



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 11/21 thru 11/27.
 (prices in dollars per carton)

Fri. Nov 21, 2014

SHELL EGG NATIONAL SUMMARY

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR							
	36.7% of 22,900 stores		36.9% of 22,900 stores				18.6% 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		170 1.27		330 1.52		470 1.46							
	White 18 pack		40 2.99		40 2.99		490 2.41		680 2.19					
	Brown 12 pack													
	USDA GRADE A													
	White 12 pack		10 1.29		2,390 1.43		20 1.80		520 1.47		10 1.00		480 1.58	
White 18 pack				770 2.18				2,830 2.40		40 2.50		320 2.10		
Brown 12 pack								170 0.99						
SPECIALTY	USDA ORGANIC													
	White 12 pack													
	Brown 12 pack		90 3.99		310 4.59		80 3.99		170 4.02		20 5.98		320 4.44	
	OMEGA-3													
	White 12 pack				2,450 3.10		220 2.90		1,200 2.63		320 2.86		770 2.65	
	Brown 12 pack								100 3.69					
	CAGE-FREE													
	White 12 pack		90 2.99		2,250 2.69				620 2.60					
	Brown 12 pack		200 3.79		2,920 2.70				400 2.84				580 3.47	
	VEGETARIAN FED													
White 12 pack				120 2.50				180 2.90		300 2.68		620 2.59		
Brown 12 pack				700 2.48				140 2.46				80 2.29		

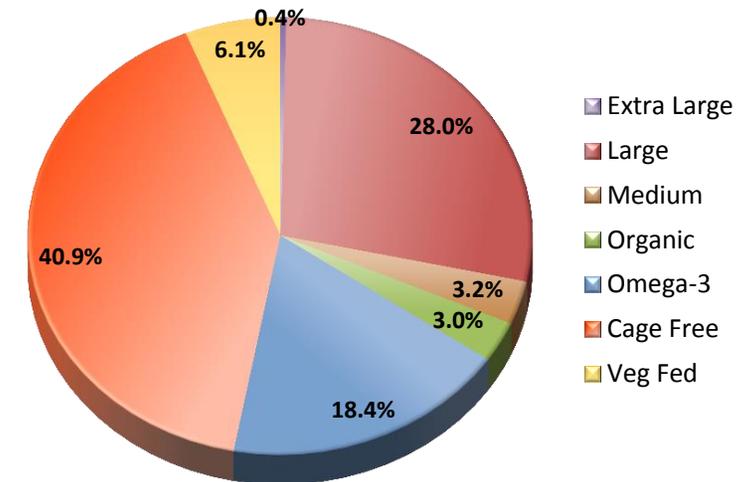
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	3,790	4,400	2,000	Large Eggs on Sep-02-2014
Specialty	9,130	3,110	3,010	
Total (includes MD)	13,350	7,640	5,150	486.7
Special Rate 4/:	2.3%	9.4%	4.7%	down 15.5%

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

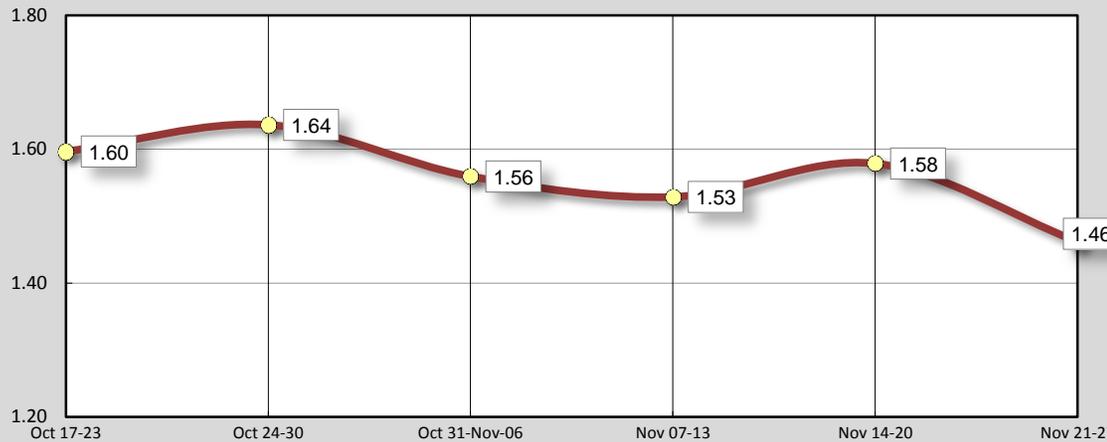
SHELL EGG and EGG PRODUCTS FEATURING

Regular shell egg features are fewer in number as retailers turn their attention more towards filling ad space with turkeys and big birds in preparation for the arrival of the Thanksgiving holiday. The occurrence of "no price" incentives is limited, however bakers will still see savings as the average price of Large White eggs, Grade A or better, to consumers is significantly lower. Ads for Medium eggs are showing up more in flyers, however ads for Extra Large remain sporadic. Promotional activity on specialty shell eggs increase this week with cage-free and Omega-3 type eggs commanding the most ad space. Featuring of liquid egg products is not as active as a week ago. Seasonal egg nog promotions increase in frequency as many grocers are offering shoppers a variety of brands and sizes to choose from.

