



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 08/22 thru 08/28.

(prices in dollars per carton)

Fri. Aug 22, 2014

SHELL EGG NATIONAL SUMMARY

Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
	36.5% of 22,900 stores				40.4% of 22,900 stores				30.3% 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		370 1.66		150 1.99		180 1.99		260 1.34			
	White 18 pack		2,040 2.72		430 2.12							
	Brown 12 pack											
	USDA GRADE A											
	White 12 pack		90 1.45		660 1.42		90 1.44		3,060 1.66		50 1.40	
White 18 pack				700 2.80		1,720 2.53		280 1.91				
Brown 12 pack				60 2.50		10 0.97						
SPECIALTY	USDA ORGANIC											
	White 12 pack				10 5.38							
	Brown 12 pack		10 3.77		230 4.66		480 4.01		80 4.30		760 4.17	
	OMEGA-3											
	White 12 pack		290 2.71		590 2.35		10 1.99		2,360 2.49		40 3.28	
	Brown 12 pack				400 2.96				270 2.02		920 2.91	
											40 2.50	
	CAGE-FREE											
	White 12 pack				1,950 2.64		60 3.49		240 3.57		110 2.50	
	Brown 12 pack		10 3.49		2,230 2.66		20 2.99		280 3.28		540 2.96	
VEGETARIAN FED												
White 12 pack		160 2.99		550 2.34				290 1.99				
Brown 12 pack				10 2.00				200 2.65		60 2.99		

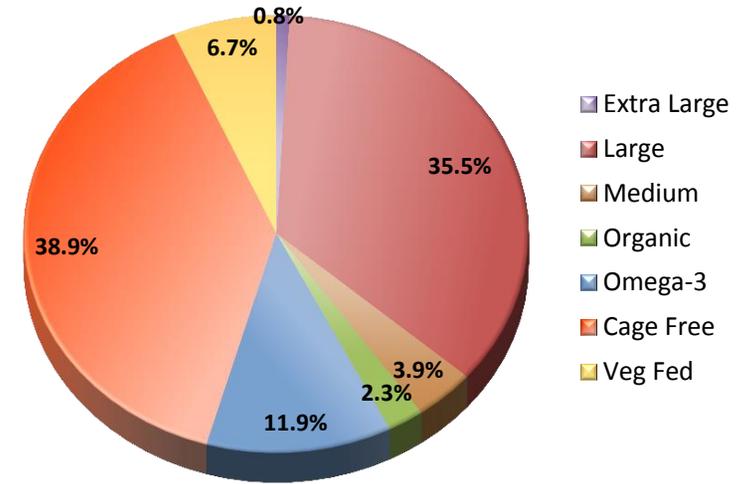
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	3,920	5,460	3,220	Large Eggs on Aug-18-2014
Specialty	6,440	4,210	3,040	
Total (includes MD)	10,780	9,810	6,620	463.3
Special Rate 4/:	1.4%	2.5%	7.1%	down 6.3%

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

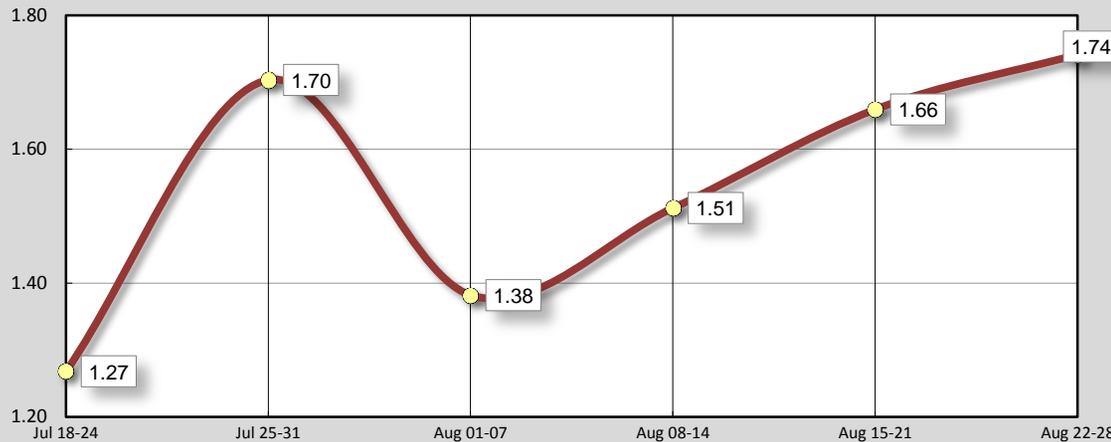
SHELL EGG and EGG PRODUCTS FEATURING

Promotional activity for regular shell eggs is not as active as a week ago. The average price of Large White eggs, Grade A or better, offered to consumers continues trending upward. The frequency of "no price" promotions appearing in circulars is limited and sporadic. Grocer are featuring more Medium sized eggs this week while ads for Extra Large eggs are steady. Promotional activity for specialty shell eggs is significantly higher. Advertisements for cage-free type eggs are sharply higher and fill the void left by a substantial decline in omega-3 ads. Featuring of liquid egg products is up slightly with the majority of sales remaining on the East Coast, lackluster elsewhere.

