



**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 05/23 thru 05/29.

(prices in dollars per carton)

Fri. May 23, 2014

**SHELL EGG NATIONAL SUMMARY**

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR																	
	25.9% of 22,900 stores		27.4% of 22,900 stores				21.1% 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	1.79	200		1.19		450		1.50		1,160		1.00									
	White 18 pack		130	2.71	1,590		3.03		430		2.68		50		2.37		490		2.30					
	Brown 12 pack																							
	<b>USDA GRADE A</b>																							
	White 12 pack				200		1.34		60		1.29		630		1.30		140		1.34		530		1.16	
White 18 pack				150		1.90		70		2.31		10		1.69		70		1.89		10		1.99		
Brown 12 pack				60		2.50										10		1.99						
<b>SPECIALTY</b>	<b>USDA ORGANIC</b>																							
	White 12 pack		20	3.29																				
	Brown 12 pack				260		4.16		10		4.79		360		4.71				240		3.99			
	<b>OMEGA-3</b>																							
	White 12 pack		190	3.16	1,710		2.33		10		3.99		1,630		2.26		240		2.95		660		2.39	
	Brown 12 pack												60		3.99									
	<b>CAGE-FREE</b>																							
	White 12 pack				10		3.49		70		2.55		1,380		2.51				40		2.94			
	Brown 12 pack				590		3.00						1,580		2.66		40		2.87		190		3.80	
	<b>VEGETARIAN FED</b>																							
White 12 pack		190	3.02	470		2.69						340		2.48		30		3.00		320		2.49		
Brown 12 pack		20	2.79	1,370		2.33		270		2.51		400		2.35		380		2.33		570		2.47		

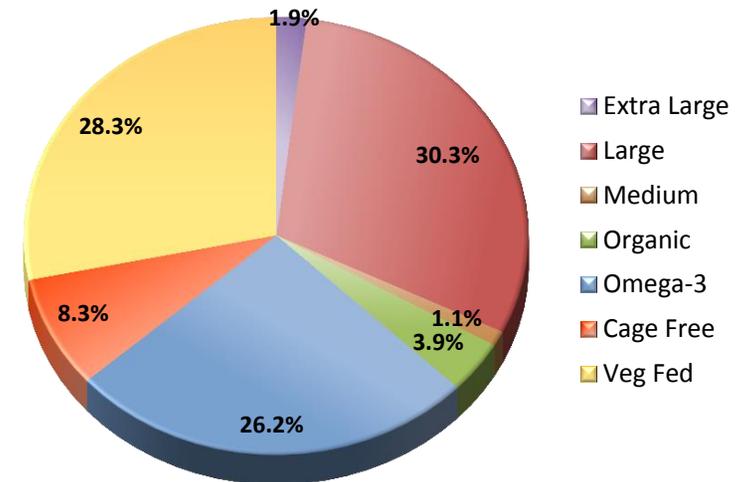
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,340	1,640	2,460	Large Eggs on May-19-2014
Specialty	4,830	6,110	2,710	
Total (includes MD)	7,250	8,080	5,360	480.8
Special Rate 4/:	1.4%	6.4%	1.8%	down 0.6%

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

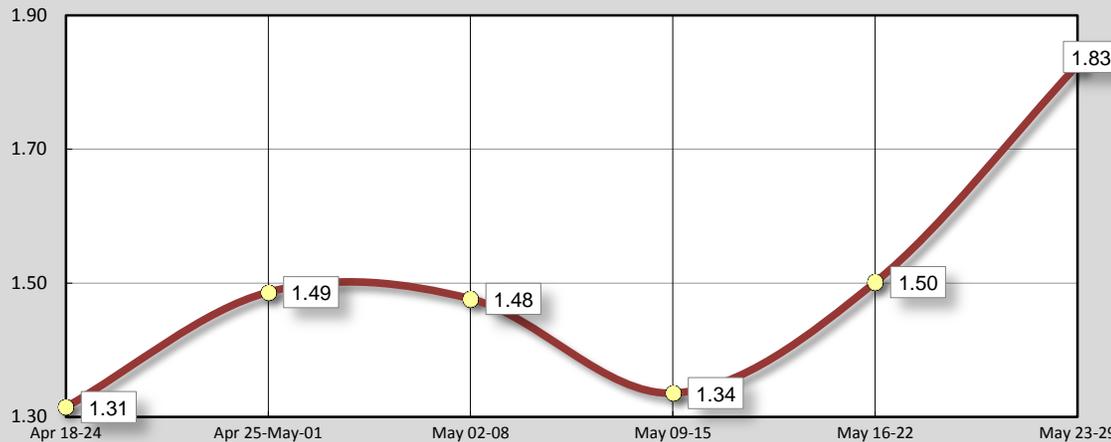
**SHELL EGG and EGG PRODUCTS FEATURING**

Featuring of regular shell eggs is on the rise as eggs and egg-based dishes find a place on the picnic tables along with traditional Memorial Day outdoor grilling items. The average price of Grade A or better, Large white eggs to consumers is sharply higher. Shoppers looking to "no price" incentives as a way to compensate for higher price are disappointed as the number of specials are limited. Advertisements of Extra Large eggs are showing up more in flyers. Ads for Medium eggs are sporadic. Promotional activity for specialty shell eggs declined. Vegetarian fed eggs are heavily featured this week and Omega-3 eggs maintain a constant presence in circulars. Cage-free eggs drop significantly from view. Featuring of liquid egg products continues to decline.

