



**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 07/03 thru 07/09.

(prices in dollars per carton)

Thu. Jul 03, 2014

**SHELL EGG NATIONAL SUMMARY**

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR						
	23.9% of 22,900 stores		33.0% of 22,900 stores				31.4% 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		360	1.27			1,450	1.87			1,480	1.33	
	White 18 pack	150	2.63	200	3.40	10	2.52	370	2.67		440	2.22	
	Brown 12 pack												
<b>SPECIALTY</b>	<b>USDA GRADE A</b>												
	White 12 pack	10	0.99	1,320	1.61	10	1.29	1,690	1.60	150	1.37	730	1.25
	White 18 pack			420	2.14			250	2.00				
	Brown 12 pack												
<b>SPECIALTY</b>	<b>USDA ORGANIC</b>												
	White 12 pack												
	Brown 12 pack	40	5.19	70	3.92	40	5.19	80	4.05	30	4.99	990	4.13
	<b>OMEGA-3</b>												
	White 12 pack	200	2.79	1,600	2.93	180	2.89	1,700	2.56	580	2.72	850	2.21
	Brown 12 pack			60	5.38			320	2.97			20	2.79
	<b>CAGE-FREE</b>												
	White 12 pack							80	3.08			680	2.72
	Brown 12 pack			630	3.13	40	2.99	1,160	3.31			1,170	3.19
	<b>VEGETARIAN FED</b>												
White 12 pack					130	2.50	680	2.39	40	2.99	40	1.99	
Brown 12 pack	290	2.50	320	2.59	10	2.25	150	2.79	310	2.79	480	2.73	

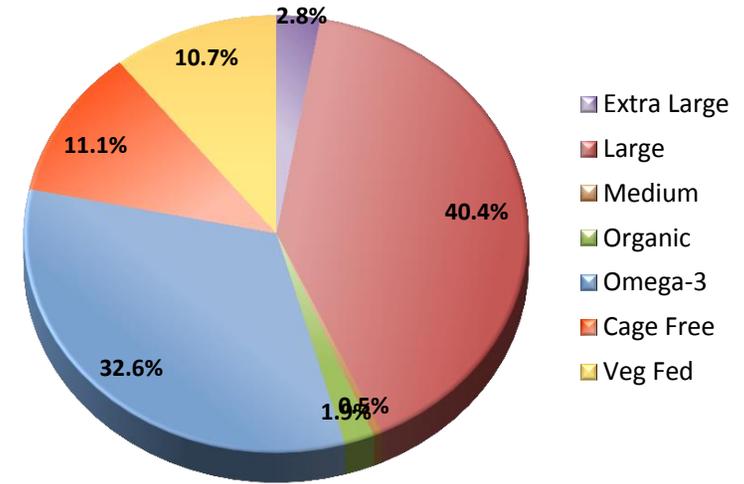
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,460	3,780	2,800	Large Eggs on Jun-29-2014
Specialty	3,210	4,570	5,190	
Total (includes MD)	5,700	8,390	8,400	420.9
Special Rate 4/:	2.7%	1.3%	3.4%	down 5.2%

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

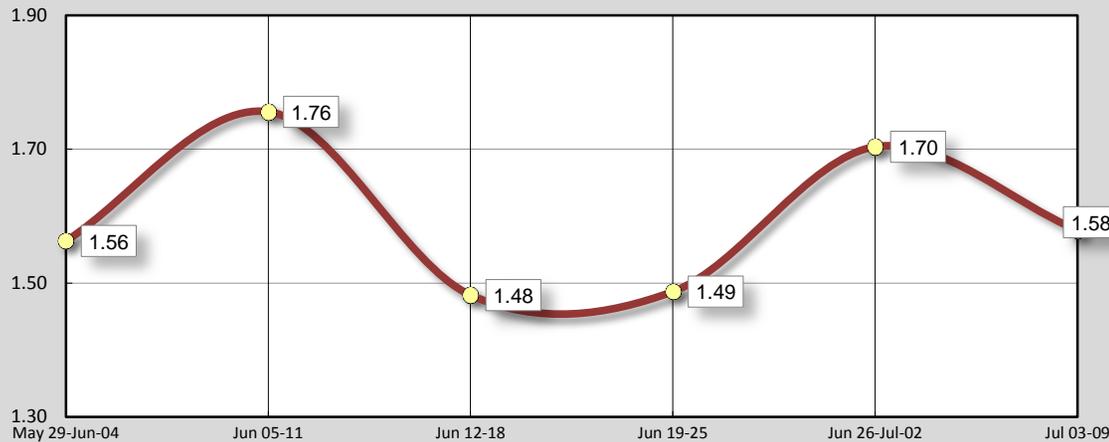
**SHELL EGG and EGG PRODUCTS FEATURING**

