



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 03/14 thru 03/20.
 (prices in dollars per carton)

Fri. Mar 14, 2014

SHELL EGG NATIONAL SUMMARY

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR					
	31.9% of 22,900 stores		22.5% of 22,900 stores				30.7% 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		1,830 2.01		290 1.35		30 2.50		20 1.63			
	White 18 pack		250 2.27		50 2.79		60 2.16		70 2.37		120 2.07	
Brown 12 pack						10 2.50						
REGULAR	USDA GRADE A											
	White 12 pack		190 1.96		980 1.54		430 1.60		10 0.99		2,400 1.51	
	White 18 pack		360 2.34				600 2.17		10 1.56		610 2.40	
Brown 12 pack												
SPECIALTY	USDA ORGANIC											
	White 12 pack		20 3.89									
	Brown 12 pack		20 5.78		1,500 4.03		10 4.69				180 4.30	
SPECIALTY	OMEGA-3											
	White 12 pack		60 2.64		920 2.62		1,110 2.35		2,230 2.71		960 2.80	
	Brown 12 pack				210 3.85		10 2.29				10 3.99	
SPECIALTY	CAGE-FREE											
	White 12 pack				20 1.28		270 3.32				170 2.99	
	Brown 12 pack		430 3.44		810 2.85		1,680 3.09		10 2.99		460 3.40	
SPECIALTY	VEGETARIAN FED											
	White 12 pack		10 2.33		630 2.67		310 1.77		10 2.99			
	Brown 12 pack				390 3.51		310 2.77		80 3.00		150 2.80	

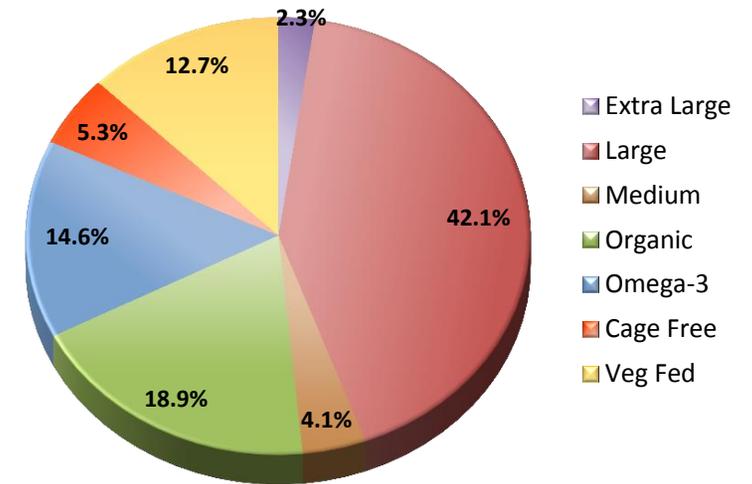
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	3,610	1,440	3,270	Large Eggs on Mar-10-2014
Specialty	4,190	4,530	4,260	
Total (includes MD)	8,130	6,300	7,790	522.6
Special Rate 4/:	2.3%	1.5%	1.9%	up 0.5%