**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>		44.1% of 4,700 sampled outlets Activity Index = 2,380 (includes Medium)						20.2% of 5,900 sampled outlets Activity Index = 2,260 (includes Medium)						13.5% of 4,200 sampled outlets Activity Index = 270 (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				2.79	80	2.79				2.79	40	2.79				1.25 - 1.49	20	1.36
	White 18 pack																2.79	10	2.79
	Brown 12 pack																		
	<b>MEDIUM</b>	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				1.28	20	1.28				1.29 - 1.59	20	1.40						
	White 18 pack				2.50	30	2.50												
	Brown 12 pack				2.50	60	2.50												
	<b>MEDIUM</b>	White 12 pack			1.00 10 1.00			White 12 pack						White 12 pack			0.99 10 0.99		
	White 30 pack							White 30 pack						White 30 pack					
S P E C I A L T Y	<b>USDA ORGANIC</b>													3.29 20 3.29					
	White 12 pack																		
	Brown 12 pack				3.99 - 4.69 250 4.17												3.99 10 3.99		
	<b>OMEGA-3</b>																		
	White 12 pack	3.00 - 3.99	190	3.16	1.88 - 2.99	470	2.41				2.29	1,070	2.29				1.98 - 3.49	20	2.92
	Brown 12 pack																		
	<b>CAGE-FREE</b>																		
	White 12 pack																3.49 10 3.49		
Brown 12 pack				2.99 510 2.99						2.90 60 2.90						3.50 20 3.50			
<b>VEGETARIAN FED</b>	White 12 pack	2.99	170	2.99	2.48 - 2.99	440	2.68							3.29	20	3.29	1.99 - 3.49	10	2.95
	Brown 12 pack	2.79	20	2.79	2.50 - 2.79	130	2.55				2.29	1,070	2.29				2.50	120	2.50
		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>		18.2% of 4,200 sampled outlets Activity Index = 970 (includes Medium)						28.7% of 2,800 sampled outlets Activity Index = 810 (includes Medium)						46.3% of 1,200 sampled outlets Activity Index = 560 (includes Medium)					
USDA GRADE AA	White 12 pack				0.99 - 1.80	100	1.11	1.79	10	1.79							0.99 - 1.50	80	1.25
	White 18 pack	2.50	20	2.50	2.79 - 2.99	340	2.85	2.49 - 2.87	110	2.75	2.79 - 3.89	660	3.49				2.00 - 2.79	460	2.56
	Brown 12 pack																		
	<b>MEDIUM</b>	White 12 pack			1.08 20 1.08			White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				1.25 - 1.55	150	1.38										0.68 - 0.99	10	0.80
	White 18 pack				1.68	110	1.68				2.49	10	2.49						
	Brown 12 pack																		
	<b>MEDIUM</b>	White 12 pack			0.49 20 0.49			White 12 pack			1.50 - 2.00 20 1.67			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>																		
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<b>VEGETARIAN FED</b>	White 12 pack				2.29 10 2.29												2.99 10 2.99		
	Brown 12 pack				2.29 50 2.29														



# USDA Weekly Retail Shell Egg and Egg Products Feature Activity

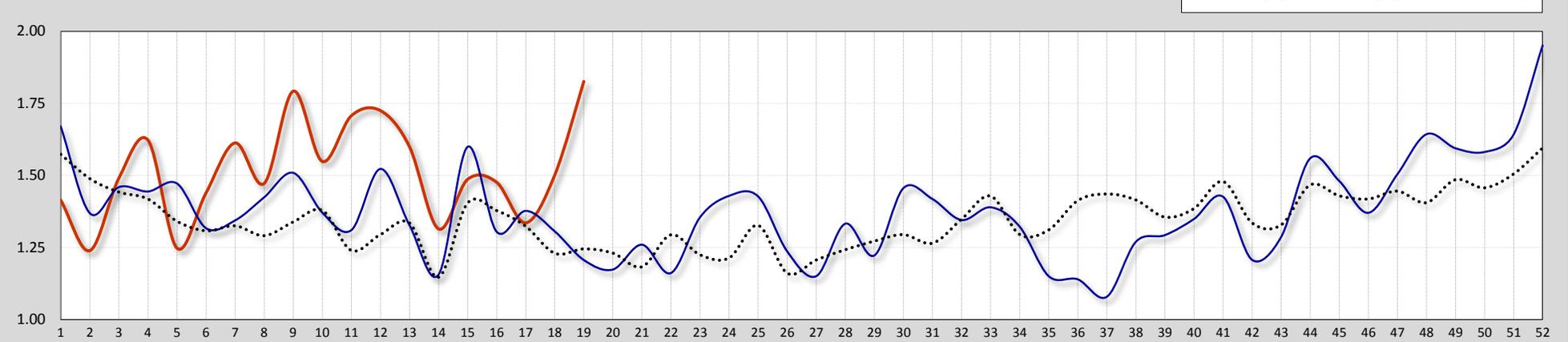
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(prices in dollars per carton)

