



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 04/11 thru 04/17.

(prices in dollars per carton)

Fri. Apr 11, 2014

SHELL EGG NATIONAL SUMMARY

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR					
	32.5% of 22,900 stores		30.8% of 22,900 stores				19.9% 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		280 1.60		10 1.29		230 1.59				130 0.99	
	White 18 pack		610 2.54		50 2.79		1,770 2.75		40 2.50		200 1.76	
	Brown 12 pack											
	USDA GRADE A											
	White 12 pack		880 1.53		10 1.98		520 1.57		220 1.35		1,150 1.35	
White 18 pack		2,460 2.40				760 2.42				370 2.04		
Brown 12 pack		10 1.59								90 1.70		
SPECIALTY	USDA ORGANIC											
	White 12 pack		20 3.29									
	Brown 12 pack		60 3.44				1,430 3.95				770 4.18	
	OMEGA-3											
	White 12 pack		80 2.29		1,280 2.53		70 2.35		1,800 2.24		160 2.49	
	Brown 12 pack						20 2.99		80 3.75		1,250 2.63	
	CAGE-FREE											
	White 12 pack		40 2.49		20 1.99		80 3.09				990 2.62	
	Brown 12 pack		80 2.74				290 3.92				1,600 2.75	
	VEGETARIAN FED											
White 12 pack		150 2.50				330 2.64						
Brown 12 pack		120 2.44				210 3.65		30 3.50		250 2.73		

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	4,260	3,350	2,200	Large Eggs on Apr-07-2014
Specialty	1,830	4,330	5,050	
Total (includes MD)	6,670	7,730	7,430	654.7
Special Rate 4/:	7.1%	0.5%	0.6%	down 1.9%

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

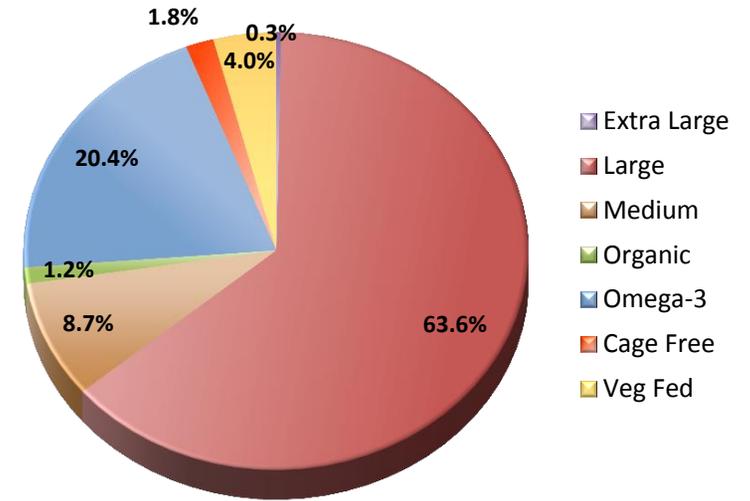
SHELL EGG and EGG PRODUCTS FEATURING

Easter is rapidly approaching and retailers are getting into the mood and advertising more regular shell eggs along with the candy varieties. Feature activity for regular shell eggs is considerably higher than a week ago. Shoppers are getting a boost to their buying power as the percentage of retailer offering "no price" incentives is sharply higher and the average price of Grade A or better, Large white eggs moves downward. Ads for Medium eggs are showing up more in circulars. Ads for Extra Large egg are sporadic. Promotional activity for specialty shell eggs decline. Omega-3 eggs are most commonly promoted, however other specialty types fall sharply from view. In the egg products sector, liquid egg featuring dropped. Most ads are found in the Northeast region, but are limited elsewhere.

