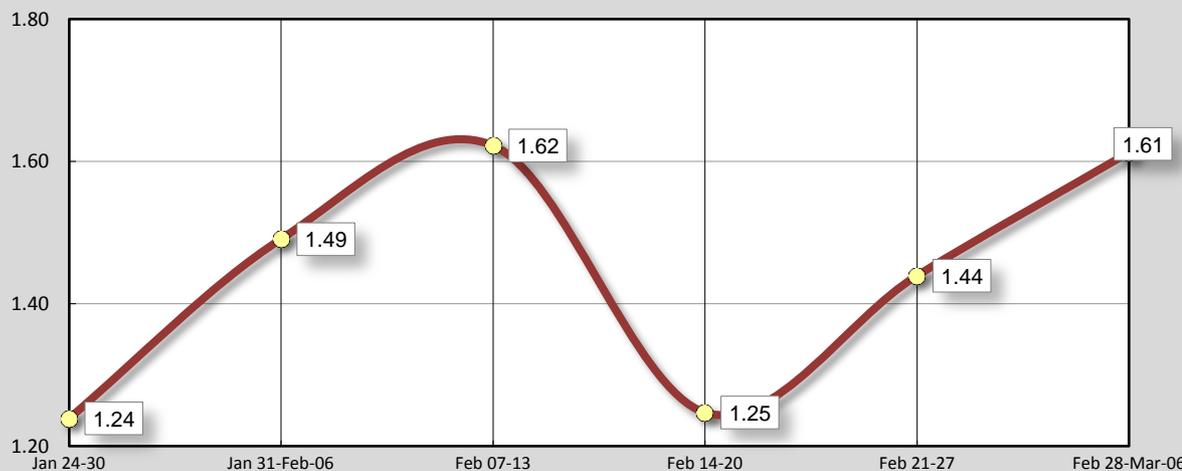
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,540	5,910	2,350	Large Eggs on Feb-24-2014
Specialty	6,120	6,050	3,110	
Total (includes MD)	8,940	12,090	5,920	410.4
Special Rate 4/:	1.7%	0.4%	0.8%	up 8.9%

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

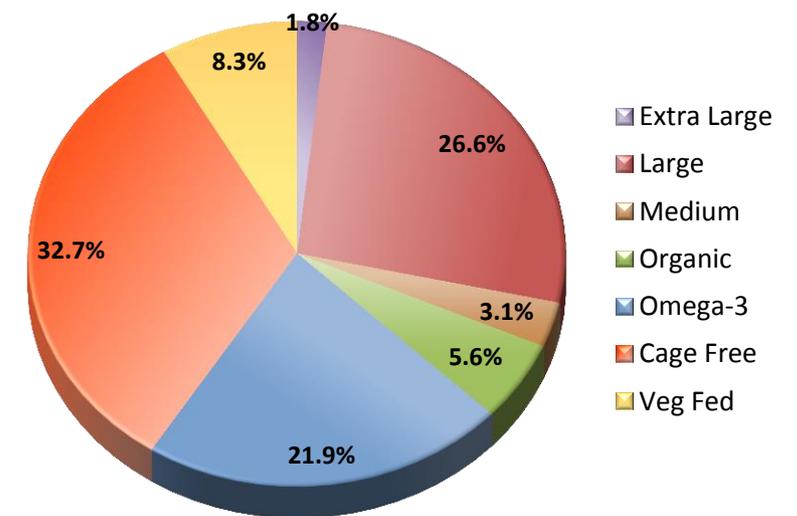
**SHELL EGG AND EGG PRODUCTS FEATURING**

Despite the sharp increase in overall feature activity seen last week, featuring of regular shell eggs drops lower this week. Shoppers will have to take advantage of the increase in percentage of 'no price' specials as the average price of Grade A, or better Large white eggs continues to rise. Extra Large and Medium size eggs make a slight rebound, and are more visible in circulars this week. Ads for specialty egg types maintain a steady presence particularly those featuring cage free and omega eggs types. Featuring of liquid egg products sharply declines with the disappearance of ads promoting 32 ounce cartons.

**Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen**



**This Week's Shell Egg Featuring by Category**



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>		45.8% of 4,700 sampled outlets Activity Index = 2,350 (includes Medium)						37.6% of 5,900 sampled outlets Activity Index = 2,690 (includes Medium)						28.2% of 4,200 sampled outlets Activity Index = 1,370 (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										1.00	60	1.00				1.00 - 1.49	30	1.15			
	White 18 pack																					
	Brown 12 pack																					
	<b>MEDIUM</b>	White 12 pack						White 12 pack						White 12 pack								
USDA GRADE A	White 12 pack				0.88 - 1.59	120	1.00				1.50 - 2.39	120	2.29				0.78 - 1.49	230	1.12			
	White 18 pack				2.49	20	2.49				2.49 - 2.59	1,150	2.58				1.88 - 2.69	160	2.43			
	Brown 12 pack																					
	<b>MEDIUM</b>	White 12 pack			1.00 160 1.00			White 12 pack			1.33 10 1.33			White 12 pack			0.99 - 1.29 50 1.24					
		White 30 pack						White 30 pack						White 30 pack								
S P E C I A L T Y	<b>USDA ORGANIC</b>																					
		White 12 pack	3.99	50	3.99												3.50	10	3.50			
		Brown 12 pack	3.99	110	3.99												3.89 - 4.29	190	4.26			
		<b>OMEGA-3</b>																				
		White 12 pack	2.50 - 3.99	390	3.05	2.34 - 3.99	1,110	2.71				1.99 - 2.34	50	2.26				1.98 - 2.49	50	2.20		
		Brown 12 pack																				
		<b>CAGE-FREE</b>																				
		White 12 pack										2.50	630	2.50				2.00 - 3.49	300	2.94		
	Brown 12 pack				2.99 - 3.99	50	3.66				2.50	630	2.50				2.49 - 3.49	340	2.96			
	<b>VEGETARIAN FED</b>																					
	White 12 pack										1.99 - 2.00	40	2.00									
	Brown 12 pack	2.49 - 2.99	30	2.89	2.49 - 3.99	310	2.89										1.99 - 3.79	10	3.04			
		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>		23.8% of 4,200 sampled outlets Activity Index = 1,550 (includes Medium)						21.9% of 2,800 sampled outlets Activity Index = 460 (includes Medium)						32.3% of 1,200 sampled outlets Activity Index = 520 (includes Medium)								
USDA GRADE AA	White 12 pack										1.00 - 1.79	20	1.25				1.50 - 1.99	200	1.82			
	White 18 pack							2.99	40	2.99				2.50	110	2.50						
	Brown 12 pack																					
	<b>MEDIUM</b>	White 12 pack						White 12 pack						White 12 pack								
USDA GRADE A	White 12 pack				1.25 - 1.67	120	1.51	1.59 - 3.00	80	1.85				1.99	10	1.99				1.59	40	1.59
	White 18 pack				2.00	10	2.00							1.99	10	1.99						
	Brown 12 pack																					
	<b>MEDIUM</b>	White 12 pack			1.18 50 1.18			White 12 pack			2.00 10 2.00			White 12 pack								
		White 30 pack						White 30 pack						White 30 pack								
S P E C I A L T Y	<b>USDA ORGANIC</b>																					
		White 12 pack															4.49	140	4.49			
		Brown 12 pack																				
		<b>OMEGA-3</b>																				
		White 12 pack				1.99 - 2.49	280	2.22				2.50	40	2.50								
		Brown 12 pack				2.29 - 2.49	40	2.40														
		<b>CAGE-FREE</b>																				
		White 12 pack				2.50 - 3.29	380	2.63										2.50	140	2.50		
	Brown 12 pack				2.50	320	2.50										2.50	130	2.50			
	<b>VEGETARIAN FED</b>																					
	White 12 pack				1.99 - 3.29	160	2.57															
	Brown 12 pack				2.19 - 2.50	190	2.47															



# USDA Weekly Retail Shell Egg and Egg Products Feature Activity

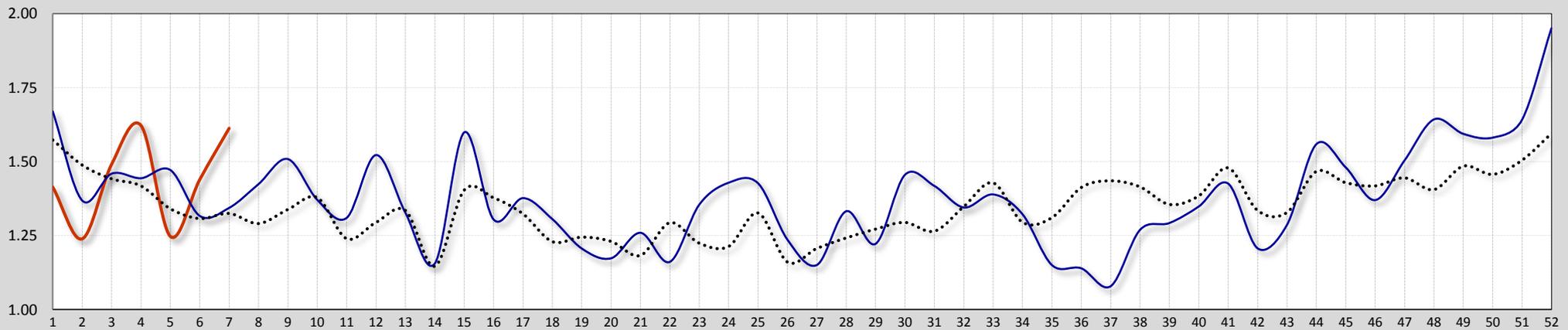
Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 02/28 thru 03/06.

