



**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 04/18 thru 04/24.  
 (prices in dollars per carton)

Fri. Apr 18, 2014

**SHELL EGG NATIONAL SUMMARY**

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR							
	31.5% of 22,900 stores		32.5% of 22,900 stores				44.3% 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>	<b>USDA GRADE AA</b>													
	White 12 pack		10	1.80	150	1.40			280	1.60		1,010	1.35	
	White 18 pack				530	2.50	10	3.39	610	2.54		1,270	2.07	
	Brown 12 pack													
	<b>USDA GRADE A</b>													
	White 12 pack				2,150	1.18			880	1.53	80	1.42	3,540	1.37
White 18 pack				780	2.16	10	2.29	2,460	2.40		710	2.13		
Brown 12 pack								10	1.59		170	1.29		
<b>SPECIALTY</b>	<b>USDA ORGANIC</b>													
	White 12 pack						20	3.29						
	Brown 12 pack		20	3.29	380	4.02			60	3.44	190	4.57	460	4.46
	<b>OMEGA-3</b>													
	White 12 pack		120	2.41	1,700	2.29	80	2.29	1,280	2.53	410	2.99	440	2.79
	Brown 12 pack				70	3.82						80	2.61	
	<b>CAGE-FREE</b>													
	White 12 pack				200	3.76			40	2.49	20	2.79	1,340	2.56
	Brown 12 pack				640	3.22			80	2.74		1,970	2.70	
	<b>VEGETARIAN FED</b>													
White 12 pack				20	2.49			150	2.50	250	1.88	260	1.91	
Brown 12 pack								120	2.44		360	2.93		

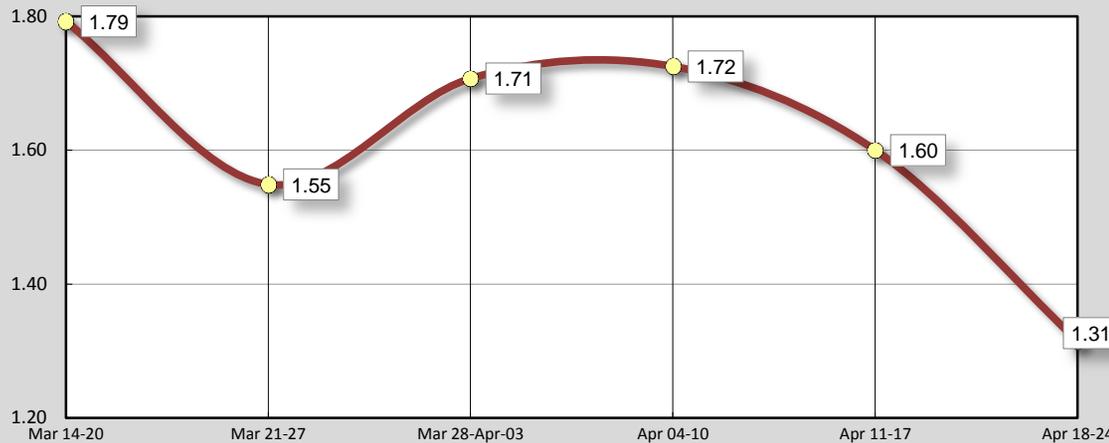
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	3,620	4,260	6,780	Large Eggs on Apr-14-2014
Specialty	3,150	1,830	5,780	
Total (includes MD)	7,200	6,670	12,980	522.4
Special Rate 4/:	3.1%	7.1%	3.5%	down 20.2%

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

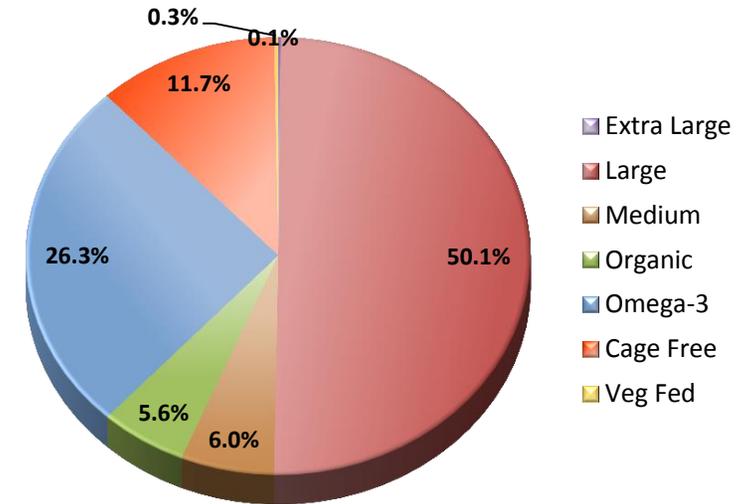
**SHELL EGG and EGG PRODUCTS FEATURING**

Promotional activity for regular shell eggs is lower as much of the interest in featuring shell eggs dwindles. Comparatively, features are running behind levels seen the same week a year ago. The average price of Grade A or better, Large white eggs to consumers drops sharply lower. The number of supermarkets offering shoppers "no price" specials decline. Ads for Medium eggs continue to hold a significant amount of ad space, however ads for Extra Large eggs remain lackluster. Feature activity for specialty shell eggs is higher. USDA Organic, omega-3 and cage-free eggs are showing up more in circulars, while vegetarian fed eggs drop from view. Feature activity for liquid eggs declines as promotions are found primarily in the Midwest and on the East Coast.

