



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 01/23 thru 01/29.

(prices in dollars per carton)

Fri. Jan 23, 2015

SHELL EGG NATIONAL SUMMARY

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR					
	20.7% of 29,100 stores		19.4% of 29,100 stores				45.6% 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		212 1.90		255 2.55		370 1.18					
	White 18 pack		240 2.90		592 3.82		20 2.25		540 1.83			
	Brown 12 pack											
	USDA GRADE A											
	White 12 pack		27	2.75	1,981 1.48		1,539 1.89		30	1.25	960 1.14	
White 18 pack				184 2.13		17 2.50		800 2.10				
Brown 12 pack		9	2.99			5 1.99						
SPECIALTY	USDA ORGANIC											
	White 12 pack											
	Brown 12 pack		73 4.13		213 3.49		22 1.97		60 4.49		510 4.37	
	OMEGA-3											
	White 12 pack		20	2.99	1,847 2.59		191 2.54		1,742 2.75		180 2.42	
	Brown 12 pack						256 3.77		3,490 2.33			
	CAGE-FREE											
	White 12 pack				152 2.59		5 3.99		86 2.86		20 2.99	
	Brown 12 pack				1,695 3.83		82 2.99		908 3.33		140 2.99	
	2,970 3.55								780 2.70		2,970 3.55	
VEGETARIAN FED												
White 12 pack				280 2.95		6 2.49						
Brown 12 pack		147	2.59	164 2.54		245 2.57		30 2.99		290 4.33		

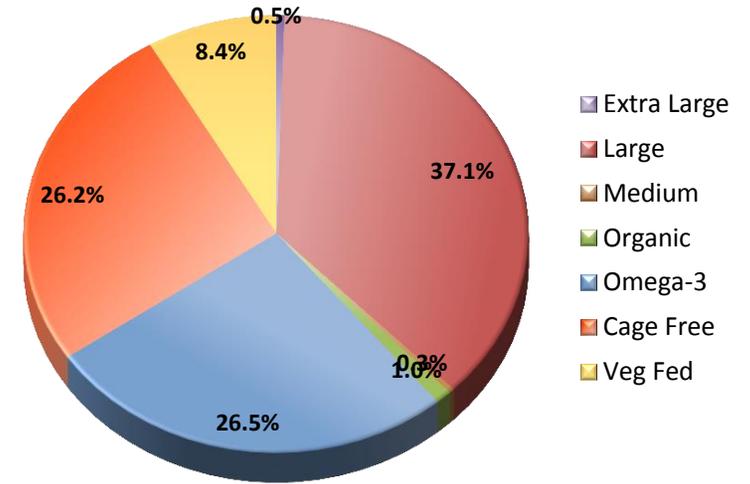
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,653	2,408	2,720	Large Eggs on Sep-02-2014
Specialty	4,378	3,756	8,470	
Total (includes MD)	7,055	6,362	11,580	495.0
Special Rate 4/:	0.7%	0.3%	0.2%	down 10.9%

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

SHELL EGG and EGG PRODUCTS FEATURING

Promotional activity for regular shell eggs is slightly higher than last week and appears to be on par with activity a year ago. The average price of Large White eggs, Grade A or better, offered to consumers reversed course and declines sharply. Bargains are still hard for shoppers to find as grocers continue to limit the number of "no price" incentives in circulars. Advertisements for Medium and Extra Large eggs are sparse this week. Specialty shell egg features are more visible than the previous week. Omega-3 and cage-free type eggs continue to be the most commonly featured while other specialty types maintain a steady pace. Featuring of liquid eggs is on the rise with a significant jump in the number of outlets promoting the 3-4 ounce cup throughout the country, including Alaska and Hawaii.

