



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 03/28 thru 04/03.

(prices in dollars per carton)

Fri. Mar 28, 2014

SHELL EGG NATIONAL SUMMARY

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR					
	21.8% of 22,900 stores		46.7% of 22,900 stores				45.9% 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	USDA GRADE AA											
	White 12 pack		230	1.49	720	1.84	10	1.80	270	1.29		
	White 18 pack	50 2.50	630	2.64	210	2.34	60	2.29	560	2.00		
	Brown 12 pack							30	1.99			
REGULAR	USDA GRADE A											
	White 12 pack	10 1.98	610	1.59	2,390	1.42	50	1.41	3,050	1.05		
	White 18 pack		570	2.78	550	2.58	30	2.23	1,010	2.03		
	Brown 12 pack		80 2.65		60 2.00							
SPECIALTY	USDA ORGANIC											
	White 12 pack				10	3.99						
	Brown 12 pack		220	4.57	20	5.98	330	4.70		170	3.98	
SPECIALTY	OMEGA-3											
	White 12 pack	150 2.38	1,640	2.47	370	2.42	4,700	2.37	180	2.49	590	2.41
	Brown 12 pack		270 3.77		220 3.86				90	3.56		
SPECIALTY	CAGE-FREE											
	White 12 pack	40 1.99	460	2.95	40	2.49	40	2.99	2,080	2.32		
	Brown 12 pack		660 3.00		1,350 3.34				2,920	2.63		
SPECIALTY	VEGETARIAN FED											
	White 12 pack		540	2.11	40	1.99				10	2.99	
	Brown 12 pack		100 3.96		20 2.50		130	2.99	200	2.89		

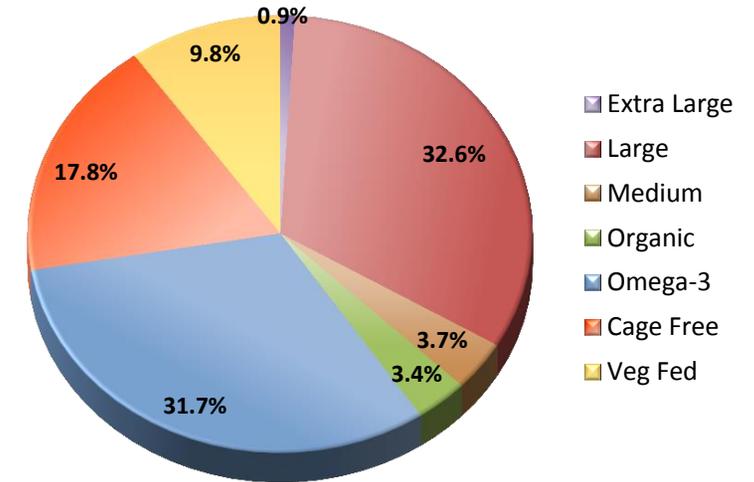
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,180	3,930	5,070	Large Eggs on Mar-24-2014
Specialty	4,080	7,100	6,410	
Total (includes MD)	6,500	11,250	11,770	599.2
Special Rate 4/:	0.2%	7.8%	8.6%	up 2.2%