**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 <sup>1/</sup> Activity Index <sup>2/</sup>		44.5% of 4,700 sampled outlets Activity Index = 2,220 (includes Medium)						16.8% of 5,900 sampled outlets Activity Index = 880 (includes Medium)						39.3% of 4,200 sampled outlets Activity Index = 1,640 (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																1.50	10	1.50			
	White 18 pack																					
	Brown 12 pack																					
	<b>MEDIUM</b>	White 12 pack						White 12 pack						White 12 pack								
USDA GRADE A	White 12 pack				0.99 - 1.50	290	1.04				0.99 - 1.99	430	1.15				0.98 - 1.89	590	1.21			
	White 18 pack				1.78 - 2.29	30	2.05				1.99 - 2.50	340	2.18				1.98 - 2.50	400	2.15			
	Brown 12 pack																					
	<b>MEDIUM</b>	White 12 pack						White 12 pack			1.50 10 1.50			White 12 pack			1.00 - 1.50 130 1.42					
		White 30 pack						White 30 pack						White 30 pack								
S P E C I A L T Y	<b>USDA ORGANIC</b>																					
	White 12 pack																					
	Brown 12 pack				3.29 - 4.99	360	4.06									3.29	20	3.29		3.29	20	3.29
	<b>OMEGA-3</b>																					
	White 12 pack	2.50	80	2.50	1.98 - 2.50	1,280	2.33	1.99 - 2.29	40	2.24		2.50	60	2.50						1.99 - 2.00	270	2.00
Brown 12 pack				3.99	60	3.99																
<b>CAGE-FREE</b>																						
White 12 pack				2.49	20	2.49													3.79	10	3.79	
Brown 12 pack				2.97 - 3.99	80	3.76													2.68 - 3.48	190	2.75	
<b>VEGETARIAN FED</b>																						
White 12 pack				2.49	20	2.49																
Brown 12 pack																						
		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 <sup>1/</sup> Activity Index <sup>2/</sup>		30.9% of 4,200 sampled outlets Activity Index = 1,150 (includes Medium)						29.9% of 2,800 sampled outlets Activity Index = 940 (includes Medium)						31.1% of 1,200 sampled outlets Activity Index = 370 (includes Medium)								
USDA GRADE AA	White 12 pack				1.50	40	1.50	1.80	10	1.80	1.79 - 1.80	60	1.79				0.68	40	0.68			
	White 18 pack				1.50 - 2.50	170	2.40				2.50 - 2.99	210	2.90				1.58 - 2.50	150	2.04			
	Brown 12 pack																					
	<b>MEDIUM</b>	White 12 pack			1.29 20 1.29			White 12 pack			0.99 - 2.00 90 1.39			White 12 pack								
USDA GRADE A	White 12 pack				0.99 - 1.99	560	1.26				0.99 - 1.89	150	1.13				0.79 - 2.00	130	1.10			
	White 18 pack				1.99	10	1.99															
	Brown 12 pack																					
	<b>MEDIUM</b>	White 12 pack			1.44 10 1.44			White 12 pack			0.59 - 2.50 20 1.94			White 12 pack			1.20 10 1.20					
		White 30 pack			2.19 80 2.19			White 30 pack			2.19 40 2.19			White 30 pack			2.19 20 2.19					
S P E C I A L T Y	<b>USDA ORGANIC</b>																					
	White 12 pack																					
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	<b>OMEGA-3</b>																					
	White 12 pack				2.50	90	2.50															
Brown 12 pack										2.80	10	2.80										
<b>CAGE-FREE</b>																						
White 12 pack				3.99	20	3.99				3.99	130	3.99				3.29	20	3.29				
Brown 12 pack				2.68 - 3.99	150	3.02				2.50 - 3.99	220	3.58										
<b>VEGETARIAN FED</b>																						
White 12 pack																						
Brown 12 pack																						