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

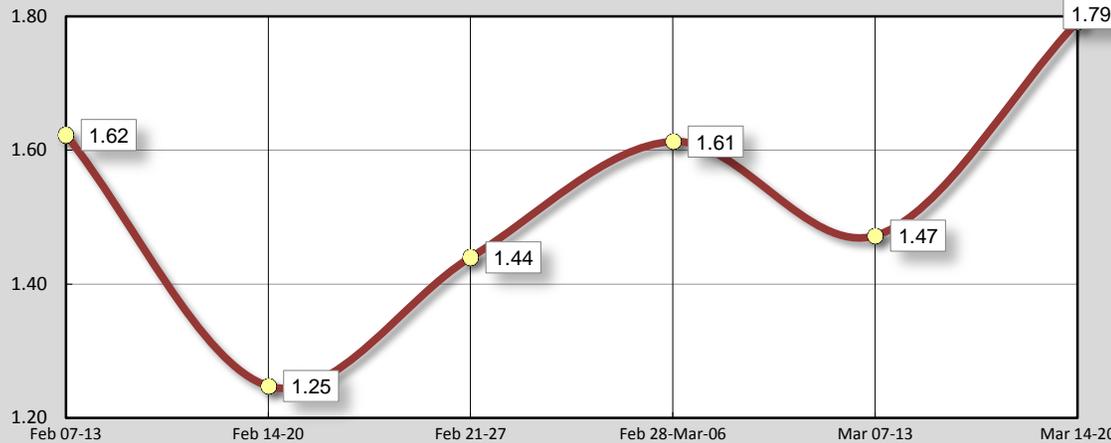
SHELL EGG and EGG PRODUCTS FEATURING

Regular shell egg featuring is more active than a week ago thanks to an increase in Grade AA white eggs in the South Central and West Coast regions. The average ad price of Grade A, or better Large white eggs to consumers reverses course and is sharply higher when compared to a week ago. The occurrence of "no price" specials increase as grocers offer attractive incentives to those shopping in their store. Ads for Extra Large eggs are appearing more in circulars, while ads for Medium eggs are maintaining a steady presence. Promotional activity for specialty eggs is slightly lower. Advertisements for USDA Organic eggs rebound and are the most commonly type featured in this category. Liquid egg feature activity 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/}		37.7% of 4,700 sampled outlets Activity Index = 2,140 (includes Medium)						10.1% of 5,900 sampled outlets Activity Index = 670 (includes Medium)						38.2% of 4,200 sampled outlets Activity Index = 2,100 (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				1.79	80	1.79				1.79	40	1.79				1.69 - 1.79	20	1.74
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack	1.99	180	1.99	1.99	350	1.99				1.29	10	1.29	1.47	10	1.47	0.99 - 1.69	390	1.46
	White 18 pack				1.98 - 2.59	150	2.17										1.68	10	1.68
	Brown 12 pack																		
	MEDIUM	White 12 pack			1.00 160 1.00			White 12 pack			1.00 - 1.50 100 1.10			White 12 pack			1.00 1.00		
		White 30 pack						White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack													3.89	20	3.89			
	Brown 12 pack				3.99 - 4.49	380	4.14				3.99	300	3.99	5.78	20	5.78	3.99	340	3.99
	OMEGA-3																		
	White 12 pack	2.99 - 3.00	30	3.00	1.99 - 3.49	300	2.72	2.29	30	2.29	2.69	80	2.69				2.00 - 2.78	400	2.54
	Brown 12 pack				3.00	30	3.00										3.99	180	3.99
CAGE-FREE																			
White 12 pack				2.00 - 3.59	210	3.15											2.50 - 3.99	220	3.71
Brown 12 pack																			
VEGETARIAN FED																			
White 12 pack				2.49 - 2.99	100	2.80				2.50 - 2.69	90	2.68					2.49 - 2.78	310	2.66
Brown 12 pack				2.50 - 3.99	170	3.21				2.99	20	2.99					3.99	180	3.99
		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 ^{1/} Activity Index ^{2/}		33.9% of 4,200 sampled outlets Activity Index = 1,390 (includes Medium)						45.7% of 2,800 sampled outlets Activity Index = 1,140 (includes Medium)						56.2% of 1,200 sampled outlets Activity Index = 690 (includes Medium)					
USDA GRADE AA	White 12 pack				1.66 - 1.79	420	1.77				1.50 - 2.99	840	2.31				1.47 - 2.00	430	1.73
	White 18 pack				1.98	100	1.98				2.25	20	2.25				2.49	130	2.49
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				0.99	210	0.99				0.97	10	0.97				1.67	10	1.67
	White 18 pack				2.49 - 2.50	70	2.50				2.49	130	2.49						
	Brown 12 pack																		
	MEDIUM	White 12 pack			0.49 - 1.00 50 0.83			White 12 pack			1.50 10 1.50			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				3.99	280	3.99				3.99 - 4.29	130	4.01				3.99	70	3.99
	OMEGA-3																		
	White 12 pack				2.49 - 2.78	120	2.59										2.49 - 2.50	20	2.50
	Brown 12 pack																		
CAGE-FREE																			
White 12 pack																			
Brown 12 pack																			
VEGETARIAN FED																			
White 12 pack				2.49 - 2.78	120	2.59							2.33	10	2.33		2.49	10	2.49
Brown 12 pack				2.29	20	2.29													



USDA Weekly Retail Shell Egg and Egg Products Feature Activity

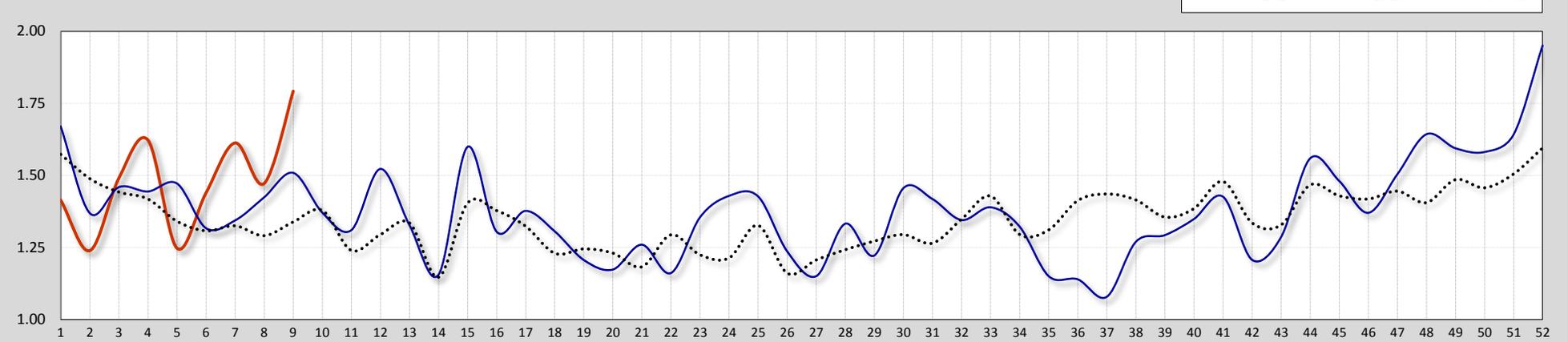
Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 03/14 thru 03/20.

