



**USDA National Retail Report - Shell Egg and Egg Products**

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 01/16 thru 01/22.

(prices in dollars per carton)

Fri. Jan 16, 2015

**SHELL EGG NATIONAL SUMMARY**

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR					
	19.4% of 29,100 stores		24.2% of 29,100 stores				24.1% 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		255 2.55		400 1.60		250 1.47					
	White 18 pack		592 3.82		40 3.29		60 3.79		40 2.25		110 2.06	
	Brown 12 pack											
	<b>USDA GRADE A</b>											
	White 12 pack		1,539 1.89		990 1.39		1,690 1.40					
White 18 pack		17 2.50		124 1.99		40 1.99		280 2.22				
Brown 12 pack		5 1.99				60 2.50						
<b>SPECIALTY</b>	<b>USDA ORGANIC</b>											
	White 12 pack						4 2.99		10 2.90			
	Brown 12 pack		213 3.49		22 1.97				210 3.65			
	<b>OMEGA-3</b>											
	White 12 pack		191 2.54		1,742 2.75		1,260 2.57		2,500 2.56		20 2.99	
	Brown 12 pack				256 3.77		110 2.99		1,840 2.61			
	<b>CAGE-FREE</b>											
	White 12 pack		5 3.99		86 2.86		520 3.38		160 2.99		300 3.00	
	Brown 12 pack		82 2.99		908 3.33		2,130 3.12		40 2.99		790 3.25	
	<b>VEGETARIAN FED</b>											
White 12 pack		6 2.49		30 2.49		50 2.79		440 2.10				
Brown 12 pack		245 2.57		130 2.55		150 2.94						

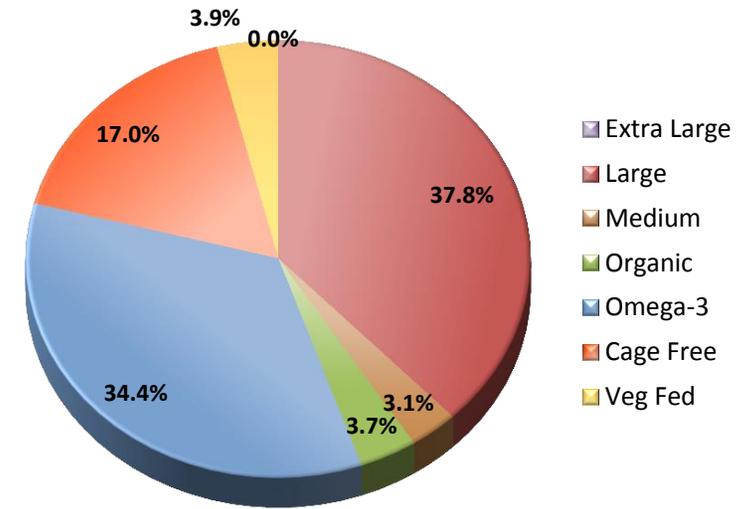
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,408	1,614	2,470	Large Eggs on Sep-02-2014
Specialty	3,756	6,684	4,010	
Total (includes MD)	6,362	8,778	6,820	555.7
Special Rate 4/:	0.3%	6.4%	1.0%	down 13.8%

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

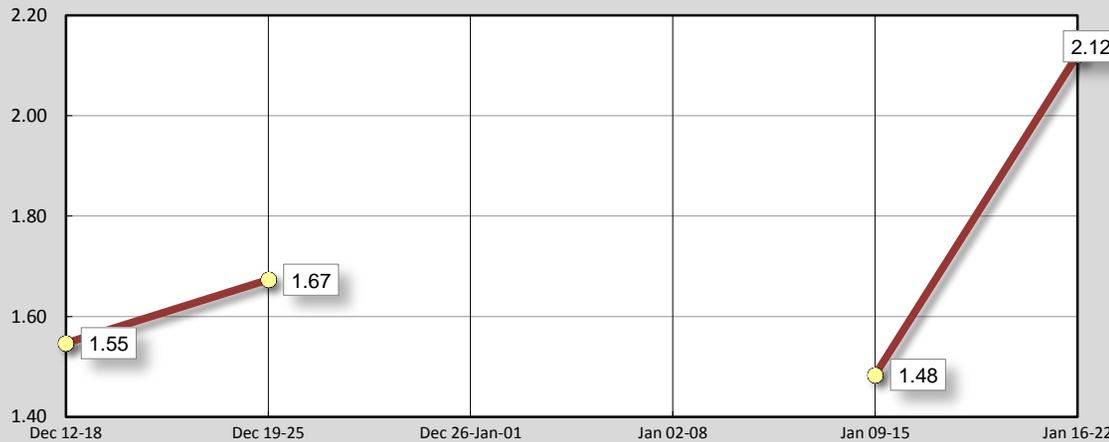
**SHELL EGG and EGG PRODUCTS FEATURING**

Promotional activity for regular shell eggs is more active than a week ago. The average price of Large White eggs, Grade A or better, to consumers is sharply higher due primarily to a substantial increase in egg prices on the West Coast. Shoppers are hard pressed to find deals as the frequency of "no price" specials is very limited. Medium eggs are maintaining a steady level of visibility in circulars, however Extra Large eggs remain sporadic. Feature activity for specialty shell eggs is not as active as last week, but begins to rise late in the ad cycle. Omega-3 and cage-free type eggs are heavily promoted in the Midwest and on the East Coast. Ads for liquid egg products decline in number.

