



**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 04/04 thru 04/10.  
 (prices in dollars per carton)

Fri. Apr 04, 2014

**SHELL EGG NATIONAL SUMMARY**

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR						
	30.8% of 22,900 stores		21.8% of 22,900 stores				27.6% 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	
<b>REGULAR</b> USDA GRADE AA	White 12 pack	10	1.29	230	1.59			230	1.49		190	1.70	
	White 18 pack	50	2.79	1,770	2.75	50	2.50	630	2.64	30	2.25	1,250	2.38
	Brown 12 pack												
<b>REGULAR</b> USDA GRADE A	White 12 pack	10	1.98	520	1.57	10	1.98	610	1.59		320	1.15	
	White 18 pack			760	2.42			570	2.78		1,040	2.60	
	Brown 12 pack							80	2.65				
<b>SPECIALTY</b> USDA ORGANIC	White 12 pack												
	Brown 12 pack			1,430	3.95			220	4.57	130	3.99	580	4.19
<b>SPECIALTY</b> OMEGA-3	White 12 pack	70	2.35	1,800	2.24	150	2.38	1,640	2.47		1,770	2.45	
	Brown 12 pack	20	2.99	80	3.75			270	3.77	20	2.19		
<b>SPECIALTY</b> CAGE-FREE	White 12 pack	20	1.99	80	3.09	40	1.99	460	2.95				
	Brown 12 pack			290	3.92			660	3.00		870	3.08	
<b>SPECIALTY</b> VEGETARIAN FED	White 12 pack			330	2.64			540	2.11				
	Brown 12 pack			210	3.65			100	3.96		190	2.45	

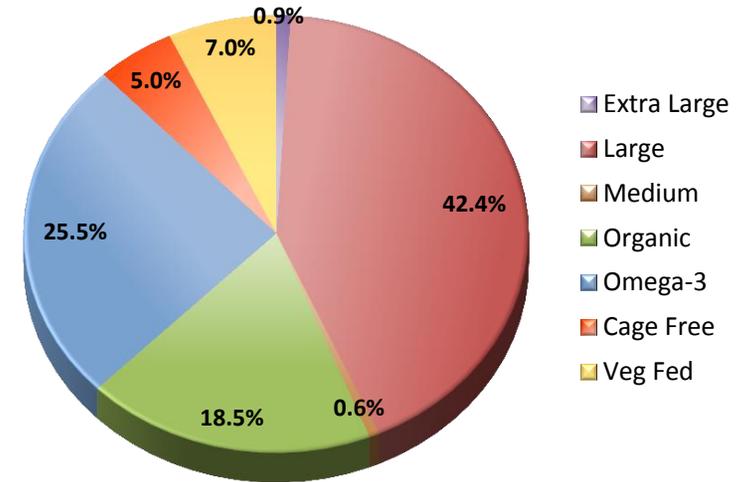
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	3,350	2,180	2,830	Large Eggs on Mar-31-2014
Specialty	4,330	4,080	3,560	
Total (includes MD)	7,730	6,500	6,680	667.1
Special Rate 4/:	0.5%	0.2%	1.2%	up 11.3%

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

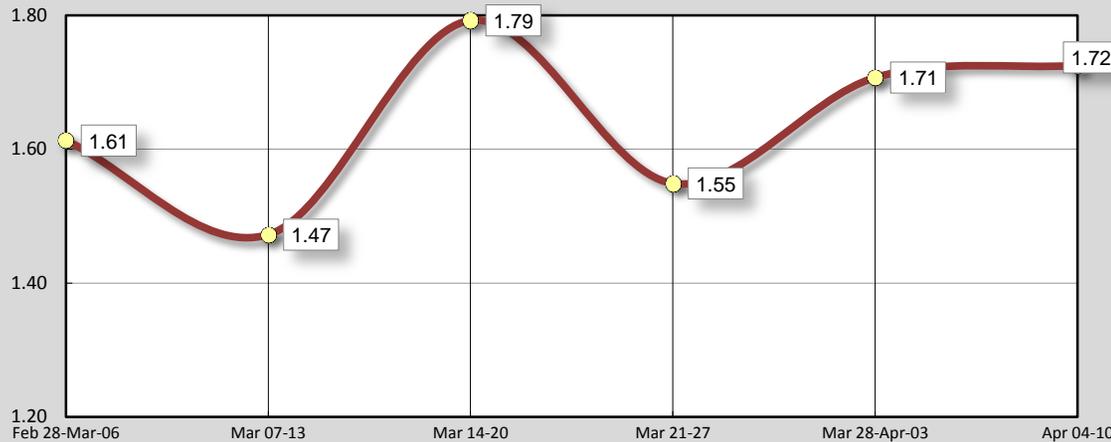
**SHELL EGG and EGG PRODUCTS FEATURING**

