



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 08/29 thru 09/04.
 (prices in dollars per carton)

Fri. Aug 29, 2014

SHELL EGG NATIONAL SUMMARY

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR						
	31.0% of 22,900 stores		36.5% of 22,900 stores				31.2% 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	10	3.29	160	1.08			370	1.66			170	1.19
	White 18 pack	10	2.25	190	2.48			2,040	2.72	70	2.66	160	2.35
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack	20	1.44	1,040	1.03	90	1.45	660	1.42	40	1.32	1,680	1.08
	White 18 pack			350	2.49			700	2.80			120	2.06
	Brown 12 pack							60	2.50	210	3.79	10	1.29
	SPECIALTY	USDA ORGANIC											
White 12 pack								10	5.38				
Brown 12 pack		10	3.77	80	3.86	10	3.77	230	4.66	20	3.49	350	4.35
OMEGA-3													
White 12 pack		520	2.69	3,760	2.42	290	2.71	590	2.35	310	2.88	680	2.66
Brown 12 pack				170	3.49			400	2.96			220	2.84
CAGE-FREE													
White 12 pack		80	2.99	100	2.99			1,950	2.64			2,140	2.60
Brown 12 pack		150	2.99	130	2.33	10	3.49	2,230	2.66			2,720	2.70
VEGETARIAN FED													
White 12 pack						160	2.99	550	2.34			40	2.50
Brown 12 pack		340	2.59	440	2.50			10	2.00			120	2.50

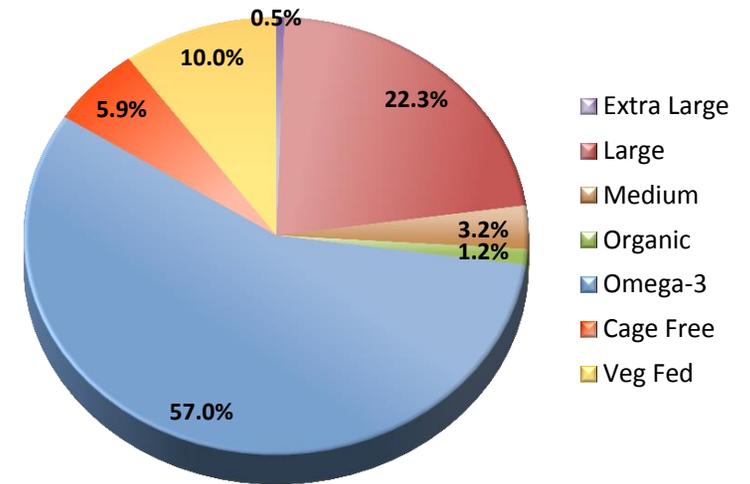
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,780	3,920	2,460	Large Eggs on Aug-25-2014
Specialty	5,780	6,440	6,600	
Total (includes MD)	7,810	10,780	9,220	431.8
Special Rate 4/:	3.2%	1.4%	4.2%	down 6.8%

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

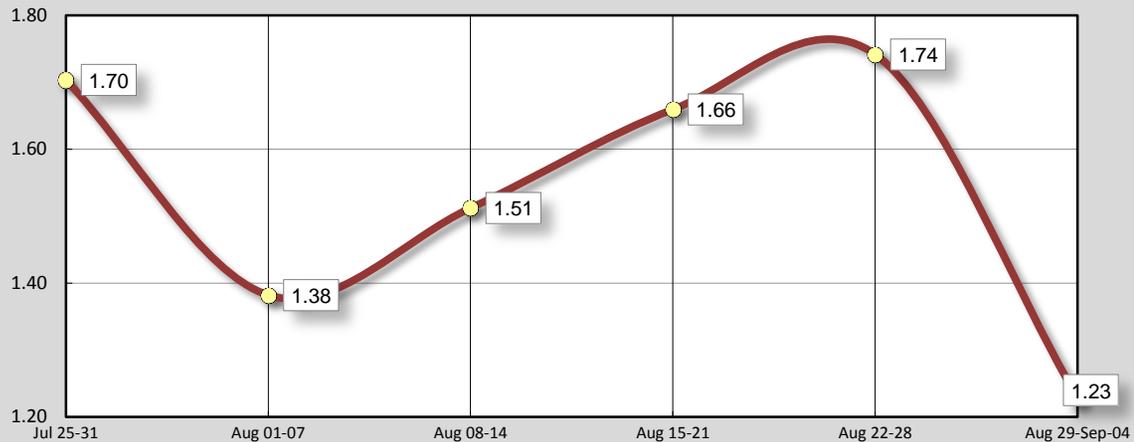
SHELL EGG and EGG PRODUCTS FEATURING

Feature activity for regular shell eggs remains lackluster as the number of sampled stores featuring eggs are again less than the previous week. The average price of Large White eggs, Grade A or better, offered to consumers reverse course and sharply declines. Grocers are offering shoppers more bargains as the number of "no price" specials increase this cycle. Featuring of Medium eggs is higher, however ads for Extra Large eggs are hard to find. Promotional activity for specialty shell eggs is significantly less than a week ago. Ads for Omega-3 eggs are sharply higher and gaining over half of the overall activity. Vegetarian fed eggs are steady, however cage-free and USDA Organic types are not as active as last week. Featuring of liquid egg products decline. Summer is winding down and school have resumed. Shell eggs should benefit from this transition.

