



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 06/06 thru 06/12.
 (prices in dollars per carton)

Fri. Jun 06, 2014

SHELL EGG NATIONAL SUMMARY

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR							
	37.2% of 22,900 stores		33.6% of 22,900 stores				57.8% 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		
REGULAR	USDA GRADE AA													
	White 12 pack		200 1.51		10 1.79		490 1.66		200 1.83		1,510 1.54			
	White 18 pack		70 2.73		1,540 3.00		100 2.61		340 2.83		80 2.42		440 2.09	
Brown 12 pack														
REGULAR	USDA GRADE A													
	White 12 pack		150 1.65		230 1.46		150 2.11		2,220 1.54		10 1.28		2,500 1.43	
	White 18 pack				2,340 2.47				570 2.08				1,580 2.00	
Brown 12 pack														
SPECIALTY	USDA ORGANIC													
	White 12 pack													
	Brown 12 pack		270 4.25		20 3.29		250 4.27		40 5.00		2,100 3.86			
SPECIALTY	OMEGA-3													
	White 12 pack		460 2.94		1,400 2.55		120 2.90		830 2.39		310 2.25		1,410 2.25	
	Brown 12 pack				170 2.79				310 2.65		10 2.50		50 1.99	
SPECIALTY	CAGE-FREE													
	White 12 pack				750 2.75		1,330 2.50				250 2.47			
	Brown 12 pack				930 2.70		1,640 2.70				710 2.62			
SPECIALTY	VEGETARIAN FED													
	White 12 pack				30 2.25		10 1.67		320 2.01				120 2.50	
	Brown 12 pack		10 1.99		30 3.22		170 2.60		20 2.50		230 2.89			

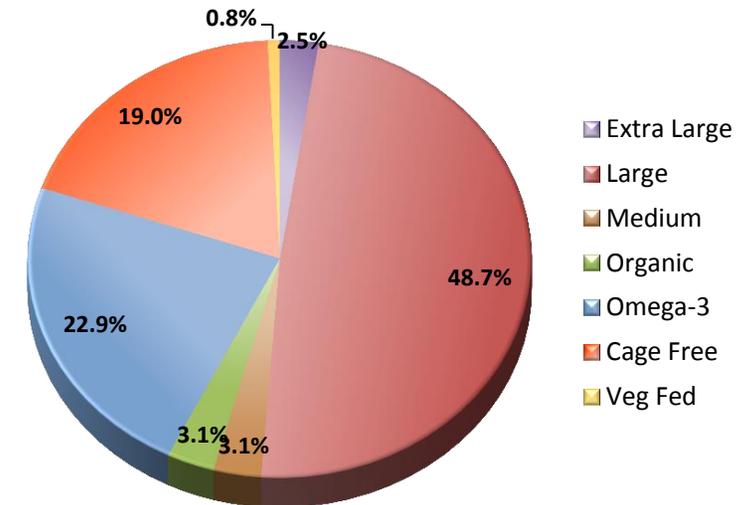
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	4,530	3,880	6,320	Large Eggs on Jun-02-2014
Specialty	4,050	5,000	5,250	
Total (includes MD)	8,850	9,240	11,880	486.9
Special Rate 4/:	10.9%	9.5%	11.0%	down 0.3%