**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>		37.6% of 5,500 sampled outlets Activity Index = 1,938 (includes Medium)						14.1% of 7,400 sampled outlets Activity Index = 1,106 (includes Medium)						16.8% of 6,100 sampled outlets Activity Index = 1,233 (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																2.88	5	2.88
	White 18 pack																		
	Brown 12 pack																		
	<b>MEDIUM</b>																		
USDA GRADE A	White 12 pack				1.99	253	1.99				1.99	288	1.99				0.99 - 1.99	500	1.71
	White 18 pack				2.50	17	2.50												
	Brown 12 pack				1.99	5	1.99												
	<b>MEDIUM</b>				0.79	21	0.79				0.79 - 1.25	26	1.21						
	White 12 pack																		
	White 30 pack																		
S P E C I A L T Y	<b>USDA ORGANIC</b>																		
	White 12 pack																		
	Brown 12 pack				2.99	6	2.99							3.49	213	3.49			
	<b>OMEGA-3</b>																		
	White 12 pack	2.59	147	2.59	2.00 - 3.00	1,130	2.72	2.39	9	2.39	2.90 - 3.00	67	2.99				2.00 - 2.99	78	2.28
	Brown 12 pack				3.69	60	3.69										3.99	180	3.99
	<b>CAGE-FREE</b>																		
	White 12 pack				2.99	47	2.99										2.49 - 2.99	39	2.70
	Brown 12 pack	2.99	82	2.99	3.49 - 3.99	148	3.95				2.99	502	2.99				2.49 - 3.99	203	3.82
	<b>VEGETARIAN FED</b>																		
White 12 pack				2.49	6	2.49													
Brown 12 pack				2.50	16	2.50				2.50	214	2.50					3.59	15	3.59
		<b>SOUTH CENTRAL U.S.</b> (AR,CO,KS,LA,MO,NM,OK,TX)						<b>SOUTHWEST U.S.</b> (AZ,CA,NV,UT)						<b>NORTHWEST U.S.</b> (ID,MT,OR,WA,WY)					
Feature Rate <sup>1/</sup> Activity Index <sup>2/</sup>		11.8% of 4,900 sampled outlets Activity Index = 604 (includes Medium)						16.9% of 3,800 sampled outlets Activity Index = 1,085 (includes Medium)						23.9% of 1,300 sampled outlets Activity Index = 389 (includes Medium)					
USDA GRADE AA	White 12 pack										1.25 - 3.58	211	2.79				1.18 - 1.50	44	1.37
	White 18 pack				2.88	58	2.88				2.88 - 4.98	460	4.09				2.88	69	2.88
	Brown 12 pack																		
	<b>MEDIUM</b>																		
USDA GRADE A	White 12 pack				0.98 - 1.99	252	1.94				1.99	174	1.99				1.50 - 1.99	65	1.95
	White 18 pack																		
	Brown 12 pack																		
	<b>MEDIUM</b>																		
	White 12 pack																		
	White 30 pack																		
S P E C I A L T Y	<b>USDA ORGANIC</b>																		
	White 12 pack													1.59	16	1.59			
	Brown 12 pack																		
	<b>OMEGA-3</b>																		
	White 12 pack	2.39	35	2.39	1.99 - 2.99	204	2.65				2.99	194	2.99				2.99	69	2.99
	Brown 12 pack										1.59	16	1.59						
	<b>CAGE-FREE</b>																		
	White 12 pack										3.99	5	3.99						
	Brown 12 pack				2.99	55	2.99												
	<b>VEGETARIAN FED</b>																		
White 12 pack																			
Brown 12 pack																			

		ALASKA (AK)			HAWAII (HI)					
Feature Rate <sup>17</sup> Activity Index <sup>18</sup>		0.0% of 100 sampled outlets Activity Index = 0 (includes Medium)			0.0% of 100 sampled outlets Activity Index = 7 (includes Medium)					
CLASS		EXTRA LARGE		LARGE		EXTRA LARGE		LARGE		
		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									
	<b>MEDIUM</b>		White 12 pack				White 12 pack			
USDA GRADE A	White 12 pack							1.99 - 3.97	7	2.84
	White 18 pack									
	Brown 12 pack									
	<b>MEDIUM</b>		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									
	Brown 12 pack									
	<b>CAGE-FREE</b>									
	White 12 pack									
	Brown 12 pack									
	<b>VEGETARIAN FED</b>									
	White 12 pack									
	Brown 12 pack									



