



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 06/27 thru 07/03.
 (prices in dollars per carton)

Fri. Jun 27, 2014

SHELL EGG NATIONAL SUMMARY

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR						
	33.0% of 22,900 stores		38.5% of 22,900 stores				37.7% 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		1,450	1.87	820	1.60	10	1.61	1,520	1.09			
	White 18 pack	10	2.52	370	2.67	140	2.17		580	2.12			
	Brown 12 pack												
SPECIALTY	USDA GRADE A												
	White 12 pack	10	1.29	1,690	1.60	10	1.29	2,110	1.45	260	1.42	840	1.05
	White 18 pack			250	2.00			620	2.23			70	2.26
	Brown 12 pack												
SPECIALTY	USDA ORGANIC												
	White 12 pack												
	Brown 12 pack	40	5.19	80	4.05	20	3.99	470	4.30	30	5.99	800	4.17
SPECIALTY	OMEGA-3												
	White 12 pack	180	2.89	1,700	2.56	70	2.14	2,590	2.36	130	2.59	2,320	2.27
	Brown 12 pack												
SPECIALTY	CAGE-FREE												
	White 12 pack			80	3.08			10	3.99			1,120	2.79
	Brown 12 pack												
SPECIALTY	VEGETARIAN FED												
	White 12 pack	130	2.50	680	2.39	10	2.19	140	2.47				
	Brown 12 pack												

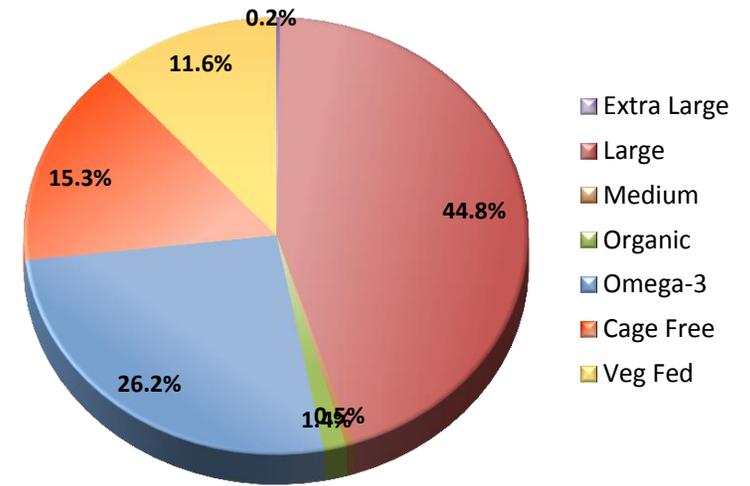
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	3,780	3,700	3,310	Large Eggs on Jun-23-2014
Specialty	4,570	4,940	7,400	
Total (includes MD)	8,390	8,790	11,030	444.0
Special Rate 4/:	1.3%	5.3%	2.9%	down 3.1%

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

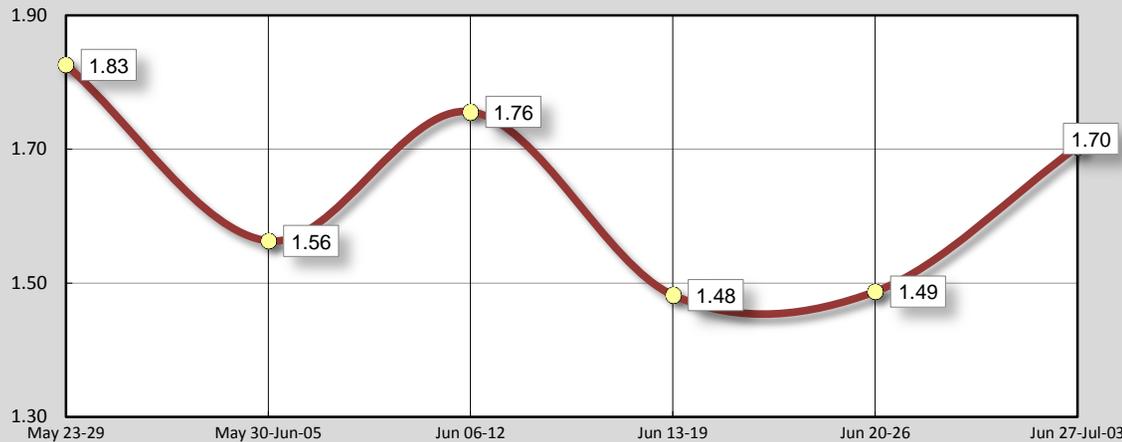
SHELL EGG and EGG PRODUCTS FEATURING

Feature activity for regular shell eggs is about the same as a week ago. The average advertised price to consumers for Grade A or better, Large white eggs is sharply higher. There is a significant drop in the number of "no price" specials as some grocers appear to have backed away from using them as a promotional tool. Ads for Medium and Extra Large eggs are very limited. Featuring of specialty shell eggs is slightly less than the previous week. Omega-3 and cage-free eggs continue to hold most of the space for specialty eggs in circulars. Other types are maintaining a steady level of visibility. Liquid egg products are not as frequently promoted as shell eggs and continue to decline. The Northeast is activity promoting liquid eggs, however advertisements in other areas are dismal.