Promotional activity for regular shell eggs dropped this week as more emphasis is placed on advertising outdoor grilling items for the July 4th holiday. Consumers are more likely to find eggs in the deli section rather than the dairy in the form of hard cooked eggs, deviled eggs platters or in egg-based salads. The average price of Grade A or better, Large white eggs to consumers is lower. The number of retailers offering shoppers "no price" incentives is higher. Ads for Extra Large eggs are showing up more in circulars, however ads for mediums are still limited. Promotional activity for specialty shell eggs is less than a week ago. Stores continue to heavily promote Omega-3 eggs. Cage-free eggs fall short of last week's activity, however other types remain constant. In the egg products sector, liquid egg featuring sharply declines with activity primarily found in the Northeast, Midwest and Northwest areas.

**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>		41.8% of 4,700 sampled outlets Activity Index = 2,270 (includes Medium)						26.3% of 5,900 sampled outlets Activity Index = 1,550 (includes Medium)						13.0% of 4,200 sampled outlets Activity Index = 560 (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																	1.25	10	1.25			
	Brown 12 pack																						
	<b>MEDIUM</b>	White 12 pack						White 12 pack						White 12 pack									
USDA GRADE A	White 12 pack				0.59 - 1.88	20	1.15				1.39 - 1.69	1,150	1.67	0.99	10	0.99	0.99 - 1.33	70	1.09				
	White 18 pack				1.78 - 2.50	240	2.21										2.50	20	2.50				
	Brown 12 pack																						
	<b>MEDIUM</b>	White 12 pack						White 12 pack			1.25			20	1.25	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>																						
	White 12 pack																						
	Brown 12 pack	5.19	40	5.19	3.49 - 3.99	50	3.85										4.09	20	4.09				
	<b>OMEGA-3</b>																						
	White 12 pack	2.99	140	2.99	2.46 - 3.99	880	3.28	2.40	30	2.40	1.99 - 3.99	110	3.23				1.99 - 2.50	370	2.41				
	Brown 12 pack				5.38	60	5.38																
	<b>CAGE-FREE</b>																						
	White 12 pack																						
	Brown 12 pack				2.97 - 3.49	260	3.38				2.98 - 3.49	240	3.06				2.79	20	2.79				
	<b>VEGETARIAN FED</b>																						
	White 12 pack																						
	Brown 12 pack	2.50	290	2.50	2.50	290	2.50										3.48 - 3.49	30	3.48				
		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>		12.5% of 4,200 sampled outlets Activity Index = 660 (includes Medium)						21.4% of 2,800 sampled outlets Activity Index = 370 (includes Medium)						23.8% of 1,200 sampled outlets Activity Index = 290 (includes Medium)									
USDA GRADE AA	White 12 pack				0.99 - 1.27	160	1.19				1.50	20	1.50				0.99 - 1.50	180	1.31				
	White 18 pack							2.25 - 2.79	150	2.63	2.25 - 3.99	180	3.54				2.99	10	2.99				
	Brown 12 pack																						
	<b>MEDIUM</b>	White 12 pack						White 12 pack						White 12 pack									
USDA GRADE A	White 12 pack				0.99 - 1.29	70	1.11										1.98	10	1.98				
	White 18 pack				1.99 - 2.00	160	2.00																
	Brown 12 pack																						
	<b>MEDIUM</b>	White 12 pack						White 12 pack						White 12 pack									
		White 30 pack						White 30 pack						White 30 pack									
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	Brown 12 pack																						
	<b>CAGE-FREE</b>																						
	White 12 pack																						
	Brown 12 pack				2.48	10	2.48				4.99	10	4.99				2.50 - 2.99	90	2.53				
	<b>VEGETARIAN FED</b>																						
	White 12 pack																						
	Brown 12 pack																						



