



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

Fri. Dec 12, 2014

**SHELL EGG NATIONAL SUMMARY**

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR					
	28.3% of 22,900 stores		36.3% of 22,900 stores				45.8% 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		60 1.29		10 3.00		1,090 1.67				550 1.79	
	White 18 pack		280 2.59				350 2.71				190 2.26	
	Brown 12 pack										10 3.29	
	<b>USDA GRADE A</b>											
	White 12 pack		1,880 1.38		190 2.50		1,870 1.44		50 1.51		2,800 1.58	
White 18 pack		350 1.99				2,690 2.72				1,470 2.60		
Brown 12 pack												
<b>SPECIALTY</b>	<b>USDA ORGANIC</b>											
	White 12 pack						10 3.58					
	Brown 12 pack		50 3.99		100 3.99		20 3.39		80 3.50		290 4.10	
	<b>OMEGA-3</b>											
	White 12 pack		180 3.00		510 2.72		20 2.50		260 2.20		230 3.01	
	Brown 12 pack				90 3.99				150 3.99		790 2.66	
	<b>CAGE-FREE</b>											
	White 12 pack		1,360 3.30				150 2.54		20 2.79		40 2.74	
	Brown 12 pack		510 2.93				920 2.89				2,160 2.90	
	<b>VEGETARIAN FED</b>											
White 12 pack										40 2.99		
Brown 12 pack		220 1.98				170 2.03		80 2.76		190 2.99		

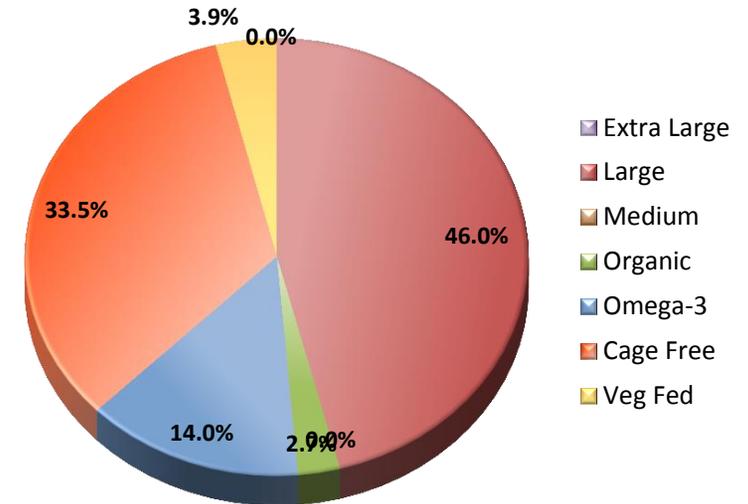
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,570	6,200	5,070	Large Eggs on Sep-02-2014
Specialty	3,020	1,780	3,840	
Total (includes MD)	5,590	8,180	9,120	567.1
Special Rate 4/:	7.1%	2.6%	10.3%	up 21.8%

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

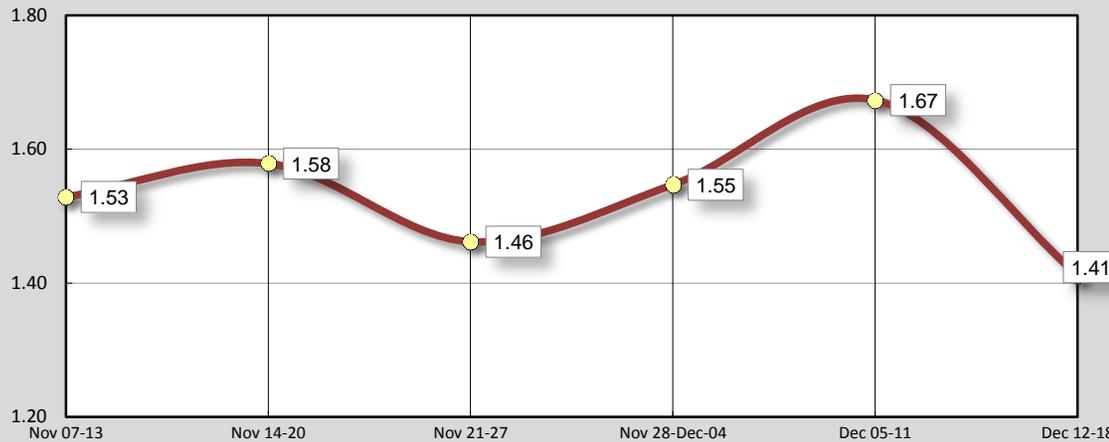
**SHELL EGG and EGG PRODUCTS FEATURING**

Promotional activity for regular shell eggs is sharply lower as retailer regroup and prepare for the upcoming Christmas holiday. Consumers will benefit from this lull, as the average price of Large White eggs, Grade A or better, offered is significantly lower. The number of stores with "no price" specials increase with most offering "free eggs with an additional purchase". Extra Large and Medium egg ads are very limited. Featuring of specialty shell eggs is on the rise following a last week's lackluster activity. Cage-free egg continue to increase in visibility and claim the top position this week. Other specialty types are also higher. Featuring of liquid egg products is primarily found on the East Coast and is about the same as a week ago. Egg nog featuring increases.

