



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 10/10 thru 10/16.
 (prices in dollars per carton)

Fri. Oct 10, 2014

SHELL EGG NATIONAL SUMMARY

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR					
	28.9% of 22,900 stores		49.5% of 22,900 stores				32.9% 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		430 1.54		1,280 1.36		N/A		N/A			
	White 18 pack		40 2.40		1,670 2.69		N/A		N/A			
	Brown 12 pack						N/A		N/A			
	USDA GRADE A											
	White 12 pack		10 1.49		910 1.53		20 1.26		3,160 1.95		N/A	
White 18 pack				710 2.04				450 1.92		N/A		
Brown 12 pack				20 1.50				90 2.25		N/A		
SPECIALTY	USDA ORGANIC											
	White 12 pack								N/A		N/A	
	Brown 12 pack				250 4.46				400 3.94		N/A	
	OMEGA-3											
	White 12 pack		70 2.00		2,280 2.34		610 2.97		1,950 2.91		N/A	
	Brown 12 pack		190 1.10		40 2.50				10 2.00		N/A	
	CAGE-FREE											
	White 12 pack				180 3.64		200 2.99		1,880 2.71		N/A	
	Brown 12 pack				1,600 3.29				3,750 2.86		N/A	
	VEGETARIAN FED											
White 12 pack				300 2.00				110 2.50		N/A		
Brown 12 pack				1,320 2.34				320 3.74		N/A		

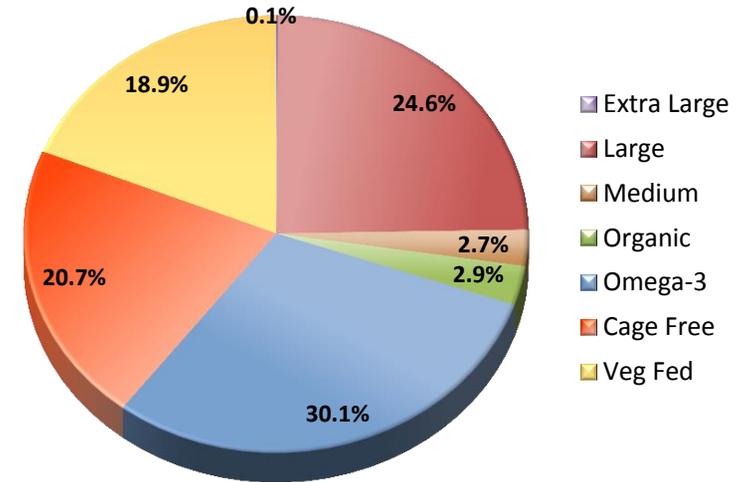
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,120	6,670	N/A	Large Eggs on Sep-02-2014
Specialty	6,230	9,230	N/A	
Total (includes MD)	8,580	16,210	N/A	496.2
Special Rate 4/:	1.9%	1.7%	N/A	down 2.0%