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

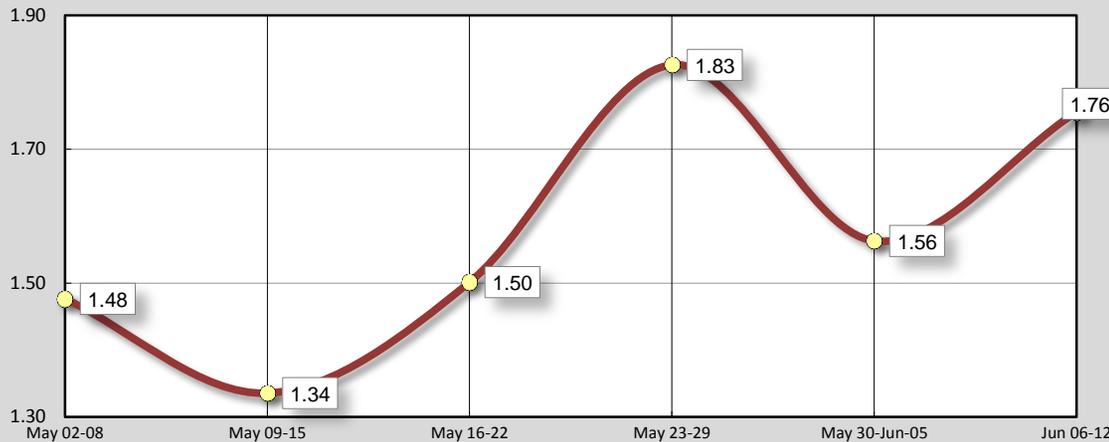
SHELL EGG and EGG PRODUCTS FEATURING

Promotional activity for regular shell eggs continues to rise due mostly to a substantial increase in sampled outlets featuring 18 pack eggs. The average price of Grade A or better, Large white eggs to consumers has yet to find stability and moves sharply higher. Many grocers are offering shoppers "no price" incentives in the form of "free eggs with the purchase of an additional item". Ads for Extra Large and Medium eggs are maintaining a steady level of visibility in circulars. Feature activity for specialty shell eggs is less than a week ago. Advertisement for Omega-3 white eggs are higher in number, however ads cage-free brown and white eggs taper off. In the egg products sector, featuring of liquid eggs slightly declines.

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 ^{1/} Activity Index ^{2/}		44.3% of 4,700 sampled outlets Activity Index = 1,830 (includes Medium)						36.0% of 5,900 sampled outlets Activity Index = 2,090 (includes Medium)						13.8% of 4,200 sampled outlets Activity Index = 670 (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				2.79	10	2.79
	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	0.98 - 1.69	150	1.65							1.50	60	1.50				0.99 - 2.50	100	1.76
	White 18 pack				1.99	430	1.99				2.50 - 2.99	1,580	2.66				1.77 - 2.50	210	2.04
	Brown 12 pack																		
	MEDIUM	White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 30 pack		
	White 30 pack																		
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack				3.99 - 4.99	230	4.38				3.49	20	3.49						
	OMEGA-3																		
	White 12 pack	1.99 - 2.99	210	2.87	1.66 - 3.99	520	2.68	2.99	20	2.99	1.00 - 2.50	360	1.92				1.98 - 23.50	180	3.04
	Brown 12 pack				2.79	170	2.79												
	CAGE-FREE																		
	White 12 pack																2.49 - 2.50	50	2.49
	Brown 12 pack										2.99	10	2.99				2.49 - 2.50	80	2.49
	VEGETARIAN FED																		
	White 12 pack																		
	Brown 12 pack	1.99	10	1.99	1.99 - 3.49	30	3.22												
		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/}		33.6% of 4,200 sampled outlets Activity Index = 1,430 (includes Medium)						58.2% of 2,800 sampled outlets Activity Index = 1,730 (includes Medium)						61.7% of 1,200 sampled outlets Activity Index = 1,100 (includes Medium)					
USDA GRADE AA	White 12 pack				2.79 - 2.99	370	2.85	2.69 - 2.79	70	2.73	1.50 - 2.00	30	1.68				1.19 - 1.50	170	1.48
	White 18 pack										2.25 - 3.89	560	3.51				2.00 - 2.79	480	2.57
	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				0.99	70	0.99												
	White 18 pack				2.08 - 2.99	100	2.56				1.40 - 2.50	20	2.10						
	Brown 12 pack																		
	MEDIUM	White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 30 pack		
	White 30 pack				0.49 - 0.80	70	0.71				1.39 - 1.50	140	1.40				0.80	20	0.80
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack										2.80 - 3.99	20	3.43						
	OMEGA-3																		
	White 12 pack				2.49 - 2.99	260	2.67	2.99	230	2.99	2.99	80	2.99						
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack				2.50 - 2.99	200	2.80				2.50 - 3.00	290	2.93				2.50	210	2.50
	Brown 12 pack				2.50 - 2.99	340	2.67				2.50 - 3.00	290	2.93				2.50	210	2.50
	VEGETARIAN FED																		
	White 12 pack				2.39	20	2.39										1.98	10	1.98
	Brown 12 pack																		