(prices in dollars per carton)

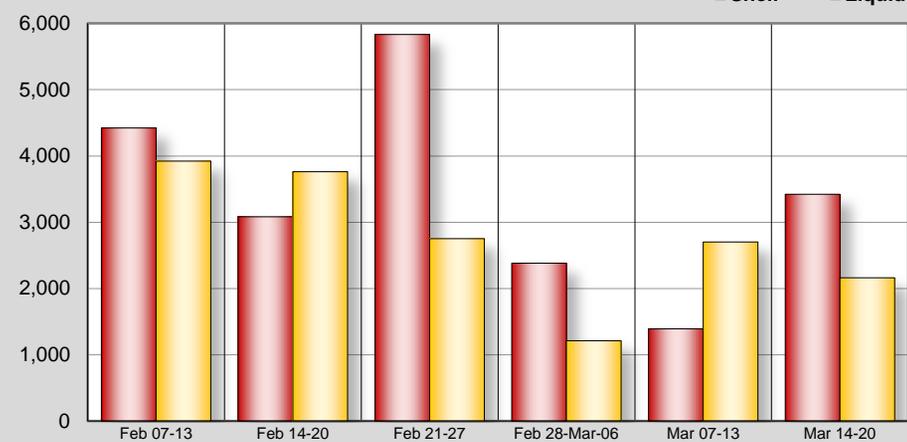
Fri. Mar 14, 2014

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	7.4%	13.6%	4.2%	17.9% of 4,700 sampled	7.6% of 5,900 sampled	3.2% of 4,200 sampled	2.7% of 4,200 sampled	5.2% of 2,800 sampled	1.5% of 1,200 sampled
2/ Activity Index	2,160	2,700	950	Activity Index = 1,160	Activity Index = 450	Activity Index = 140	Activity Index = 110	Activity Index = 280	Activity Index = 20
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range Stores Avg ^{3/}					
14-16 oz. crtn	1,550 2.31	1,430 2.53	640 2.50	1.98 - 2.99 790 2.34	2.00 - 2.50 450 2.16	1.99 - 2.99 60 2.33	2.29 - 2.50 110 2.43	2.50 140 2.50	2.59 - 2.99 20 2.72
32 oz. crtn	350 4.66	1,130 3.07	280 4.82	4.99 240 4.99		3.88 - 4.65 80 4.12		4.97 10 4.97	
3 - 4 oz. cup	260 2.50	140 2.49	30 2.50	2.49 - 2.50 130 2.50				2.50 130 2.50	
2 - 8 oz. cup									

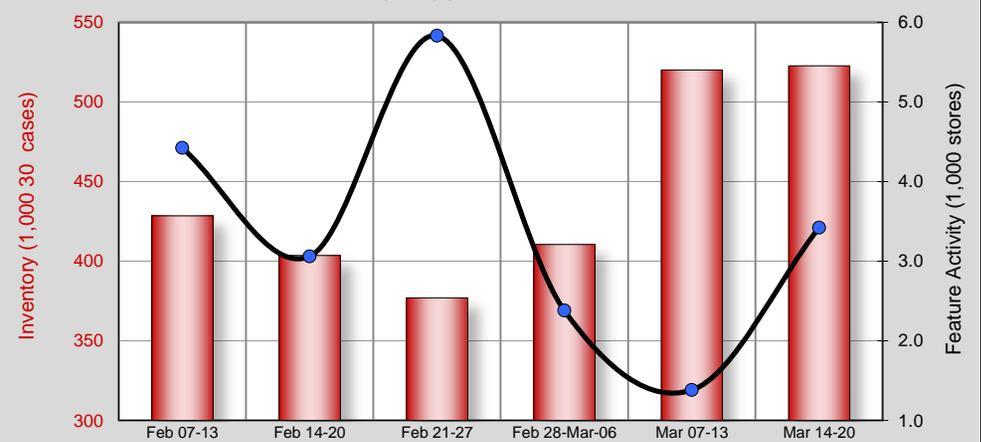
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



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.