



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 03/21 thru 03/27.
 (prices in dollars per carton)

Fri. Mar 21, 2014

SHELL EGG NATIONAL SUMMARY

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR					
	46.7% of 22,900 stores		31.9% of 22,900 stores				34.2% 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		720 1.84		1,830 2.01		60 1.50		660 1.31			
	White 18 pack		210 2.34		250 2.27				890 2.13			
	Brown 12 pack											
	USDA GRADE A											
	White 12 pack		2,390 1.42		190 1.96		980 1.54		10 0.99		1,450 1.11	
White 18 pack		550 2.58		360 2.34						1,550 2.22		
Brown 12 pack		60 2.00										
SPECIALTY	USDA ORGANIC											
	White 12 pack		10 3.99		20 3.89							
	Brown 12 pack		20 5.98		330 4.70		20 5.78		1,500 4.03		90 4.08	
	OMEGA-3											
	White 12 pack		370 2.42		4,700 2.37		60 2.64		920 2.62		90 2.26	
	Brown 12 pack				220 3.86				210 3.85		1,880 2.43	
	CAGE-FREE											
	White 12 pack		40 2.49								510 2.94	
	Brown 12 pack		1,350 3.34				430 3.44				610 2.89	
	VEGETARIAN FED											
White 12 pack		40 1.99		10 2.33		630 2.67				40 2.49		
Brown 12 pack		20 2.50				390 3.51		250 2.50		500 2.89		

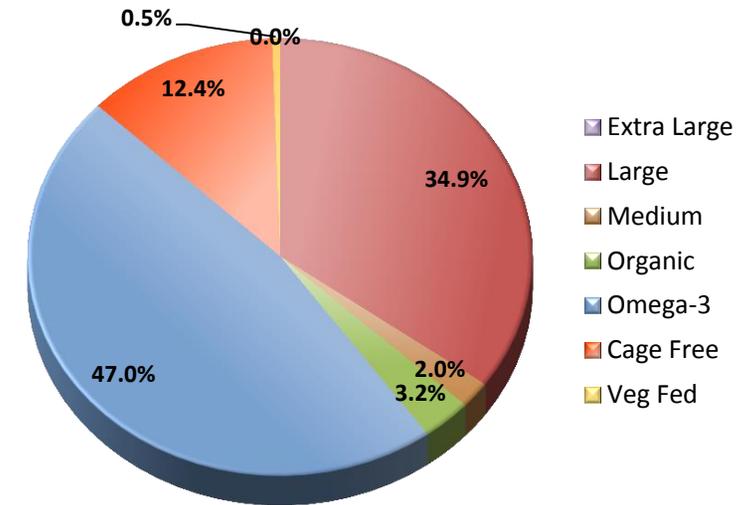
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	3,930	3,610	4,620	Large Eggs on Mar-17-2014
Specialty	7,100	4,190	4,400	
Total (includes MD)	11,250	8,130	9,300	586.2
Special Rate 4/:	7.8%	2.3%	1.0%	up 12.2%

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

SHELL EGG and EGG PRODUCTS FEATURING

The feature activity on regular shell eggs is up compared to a week ago, however the average price of Grade A, or better Large white eggs to consumers is sharply lower. With prices fluctuating, the number of "no price" specials is sharply higher as many grocers are offering consumers incentives to increase buying interest. Flyers still contain ads for Medium eggs, however ads for Extra Large have virtually disappeared from view. Promotional activity for specialty eggs surpass that of a week ago. Omega-3 eggs are most commonly featured and enjoy excellent movement on the East Coast. Cage-free eggs are also heavily featured this week, while other types maintain steady exposure. Overall featuring of liquid eggs is the same as the previous week.

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/}		58.2% of 4,700 sampled outlets Activity Index = 3,460 (includes Medium)						50.7% of 5,900 sampled outlets Activity Index = 3,000 (includes Medium)						30.4% of 4,200 sampled outlets Activity Index = 1,320 (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																1.49	10	1.49
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				0.99 - 1.89	380	1.52				0.99 - 1.69	600	1.33				0.99 - 1.66	890	1.38
	White 18 pack				2.99	110	2.99				2.49	120	2.49				1.98 - 2.49	200	2.21
	Brown 12 pack				2.00	60	2.00												
	MEDIUM	White 12 pack			0.88 10 0.88			White 12 pack			1.33 - 1.50 40 1.44			White 12 pack			0.99 10 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																3.99	10	3.99
	Brown 12 pack				3.99 - 7.00	330	4.70							5.98	20	5.98			
	OMEGA-3																		
	White 12 pack	2.19 - 3.29	200	2.52	1.90 - 2.99	1,170	2.58	1.99 - 3.29	30	2.78	1.99 - 2.50	2,150	2.40				1.98 - 2.50	40	2.25
Brown 12 pack				3.49 - 3.99	220	3.86													
CAGE-FREE																			
White 12 pack																2.49 - 2.50	40	2.49	
Brown 12 pack				2.99 - 3.99	920	3.31				3.00	60	3.00				2.49 - 3.99	100	3.01	
VEGETARIAN FED																			
White 12 pack				1.99	40	1.99													
Brown 12 pack				2.50	20	2.50													
		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/}		29.7% of 4,200 sampled outlets Activity Index = 1,200 (includes Medium)						63.2% of 2,800 sampled outlets Activity Index = 1,510 (includes Medium)						59.7% of 1,200 sampled outlets Activity Index = 760 (includes Medium)					
USDA GRADE AA	White 12 pack				1.59	30	1.59				1.99 - 2.29	420	2.03				1.49 - 1.66	260	1.57
	White 18 pack				1.99 - 2.49	40	2.19				2.25 - 2.49	140	2.48				1.48 - 1.99	30	1.87
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack			1.48 50 1.48			White 12 pack					
USDA GRADE A	White 12 pack				1.00 - 1.59	330	1.51				0.97 - 1.59	130	1.55				1.59	60	1.59
	White 18 pack				2.89	120	2.89												
	Brown 12 pack																		
	MEDIUM	White 12 pack			0.49 - 1.49 40 1.06			White 12 pack						White 12 pack					
	White 30 pack							White 30 pack			2.00 - 3.99 30 3.56			White 30 pack			3.99 40 3.99		
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack																		
	OMEGA-3																		
	White 12 pack	1.99	80	1.99	1.99 - 2.29	460	2.11	2.50	20	2.50	2.29	550	2.29	2.50	40	2.50	1.99	330	1.99
Brown 12 pack																			
CAGE-FREE																			
White 12 pack																			
Brown 12 pack				2.99	100	2.99				3.99	170	3.99							
VEGETARIAN FED																			
White 12 pack																			
Brown 12 pack																			



