



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 12/19 thru 12/25.
 (prices in dollars per carton)

Fri. Dec 19, 2014

SHELL EGG NATIONAL SUMMARY

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR						
	25.2% of 22,900 stores		28.3% of 22,900 stores				33.5% 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	40	2.99	540	1.34			60	1.29	30	1.79	140	1.55
	White 18 pack			150	2.71			280	2.59			170	2.90
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack			2,070	1.66			1,880	1.38			2,390	1.51
White 18 pack			600	2.30			350	1.99			410	2.92	
Brown 12 pack	10	3.99											
SPECIALTY	USDA ORGANIC												
	White 12 pack												
	Brown 12 pack	170	3.99	330	4.08	50	3.99	100	3.99			360	4.10
	OMEGA-3												
	White 12 pack	210	2.38	580	2.80	180	3.00	510	2.72			1,010	2.84
	Brown 12 pack			180	3.99			90	3.99				
	CAGE-FREE												
	White 12 pack			580	2.88			1,360	3.30	20	1.89	200	3.32
	Brown 12 pack			1,120	3.05			510	2.93	30	3.49	350	3.01
	VEGETARIAN FED												
White 12 pack											90	2.50	
Brown 12 pack			200	3.89			220	1.98			10	3.49	

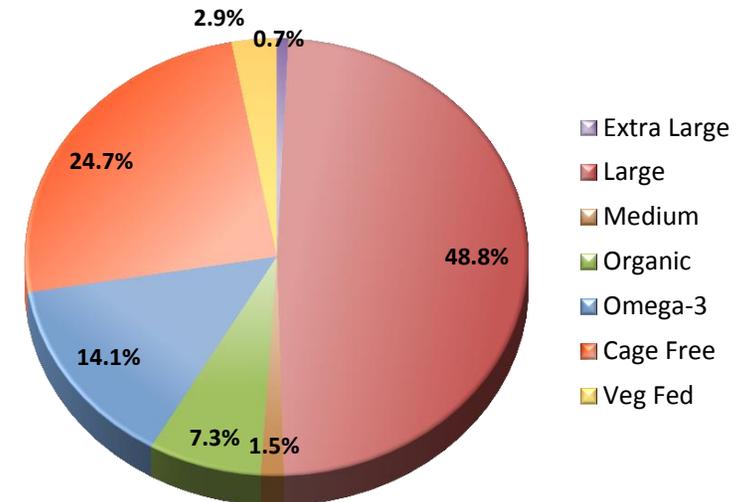
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	3,410	2,570	3,140	Large Eggs on Sep-02-2014
Specialty	3,370	3,020	2,070	
Total (includes MD)	6,880	5,590	5,300	614.9
Special Rate 4/:	2.7%	7.1%	11.9%	up 8.4%

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

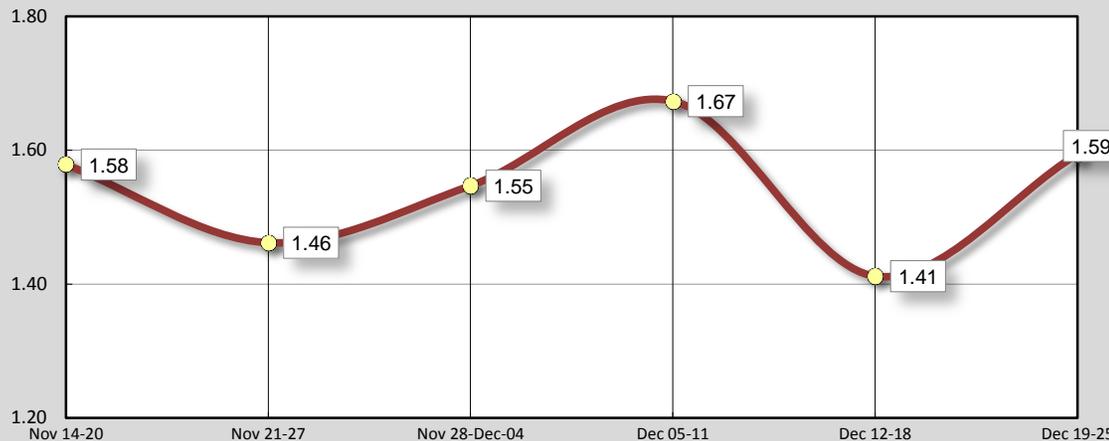
SHELL EGG and EGG PRODUCTS FEATURING

With Christmas rapidly approaching, promotional activity for regular shell eggs is higher than a week ago. The average price of Large White eggs, Grade A or better, offered to consumers is higher. Shoppers looking for bargain to assist in satisfying their baking needs will find that "no price" egg specials are limited. Extra Large and Medium egg ads are sporadic. Specialty shell egg feature activity is up compared to last week. Cage-free eggs are still receiving the most exposure in circulars. Other specialty types either maintain or increase slightly in visibility. Promotional activity for liquid egg products is down from last week. Feature activity for egg nog is higher than last week, however falls short of seasonal activity last year. Many stores continue promoting a variety of flavors and sizes of egg nog in hopes of capturing consumer buying interest.