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/}		47.1% of 4,700 sampled outlets Activity Index = 2,910 (includes Medium)						30.7% of 5,900 sampled outlets Activity Index = 2,310 (includes Medium)						17.5% of 4,200 sampled outlets Activity Index = 500 (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																				
	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	1.48	10	1.48	1.18	70	1.18				0.99 - 1.69	840	1.00	1.39	10	1.39	0.89 - 1.29	40	1.03		
	White 18 pack													2.48 - 2.50	300	2.49					
	Brown 12 pack																				
	MEDIUM	White 12 pack			0.99 20 0.99			White 12 pack			1.25 20 1.25			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	3.77	10	3.77	3.98	10	3.98										3.49	20	3.49	
		OMEGA-3																			
		White 12 pack	2.50 - 2.99	510	2.71	1.99 - 2.99	960	2.50				2.00 - 2.50	1,420	2.31				1.66 - 2.69	90	2.08	
		Brown 12 pack				3.49	170	3.49													
		CAGE-FREE																			
		White 12 pack	2.99	80	2.99	2.99	80	2.99										2.99	20	2.99	
		Brown 12 pack	2.99	150	2.99	2.00 - 2.79	90	2.16										2.88	20	2.88	
		VEGETARIAN FED																			
	White 12 pack																				
	Brown 12 pack	2.47 - 2.99	340	2.59	2.00 - 2.99	410	2.54				2.00	30	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/}		18.9% of 4,200 sampled outlets Activity Index = 750 (includes Medium)						41.9% of 2,800 sampled outlets Activity Index = 910 (includes Medium)						33.7% of 1,200 sampled outlets Activity Index = 430 (includes Medium)							
USDA GRADE AA	White 12 pack							3.29	10	3.29	0.99 - 1.50	150	1.06				1.50	10	1.50		
	White 18 pack				1.79	50	1.79	2.25	10	2.25	1.97 - 2.99	110	2.94				1.48 - 2.50	30	1.91		
	Brown 12 pack																				
	MEDIUM	White 12 pack			0.79 - 1.19 150 1.10			White 12 pack			White 12 pack			White 12 pack			0.79 - 1.50 40 1.15				
USDA GRADE A	White 12 pack				0.99 - 1.39	90	1.12														
	White 18 pack				2.48	40	2.48				2.69	10	2.69								
	Brown 12 pack																				
	MEDIUM	White 12 pack						White 12 pack			2.99 10 2.99			White 12 pack			White 30 pack 2.30 10 2.30				
		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	50	3.99													
		OMEGA-3																			
		White 12 pack				1.79 - 2.50	370	2.49	2.00	10	2.00	2.50 - 2.99	590	2.51				2.50	330	2.50	
		Brown 12 pack																			
		CAGE-FREE																			
		White 12 pack																			
		Brown 12 pack										2.50	10	2.50				2.66	10	2.66	
		VEGETARIAN FED																			
	White 12 pack																				
	Brown 12 pack																				



