



**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 04/25 thru 05/01.

(prices in dollars per carton)

Fri. Apr 25, 2014

**SHELL EGG NATIONAL SUMMARY**

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR						
	10.6% of 22,900 stores		31.5% of 22,900 stores				27.8% 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	10	1.56	860	1.49	
	White 18 pack	50	2.99	190	2.35			530	2.50	30	2.00	580	2.41
	Brown 12 pack												
	<b>USDA GRADE A</b>												
	White 12 pack			90	1.78			2,150	1.18	30	1.04	1,750	1.24
White 18 pack			260	1.99			780	2.16			310	0.89	
Brown 12 pack											30	1.99	
<b>SPECIALTY</b>	<b>USDA ORGANIC</b>												
	White 12 pack	40	3.99										
	Brown 12 pack			180	5.07	20	3.29	380	4.02	20	4.99	490	4.59
	<b>OMEGA-3</b>												
	White 12 pack	760	2.73	490	2.51	120	2.41	1,700	2.29	140	2.99	590	2.56
	Brown 12 pack	20	2.50					70	3.82				
	<b>CAGE-FREE</b>												
	White 12 pack	50	2.99	150	3.99			200	3.76			280	2.95
	Brown 12 pack			220	3.82			640	3.22			1,040	3.02
	<b>VEGETARIAN FED</b>												
White 12 pack	10	2.49					20	2.49			70	2.75	
Brown 12 pack			40	3.00					170	2.99	350	2.95	

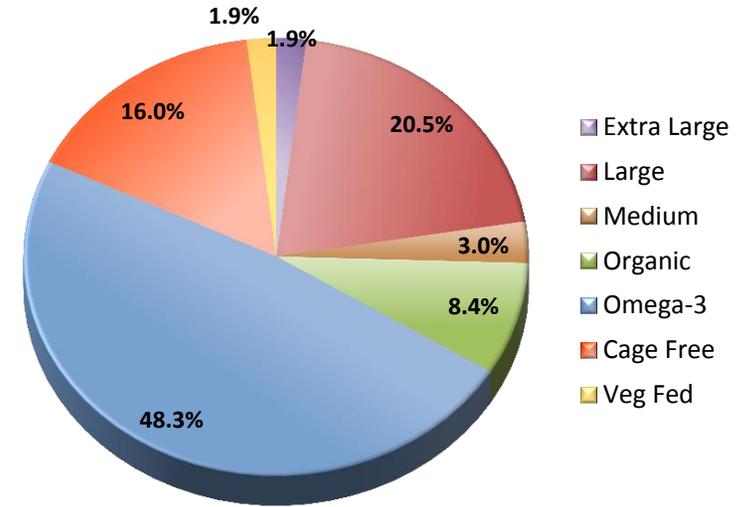
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	590	3,620	3,600	Large Eggs on Apr-21-2014
Specialty	1,960	3,150	3,150	
Total (includes MD)	2,630	7,200	7,030	449.7
Special Rate 4/:	0.7%	3.1%	5.8%	down 13.9%

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

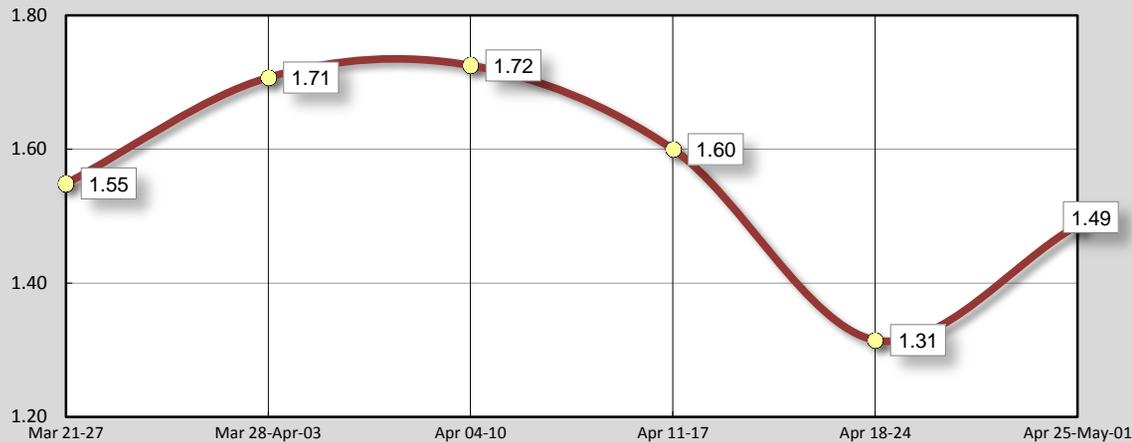
**SHELL EGG and EGG PRODUCTS FEATURING**

Feature activity for regular shell eggs is down sharply when compared to last week, losing over half the share of ad space they had previously occupied. The average price of Grade A or better, Large white eggs to consumers is higher, however the frequency of "no price" specials is limited and sporadic. Specialty shell egg promotional activity is also lower than the previous week. Omega-3 type eggs are most commonly featured, with most ads showing up in the Northeast area. Promotional activity for liquid eggs continues to decline. Notably, ads for liquid eggs are outpacing those for regular shell egg this cycle.