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 ^{1/} Activity Index ^{2/}		55.5% of 4,700 sampled outlets Activity Index = 2,550 (includes Medium)						10.3% of 5,900 sampled outlets Activity Index = 460 (includes Medium)						36.6% of 4,200 sampled outlets Activity Index = 1,430 (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				1.99	20	1.99										1.50 - 1.66	20	1.60
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM	White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack		
USDA GRADE A	White 12 pack				1.39 - 2.00	170	1.62				2.49 - 2.50	320	2.50				1.29 - 1.89	530	1.48
	White 18 pack	2.29	10	2.29	1.99 - 2.99	870	2.46										1.77 - 2.50	580	2.27
	Brown 12 pack				1.59	10	1.59												
	MEDIUM	White 12 pack			1.25	140	1.25	White 12 pack			White 12 pack			White 12 pack			0.99 - 1.00	30	1.00
		White 30 pack			White 30 pack			White 30 pack			White 30 pack			White 30 pack			White 30 pack		
S P E C I A L T Y	USDA ORGANIC													3.29	20	3.29			
	White 12 pack																2.50 - 3.99	40	3.16
	Brown 12 pack																		
	OMEGA-3				1.99 - 3.79	1,070	2.55				2.50	60	2.50	1.99 - 3.49	60	2.39	2.38 - 2.52	60	2.46
	White 12 pack																		
Brown 12 pack																2.49	40	2.49	
CAGE-FREE	White 12 pack																2.49	40	2.49
Brown 12 pack																	2.49	40	2.49
VEGETARIAN FED	White 12 pack				2.50	150	2.50												
Brown 12 pack					2.48 - 2.50	110	2.48										2.00	10	2.00
		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/}		35.3% of 4,200 sampled outlets Activity Index = 1,330 (includes Medium)						31.8% of 2,800 sampled outlets Activity Index = 650 (includes Medium)						29.6% of 1,200 sampled outlets Activity Index = 250 (includes Medium)					
USDA GRADE AA	White 12 pack				1.66	80	1.66				1.79	50	1.79				1.50	130	1.50
	White 18 pack				1.99 - 2.50	330	2.18	3.39	10	3.39	2.50 - 3.49	260	3.03						
	Brown 12 pack																		
	MEDIUM	White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack		
USDA GRADE A	White 12 pack				0.49 - 1.99	170	1.56				2.50 - 2.99	140	2.55				2.00	10	2.00
	White 18 pack				1.99 - 2.69	480	2.34										2.50 - 2.99	70	2.56
	Brown 12 pack																		
	MEDIUM	White 12 pack			0.49	20	0.49	White 12 pack			White 12 pack			White 12 pack			White 12 pack		
		White 30 pack			2.19 - 2.99	110	2.44	White 30 pack			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	20	3.99												
	Brown 12 pack																		
	OMEGA-3	White 12 pack	1.98 - 1.99	20	1.99	1.98 - 2.00	60	1.99			1.87	10	1.87				3.33	20	3.33
	Brown 12 pack																		
CAGE-FREE	White 12 pack																		
Brown 12 pack					2.99	40	2.99												
VEGETARIAN FED	White 12 pack																		
Brown 12 pack																			