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/}		36.6% of 5,500 sampled outlets Activity Index = 2,690 (includes Medium)						20.0% of 7,400 sampled outlets Activity Index = 1,749 (includes Medium)						13.5% of 6,100 sampled outlets Activity Index = 787 (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																1.29	1	1.29
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM																		
USDA GRADE A	White 12 pack				0.99 - 1.99	269	1.64				0.99 - 2.25	1,119	1.51				0.69 - 2.25	306	0.97
	White 18 pack																1.77 - 2.19	60	2.09
	Brown 12 pack	2.99	9	2.99															
	MEDIUM																		
	White 12 pack										1.25 - 1.32	21	1.27				1.32	3	1.32
	White 30 pack																		
S P E C I A L T Y	USDA ORGANIC																		
		White 12 pack																	
		Brown 12 pack				5.18	41	5.18									4.00	16	4.00
		OMEGA-3																	
		White 12 pack				1.99 - 2.99	1,480	2.66				2.33 - 2.76	292	2.36			2.99	20	2.99
		Brown 12 pack																	
		CAGE-FREE																	
		White 12 pack										2.99	20	2.99					
	Brown 12 pack				3.99	300	3.99				2.59 - 3.99	297	3.95				3.99	343	3.99
	VEGETARIAN FED																		
	White 12 pack				2.49 - 2.99	280	2.95												
	Brown 12 pack	2.59	147	2.59	2.49 - 2.99	164	2.54												
		SOUTH CENTRAL U.S. (AR,CO,KS,LA,MO,NM,OK,TX)						SOUTHWEST U.S. (AZ,CA,NV,UT)						NORTHWEST U.S. (ID,MT,OR,WA,WY)					
Feature Rate ^{1/} Activity Index ^{2/}		11.4% of 4,900 sampled outlets Activity Index = 492 (includes Medium)						15.5% of 3,800 sampled outlets Activity Index = 611 (includes Medium)						42.8% of 1,300 sampled outlets Activity Index = 692 (includes Medium)					
USDA GRADE AA	White 12 pack				1.29	21	1.29				1.29 - 2.99	110	2.50				0.99 - 1.29	80	1.25
	White 18 pack				2.50	37	2.50				2.19 - 4.99	172	3.14				1.49 - 2.19	31	2.01
	Brown 12 pack																		
	MEDIUM																		
	White 12 pack																		
USDA GRADE A	White 12 pack				1.19 - 2.25	101	1.49	2.40	21	2.40	1.50 - 2.25	54	2.04				1.50 - 2.49	130	1.80
	White 18 pack				2.19 - 2.50	59	2.46				1.88	48	1.88				1.88 - 2.19	17	1.90
	Brown 12 pack																		
	MEDIUM																		
	White 12 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																	
		Brown 12 pack																	
		CAGE-FREE																	
		White 12 pack																	
	Brown 12 pack				2.59 - 3.99	274	3.81				3.99	174	3.99				2.50	121	2.50
	VEGETARIAN FED																		
	White 12 pack																		
	Brown 12 pack																		

		ALASKA (AK)						HAWAII (HI)					
Feature Rate ¹⁷ Activity Index ⁴		0.0% of 100 sampled outlets Activity Index = 24 (includes Medium)						0.0% of 100 sampled outlets Activity Index = 10 (includes Medium)					
CLASS		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/
USDA GRADE AA	White 12 pack White 18 pack Brown 12 pack												
	MEDIUM	White 12 pack			White 12 pack			White 12 pack			White 12 pack		
USDA GRADE A	White 12 pack White 18 pack Brown 12 pack				1.50	2	1.50	3.97	6	3.97			
	MEDIUM	White 12 pack White 30 pack			White 12 pack White 30 pack			White 12 pack White 30 pack			White 12 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 Brown 12 pack												
	CAGE-FREE White 12 pack Brown 12 pack				2.79	11	2.79				3.99	4	3.99
	VEGETARIAN FED White 12 pack Brown 12 pack												