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/}		42.5% of 4,700 sampled outlets Activity Index = 2,450 (includes Medium)						16.2% of 5,900 sampled outlets Activity Index = 3,230 (includes Medium)						44.4% of 4,200 sampled outlets Activity Index = 2,840 (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																1.49	10	1.49
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM	White 12 pack			1.00	160	1.00	White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				1.50 - 2.04	340	1.60				0.99 - 1.50	580	1.32	1.29	10	1.29	0.99 - 1.66	650	1.41
	White 18 pack				1.99 - 2.77	280	2.04				1.89	120	1.89				1.48 - 2.69	220	2.37
	Brown 12 pack										1.33	10	1.33				1.00 - 1.33	20	1.08
	MEDIUM	White 12 pack			1.48 - 1.95	140	1.93	White 12 pack			1.33	10	1.33	White 12 pack			1.00 - 1.33	20	1.08
		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	3.99	50	3.99	2.99 - 4.99	120	3.99	3.99	40	3.99							4.69 - 4.99	190	4.97
	OMEGA-3																		
	White 12 pack				2.50 - 3.59	680	2.91				3.50	1,070	3.50				2.50 - 2.99	250	2.75
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack	2.99	50	2.99				2.99	40	2.99	2.50	500	2.50				2.49 - 3.59	710	2.77
	Brown 12 pack				2.29 - 3.99	210	3.00				2.50 - 3.69	520	2.55	3.79	200	3.79	2.49 - 2.99	580	2.54
	VEGETARIAN FED																		
	White 12 pack				2.50	420	2.50				2.50	120	2.50						
	Brown 12 pack										2.29 - 2.50	230	2.49						
		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/}		46.8% of 4,200 sampled outlets Activity Index = 2,590 (includes Medium)						45.3% of 2,800 sampled outlets Activity Index = 1,750 (includes Medium)						34.5% of 1,200 sampled outlets Activity Index = 490 (includes Medium)					
USDA GRADE AA	White 12 pack				1.50	10	1.50										0.98 - 1.50	150	1.24
	White 18 pack				1.88	120	1.88	2.99	40	2.99	2.50 - 3.00	290	2.89						
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack			1.39 - 1.56	30	1.44	White 12 pack			1.50	40	1.50
USDA GRADE A	White 12 pack				1.25 - 1.69	580	1.46				1.50	140	1.50				1.25 - 1.50	100	1.40
	White 18 pack				2.27 - 2.50	150	2.42												
	Brown 12 pack																		
	MEDIUM	White 12 pack			1.00	30	1.00	White 12 pack						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				2.19 - 2.99	350	2.56				1.90 - 2.99	90	2.90				1.99 - 3.99	10	2.85
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack				2.50 - 3.99	530	2.55				2.50 - 3.99	430	2.97				2.50	80	2.50
	Brown 12 pack				2.50 - 3.99	770	2.59				2.50 - 3.99	730	2.98				2.50 - 2.99	110	2.61
	VEGETARIAN FED																		
	White 12 pack																		
	Brown 12 pack				2.19	50	2.19												



