



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 06/20 thru 06/26.

(prices in dollars per carton)

Fri. Jun 20, 2014

SHELL EGG NATIONAL SUMMARY

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR						
	38.5% of 22,900 stores		40.8% of 22,900 stores				35.5% 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			820	1.60			270	1.26			300	1.06
	White 18 pack			140	2.17	60	2.69	240	2.89	20	1.79	1,610	2.04
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack	10	1.29	2,110	1.45			690	1.47	10	1.00	990	1.10
White 18 pack			620	2.23			910	2.16	10	1.00	1,130	1.83	
Brown 12 pack							60	2.88					
SPECIALTY	USDA ORGANIC												
	White 12 pack												
	Brown 12 pack	20	3.99	470	4.30	20	3.49	550	4.10			200	4.34
	OMEGA-3												
	White 12 pack	70	2.14	2,590	2.36	90	2.05	4,280	2.57	300	2.76	2,490	2.37
	Brown 12 pack			200	2.88			310	3.16			20	3.29
	CAGE-FREE												
	White 12 pack			10	3.99			180	3.39			1,020	2.59
	Brown 12 pack			1,260	3.51	50	2.99	1,550	2.96	60	2.99	1,460	2.69
	VEGETARIAN FED												
White 12 pack	10	2.19	140	2.47			50	2.18			10	2.99	
Brown 12 pack	140	2.99	30	2.49	160	2.48	250	2.67	10	2.99			

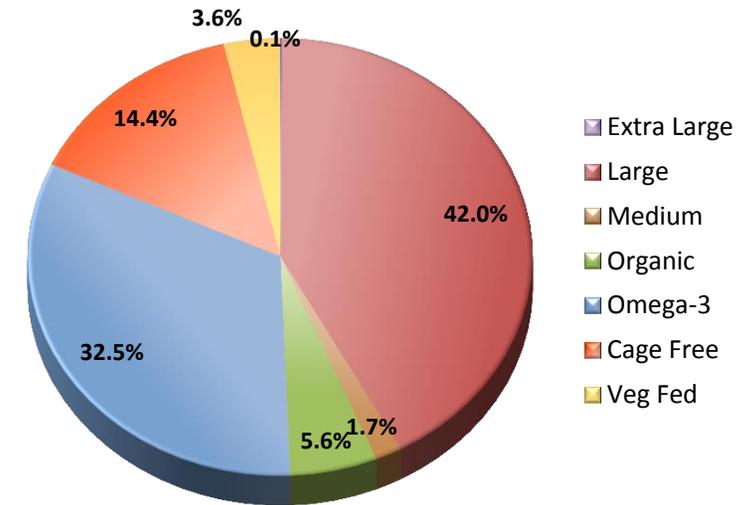
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	3,700	2,230	4,070	Large Eggs on Jun-16-2014
Specialty	4,940	7,490	5,570	
Total (includes MD)	8,790	9,770	10,250	458.2
Special Rate 4/:	5.3%	2.1%	1.8%	down 1.6%