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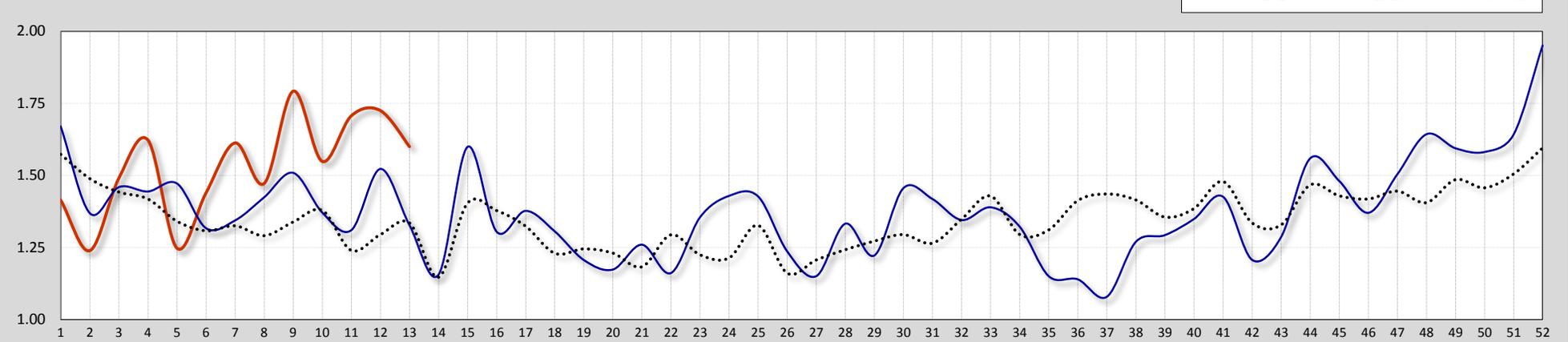
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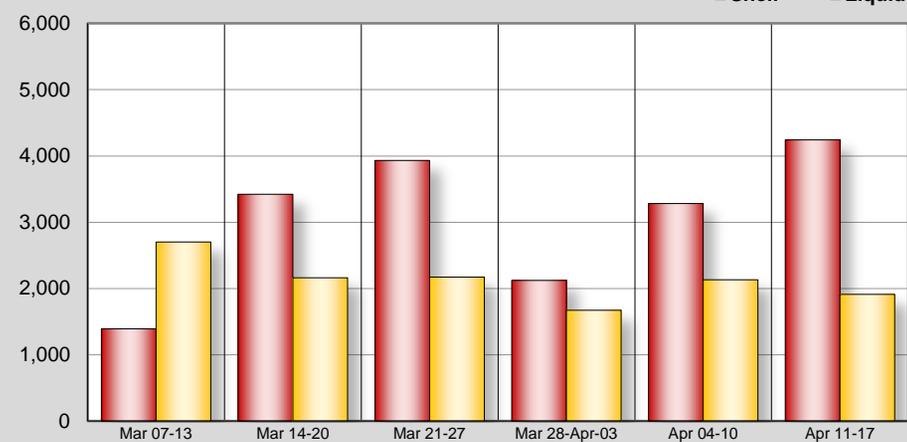
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EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	8.8%	8.7%	10.0%	31.4% of 4,700 sampled	4.2% of 5,900 sampled	2.8% of 4,200 sampled	4.1% of 4,200 sampled	0.3% of 2,800 sampled	0.7% of 1,200 sampled
2/ Activity Index	1,910	2,130	1,720	Activity Index = 1,600	Activity Index = 40	Activity Index = 70	Activity Index = 180	Activity Index = 20	Activity Index = 0
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range Stores Avg ^{3/}					
14-16 oz. crtn	1,000 2.58	1,340 2.43	1,020 2.53	2.49 - 3.00 700 2.66	2.02 30 2.02	1.98 - 2.50 70 2.29	1.99 - 2.50 180 2.48	2.00 - 2.50 20 2.30	
32 oz. crtn	780 4.52	610 4.21	620 4.24	3.49 - 4.99 770 4.52	4.47 10 4.47				
3 - 4 oz. cup	130 2.00	180 2.44	70 2.31	2.00 130 2.00					
2 - 8 oz. cup			10 3.00						

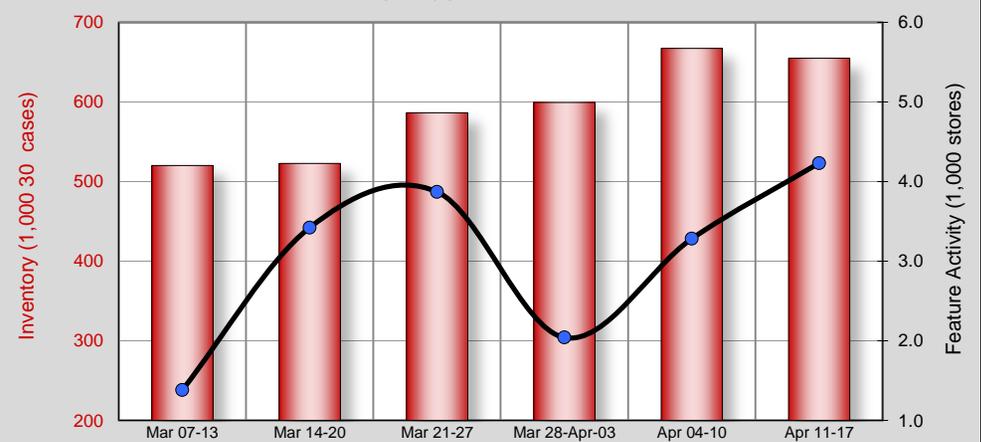
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



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.