**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 <sup>1/</sup> Activity Index <sup>2/</sup>		20.3% of 4,700 sampled outlets Activity Index = 990 (includes Medium)						14.7% of 5,900 sampled outlets Activity Index = 790 (includes Medium)						32.3% of 4,200 sampled outlets Activity Index = 1,100 (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																		
	<b>MEDIUM</b>	White 12 pack			White 12 pack			White 12 pack			White 12 pack								
USDA GRADE A	White 12 pack				1.50	270	1.50				0.88 - 1.50	420	1.32				0.99 - 1.69	660	1.33
	White 18 pack				2.00	10	2.00				2.00	210	2.00				1.86 - 1.98	130	1.97
	Brown 12 pack																		
	<b>MEDIUM</b>	White 12 pack			White 12 pack			White 12 pack			White 12 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	3.99	50	3.99	3.99	80	3.99										3.99	20	3.99
	<b>OMEGA-3</b>																		
	White 12 pack	3.00	160	3.00	2.99	290	2.99				2.49	80	2.49				2.00 - 2.49	70	2.08
	Brown 12 pack				3.99	50	3.99				3.99	40	3.99						
	<b>CAGE-FREE</b>																		
	White 12 pack				3.66	80	3.66				3.66	40	3.66				3.33	10	3.33
Brown 12 pack																2.79	20	2.79	
<b>VEGETARIAN FED</b>																			
White 12 pack																			
Brown 12 pack																1.98	180	1.98	
		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>		39.6% of 4,200 sampled outlets Activity Index = 1,190 (includes Medium)						31.3% of 2,800 sampled outlets Activity Index = 520 (includes Medium)						67.0% of 1,200 sampled outlets Activity Index = 1,000 (includes Medium)					
USDA GRADE AA	White 12 pack				1.25	30	1.25										1.25	20	1.25
	White 18 pack				1.79 - 2.50	200	2.22				1.79 - 3.99	80	3.52						
	Brown 12 pack																		
	<b>MEDIUM</b>	White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack					
USDA GRADE A	White 12 pack				0.99 - 1.50	340	1.41				1.50	130	1.50				1.50	60	1.50
	White 18 pack																		
	Brown 12 pack																		
	<b>MEDIUM</b>	White 12 pack			White 12 pack			White 12 pack			White 12 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																		
	<b>OMEGA-3</b>																		
	White 12 pack	3.00	20	3.00													2.50	70	2.50
	Brown 12 pack																		
	<b>CAGE-FREE</b>																		
	White 12 pack				2.50 - 3.66	310	3.24				2.50 - 3.66	310	3.51				2.50 - 3.66	610	3.15
Brown 12 pack				2.50 - 2.99	250	2.71										2.50 - 3.99	240	3.18	
<b>VEGETARIAN FED</b>																			
White 12 pack																			
Brown 12 pack				1.98	40	1.98													