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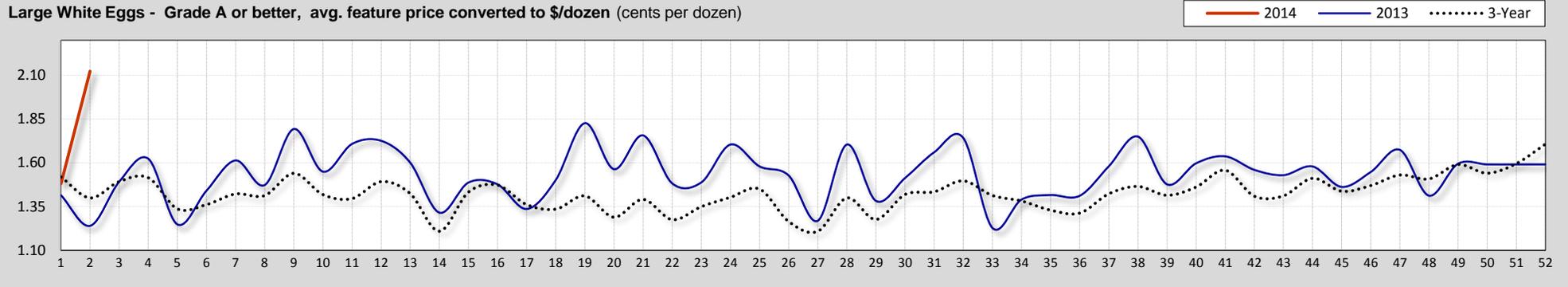
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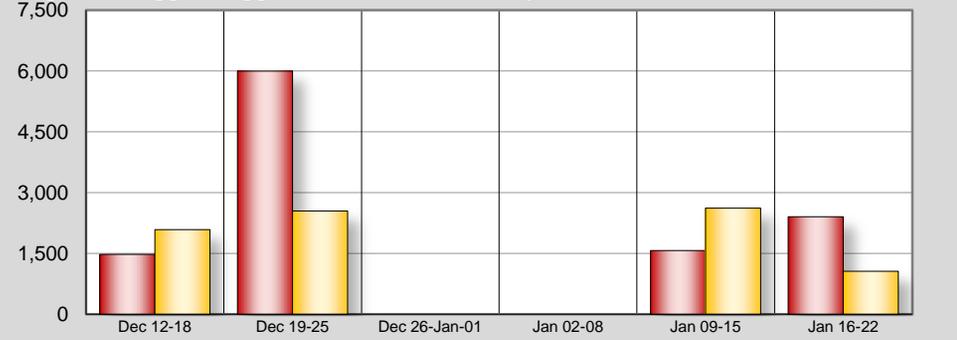
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EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	2.6%	7.7%	8.6%	5.9% of 5,500 sampled	3.5% of 7,400 sampled	1.9% of 6,100 sampled	1.6% of 4,900 sampled	0.0% of 3,800 sampled	0.0% of 1,300 sampled
2/ Activity Index	1,063	2,620	2,030	Activity Index = 608	Activity Index = 370	Activity Index = 8	Activity Index = 77	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	679 2.52	2,050 2.45	1,630 2.78	1.99 - 3.00 516 2.47	2.50 - 2.79 78 2.62	2.50 8 2.50	2.55 - 2.79 77 2.71		
32 oz. crtn	384 4.34	410 4.12	390 4.03	4.49 - 5.99 92 4.96	3.98 - 4.49 292 4.15				
3 - 4 oz. cup		160 2.50	10 2.49						
2 - 8 oz. cup									
EGG PRODUCTS				ALASKA	HAWAII				
1/ Feature Rate				0.0% of 100 sampled	6.2% of 100 sampled				
2/ Activity Index				Activity Index = 0	Activity Index = 0				
				Price Range Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>				
14-16 oz. crtn									
32 oz. crtn									
3 - 4 oz. cup									
2 - 8 oz. cup									

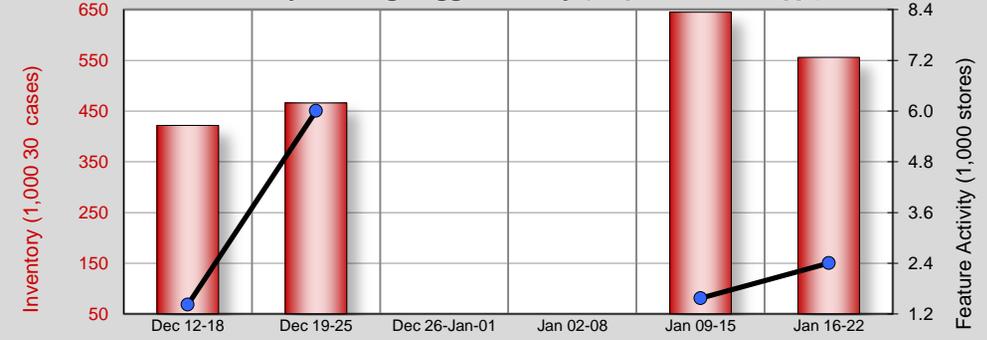
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



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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