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

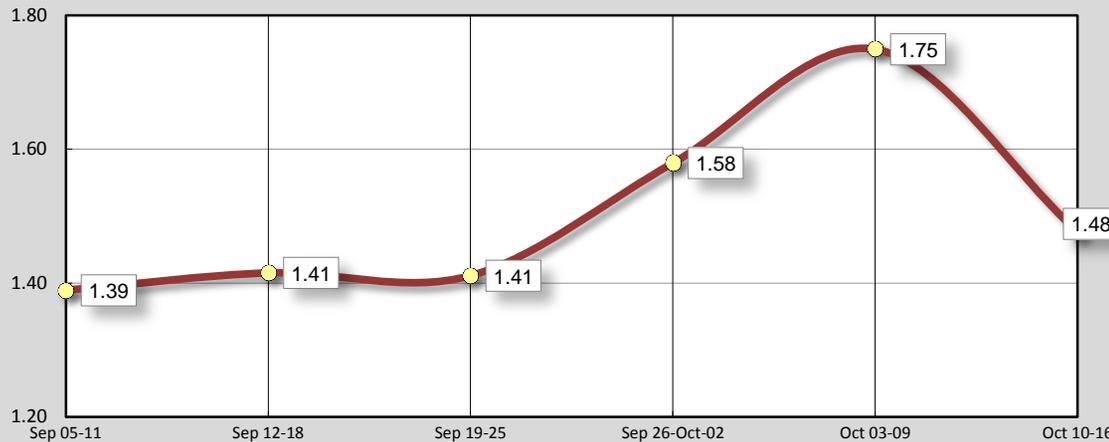
SHELL EGG and EGG PRODUCTS FEATURING

Promotional activity for regular shell eggs is sharply lower than a week ago. The weighted average price of Large White eggs, Grade A or better, to consumers is declines. Grocers offering "no price" incentives to consumers is about the same as the previous week. Medium eggs are showing up in flyers at a steady pace. Ads for Extra Large egg are virtually nonexistent on both regular and specialty shell eggs. Promotional activity for specialty eggs is also lower. All types in this category are highly visible, however not a level seen a week ago. Promotions for liquid egg products increase and outpace regular shell eggs in circulars.

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.)

Source: USDA Agricultural Marketing Service, Livestock, Poultry & Seed Market News - (515) 284-4460 <http://www.ams.usda.gov/LPSMarketNewsPage>

Data from the previous year is unavailable due to the Federal Government Furlough in 2013.

		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/}		41.4% of 4,700 sampled outlets Activity Index = 2,660 (includes Medium)						20.5% of 5,900 sampled outlets Activity Index = 2,280 (includes Medium)						22.4% of 4,200 sampled outlets Activity Index = 790 (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				1.69 - 1.99	170	1.97										1.49	10	1.49
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				1.19 - 1.99	530	1.79				0.99	10	0.99	1.49	10	1.49	0.68 - 1.50	280	1.12
	White 18 pack				1.99 - 2.88	290	2.48										1.50 - 2.50	140	1.88
	Brown 12 pack				1.50	20	1.50												
	MEDIUM	White 12 pack			1.00	20	1.00	White 12 pack			0.99 - 1.39	50	1.08	White 12 pack			1.19 - 1.20	30	1.20
	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				4.49	60	4.49										3.89 - 4.49	190	4.45
	OMEGA-3																		
	White 12 pack	2.00	70	2.00	1.99 - 2.99	670	2.30				1.99 - 2.49	1,110	2.29				2.00 - 2.52	100	2.10
	Brown 12 pack				2.49	20	2.49												
	CAGE-FREE																		
	White 12 pack				2.99 - 3.98	180	3.64												
Brown 12 pack				3.33	80	3.33				3.33	40	3.33				3.33 - 3.79	30	3.66	
VEGETARIAN FED																			
White 12 pack				1.99 - 2.49	300	2.00													
Brown 12 pack				2.49 - 2.99	250	2.54				2.29	1,070	2.29							
		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 ^{1/} Activity Index ^{2/}		17.1% of 4,200 sampled outlets Activity Index = 1,000 (includes Medium)						42.2% of 2,800 sampled outlets Activity Index = 1,170 (includes Medium)						53.9% of 1,200 sampled outlets Activity Index = 680 (includes Medium)					
USDA GRADE AA	White 12 pack				1.25	40	1.25				1.25	170	1.25				0.99 - 1.50	40	1.20
	White 18 pack										1.79 - 2.50	30	2.36				2.50	10	2.50
	Brown 12 pack																		
	MEDIUM	White 12 pack			1.20	50	1.20	White 12 pack						White 12 pack			1.20	20	1.20
USDA GRADE A	White 12 pack				1.19 - 1.28	70	1.25				2.50	10	2.50				0.98	10	0.98
	White 18 pack				1.50 - 2.50	280	1.68												
	Brown 12 pack																		
	MEDIUM	White 12 pack			1.20	50	1.20	White 12 pack			1.50	10	1.50	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																		
	OMEGA-3																		
	White 12 pack				1.99	150	1.99				2.99	230	2.99				1.88 - 3.49	20	2.52
	Brown 12 pack				2.50	20	2.50							0.89 - 1.25	190	1.10			
	CAGE-FREE																		
	White 12 pack																		
Brown 12 pack				2.99 - 3.33	340	3.22				3.29 - 3.50	720	3.35				2.50 - 3.33	390	3.19	
VEGETARIAN FED																			
White 12 pack																			
Brown 12 pack																			