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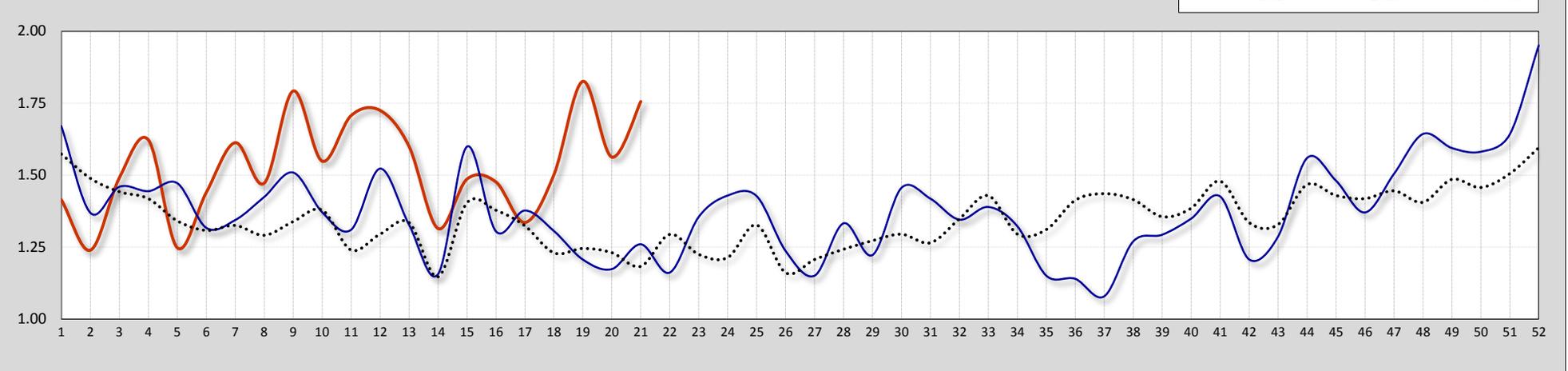
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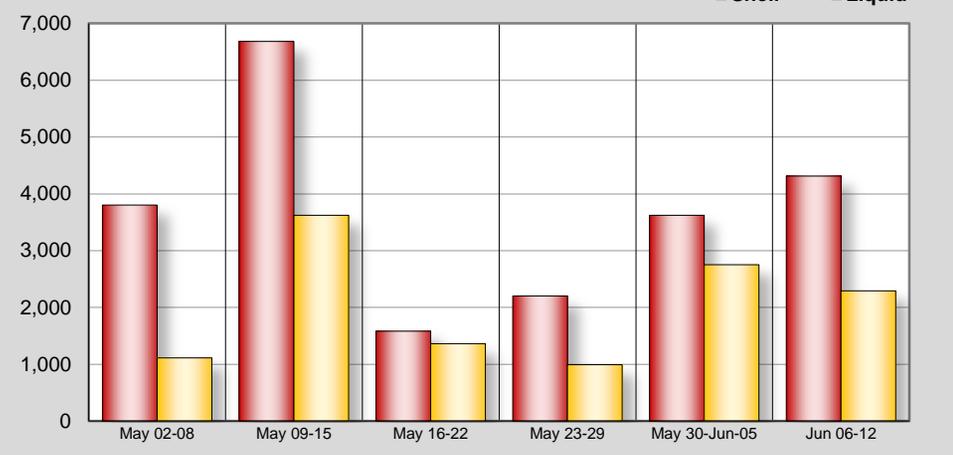
Fri. Jun 06, 2014

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	9.5%	10.6%	11.1%	16.8% of 4,700 sampled	14.9% of 5,900 sampled	5.2% of 4,200 sampled	5.0% of 4,200 sampled	0.0% of 2,800 sampled	6.4% of 1,200 sampled
2/ Activity Index	2,290	2,750	2,300	Activity Index = 950	Activity Index = 880	Activity Index = 180	Activity Index = 200	Activity Index = 0	Activity Index = 80
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range Stores Avg ^{3/}					
14-16 oz. crtn	1,250 2.60	1,960 2.93	1,570 2.34	2.00 - 3.79 710 2.80	2.29 - 2.50 150 2.38	1.69 - 2.49 160 2.10	1.99 - 2.99 150 2.32		2.79 80 2.79
32 oz. crtn	880 4.08	790 4.00	730 3.89	3.99 - 4.99 80 4.87	3.99 730 3.99	4.29 20 4.29	3.99 50 3.99		
3 - 4 oz. cup	160 2.00			2.00 160 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.