Featuring of regular shell eggs is more active than last week, thanks to an increase in promotions near the end of the ad cycle. The average price of Grade A, or better Large white eggs is attempting to stabilize and is almost the same as the previous week. The percentage of "no price" ads is up slightly, giving value conscious shoppers a few more incentives to choose from. Advertisements for Extra Large and Medium eggs are very sporadic. Promotional activity for specialty shell eggs is higher. USDA Organic and omega-3 eggs are commanding the most space in flyers this week. Other specialty types are maintaining a steady pace. Egg products are seeing a slight boost in promotional activity with 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 <sup>1/</sup> Activity Index <sup>2/</sup>		37.9% of 4,700 sampled outlets Activity Index = 2,230 (includes Medium)						27.3% of 5,900 sampled outlets Activity Index = 1,650 (includes Medium)						21.4% of 4,200 sampled outlets Activity Index = 890 (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				2.59	80	2.59				2.59	40	2.59				2.59	10	2.59
	White 18 pack																		
	Brown 12 pack																		
	<b>MEDIUM</b>	White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack		
USDA GRADE A	White 12 pack	1.98	10	1.98	1.50 - 1.88	300	1.51				0.99		0.99				0.99 - 2.50	200	1.70
	White 18 pack				1.99 - 2.99	270	2.40				2.18 - 2.99	110	2.64				1.98 - 2.38	210	2.32
	Brown 12 pack																		
	<b>MEDIUM</b>	White 12 pack White 30 pack			White 12 pack White 30 pack			White 12 pack White 30 pack			White 12 pack White 30 pack			White 12 pack White 30 pack			White 12 pack White 30 pack		
S P E C I A L T Y	<b>USDA ORGANIC</b>																		
	White 12 pack				4.00	260	4.00				4.00	300	4.00				0.99 - 4.00	360	3.87
	Brown 12 pack																		
	<b>OMEGA-3</b>																		
	White 12 pack	1.99	40	1.99	1.99 - 3.79	480	2.20				1.99 - 2.50	1,150	2.27				3.15	20	3.15
	Brown 12 pack				2.99 - 3.99	70	3.86	2.99	20	2.99							2.50 - 2.88	20	2.76
	<b>CAGE-FREE</b>																		
	White 12 pack				3.99 - 4.49	250	4.11				2.99	20	2.99				1.99	20	1.99
	Brown 12 pack																2.50	20	2.50
	<b>VEGETARIAN FED</b>																		
	White 12 pack				2.48 - 2.50	260	2.49										2.50	10	2.50
	Brown 12 pack				2.50 - 4.49	210	3.65												
		<b>SOUTH CENTRAL U.S.</b> (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)						<b>SOUTHWEST U.S.</b> (CA,HI,NV)						<b>NORTHWEST U.S.</b> (AK,ID,MT,OR,WA,WY)					
Feature Rate <sup>1/</sup> Activity Index <sup>2/</sup>		29.8% of 4,200 sampled outlets Activity Index = 1,380 (includes Medium)						38.5% of 2,800 sampled outlets Activity Index = 1,060 (includes Medium)						38.3% of 1,200 sampled outlets Activity Index = 520 (includes Medium)					
USDA GRADE AA	White 12 pack				1.25	70	1.25				2.29	60	2.29	1.29	10	1.29	1.25 - 1.50	100	1.40
	White 18 pack				1.99 - 2.59	510	2.46	2.79	50	2.79	2.49 - 3.59	800	3.04				2.59	330	2.59
	Brown 12 pack																		
	<b>MEDIUM</b>	White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack		
USDA GRADE A	White 12 pack				1.50	10	1.50										0.88	10	0.88
	White 18 pack				1.99 - 2.50	170	2.44												
	Brown 12 pack																		
	<b>MEDIUM</b>	White 12 pack White 30 pack			White 12 pack White 30 pack			White 12 pack White 30 pack			White 12 pack White 30 pack			White 12 pack White 30 pack			White 12 pack White 30 pack		
S P E C I A L T Y	<b>USDA ORGANIC</b>																		
	White 12 pack				3.69 - 4.00	310	3.98				2.97 - 4.00	130	3.94				3.50 - 4.00	70	3.93
	Brown 12 pack																		
	<b>OMEGA-3</b>																		
	White 12 pack	1.98 - 2.29	10	2.16	1.98 - 2.29	140	2.02				2.50	10	2.50						
	Brown 12 pack																		
	<b>CAGE-FREE</b>																		
	White 12 pack				3.29	60	3.29												
	Brown 12 pack				2.48	10	2.48												
	<b>VEGETARIAN FED</b>																		
	White 12 pack				3.29	60	3.29												
	Brown 12 pack																		



