



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 09/05 thru 09/11.
 (prices in dollars per carton)

Fri. Sep 05, 2014

SHELL EGG NATIONAL SUMMARY

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR							
	35.4% of 22,900 stores		31.0% of 22,900 stores				34.9% 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		70 1.09		10 3.29		160 1.08				130 1.04			
	White 18 pack		90 2.50		240 2.84		10 2.25		190 2.48		120 2.27		820 1.69	
Brown 12 pack														
REGULAR	USDA GRADE A													
	White 12 pack		70 1.91		600 1.08		20 1.44		1,040 1.03		10 1.48		710 1.04	
	White 18 pack				640 2.28				350 2.49				1,200 1.61	
Brown 12 pack														
SPECIALTY	USDA ORGANIC													
	White 12 pack				20 3.49									
	Brown 12 pack				410 4.41		10 3.77		80 3.86		180 4.04		910 3.97	
	OMEGA-3													
	White 12 pack		510 2.97		1,340 2.59		520 2.69		3,760 2.42		1,260 2.40		2,470 2.48	
	Brown 12 pack		110 2.50		740 3.53				170 3.49				110 3.68	
	CAGE-FREE													
	White 12 pack				1,030 3.31		80 2.99		100 2.99				60 3.49	
	Brown 12 pack		80 2.99		2,530 3.15		150 2.99		130 2.33				490 3.27	
	VEGETARIAN FED													
White 12 pack				260 2.79						70 2.46		80 2.46		
Brown 12 pack		130 2.50		140 2.59		340 2.59		440 2.50		20 2.79		270 2.96		

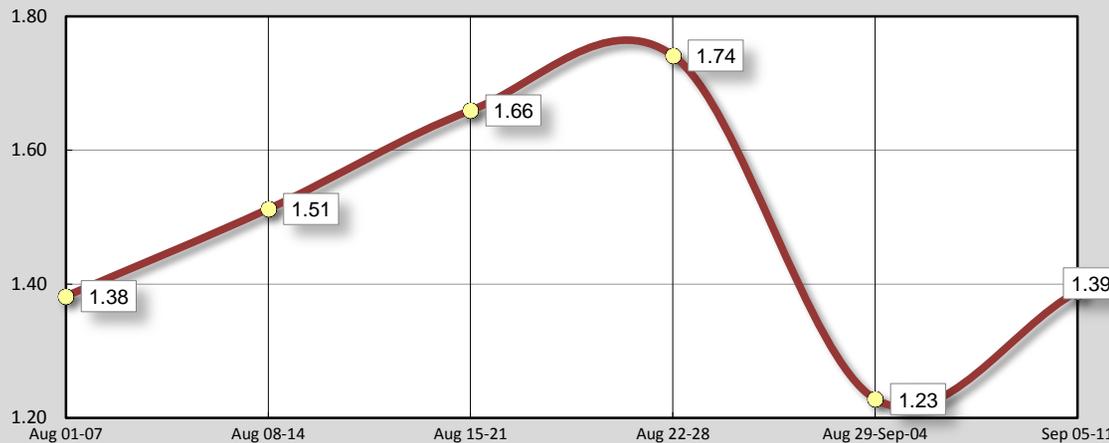
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,710	1,780	2,990	Large Eggs on Sep-02-2014
Specialty	7,300	5,780	5,920	
Total (includes MD)	9,340	7,810	9,490	468.2
Special Rate 4/:	2.9%	3.2%	5.7%	up 8.4%

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

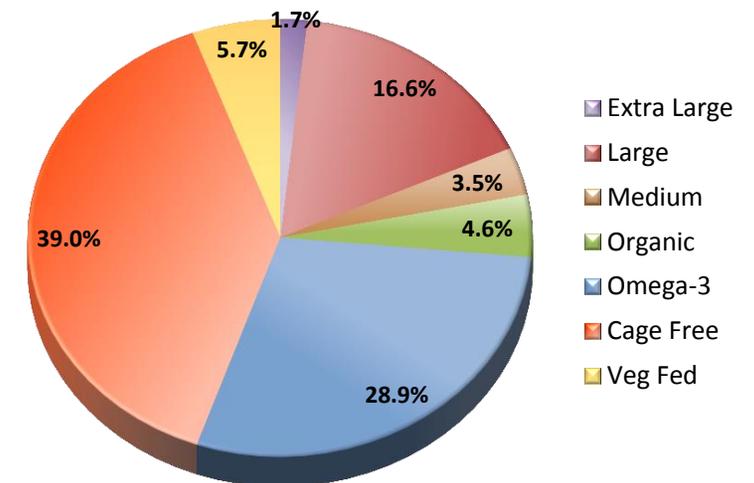
SHELL EGG and EGG PRODUCTS FEATURING

Regular shell egg featuring is about the same as a week ago while promotions for specialty shell eggs consume the larger portion of ad space. The average price to consumers for Large White eggs, Grade A or better, climbs higher after a significant drop seen during last week's ad cycle. Shoppers hunting a bargain will have to continue their search as the offering of 'no price' incentives continues lower. Promotions for specialty shell eggs rebound from a week ago with cage-free egg types leading the surge, followed by Omega-3. Featuring of liquid egg products advances beyond that of large shell eggs and can be found in any size carton. Thirty-two ounce cartons offered in the Northeast and Southeast regions are the big push this week. Overall, the large egg inventory continues to exceed retail feature activity.