(prices in dollars per carton)

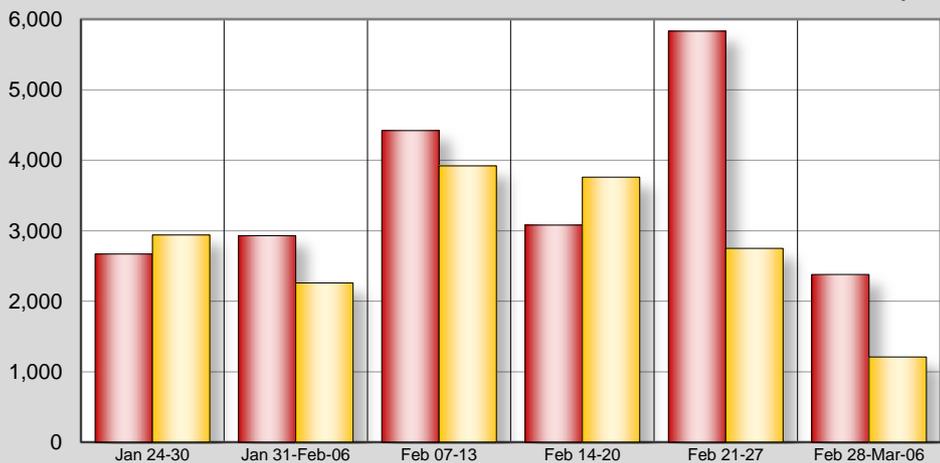
Fri. Feb 28, 2014

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	5.1%	10.1%	4.4%	6.7% of 4,700 sampled	6.4% of 5,900 sampled	2.1% of 4,200 sampled	6.3% of 4,200 sampled	0.0% of 2,800 sampled	10.1% of 1,200 sampled
2/ Activity Index	1,210	2,750	1,500	Activity Index = 340	Activity Index = 380	Activity Index = 100	Activity Index = 270	Activity Index = 0	Activity Index = 120
	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	660 2.78	460 2.60	1,210 2.51	2.29 - 3.49 220 3.11	1.98 - 2.79 170 2.47	2.50 - 2.79 70 2.54	2.79 80 2.79		2.69 - 2.99 120 2.72
32 oz. crtn	550 4.23	2,290 4.03	40 4.48	3.50 - 4.99 120 4.68	3.97 210 3.97	3.49 - 3.99 30 3.75	3.99 - 4.49 190 4.31		
3 - 4 oz. cup			250 2.49						
2 - 8 oz. cup									

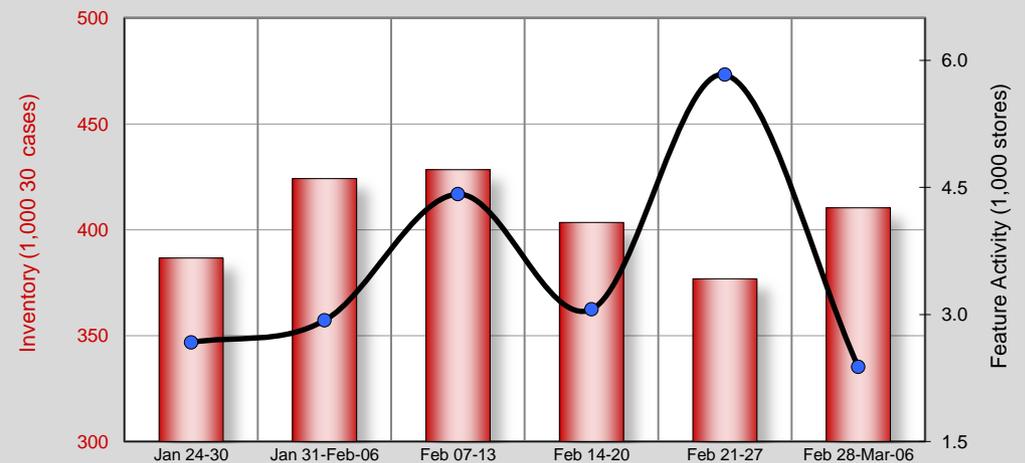
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



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.