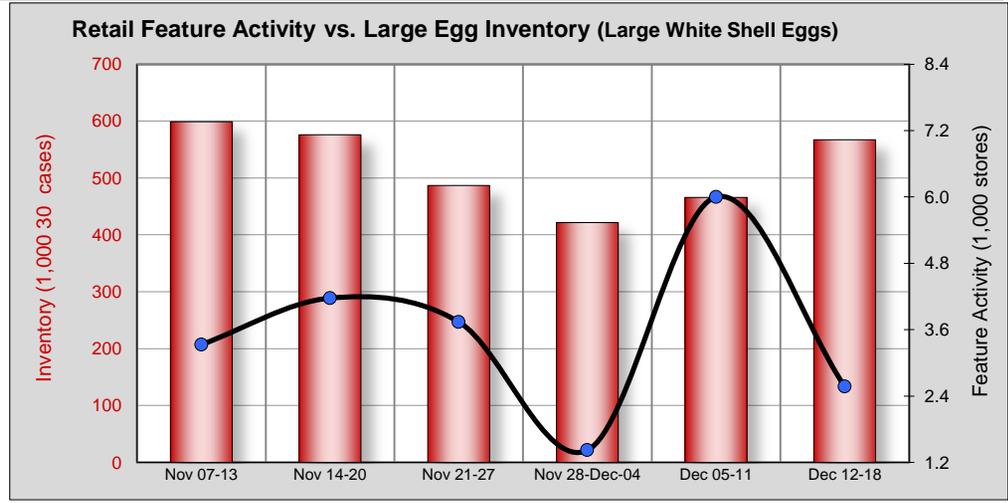
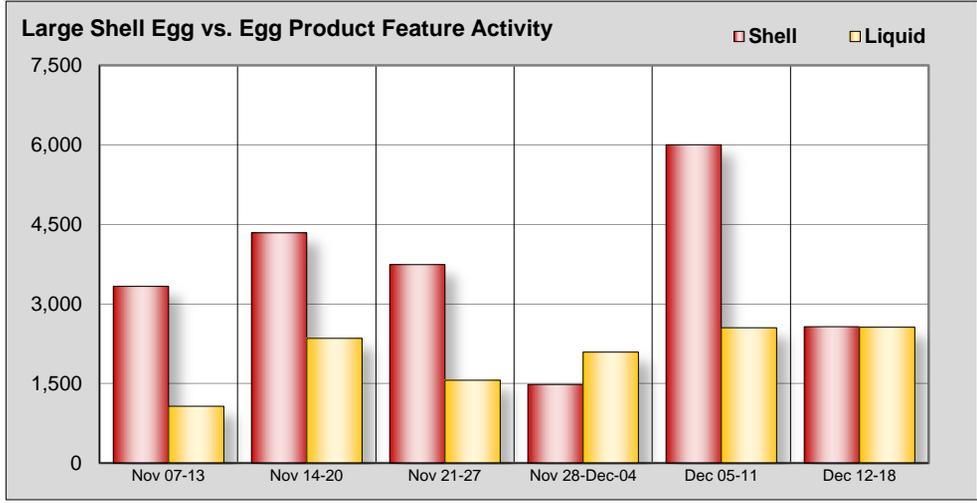
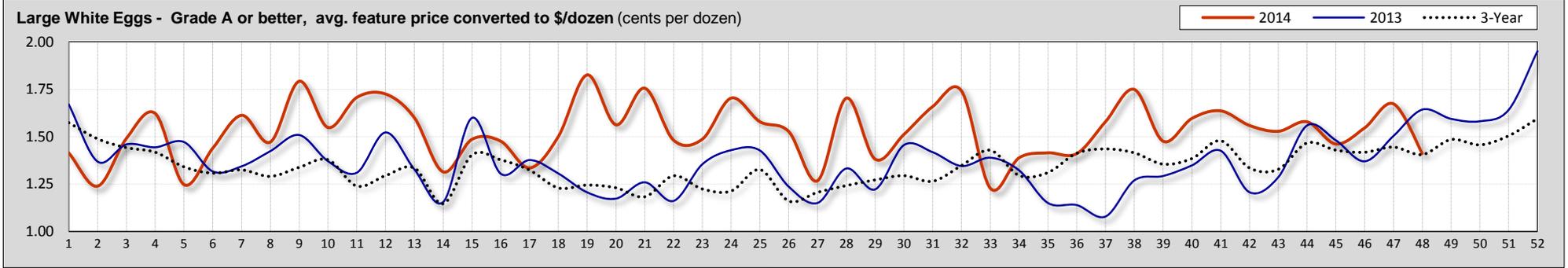
# USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 12/12 thru 12/18.

(prices in dollars per carton)

Fri. Dec 12, 2014

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	5.5%	11.8%	11.3%	21.9% of 4,700 sampled	0.6% of 5,900 sampled	1.2% of 4,200 sampled	3.7% of 4,200 sampled	0.0% of 2,800 sampled	0.0% of 1,200 sampled
2/ Activity Index	2,560	2,550	3,020	Activity Index = 1,470	Activity Index = 1,070	Activity Index = 20	Activity Index = 0	Activity Index = 0	Activity Index = 0
	Stores Avg <sup>3/</sup>	Stores Avg <sup>3/</sup>	Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>					
14-16 oz. crtn	900 2.62	1,980 2.69	1,520 2.49	1.99 - 3.00 900 2.62					
32 oz. crtn	1,620 4.18	550 4.06	1,120 3.08	2.99 - 4.99 530 4.53	3.99 1,070 3.99	4.65 20 4.65			
3 - 4 oz. cup	40 2.50	20 2.00	380 2.21	2.50 40 2.50					
2 - 8 oz. cup									
EGG NOG	THIS WEEK	THIS WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	33.4%	25.6%	26.0%	35.5% of 4,400 sampled	34.8% of 6,000 sampled	33.5% of 4,000 sampled	30.4% of 4,000 sampled	30.9% of 2,900 sampled	33.5% of 1,200 sampled
2/ Activity Index	7,250	6,340	5,390	Activity Index = 1,740	Activity Index = 1,030	Activity Index = 1,690	Activity Index = 1,280	Activity Index = 1,110	Activity Index = 400
	Stores Avg <sup>3/</sup>	Stores Avg <sup>3/</sup>	Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>					
32 ounce	4,320 3.50	5,300 3.13	1,380 2.34	2.29 - 4.29 870 3.43	1.89 - 3.99 930 3.42	1.99 - 3.99 1,370 3.36	2.29 - 3.99 780 3.76	2.99 - 3.99 300 3.80	3.99 70 3.99
64 ounce	2,930 4.12	1,040 4.35	4,010 3.40	2.49 - 4.99 870 4.35	3.49 - 4.29 100 3.58	3.49 - 5.99 320 5.05	3.49 - 4.29 500 3.74	3.59 - 3.99 810 3.87	3.49 - 3.99 330 3.97



Note: See page 1 for explanatory notes.

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