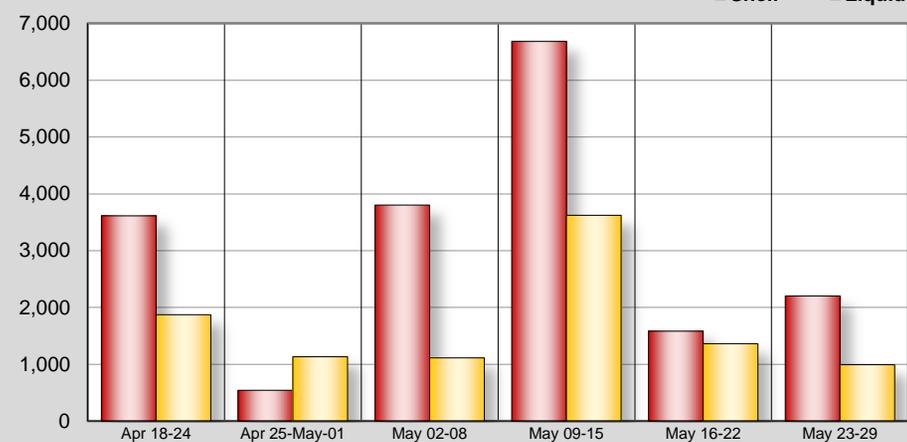
Fri. May 23, 2014

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	4.6%	7.0%	5.4%	14.5% of 4,700 sampled	5.3% of 5,900 sampled	1.1% of 4,200 sampled	0.0% of 4,200 sampled	0.2% of 2,800 sampled	0.7% of 1,200 sampled
2/ Activity Index	990	1,360	1,200	Activity Index = 610	Activity Index = 310	Activity Index = 50	Activity Index = 0	Activity Index = 10	Activity Index = 10
	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	460 2.46	950 2.29	600 2.65	1.99 - 4.00 290 2.54	2.29 - 2.50 100 2.34	1.99 - 2.29 50 2.07		2.99 10 2.99	2.79 10 2.79
32 oz. crtn	290 4.42	240 3.90	570 3.98	3.97 - 5.99 80 5.62	3.97 210 3.97				
3 - 4 oz. cup	240 2.05	170 2.73	30 2.39	2.00 - 2.49 240 2.05					
2 - 8 oz. cup									

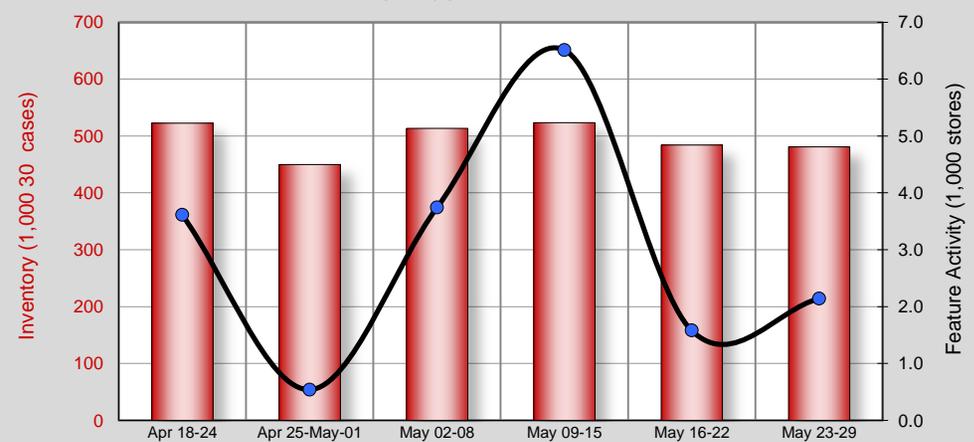
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



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.

Source: USDA Agricultural Marketing Service, Livestock, Poultry & Grain Market News - (515) 284-4471

<http://www.ams.usda.gov/AMSV1.0/LPSMarketNewsPage>