



**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 09/12 thru 09/18.  
 (prices in dollars per carton)

Fri. Sep 12, 2014

**SHELL EGG NATIONAL SUMMARY**

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR					
	35.7% of 22,900 stores		35.4% of 22,900 stores				47.1% 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		1,300 1.47		70 1.09		10 1.99		360 1.39			
	White 18 pack		40 2.69		120 2.23		90 2.50		240 2.84		40 2.47	
	Brown 12 pack								630 1.72		10 3.00	
	<b>USDA GRADE A</b>											
	White 12 pack		1,570 1.27		70 1.91		600 1.08		70 1.46		540 1.26	
White 18 pack		820 2.38		640 2.28		190 1.99		1,690 1.94		10 2.50		
Brown 12 pack		170 0.99										
<b>SPECIALTY</b>	<b>USDA ORGANIC</b>											
	White 12 pack				20 3.49							
	Brown 12 pack		540 4.18		410 4.41		250 3.99		490 3.64			
	<b>OMEGA-3</b>											
	White 12 pack		630 2.71		2,700 2.51		510 2.97		1,340 2.59		630 2.99	
	Brown 12 pack				180 3.29		110 2.50		740 3.53		3,010 2.51	
	<b>CAGE-FREE</b>											
	White 12 pack		1,920 2.64		1,030 3.31		150 2.82		1,560 2.61			
	Brown 12 pack		2,240 2.68		80 2.99		2,530 3.15		4,180 3.20			
	<b>VEGETARIAN FED</b>											
White 12 pack		10 2.99		260 2.79		140 2.69		160 2.67				
Brown 12 pack		40 2.49		1,450 2.48		130 2.50		140 2.59		60 2.68		
								440 2.54				

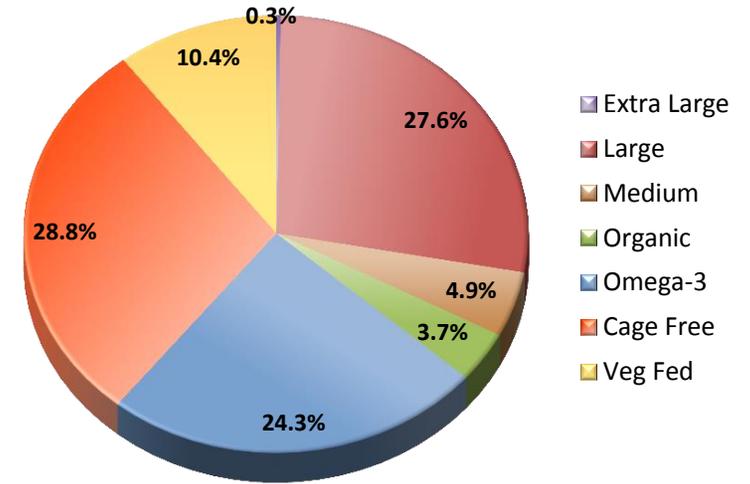
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	4,020	1,710	3,550	Large Eggs on Sep-02-2014
Specialty	9,710	7,300	11,250	
Total (includes MD)	14,430	9,340	15,170	484.0
Special Rate 4/:	2.1%	2.9%	2.2%	up 3.4%

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

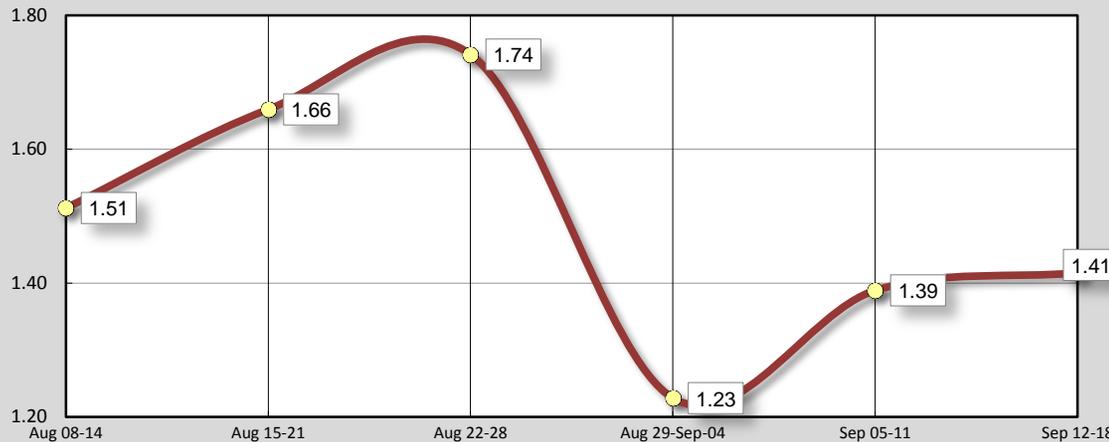
**SHELL EGG and EGG PRODUCTS FEATURING**

Supermarket promotional activity on regular shell eggs is significantly higher than a week ago. The average price to consumers for Large White eggs, Grade A or better, is only slightly higher than last week. No price incentives remain visible, but much less so than the prior promotional period. Medium eggs are popular in many areas, however ads for Extra Large eggs are limited and very hard to find. Specialty shell egg featuring is very active and outpaces that of the previous week. The number of stores promoting vegetarian fed eggs increase, while other types maintain a level of visibility comparable to last week. Featuring of liquid egg products reverse course and declines due to a drop in grocer featuring 32 oz. cartons.