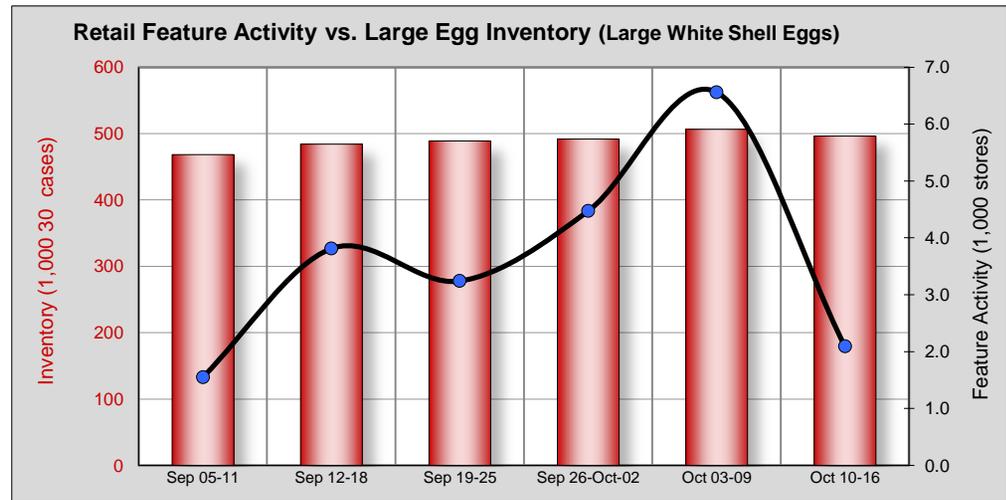
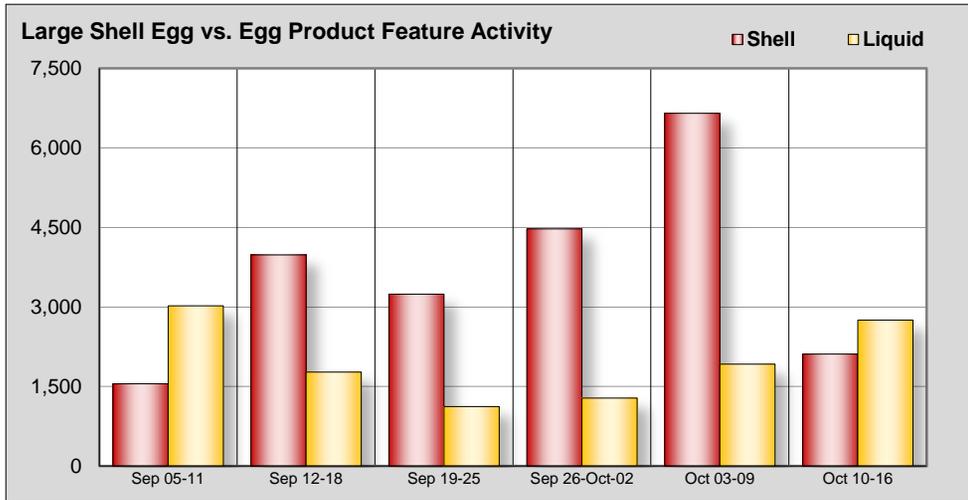
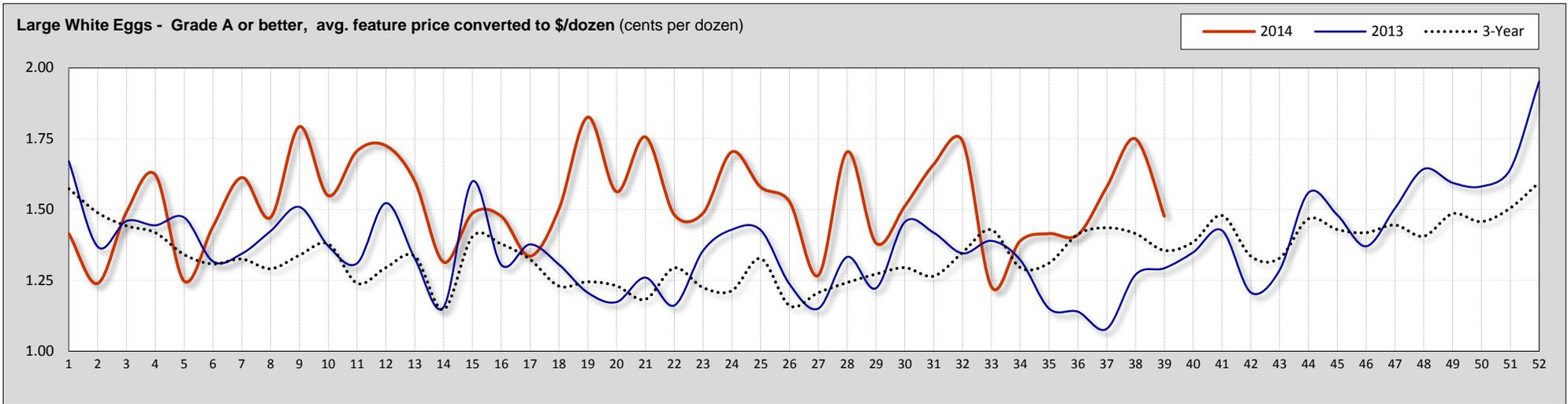
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Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 10/10 thru 10/16.