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



This Week's Shell Egg Featuring by Category



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/}		54.8% of 4,700 sampled outlets Activity Index = 4,010 (includes Medium)						10.0% of 5,900 sampled outlets Activity Index = 580 (includes Medium)						30.2% of 4,200 sampled outlets Activity Index = 1,640 (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																1.29	10	1.29	
	White 18 pack																			
	Brown 12 pack																			
	MEDIUM																			
USDA GRADE A	White 12 pack	1.48 - 1.94	70	1.91	0.99 - 1.50	40	1.32				0.99	210	0.99				0.98 - 1.50	280	1.03	
	White 18 pack				1.99 - 2.50	300	2.35										1.99	70	1.99	
	Brown 12 pack																			
	MEDIUM																			
S P E C I A L T Y	USDA ORGANIC																			
		White 12 pack															3.49	20	3.49	
		Brown 12 pack				3.99 - 4.69	300	4.60										2.99 - 4.09	110	3.90
		OMEGA-3																		
		White 12 pack	2.99	310	2.99	1.50 - 3.99	1,110	2.64							2.50 - 3.00	200	2.95			
		Brown 12 pack	2.50	110	2.50	3.49	430	3.49										2.50	130	2.50
		CAGE-FREE																		
		White 12 pack				2.99 - 3.33	150	3.18				3.33	40	3.33				3.33	10	3.33
		Brown 12 pack	2.99	80	2.99	2.00 - 3.49	580	3.02				2.99 - 3.39	310	3.01				2.69 - 4.49	590	3.15
		VEGETARIAN FED																		
	White 12 pack				2.79	260	2.79													
	Brown 12 pack	2.50	130	2.50	2.50	130	2.50										3.79	10	3.79	
		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/}		35.9% of 4,200 sampled outlets Activity Index = 1,130 (includes Medium)						59.3% of 2,800 sampled outlets Activity Index = 1,430 (includes Medium)						45.6% of 1,200 sampled outlets Activity Index = 550 (includes Medium)						
USDA GRADE AA	White 12 pack				1.19	20	1.19				0.99	10	0.99				0.98 - 0.99	30	0.99	
	White 18 pack							2.50	90	2.50	2.19 - 2.99	240	2.84							
	Brown 12 pack																			
	MEDIUM																			
USDA GRADE A	White 12 pack				1.20	10	1.20				1.49	20	1.49				1.49	40	1.49	
	White 18 pack				1.66 - 2.50	230	2.18				2.79	40	2.79							
	Brown 12 pack																			
	MEDIUM																			
	White 12 pack				0.99	50	0.99										0.99	40	0.99	
	White 30 pack				1.96 - 2.50	30	2.23				2.99	10	2.99							
S P E C I A L T Y	USDA ORGANIC																			
		White 12 pack																		
		Brown 12 pack																		
		OMEGA-3																		
		White 12 pack				1.99	90	1.99				3.00	10	3.00						
		Brown 12 pack										3.99	130	3.99						
		CAGE-FREE																		
		White 12 pack				3.33	230	3.33				3.33	270	3.33				3.33	330	3.33
		Brown 12 pack				2.99 - 3.33	390	3.08				2.99 - 3.99	570	3.45				2.99	90	2.99
		VEGETARIAN FED																		
	White 12 pack																			
	Brown 12 pack																			