USDA Weekly Retail Shell Egg and Egg Products Feature Activity

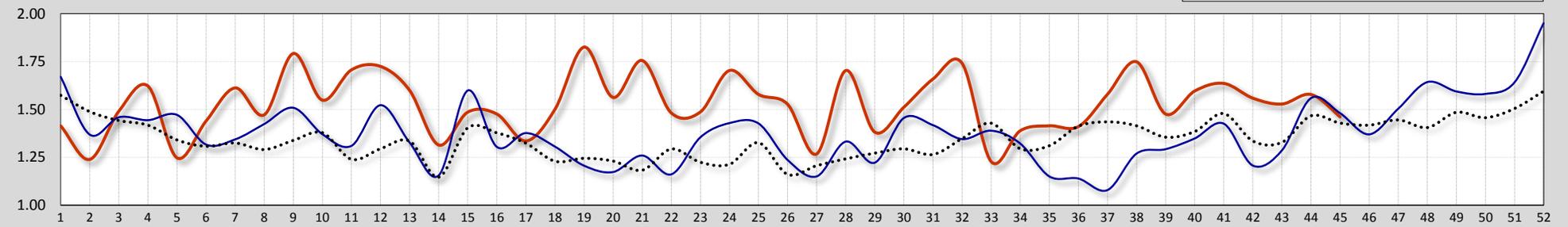
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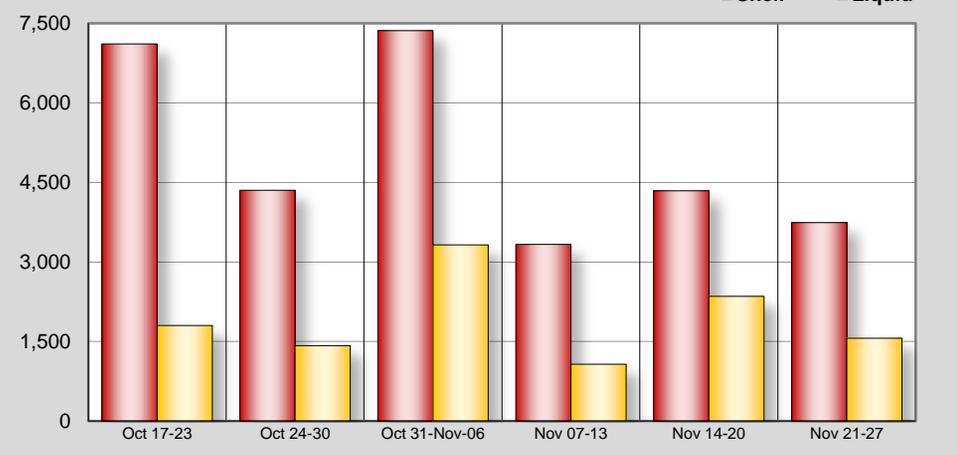
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EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	7.1%	9.3%	5.7%	22.8% of 4,700 sampled	5.6% of 5,900 sampled	0.6% of 4,200 sampled	1.8% of 4,200 sampled	0.0% of 2,800 sampled	10.8% of 1,200 sampled
2/ Activity Index	1,560	2,350	1,200	Activity Index = 1,080	Activity Index = 370	Activity Index = 30	Activity Index = 80	Activity Index = 0	Activity Index = 0
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range Stores Avg ^{3/}					
14-16 oz. crtn	1,390 2.83	900 2.55	870 2.76	2.00 - 3.49 930 2.86	2.49 - 3.69 350 2.64	2.49 - 2.50 30 2.50	3.29 80 3.29		
32 oz. crtn	150 5.17	1,410 4.39	330 4.00	4.77 - 5.49 150 5.17					
3 - 4 oz. cup	20 2.98	40 2.30			2.98 20 2.98				
2 - 8 oz. cup									
EGG NOG	THIS WEEK	THIS WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	27.9%	6.5%	8.5%	42.1% of 4,400 sampled	24.0% of 6,000 sampled	20.4% of 4,000 sampled	25.6% of 4,000 sampled	22.6% of 2,900 sampled	39.1% of 1,200 sampled
2/ Activity Index	7,330	1,860	2,010	Activity Index = 2,170	Activity Index = 2,030	Activity Index = 890	Activity Index = 1,060	Activity Index = 620	Activity Index = 560
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range Stores Avg ^{3/}					
32 ounce	2,910 2.81	1,170 3.02	970 2.30	1.99 - 3.99 920 3.24	1.88 - 3.59 850 2.40	1.98 - 3.99 450 3.09	1.99 - 3.99 610 2.58	2.49 - 3.99 60 2.77	1.99 20 1.99
64 ounce	4,420 3.79	690 4.40	1,040 3.72	3.49 - 5.99 1,250 4.29	1.69 - 3.50 1,180 2.97	3.69 - 5.99 440 4.38	3.49 - 4.19 450 3.82	3.99 - 4.99 560 4.01	2.88 - 4.79 540 3.68

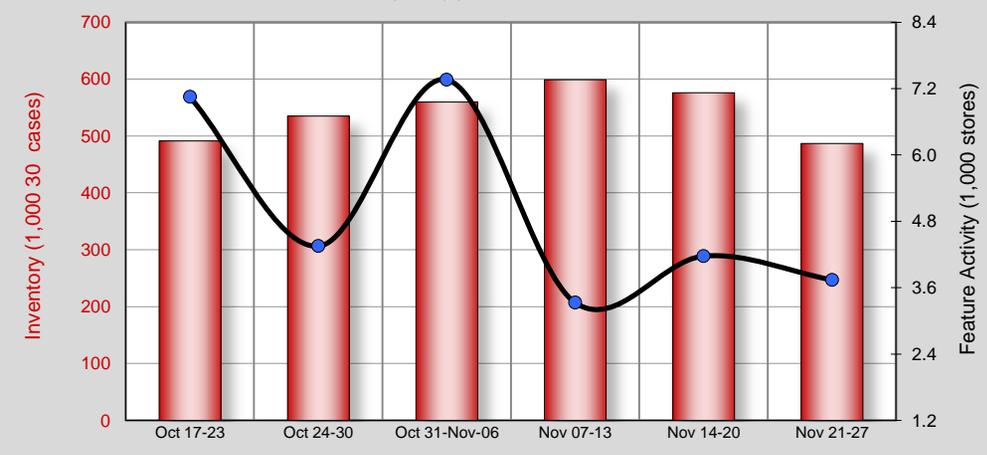
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



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.

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