(prices in dollars per carton)

Fri. Oct 10, 2014

EGG PRODUCTS	THIS WEEK		LAST WEEK		LAST YEAR		NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST	
1/ Feature Rate	13.1%		14.2%		5.7%		28.8% of 4,700 sampled		15.7% of 5,900 sampled		3.7% of 4,200 sampled		5.4% of 4,200 sampled		9.1% of 2,800 sampled		7.0% of 1,200 sampled	
2/ Activity Index	2,750		1,920		970		Activity Index = 1,540		Activity Index = 910		Activity Index = 160		Activity Index = 50		Activity Index = 20		Activity Index = 70	
	Stores	Avg ^{3/}	Stores	Avg ^{3/}	Stores	Avg ^{3/}	Price Range	Stores	Avg ^{3/}	Price Range	Stores	Avg ^{3/}	Price Range	Stores	Avg ^{3/}	Price Range	Stores	Avg ^{3/}
14-16 oz. crtn	1,060	2.60	580	2.67	N/A		1.99 - 2.99	780	2.55	2.29 - 2.50	110	2.44	2.49 - 2.99	80	2.57			
32 oz. crtn	1,620	4.33	1,320	4.04	N/A		4.49 - 5.49	760	4.66	3.99 - 4.49	790	4.03	4.99	20	4.99	3.99	50	3.99
3 - 4 oz. cup	70	2.80	20	2.50	N/A					2.29	10	2.29	2.88	60	2.88			
2 - 8 oz. cup																		



Note: See page 1 for explanatory notes.

Source: USDA Agricultural Marketing Service, Livestock, Poultry & Seed Market News - (515) 284-4460 <http://www.ams.usda.gov/LPSMarketNewsPage>
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