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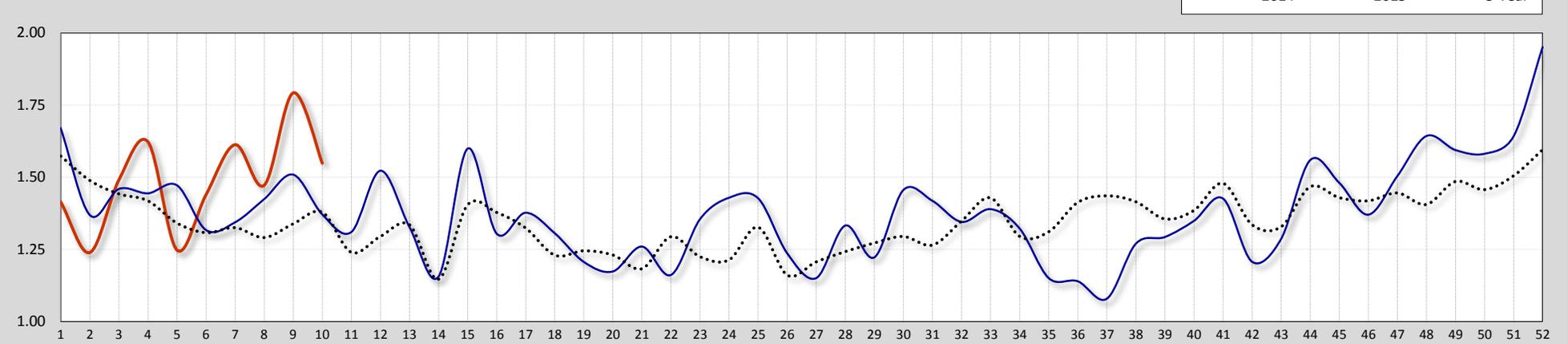
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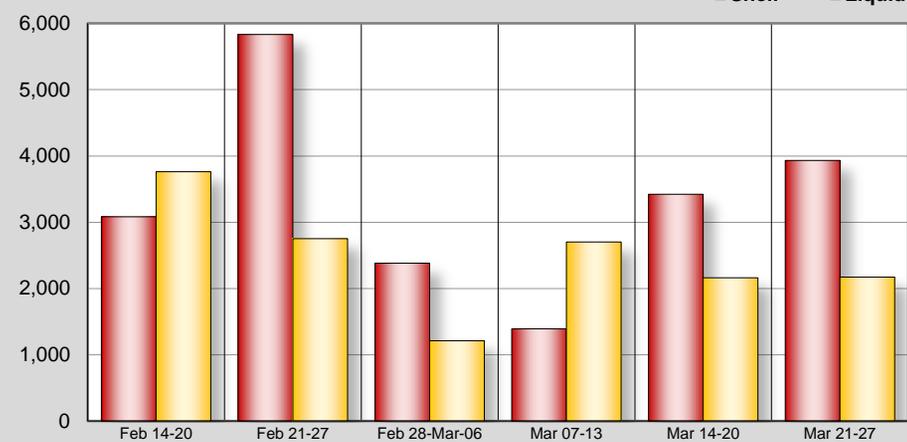
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EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	8.3%	7.4%	6.8%	26.3% of 4,700 sampled	8.4% of 5,900 sampled	0.9% of 4,200 sampled	2.7% of 4,200 sampled	0.0% of 2,800 sampled	1.2% of 1,200 sampled
2/ Activity Index	2,170	2,160	1,750	Activity Index = 1,610	Activity Index = 500	Activity Index = 30	Activity Index = 10	Activity Index = 0	Activity Index = 20
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range Stores Avg ^{3/}					
14-16 oz. crtn	1,560 2.18	1,550 2.31	760 2.50	1.49 - 3.50 1,040 1.97	1.88 - 3.50 480 2.60	2.59 10 2.59	2.49 10 2.49		2.79 - 2.99 20 2.87
32 oz. crtn	610 4.79	350 4.66	880 4.21	3.99 - 5.49 570 4.80	4.69 20 4.69	4.65 20 4.65			
3 - 4 oz. cup		260 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.