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/}		63.2% of 4,700 sampled outlets Activity Index = 3,900 (includes Medium)						15.1% of 5,900 sampled outlets Activity Index = 960 (includes Medium)						29.1% of 4,200 sampled outlets Activity Index = 1,060 (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				1.59	80	1.59				1.59	40	1.59				1.00 - 1.59	20	1.28	
	White 18 pack																			
	Brown 12 pack																			
	MEDIUM	White 12 pack						White 12 pack						White 12 pack						
USDA GRADE A	White 12 pack				1.69 - 1.80	270	1.69				1.39 - 1.69	370	1.65	1.29	10	1.29	0.99 - 1.69	470	1.50	
	White 18 pack				2.25	10	2.25				1.99	40	1.99				1.99 - 2.50	140	2.01	
	Brown 12 pack																			
	MEDIUM	White 12 pack						White 12 pack						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	5.19	40	5.19	3.99	60	3.99										2.99 - 4.79	20	4.23	
	OMEGA-3																			
	White 12 pack	2.50 - 3.00	180	2.89	1.98 - 3.49	1,260	2.66				1.99	100	1.99				2.00 - 2.50	250	2.37	
	Brown 12 pack				2.50 - 3.69	280	2.87				3.69	40	3.69							
	CAGE-FREE																			
	White 12 pack				3.49	40	3.49											2.50 - 2.89	40	2.68
Brown 12 pack				2.50 - 3.49	760	3.42	2.99	40	2.99	2.98 - 3.49	300	3.15					2.49 - 3.89	60	2.95	
VEGETARIAN FED																				
White 12 pack	2.50	130	2.50	1.99 - 2.79	680	2.39														
Brown 12 pack	2.25	10	2.25	2.50 - 3.49	100	2.81											2.49 - 2.99	50	2.75	
		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/}		27.4% of 4,200 sampled outlets Activity Index = 1,040 (includes Medium)						33.1% of 2,800 sampled outlets Activity Index = 920 (includes Medium)						35.7% of 1,200 sampled outlets Activity Index = 510 (includes Medium)						
USDA GRADE AA	White 12 pack				1.59 - 1.79	340	1.65				1.79 - 2.79	550	2.28				1.50 - 2.09	420	1.60	
	White 18 pack				1.99 - 2.50	150	2.16	2.52	10	2.52	2.25 - 3.29	220	3.02							
	Brown 12 pack																			
	MEDIUM	White 12 pack						White 12 pack						White 12 pack						
USDA GRADE A	White 12 pack				0.88 - 1.69	380	1.58				1.69	130	1.69				0.98 - 1.69	70	1.61	
	White 18 pack				1.77 - 1.99	60	1.94													
	Brown 12 pack																			
	MEDIUM	White 12 pack						White 12 pack						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																			
	OMEGA-3																			
	White 12 pack				1.99 - 2.49	70	2.42											2.00	20	2.00
	Brown 12 pack																			
	CAGE-FREE																			
	White 12 pack				2.99	40	2.99													
Brown 12 pack																				
VEGETARIAN FED																				
White 12 pack																				
Brown 12 pack																				