# USDA Weekly Retail Shell Egg and Egg Products Feature Activity

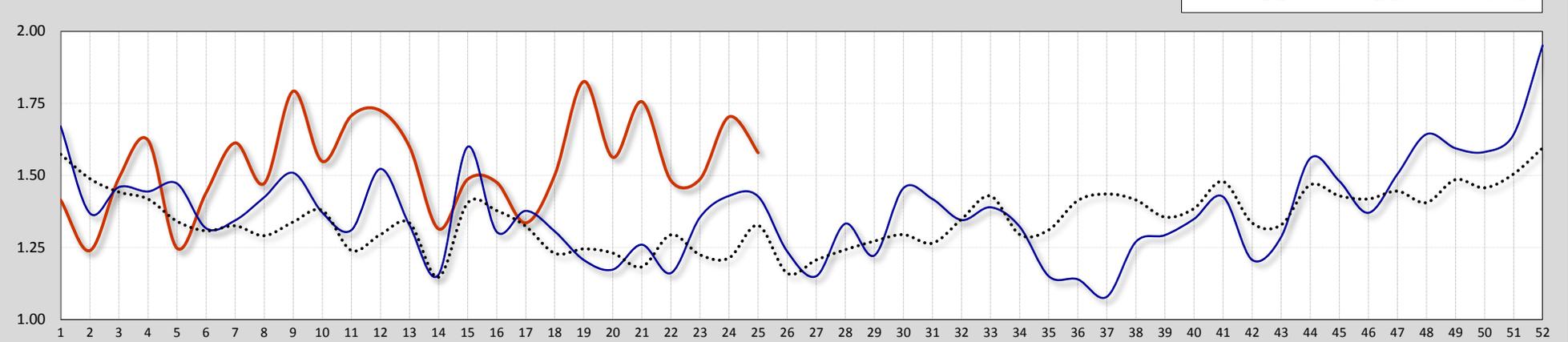
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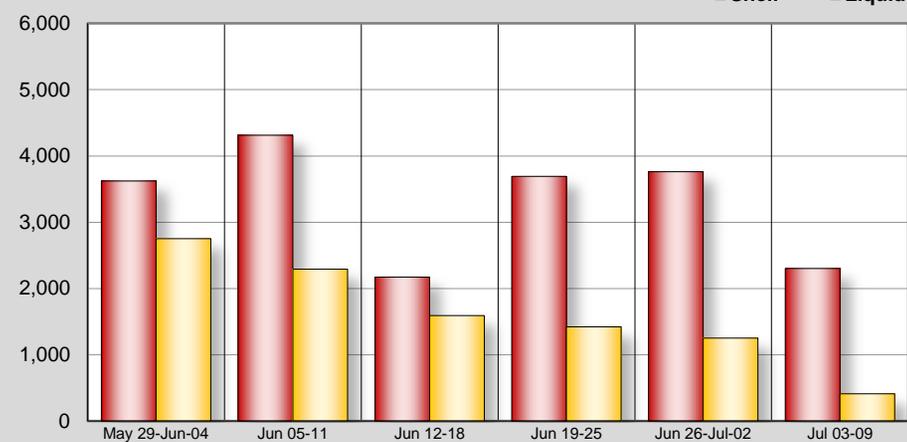
Thu. Jul 03, 2014

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	1.3%	4.9%	7.0%	4.0% of 4,700 sampled	0.0% of 5,900 sampled	0.0% of 4,200 sampled	0.0% of 4,200 sampled	0.0% of 2,800 sampled	9.6% of 1,200 sampled
2/ Activity Index	410	1,250	1,650	Activity Index = 270	Activity Index = 0	Activity Index = 20	Activity Index = 0	Activity Index = 0	Activity Index = 120
	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	240 2.51	550 2.52	1,470 2.62	2.50 - 2.79 140 2.52		2.50 20 2.50			2.50 80 2.50
32 oz. crtn	170 4.75	570 4.72	180 4.69	3.99 - 4.99 130 4.93					3.89 - 4.48 40 4.16
3 - 4 oz. cup		130 2.50							
2 - 8 oz. cup									

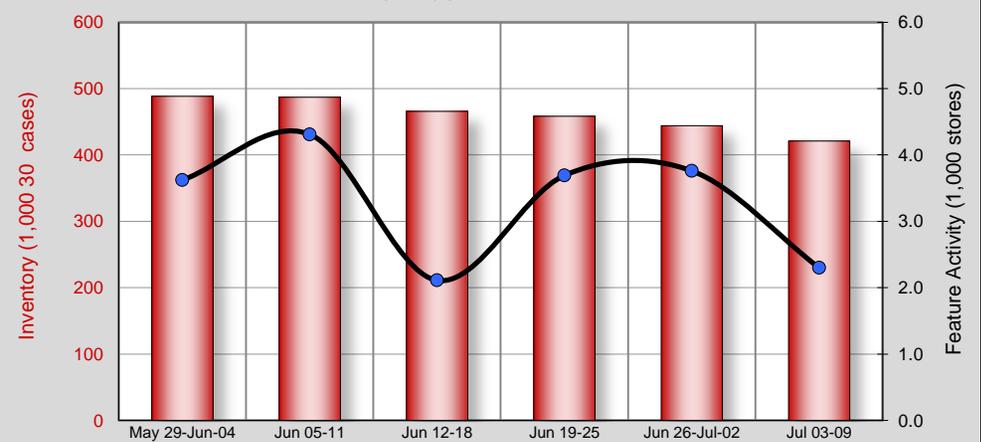
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



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>