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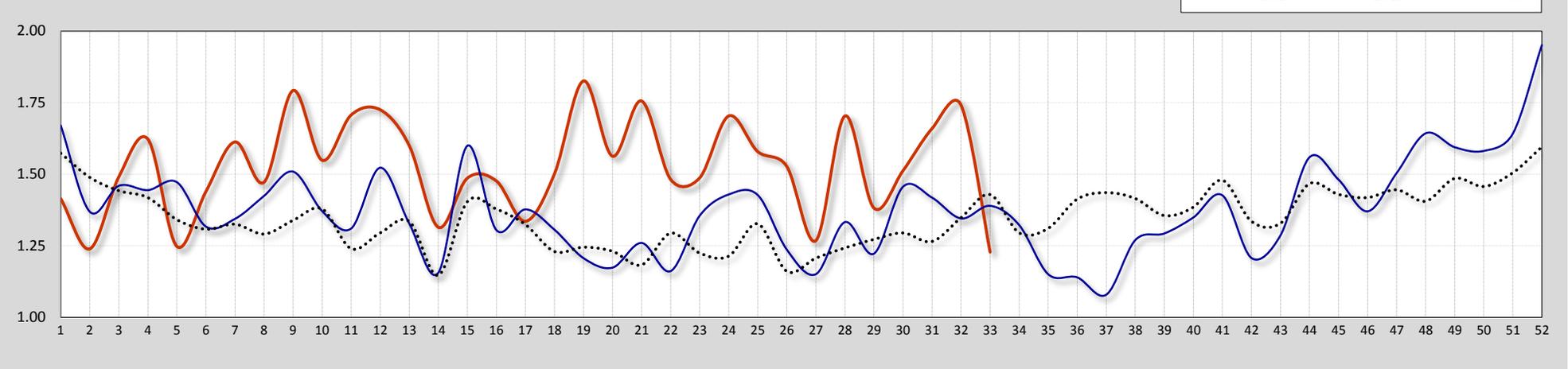
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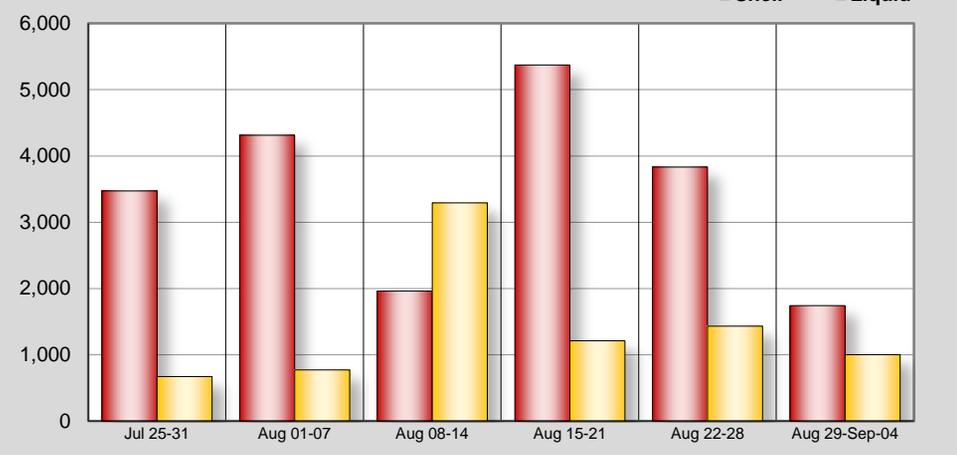
Fri. Aug 29, 2014

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	4.3%	6.4%	12.4%	9.9% of 4,700 sampled	7.6% of 5,900 sampled	1.7% of 4,200 sampled	0.0% of 4,200 sampled	0.0% of 2,800 sampled	0.0% of 1,200 sampled
2/ Activity Index	1,000	1,430	2,780	Activity Index = 480	Activity Index = 450	Activity Index = 70	Activity Index = 0	Activity Index = 0	Activity Index = 0
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range Stores Avg ^{3/}					
14-16 oz. crtn	860 2.35	800 2.60	1,580 2.02	1.99 - 2.99 350 2.45	2.00 - 2.50 450 2.27	1.99 - 2.49 60 2.28			
32 oz. crtn	110 3.90	630 4.60	1,200 3.99	2.77 - 4.99 110 3.90					
3 - 4 oz. cup	30 2.32			2.49 20 2.49		1.99 10 1.99			
2 - 8 oz. cup									

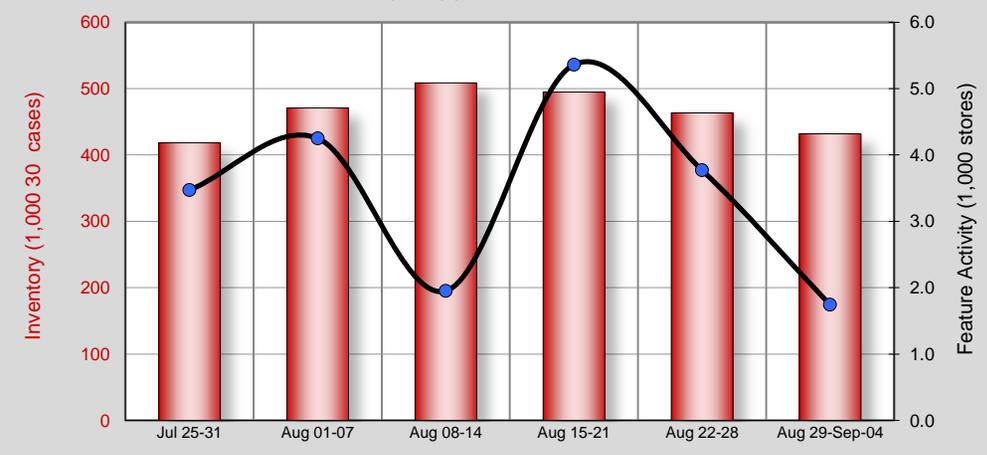
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



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.