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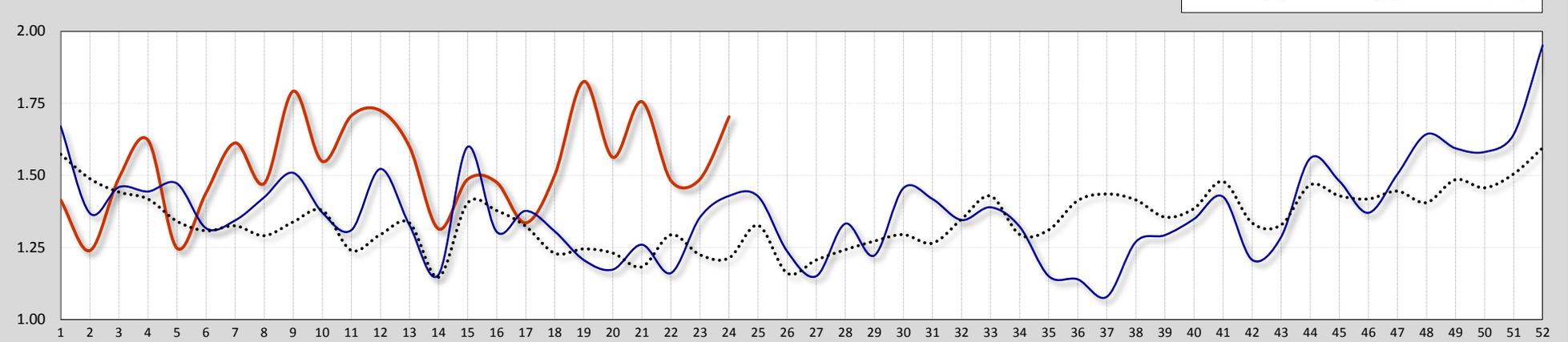
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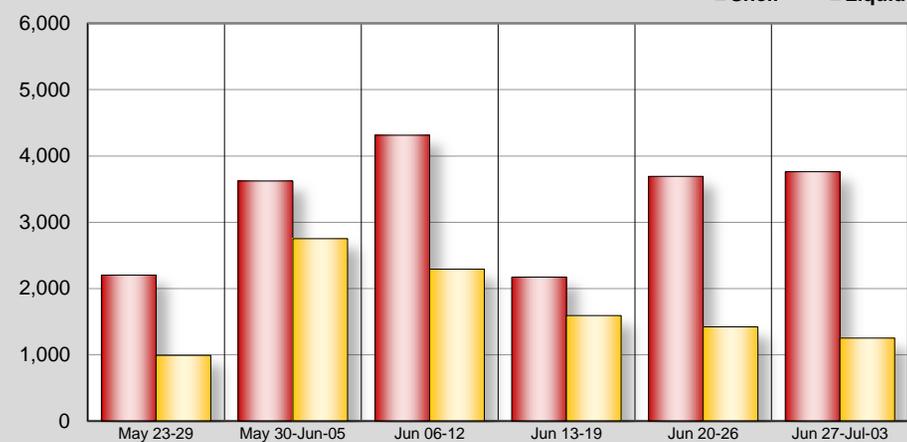
Fri. Jun 27, 2014

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	4.9%	6.8%	4.4%	21.5% of 4,700 sampled	0.0% of 5,900 sampled	1.6% of 4,200 sampled	0.0% of 4,200 sampled	1.1% of 2,800 sampled	1.0% of 1,200 sampled
2/ Activity Index	1,250	1,420	1,180	Activity Index = 1,140	Activity Index = 0	Activity Index = 70	Activity Index = 0	Activity Index = 30	Activity Index = 10
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range Stores Avg ^{3/}					
14-16 oz. crtn	550 2.52	910 2.49	720 2.78	2.00 - 3.00 450 2.59		1.44 - 2.00 70 1.88		2.99 30 2.99	
32 oz. crtn	570 4.72	510 4.34	350 4.38	3.97 - 5.19 560 4.73					3.99 10 3.99
3 - 4 oz. cup	130 2.50		110 2.49	2.50 130 2.50					
2 - 8 oz. cup									

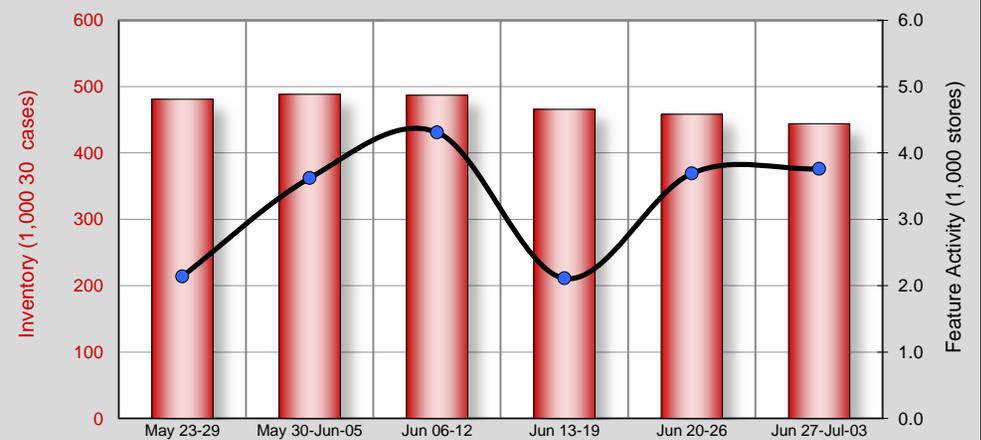
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



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>