# USDA Weekly Retail Shell Egg and Egg Products Feature Activity

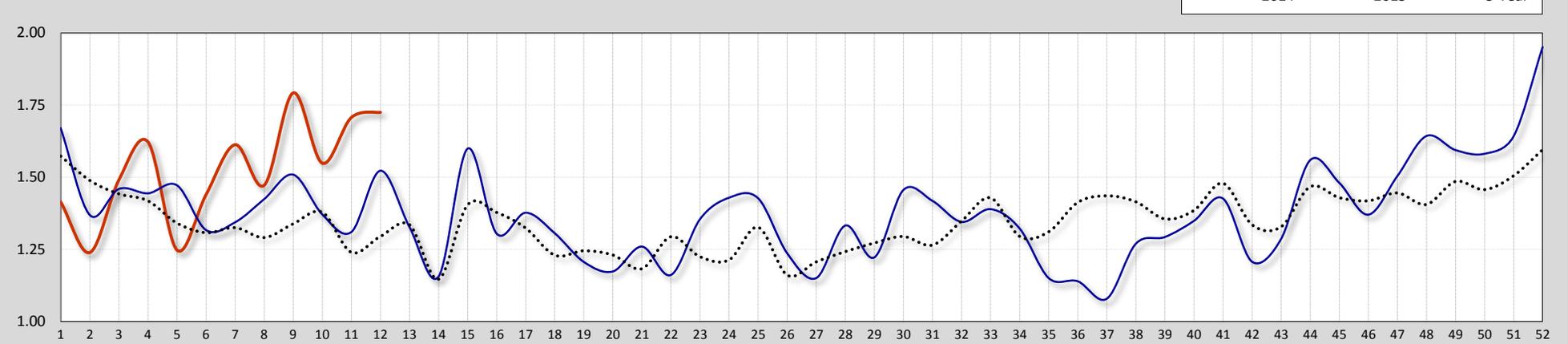
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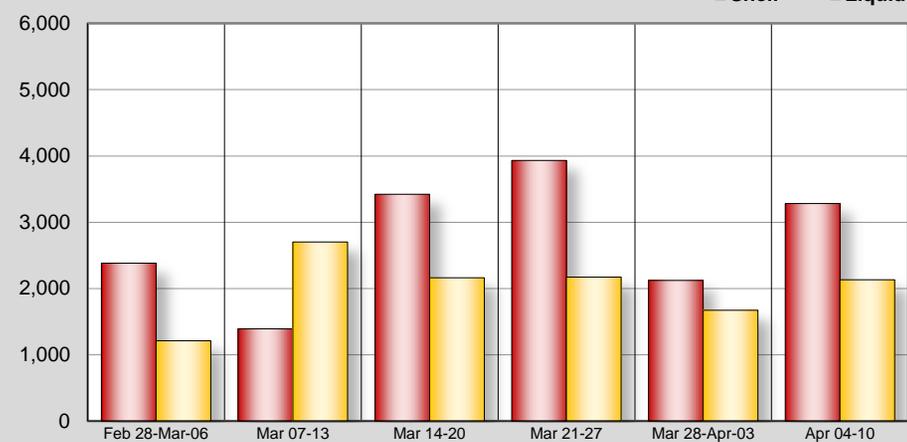
Fri. Apr 04, 2014

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	8.7%	5.6%	12.0%	17.7% of 4,700 sampled	8.8% of 5,900 sampled	6.8% of 4,200 sampled	7.7% of 4,200 sampled	0.0% of 2,800 sampled	2.2% of 1,200 sampled
2/ Activity Index	2,130	1,670	2,610	Activity Index = 1,060	Activity Index = 510	Activity Index = 290	Activity Index = 240	Activity Index = 0	Activity Index = 30
	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	1,340 2.43	1,180 2.38	1,600 2.04	2.00 - 3.00 700 2.54	1.99 - 3.00 100 2.26	1.94 - 2.59 270 2.16	2.29 - 2.50 240 2.45		2.50 - 2.99 30 2.61
32 oz. crtn	610 4.21	370 4.50	990 4.38	3.50 - 4.99 200 4.80	3.88 - 3.97 410 3.93				
3 - 4 oz. cup	180 2.44	120 2.67	20 2.38	2.50 160 2.50		1.99 20 1.99			
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.