**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>		45.5% of 4,700 sampled outlets Activity Index = 3,130 (includes Medium)						37.0% of 5,900 sampled outlets Activity Index = 4,250 (includes Medium)						30.9% of 4,200 sampled outlets Activity Index = 2,410 (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				1.99	140	1.99										0.99	10	0.99
	White 18 pack				2.50	10	2.50												
	Brown 12 pack																		
	<b>MEDIUM</b>				White 12 pack						White 12 pack						White 12 pack		
USDA GRADE A	White 12 pack				1.39 - 1.99	170	1.87				1.25 - 1.50	380	1.30				0.88 - 1.50	730	1.16
	White 18 pack				2.57 - 2.88	300	2.58				1.99 - 2.50	370	2.31						
	Brown 12 pack				0.99	170	0.99												
	<b>MEDIUM</b>				White 12 pack						White 12 pack						White 12 pack		
	<b>MEDIUM</b>				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				3.69 - 4.99	370	4.02										3.99 - 4.09	40	4.04
	<b>OMEGA-3</b>																		
	White 12 pack	1.99 - 2.99	610	2.71	1.99 - 3.99	1,090	2.82				1.99 - 2.50	1,410	2.26		2.48	20	2.48	2.49	20
Brown 12 pack																3.29	180	3.29	
<b>CAGE-FREE</b>																			
White 12 pack				2.99	10	2.99				2.50 - 2.79	510	2.62				2.49 - 2.99	430	2.60	
Brown 12 pack										2.50 - 2.79	510	2.62				2.49 - 3.99	630	2.80	
<b>VEGETARIAN FED</b>																			
White 12 pack																			
Brown 12 pack	2.49	40	2.49	2.00 - 2.99	200	2.77				2.29	1,070	2.29				3.29	180	3.29	
		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>		29.3% of 4,200 sampled outlets Activity Index = 2,480 (includes Medium)						27.3% of 2,800 sampled outlets Activity Index = 1,290 (includes Medium)						48.6% of 1,200 sampled outlets Activity Index = 870 (includes Medium)					
USDA GRADE AA	White 12 pack				0.99 - 1.56	730	1.27				1.25 - 1.88	300	1.79				0.88 - 1.66	120	1.36
	White 18 pack				1.98 - 2.69	70	2.25	2.69	40	2.69	2.50	10	2.50				1.99	30	1.99
	Brown 12 pack																		
	<b>MEDIUM</b>				White 12 pack						White 12 pack						White 12 pack		
USDA GRADE A	White 12 pack				0.99 - 1.79	210	1.27										0.88	80	0.88
	White 18 pack				1.99 - 2.50	130	2.19										1.99	20	1.99
	Brown 12 pack																		
	<b>MEDIUM</b>				White 12 pack						White 12 pack						White 12 pack		
	<b>MEDIUM</b>				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										4.69	130	4.69						
	<b>OMEGA-3</b>																		
	White 12 pack																2.50	180	2.50
Brown 12 pack																			
<b>CAGE-FREE</b>																			
White 12 pack				2.50 - 2.99	530	2.57				2.50 - 2.99	290	2.92				2.50	150	2.50	
Brown 12 pack				2.50 - 2.79	660	2.55				2.50 - 2.99	290	2.92				2.50	150	2.50	
<b>VEGETARIAN FED</b>																			
White 12 pack											2.99	10	2.99						
Brown 12 pack																			



# USDA Weekly Retail Shell Egg and Egg Products Feature Activity

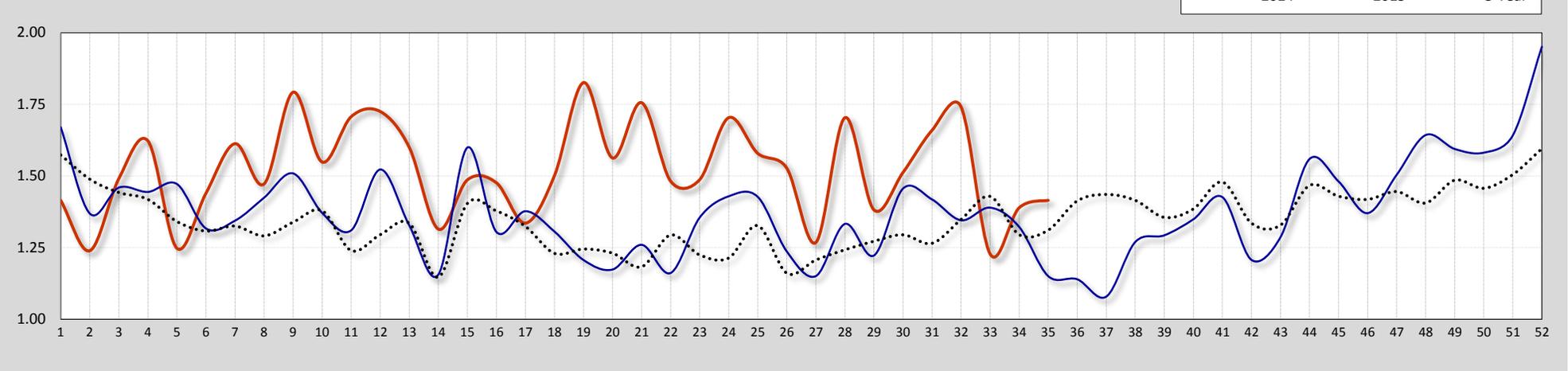
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(prices in dollars per carton)