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/}		18.8% of 4,700 sampled outlets Activity Index = 960 (includes Medium)						13.7% of 5,900 sampled outlets Activity Index = 770 (includes Medium)						34.9% of 4,200 sampled outlets Activity Index = 1,760 (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																		
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				1.79	260	1.79				1.25 - 1.79	390	1.66				1.29 - 2.50	770	1.63
	White 18 pack										1.89 - 1.99	200	1.93				1.99 - 2.99	120	2.07
	Brown 12 pack																		
	MEDIUM	White 12 pack						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				3.99 - 4.58	110	4.12												
	OMEGA-3																		
	White 12 pack	2.50	170	2.50	2.99 - 3.59	320	3.05				2.49 - 2.99	180	2.67				2.49	10	2.49
	Brown 12 pack																3.99	180	3.99
	CAGE-FREE																		
	White 12 pack																2.49	40	2.49
	Brown 12 pack				3.59 - 3.98	100	3.92										2.48 - 3.90	400	3.10
	VEGETARIAN FED																		
	White 12 pack																		
	Brown 12 pack																2.99 - 3.99	200	3.89
		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/}		38.9% of 4,200 sampled outlets Activity Index = 2,090 (includes Medium)						19.2% of 2,800 sampled outlets Activity Index = 830 (includes Medium)						40.0% of 1,200 sampled outlets Activity Index = 470 (includes Medium)					
USDA GRADE AA	White 12 pack				0.99 - 1.33	420	1.20	2.99	40	2.99	1.50 - 2.49	90	2.02				1.25 - 1.39	20	1.29
	White 18 pack				2.50	100	2.50				3.14 - 3.99	40	3.55				1.49	10	1.49
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				1.25 - 1.79	440	1.60				1.79	130	1.79				1.25 - 1.79	80	1.67
	White 18 pack				1.99 - 2.99	280	2.67												
	Brown 12 pack													3.99	10	3.99			
	MEDIUM	White 12 pack						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	3.99	90	3.99	3.99 - 4.29	140	4.10	3.99	80	3.99	3.99	80	3.99						
	OMEGA-3																		
	White 12 pack	1.88	40	1.88	2.00	50	2.00										1.99 - 2.29	20	2.15
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack				2.50 - 3.99	220	2.62				2.50 - 3.99	170	3.65				2.50	150	2.50
	Brown 12 pack				2.48 - 3.99	280	2.59				2.50 - 3.99	170	3.65				2.50 - 2.99	170	2.57
	VEGETARIAN FED																		
	White 12 pack																		
	Brown 12 pack																		