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

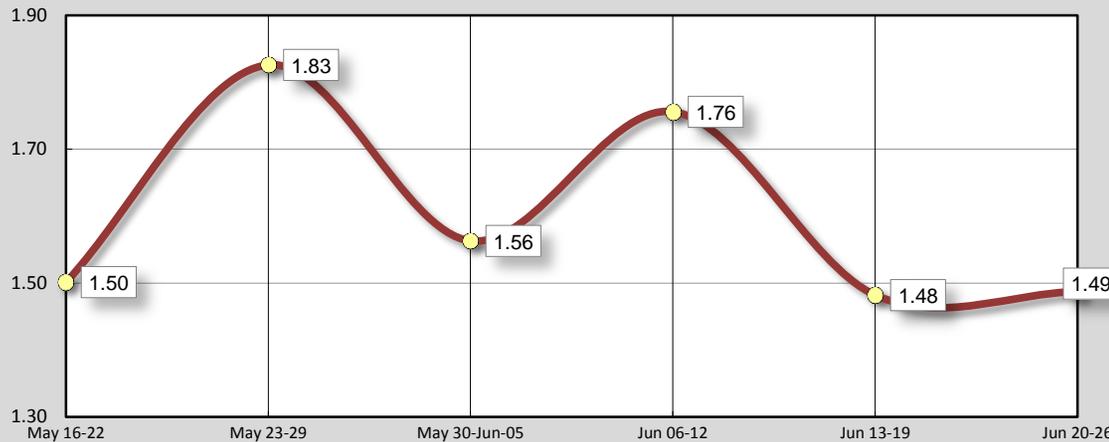
SHELL EGG and EGG PRODUCTS FEATURING

Promotions of regular shell eggs is higher than last week. The average price of Grade A or better, Large white eggs to consumers appears to have stabilized and is about the same as a week ago. The number of "no prices" specials is higher as retailer continue using "buy one, get one free" as a promotional tool to entices shoppers into their establishment. Advertisements for Medium eggs are showing up more than last week, however Extra Large egg ads remain scarce. Specialty shell egg features dropped lower than the previous week. Omega-3 and cage-free eggs are still the most commonly featured type eggs in the sector. Other types are maintaining a steady pace. Liquid egg promotional activity 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/}		59.1% of 4,700 sampled outlets Activity Index = 3,190 (includes Medium)						36.5% of 5,900 sampled outlets Activity Index = 1,900 (includes Medium)						34.3% of 4,200 sampled outlets Activity Index = 1,330 (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				1.49	160	1.49													
	White 18 pack																			
	Brown 12 pack																			
	MEDIUM	White 12 pack						White 12 pack			1.28	20	1.28	White 12 pack						
USDA GRADE A	White 12 pack				0.98 - 2.00	380	1.81				0.99 - 1.66	470	1.42	1.29	10	1.29	0.88 - 1.69	880	1.32	
	White 18 pack				2.29	170	2.29				2.19 - 2.98	200	2.51				2.98	10	2.98	
	Brown 12 pack																			
	MEDIUM	White 12 pack			0.88 - 1.48	20	1.08	White 12 pack						White 12 pack			0.99	20	0.99	
		White 30 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	20	3.99	5.58	60	5.58										2.99	10	2.99	
	OMEGA-3																			
	White 12 pack				1.92 - 2.98	790	2.41				1.99 - 2.33	1,130	2.31				1.79 - 2.69	300	2.46	
Brown 12 pack				1.99 - 3.69	200	2.88														
CAGE-FREE																				
White 12 pack																	3.99	10	3.99	
Brown 12 pack				3.29 - 3.99	1,120	3.53				3.29 - 3.49	80	3.45				2.89 - 3.48	60	3.09		
VEGETARIAN FED																				
White 12 pack				2.49 - 2.50	130	2.50											2.49	30	2.49	
Brown 12 pack	2.99	140	2.99																	
		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/}		32.0% of 4,200 sampled outlets Activity Index = 1,210 (includes Medium)						31.8% of 2,800 sampled outlets Activity Index = 900 (includes Medium)						21.8% of 1,200 sampled outlets Activity Index = 260 (includes Medium)						
USDA GRADE AA	White 12 pack				1.27 - 1.50	260	1.40				1.50 - 2.19	310	1.84				1.50 - 1.88	90	1.54	
	White 18 pack				1.88 - 2.49	30	2.18				1.79 - 2.79	110	2.17							
	Brown 12 pack																			
	MEDIUM	White 12 pack						White 12 pack			1.49	50	1.49	White 12 pack						
USDA GRADE A	White 12 pack				1.50	250	1.50										1.25	130	1.25	
	White 18 pack				1.88 - 2.27	240	1.93													
	Brown 12 pack																			
	MEDIUM	White 12 pack			0.99	30	0.99	White 12 pack			2.19	10	2.19	White 12 pack						
		White 30 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	110	3.99				3.99 - 4.99	250	4.08				4.99	40	4.99	
	OMEGA-3																			
	White 12 pack	2.00 - 2.19	70	2.14	1.77 - 2.33	200	2.10				2.50	170	2.50							
Brown 12 pack																				
CAGE-FREE																				
White 12 pack																				
Brown 12 pack																				
VEGETARIAN FED																				
White 12 pack	2.19	10	2.19	2.19	10	2.19														
Brown 12 pack																				



USDA Weekly Retail Shell Egg and Egg Products Feature Activity

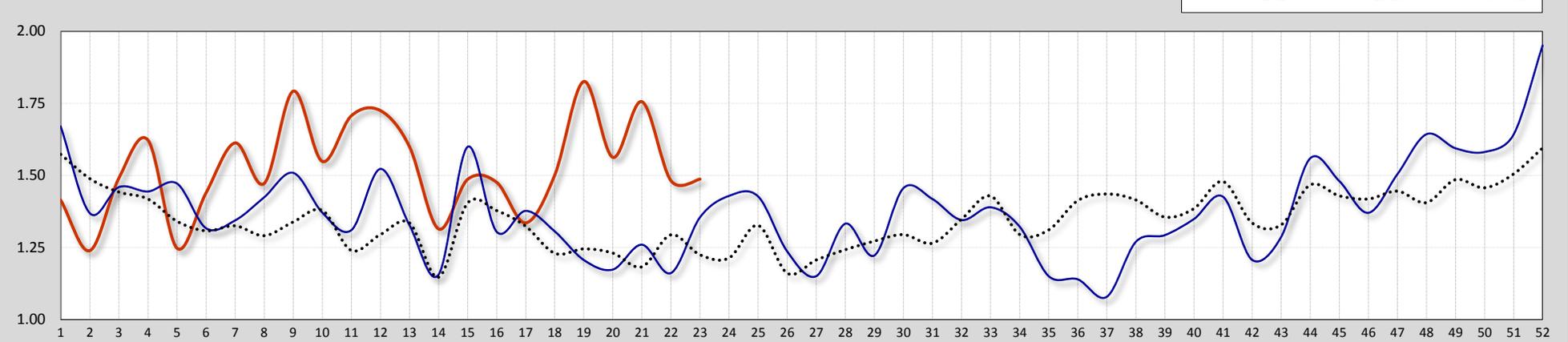
Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 06/20 thru 06/26.