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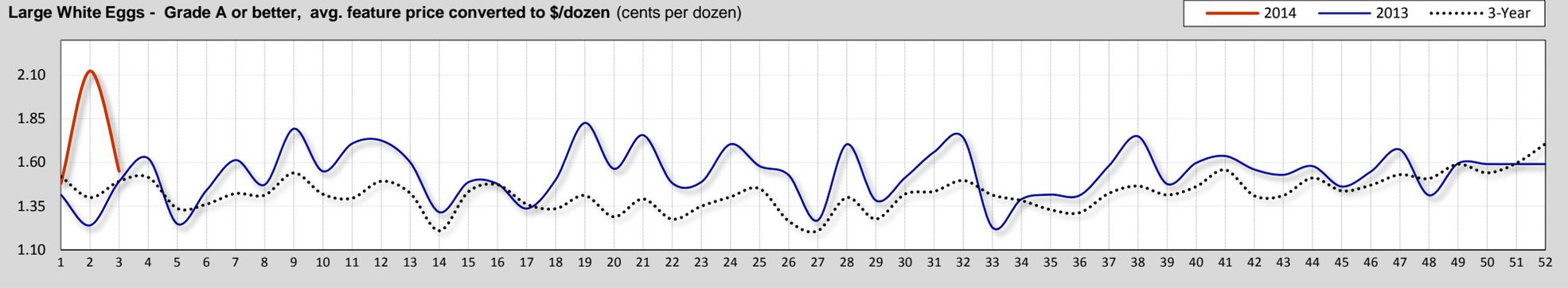
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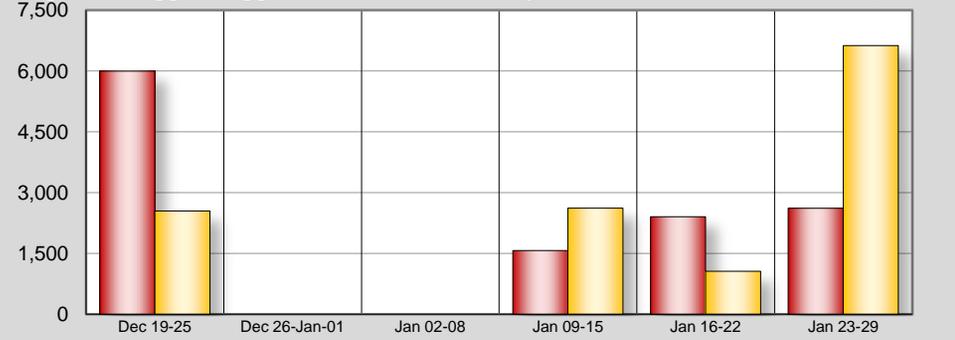
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EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	20.7%	2.6%	12.8%	16.9% of 5,500 sampled	33.4% of 7,400 sampled	18.4% of 6,100 sampled	19.6% of 4,900 sampled	9.3% of 3,800 sampled	11.2% of 1,300 sampled
2/ Activity Index	6,630	1,063	2,940	Activity Index = 784	Activity Index = 2,745	Activity Index = 1,021	Activity Index = 1,092	Activity Index = 344	Activity Index = 150
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range Stores Avg ^{3/}					
14-16 oz. crtn	836 2.81	679 2.52	1,290 2.70	2.29 - 3.50 417 2.57	2.50 - 3.50 362 3.13	1.99 - 2.65 17 2.46			2.49 20 2.49
32 oz. crtn	1,640 4.12	384 4.34	1,590 3.59	3.99 - 4.99 51 4.64	3.99 - 4.99 1,297 4.15	3.99 - 4.29 173 4.09	3.49 119 3.49		
3 - 4 oz. cup	4,154 2.98		60 2.50	2.98 316 2.98	2.98 1,086 2.98	2.50 - 2.98 831 2.97	2.98 973 2.98	2.98 344 2.98	2.98 130 2.98
2 - 8 oz. cup									
EGG PRODUCTS				ALASKA	HAWAII				
1/ Feature Rate				14.0% of 100 sampled	8.8% of 100 sampled				
2/ Activity Index				Activity Index = 344	Activity Index = 150				
				Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}				
14-16 oz. crtn					2.49 20 2.49				
32 oz. crtn									
3 - 4 oz. cup				2.98 344 2.98	2.98 130 2.98				
2 - 8 oz. cup									

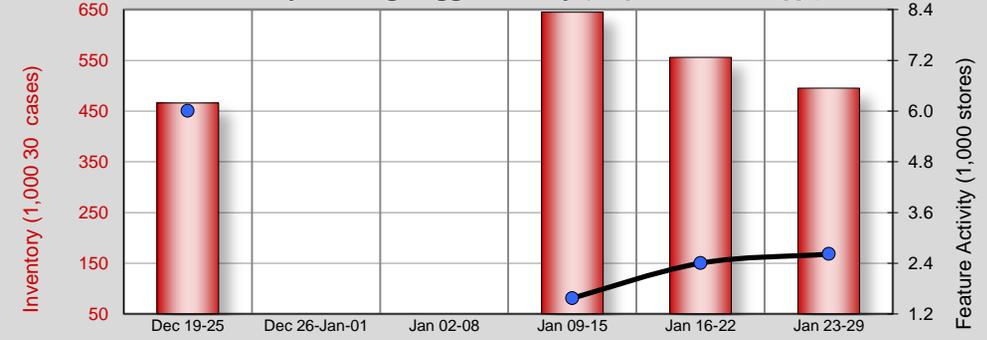
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



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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