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/}		42.5% of 4,700 sampled outlets Activity Index = 2,350 (includes Medium)						24.3% of 5,900 sampled outlets Activity Index = 1,950 (includes Medium)						24.6% of 4,200 sampled outlets Activity Index = 1,710 (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				2.69	80	2.69				2.69	40	2.69				1.25	10	1.25
	White 18 pack																2.69	10	2.69
	Brown 12 pack																		
	MEDIUM	White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack					
USDA GRADE A	White 12 pack	1.50	60	1.50	1.25 - 1.99	320	1.68				1.29	10	1.29	0.99 - 1.49	30	1.34	0.99 - 1.50	180	1.11
	White 18 pack										2.89	510	2.89				2.50	10	2.50
	Brown 12 pack				2.50	60	2.50												
	MEDIUM	White 12 pack			0.98 - 0.99	30	0.99	White 12 pack			0.98 - 1.25	80	1.01	White 12 pack			1.08	20	1.08
		White 30 pack			White 30 pack			White 30 pack			White 30 pack			White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack				5.38	10	5.38												
	Brown 12 pack	3.77	10	3.77	3.59 - 5.38	190	4.85										3.99	20	3.99
	OMEGA-3																		
	White 12 pack	1.99 - 3.00	290	2.71	1.99 - 2.33	100	2.04				1.99 - 2.33	290	2.23				1.99 - 2.49	90	2.29
	Brown 12 pack				2.50 - 3.49	400	2.96												
	CAGE-FREE																		
	White 12 pack										2.20 - 2.79	510	2.57				1.50 - 2.88	670	2.61
	Brown 12 pack	3.49	10	3.49	2.50 - 2.99	70	2.86				2.50 - 2.79	510	2.62				2.49 - 2.99	670	2.63
	VEGETARIAN FED																		
	White 12 pack	2.99	160	2.99	1.99 - 2.99	550	2.34												
	Brown 12 pack				2.00	10	2.00												
		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/}		36.1% of 4,200 sampled outlets Activity Index = 1,770 (includes Medium)						62.5% of 2,800 sampled outlets Activity Index = 2,060 (includes Medium)						55.3% of 1,200 sampled outlets Activity Index = 940 (includes Medium)					
USDA GRADE AA	White 12 pack				1.79 - 2.69	430	2.52				1.99 - 2.00	190	1.99				1.25 - 1.50	170	1.31
	White 18 pack										1.99 - 3.49	1,120	2.85				1.79 - 2.69	360	2.60
	Brown 12 pack																		
	MEDIUM	White 12 pack			0.88 - 1.19	130	1.15	White 12 pack			1.29	10	1.29	White 12 pack					
USDA GRADE A	White 12 pack				0.49 - 1.74	140	1.28				0.80	10	0.80						
	White 18 pack				2.50 - 2.89	170	2.62				1.48 - 1.88	10	1.63						
	Brown 12 pack																		
	MEDIUM	White 12 pack			1.08	30	1.08	White 12 pack			1.50	10	1.50	White 12 pack			1.29	110	1.29
		White 30 pack			White 30 pack			White 30 pack			White 30 pack			White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack										2.80 - 3.99	20	3.56						
	Brown 12 pack																		
	OMEGA-3																		
	White 12 pack										2.99	110	2.99						
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack				2.50 - 2.79	330	2.57				2.69 - 2.99	290	2.95				2.50 - 2.69	150	2.52
	Brown 12 pack				2.50 - 2.79	540	2.57				2.69 - 2.99	290	2.95				2.50 - 2.69	150	2.52
	VEGETARIAN FED																		
	White 12 pack																		
	Brown 12 pack																		