(prices in dollars per carton)

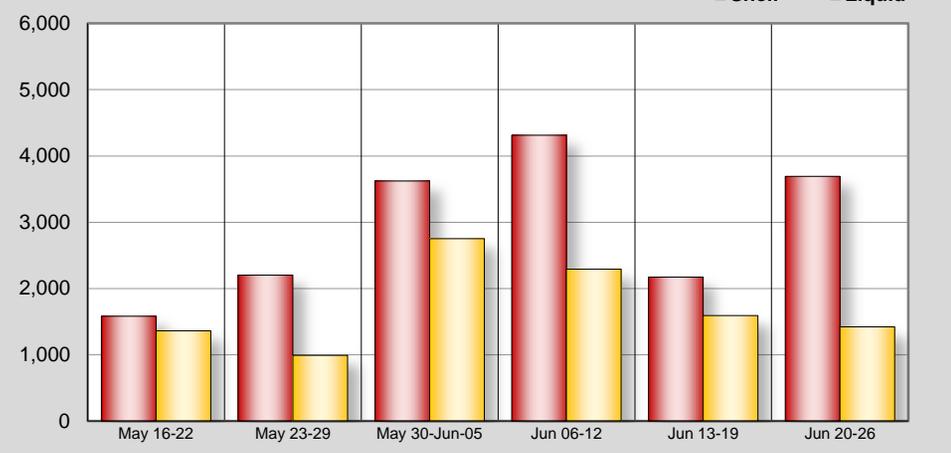
Fri. Jun 20, 2014

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	6.8%	7.0%	14.2%	17.4% of 4,700 sampled	3.4% of 5,900 sampled	8.3% of 4,200 sampled	2.0% of 4,200 sampled	3.9% of 2,800 sampled	0.5% of 1,200 sampled
2/ Activity Index	1,420	1,590	3,300	Activity Index = 780	Activity Index = 210	Activity Index = 230	Activity Index = 80	Activity Index = 110	Activity Index = 10
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range Stores Avg ^{3/}					
14-16 oz. crtn	910 2.49	440 2.49	2,380 2.11	2.50 - 2.99 420 2.60	2.00 - 2.89 170 2.57	1.88 - 2.69 230 2.31	2.29 80 2.29		2.29 10 2.29
32 oz. crtn	510 4.34	1,130 4.21	900 4.16	3.97 - 4.99 360 4.49	3.99 40 3.99			3.99 110 3.99	
3 - 4 oz. cup		20 2.49	20 2.49						
2 - 8 oz. cup									

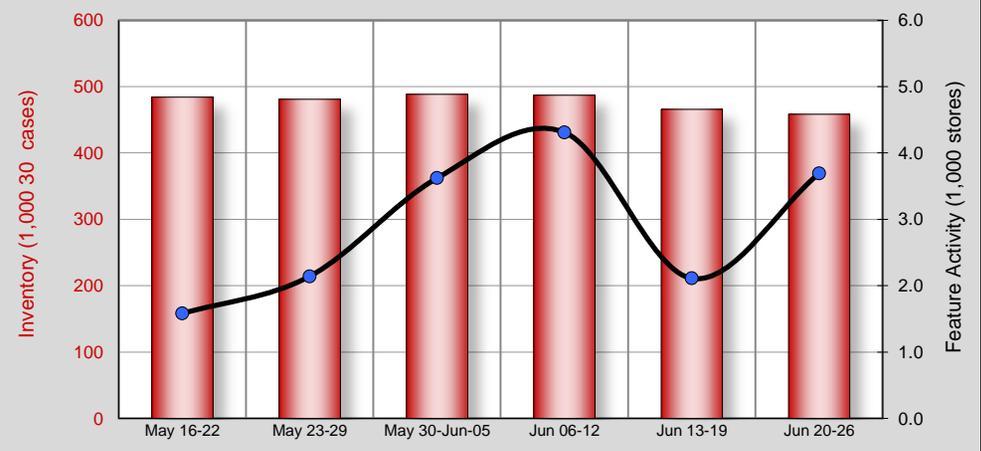
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



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.