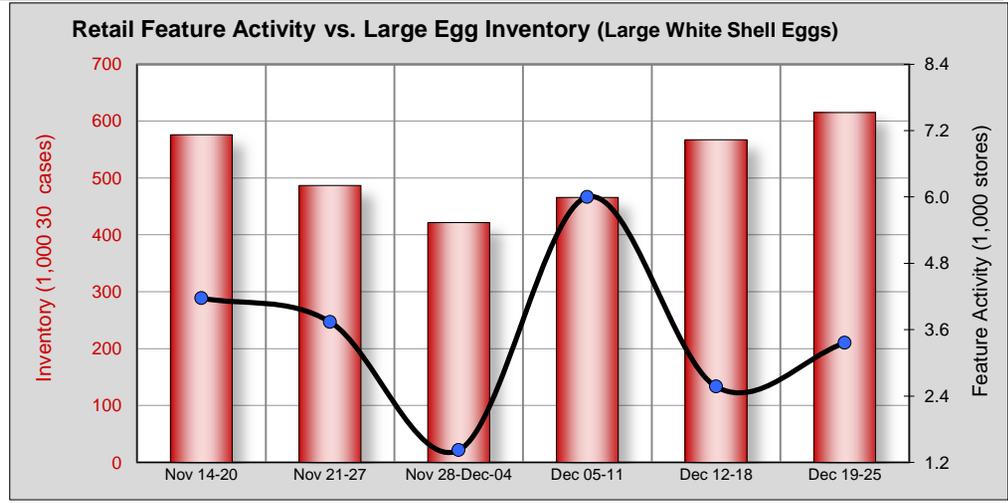
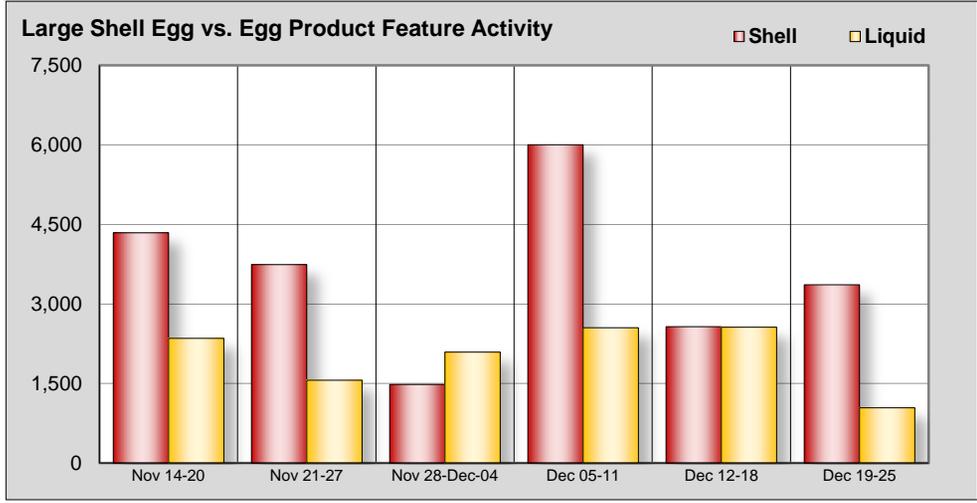
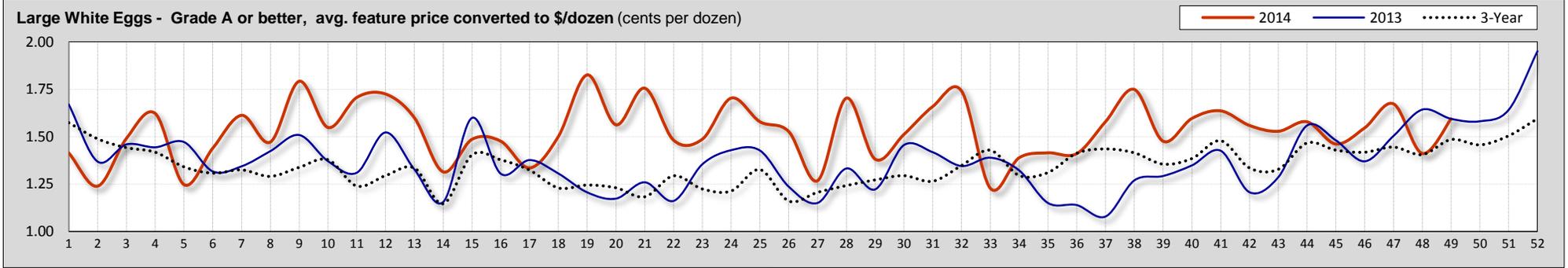
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(prices in dollars per carton)

Fri. Dec 19, 2014

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	2.7%	5.5%	6.6%	11.1% of 4,700 sampled	0.1% of 5,900 sampled	1.3% of 4,200 sampled	0.5% of 4,200 sampled	0.0% of 2,800 sampled	0.7% of 1,200 sampled
2/ Activity Index	1,040	2,560	1,680	Activity Index = 700	Activity Index = 10	Activity Index = 190	Activity Index = 130	Activity Index = 0	Activity Index = 10
	Stores Avg 3/	Stores Avg 3/	Stores Avg 3/	Price Range Stores Avg 3/					
14-16 oz. crtn	710 2.64	900 2.62	870 2.51	2.00 - 2.99 380 2.87	2.50 10 2.50	2.28 - 2.50 190 2.29	2.22 - 2.79 120 2.48		2.50 10 2.50
32 oz. crtn	280 4.73	1,620 4.18	650 4.86	4.39 - 4.99 270 4.72			4.99 10 4.99		
3 - 4 oz. cup	50 2.50	40 2.50	160 2.48	2.50 50 2.50					
2 - 8 oz. cup									
EGG NOG	THIS WEEK	THIS WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	34.1%	33.4%	40.3%	39.6% of 4,400 sampled	20.5% of 6,000 sampled	30.8% of 4,000 sampled	35.5% of 4,000 sampled	40.1% of 2,900 sampled	71.5% of 1,200 sampled
2/ Activity Index	8,250	7,250	9,430	Activity Index = 2,230	Activity Index = 1,370	Activity Index = 980	Activity Index = 1,560	Activity Index = 1,240	Activity Index = 870
	Stores Avg 3/	Stores Avg 3/	Stores Avg 3/	Price Range Stores Avg 3/					
32 ounce	2,280 2.55	4,320 3.50	3,800 2.41	1.99 - 3.99 850 2.79	1.89 - 2.99 450 2.21	1.49 - 4.19 300 2.64	1.50 - 3.99 470 2.55	2.39 - 2.99 40 2.54	1.50 - 2.50 170 2.06
64 ounce	5,970 3.99	2,930 4.12	5,630 3.45	3.49 - 4.99 1,380 4.57	2.98 - 4.29 920 3.41	2.99 - 5.99 680 4.34	3.49 - 4.99 1,090 3.60	3.29 - 4.79 #### 4.00	3.49 - 4.79 700 3.84



Note: See page 1 for explanatory notes.

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