**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>		33.5% of 4,700 sampled outlets Activity Index = 1,800 (includes Medium)						1.3% of 5,900 sampled outlets Activity Index = 70 (includes Medium)						2.2% of 4,200 sampled outlets Activity Index = 140 (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																		
	<b>MEDIUM</b>	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				1.99	60	1.99										0.99 - 1.29	20	1.13
	White 18 pack				1.98 - 1.99	260	1.99												
	Brown 12 pack																		
	<b>MEDIUM</b>	White 12 pack			0.88 - 1.28 20 1.01			White 12 pack			1.28 20 1.28			White 12 pack			0.49 20 0.49		
		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	3.99	40	3.99															
	Brown 12 pack				5.38	150	5.38										3.29	20	3.29
	<b>OMEGA-3</b>																		
	White 12 pack	2.19 - 2.99	760	2.73	1.99 - 3.99	390	2.50				2.50 - 2.89	50	2.62				2.50	10	2.50
	Brown 12 pack	2.50	20	2.50															
	<b>CAGE-FREE</b>																		
	White 12 pack	2.99	50	2.99													1.99 - 3.89	40	3.47
Brown 12 pack				3.00 - 3.88	30	3.44													
<b>VEGETARIAN FED</b>																			
White 12 pack				2.50	20	2.50							2.49	10	2.49				
Brown 12 pack																3.50	20	3.50	
		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 <sup>1/</sup> Activity Index <sup>2/</sup>		6.5% of 4,200 sampled outlets Activity Index = 150 (includes Medium)						14.6% of 2,800 sampled outlets Activity Index = 470 (includes Medium)						1.7% of 1,200 sampled outlets Activity Index = 0 (includes Medium)					
USDA GRADE AA	White 12 pack				2.28	100	2.28	2.99	50	2.99	2.25 - 2.99	90	2.44						
	White 18 pack																		
	Brown 12 pack																		
	<b>MEDIUM</b>	White 12 pack						White 12 pack			1.20 10 1.20			White 12 pack					
USDA GRADE A	White 12 pack				1.80	10	1.80												
	White 18 pack																		
	Brown 12 pack																		
	<b>MEDIUM</b>	White 12 pack						White 12 pack			2.00 - 2.50 10 2.13			White 12 pack					
		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										3.99	10	3.99						
	Brown 12 pack																		
	<b>OMEGA-3</b>																		
	White 12 pack				2.00		2.00				2.50	40	2.50						
	Brown 12 pack																		
	<b>CAGE-FREE</b>																		
	White 12 pack				3.99	20	3.99				3.99	130	3.99						
Brown 12 pack				3.99	20	3.99				3.99	130	3.99							
<b>VEGETARIAN FED</b>																			
White 12 pack																			
Brown 12 pack																			