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

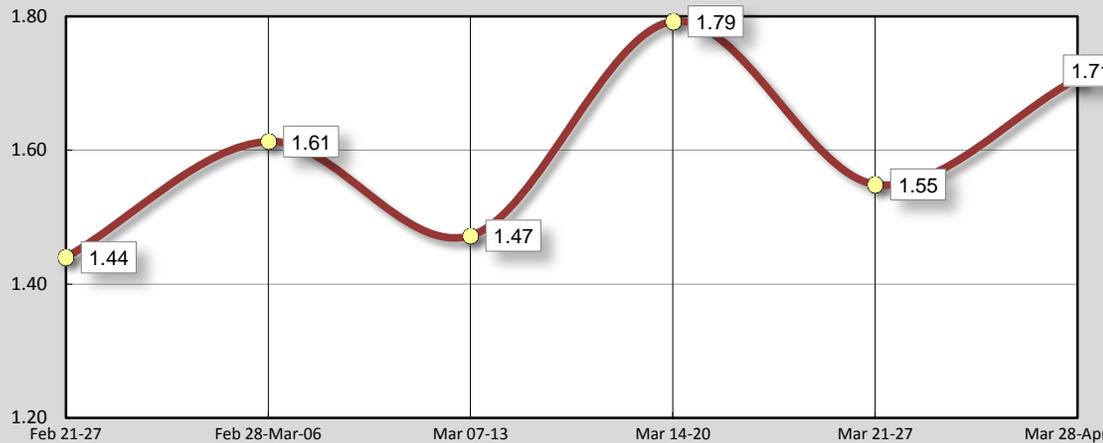
SHELL EGG and EGG PRODUCTS FEATURING

Featuring of regular shell eggs tapers off this week even as many retailers are advertising other items for Passover and Easter which are only weeks away. The average price of Grade A, or better Large white eggs continues to fluctuate and is sharply higher as few retailers are making attempts to find a price point that meets with consumer approval. The number of "no price" specials is limited. Ads for Extra Large eggs are sporadic, however ads for Medium eggs remain constant. Feature activity for specialty shell eggs is lower, led by a sharp decline in promotions of Omega-3 eggs. Promotions of liquid egg products are fewer in number this 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/}		42.4% of 4,700 sampled outlets Activity Index = 2,750 (includes Medium)						11.4% of 5,900 sampled outlets Activity Index = 700 (includes Medium)						11.5% of 4,200 sampled outlets Activity Index = 490 (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																			
	White 18 pack																			
	Brown 12 pack																			
	MEDIUM	White 12 pack			White 12 pack			White 12 pack			White 12 pack			1.33 10 1.33						
USDA GRADE A	White 12 pack	1.98	10	1.98	0.79 - 1.99	290	1.84				1.67 - 1.69	30	1.68				0.99 - 1.99	160	1.74	
	White 18 pack										2.79	430	2.79				2.49	10	2.49	
	Brown 12 pack				2.50 - 2.88	70	2.82										1.49	10	1.49	
	MEDIUM	White 12 pack			White 12 pack			White 12 pack			White 12 pack			0.99 - 1.00 20 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 - 4.99	200	4.68												
		Brown 12 pack																		
		OMEGA-3																		
		White 12 pack	2.50	100	2.50	1.79 - 2.99	1,050	2.45				2.50 - 2.99	40	2.79				2.33 - 2.99	200	2.92
		Brown 12 pack				3.49 - 3.99	270	3.77												
		CAGE-FREE																		
		White 12 pack				3.00	20	3.00	1.99	20	1.99							1.99	20	1.99
	Brown 12 pack				3.00 - 3.99	170	3.06				3.00	40	3.00				2.69	30	2.69	
	VEGETARIAN FED																			
	White 12 pack				1.79 - 2.59	520	2.11										1.99	20	1.99	
	Brown 12 pack				3.99	50	3.99				3.99	40	3.99				3.69	10	3.69	
		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/}		20.5% of 4,200 sampled outlets Activity Index = 960 (includes Medium)						30.6% of 2,800 sampled outlets Activity Index = 1,440 (includes Medium)						13.1% of 1,200 sampled outlets Activity Index = 160 (includes Medium)						
USDA GRADE AA	White 12 pack				1.33	80	1.33				1.50 - 1.67	30	1.53				1.50 - 1.69	110	1.62	
	White 18 pack				2.49	20	2.49	2.50	50	2.50	2.49 - 3.00	610	2.65							
	Brown 12 pack																			
	MEDIUM	White 12 pack			White 12 pack			White 12 pack			White 12 pack			1.38 40 1.38						
USDA GRADE A	White 12 pack				0.79	120	0.79				1.49	10	1.49							
	White 18 pack				2.79	130	2.79													
	Brown 12 pack																			
	MEDIUM	White 12 pack			White 12 pack			White 12 pack			White 12 pack			0.49 - 1.34 60 0.92						
	White 30 pack							White 30 pack			White 30 pack									
S P E C I A L T Y	USDA ORGANIC																			
		White 12 pack										2.97 - 3.99	20	3.51						
		Brown 12 pack																		
		OMEGA-3																		
		White 12 pack	1.99 - 2.29	40	2.20	1.77 - 2.49	310	2.18				2.50	40	2.50	1.99	10	1.99			
		Brown 12 pack																		
		CAGE-FREE																		
		White 12 pack	1.99	20	1.99	2.99	90	2.99				2.99 - 3.00	330	3.00				2.99 - 3.00	330	3.00
	Brown 12 pack				2.99	90	2.99				2.99 - 3.00	330	3.00							
	VEGETARIAN FED																			
	White 12 pack																			
	Brown 12 pack																			