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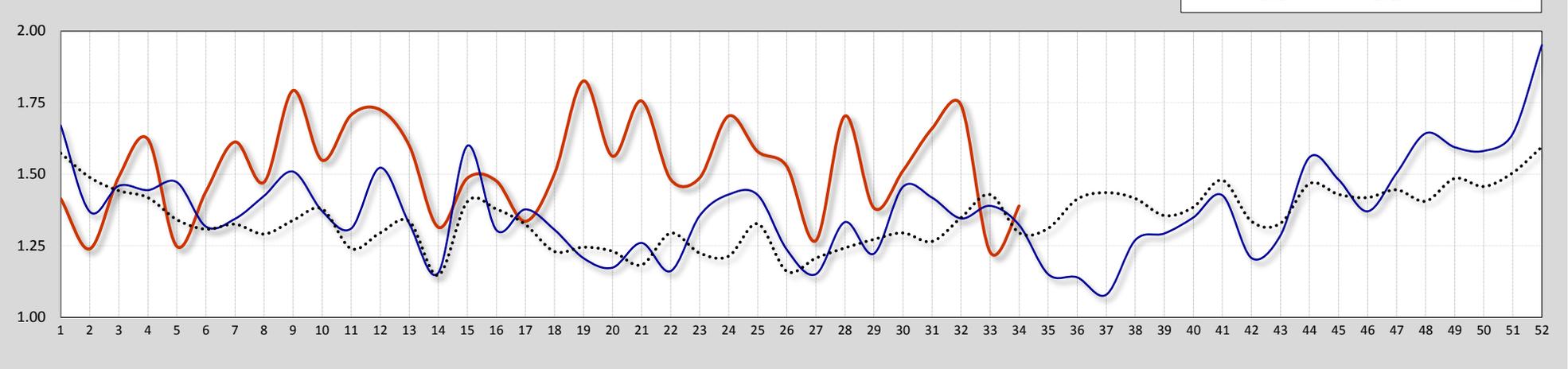
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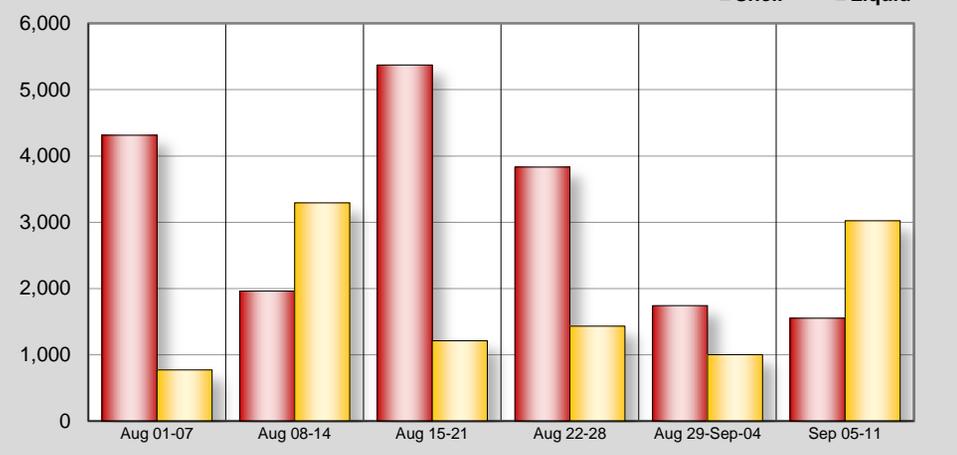
Fri. Sep 05, 2014

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	12.5%	4.3%	6.8%	24.8% of 4,700 sampled	25.4% of 5,900 sampled	2.5% of 4,200 sampled	0.3% of 4,200 sampled	0.3% of 2,800 sampled	6.4% of 1,200 sampled
2/ Activity Index	3,020	1,000	1,880	Activity Index = 1,320	Activity Index = 1,500	Activity Index = 100	Activity Index = 10	Activity Index = 10	Activity Index = 80
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range Stores Avg ^{3/}					
14-16 oz. crtn	1,180 2.41	860 2.35	1,330 2.58	1.99 - 2.87 680 2.37	2.50 310 2.50	1.99 - 2.50 100 2.36		2.39 10 2.39	2.50 80 2.50
32 oz. crtn	1,840 4.33	110 3.90	530 3.59	4.79 - 4.99 640 4.83	3.99 - 4.99 1,190 4.07		3.99 10 3.99		
3 - 4 oz. cup		30 2.32	20 2.00						
2 - 8 oz. cup									

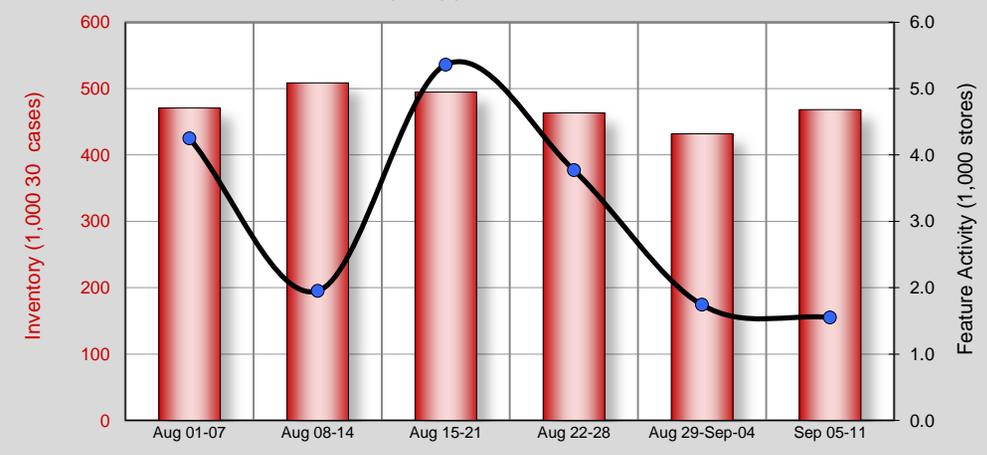
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



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>