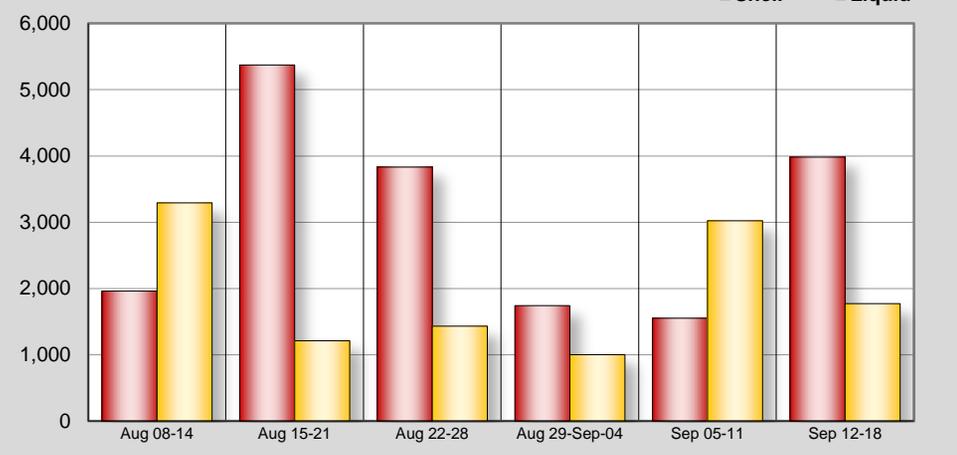
Fri. Sep 12, 2014

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	8.1%	12.5%	10.6%	23.9% of 4,700 sampled	7.7% of 5,900 sampled	5.0% of 4,200 sampled	1.1% of 4,200 sampled	0.9% of 2,800 sampled	0.7% of 1,200 sampled
2/ Activity Index	1,770	3,020	2,170	Activity Index = 1,180	Activity Index = 420	Activity Index = 120	Activity Index = 40	Activity Index = 0	Activity Index = 10
	Stores Avg <sup>3/</sup>	Stores Avg 3/	Stores Avg 3/	Price Range Stores Avg <sup>3/</sup>					
14-16 oz. crtn	1,130 2.82	1,180 2.41	1,550 2.23	1.99 - 3.50 690 2.70	2.50 - 3.50 320 3.23	1.94 - 3.00 110 2.40			
32 oz. crtn	640 4.98	1,840 4.33	390 4.38	4.47 - 5.99 490 5.09	4.49 100 4.49	3.98 10 3.98	4.99 40 4.99		2.99 10 2.99
3 - 4 oz. cup			20 2.00						
2 - 8 oz. cup			210 2.29						

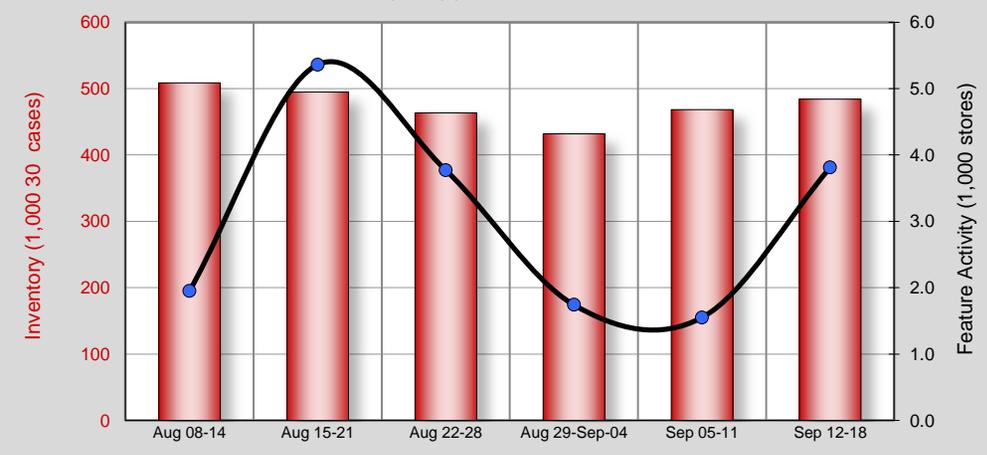
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



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>