# USDA Weekly Retail Shell Egg and Egg Products Feature Activity

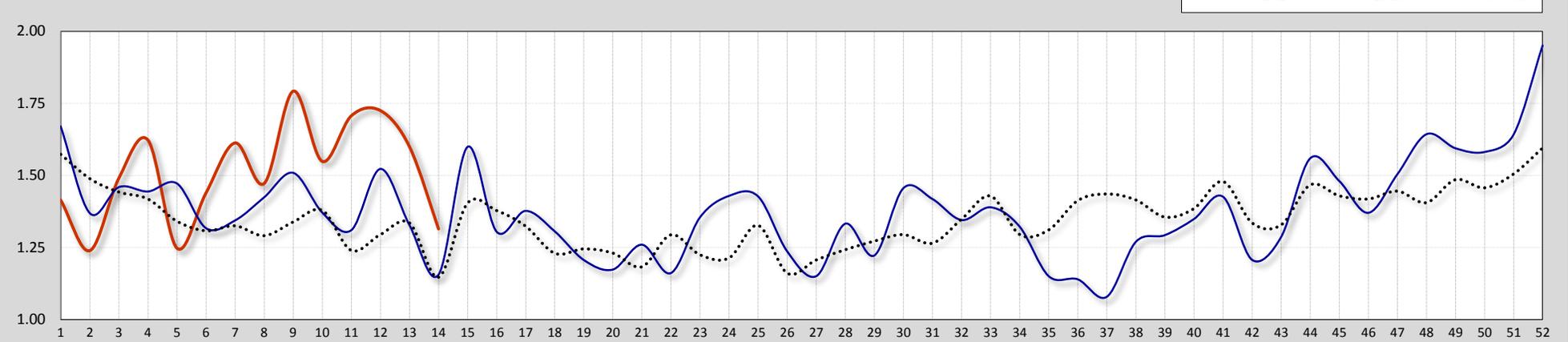
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(prices in dollars per carton)

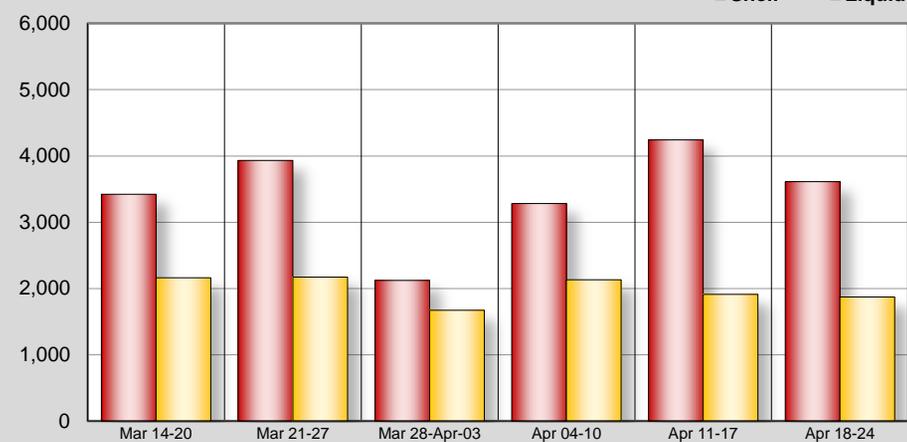
Fri. Apr 18, 2014

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	5.9%	8.8%	5.4%	17.9% of 4,700 sampled	6.6% of 5,900 sampled	1.0% of 4,200 sampled	1.8% of 4,200 sampled	0.3% of 2,800 sampled	0.0% of 1,200 sampled
2/ Activity Index	1,870	1,910	1,260	Activity Index = 1,440	Activity Index = 390	Activity Index = 40	Activity Index = 0	Activity Index = 0	Activity Index = 0
	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	1,030 2.62	1,000 2.58	810 2.29	1.99 - 2.99 870 2.64	2.50 - 2.89 120 2.54	2.50 40 2.50			
32 oz. crtn	840 4.57	780 4.52	420 4.93	3.97 - 4.99 570 4.90	3.49 - 3.97 270 3.86				
3 - 4 oz. cup		130 2.00	30 2.39						
2 - 8 oz. cup									

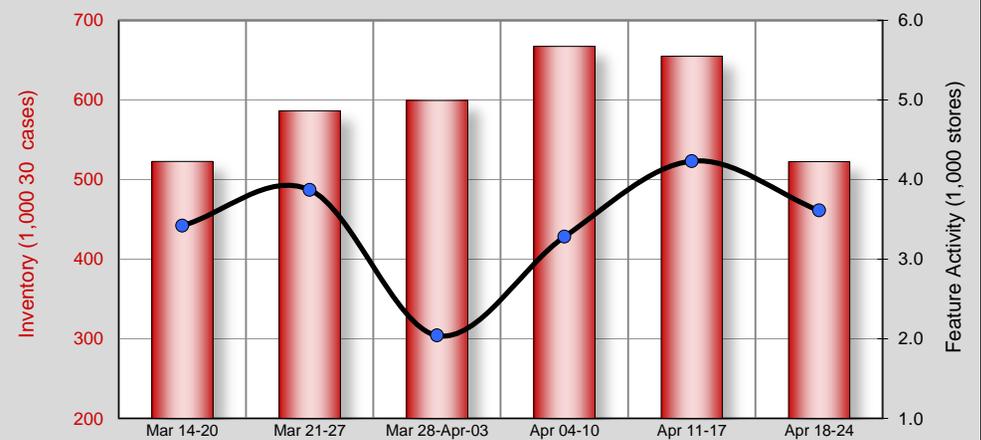
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



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.