# USDA Weekly Retail Shell Egg and Egg Products Feature Activity

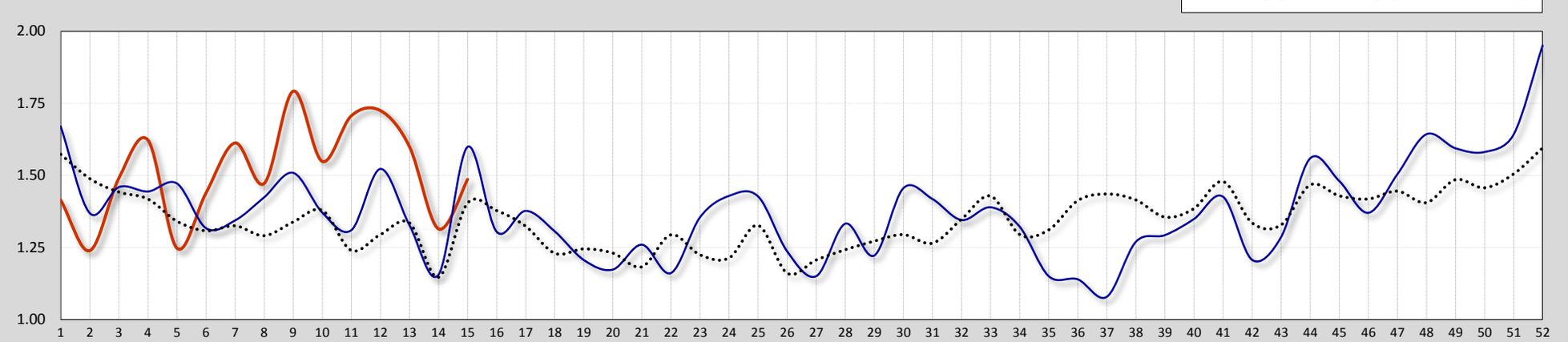
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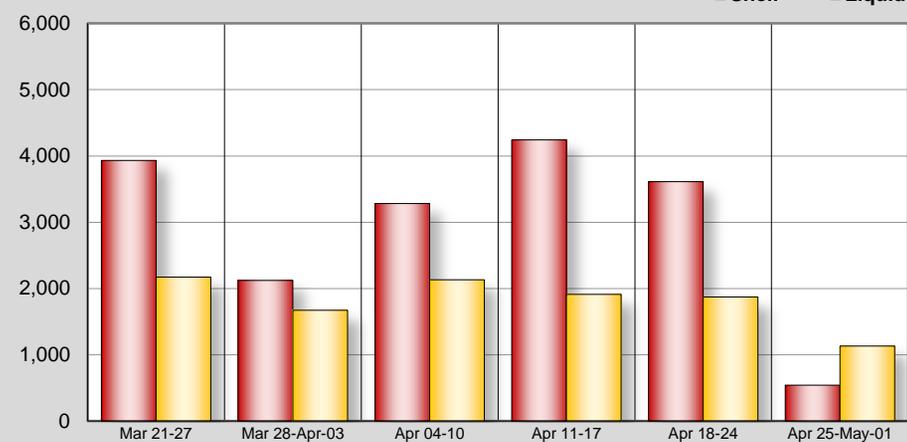
Fri. Apr 25, 2014

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	4.8%	5.9%	5.5%	8.6% of 4,700 sampled	4.7% of 5,900 sampled	1.0% of 4,200 sampled	7.2% of 4,200 sampled	2.7% of 2,800 sampled	0.0% of 1,200 sampled
2/ Activity Index	1,130	1,870	1,300	Activity Index = 420	Activity Index = 290	Activity Index = 50	Activity Index = 310	Activity Index = 60	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	950 2.38	1,030 2.62	1,180 2.62	1.99 - 2.99 350 2.55	2.00 - 2.89 260 2.11	1.99 - 2.99 30 2.32	1.99 - 2.89 310 2.43		
32 oz. crtn	140 4.33	840 4.57	120 4.82	4.99 40 4.99	3.99 - 4.69 20 4.40	3.99 20 3.99		3.99 60 3.99	
3 - 4 oz. cup	40 2.30			2.00 - 2.99 30 2.40	2.00 10 2.00				
2 - 8 oz. cup									

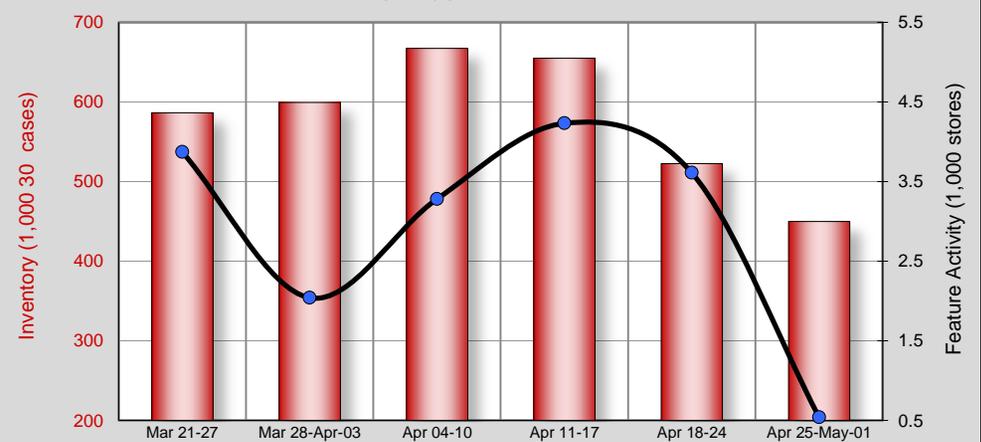
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



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.