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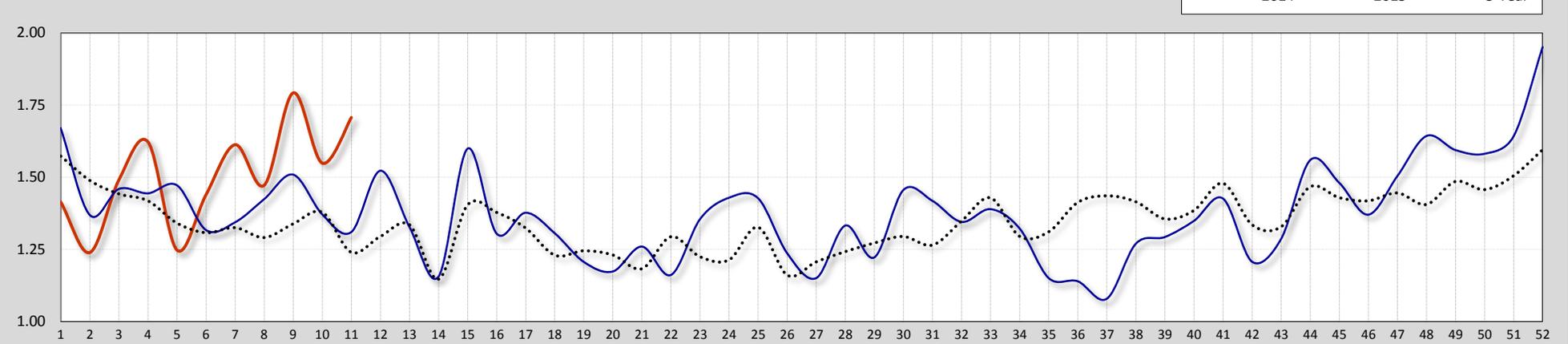
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(prices in dollars per carton)

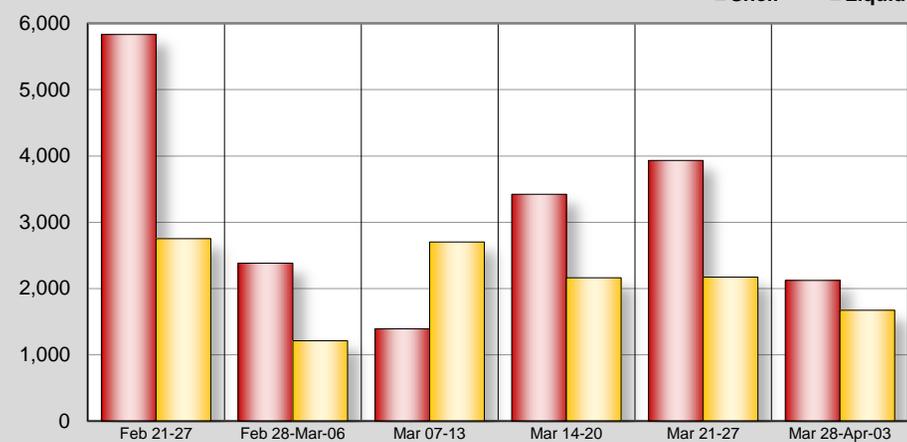
Fri. Mar 28, 2014

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	5.6%	8.3%	3.8%	14.9% of 4,700 sampled	0.6% of 5,900 sampled	8.6% of 4,200 sampled	2.6% of 4,200 sampled	0.0% of 2,800 sampled	7.4% of 1,200 sampled
2/ Activity Index	1,670	2,170	980	Activity Index = 970	Activity Index = 40	Activity Index = 470	Activity Index = 100	Activity Index = 0	Activity Index = 90
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range Stores Avg ^{3/}					
14-16 oz. crtn	1,180 2.38	1,560 2.18	850 2.31	1.98 - 3.99 630 2.24	2.00 40 2.00	1.29 - 2.69 340 2.49	2.49 80 2.49		2.49 - 2.99 90 2.96
32 oz. crtn	370 4.50	610 4.79	110 5.68	3.49 - 4.99 330 4.59		3.49 20 3.49	3.99 20 3.99		
3 - 4 oz. cup	120 2.67		20 2.25	2.50 10 2.50		2.69 110 2.69			
2 - 8 oz. cup									

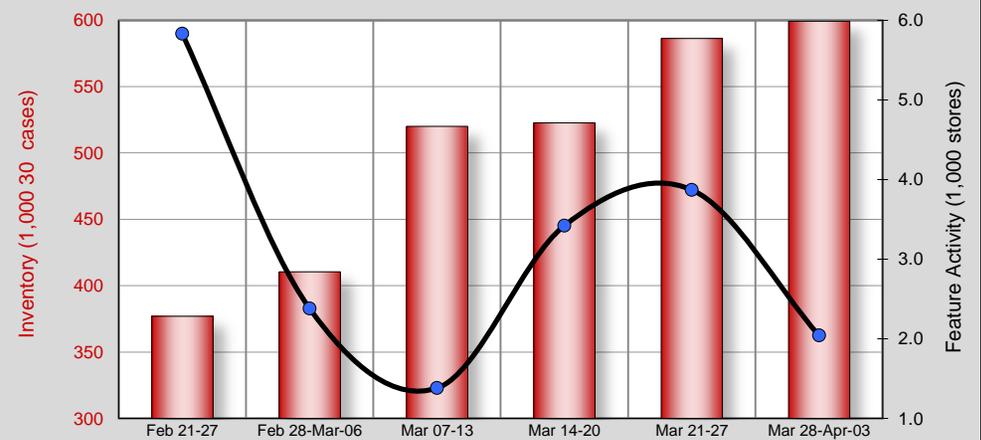
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



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.