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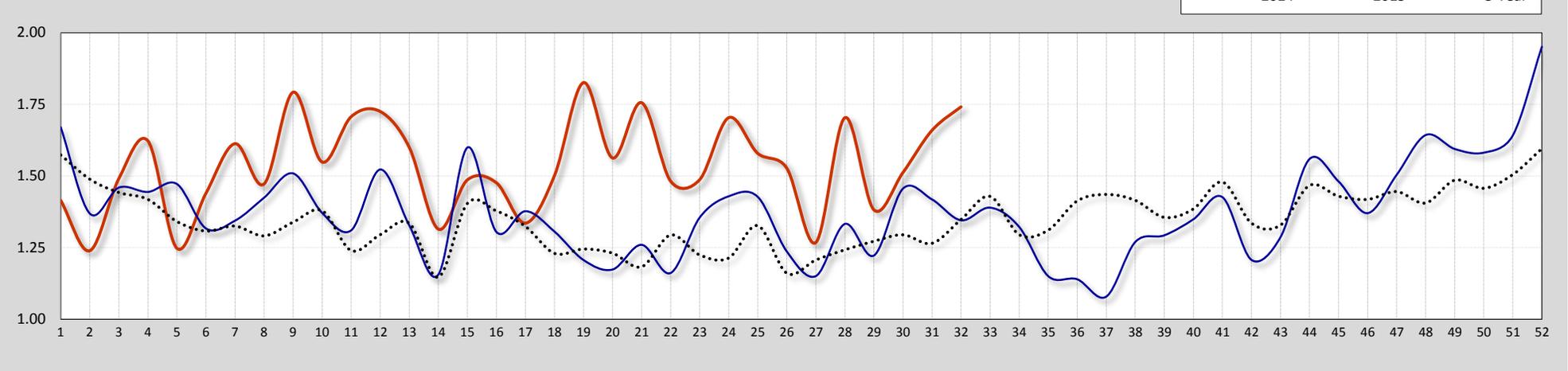
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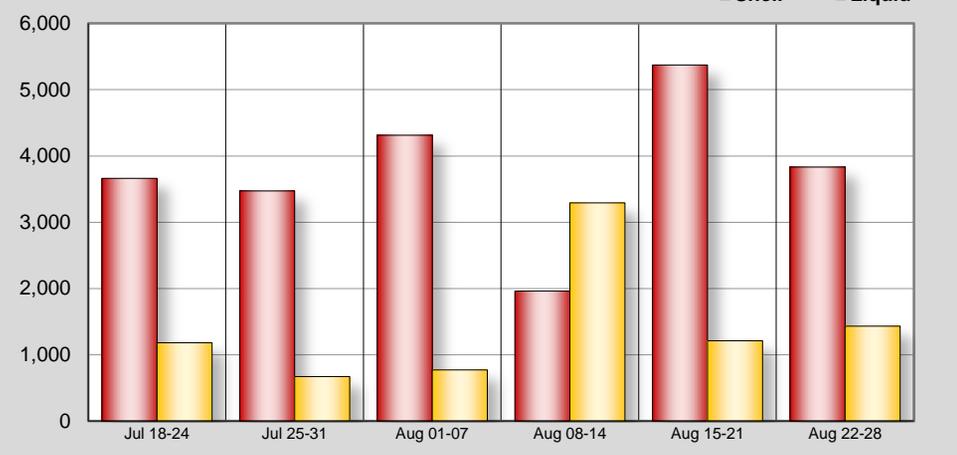
Fri. Aug 22, 2014

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	6.4%	5.0%	5.4%	18.9% of 4,700 sampled	7.5% of 5,900 sampled	0.7% of 4,200 sampled	2.5% of 4,200 sampled	0.3% of 2,800 sampled	0.0% of 1,200 sampled
2/ Activity Index	1,430	1,210	1,390	Activity Index = 860	Activity Index = 450	Activity Index = 10	Activity Index = 100	Activity Index = 10	Activity Index = 0
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range Stores Avg ^{3/}					
14-16 oz. crtn	800 2.60	400 2.38	590 2.55	1.99 - 3.00 470 2.36	3.00 210 3.00	1.99 10 1.99	3.00 100 3.00	1.99 10 1.99	
32 oz. crtn	630 4.60	810 3.70	800 4.77	4.39 - 4.99 390 4.98	3.88 - 4.59 240 3.98				
3 - 4 oz. cup									
2 - 8 oz. cup									

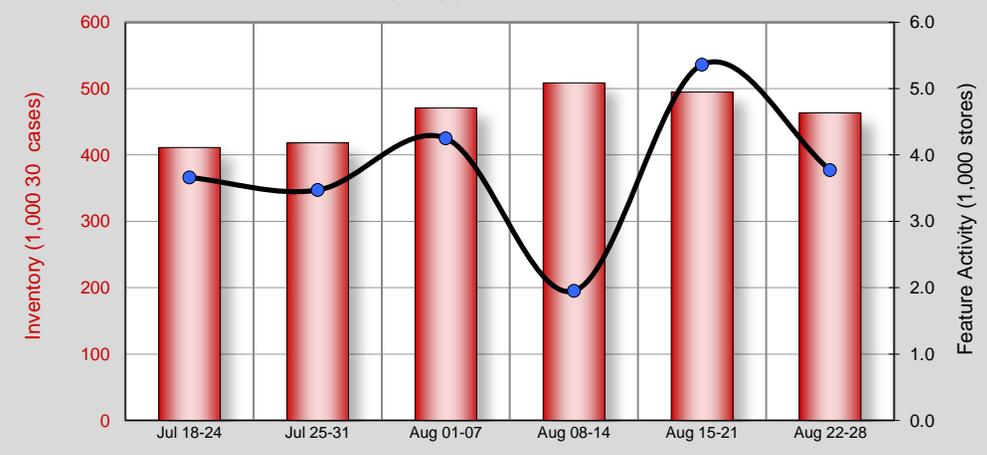
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



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.