



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 01/30 thru 02/05.
 (prices in dollars per carton)

Fri. Jan 30, 2015

SHELL EGG NATIONAL SUMMARY

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR						
	23.7% of 29,100 stores		20.7% of 29,100 stores				20.6% 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			130	1.35			
	White 18 pack		205	2.88	240	2.90		70	2.69	220	2.64		
	Brown 12 pack												
USDA GRADE A	White 12 pack	11	1.62	355	1.49	27	2.75	1,981	1.48	20	1.26	2,280	1.50
	White 18 pack			312	2.48			184	2.13			300	1.91
	Brown 12 pack					9	2.99						
SPECIALTY USDA ORGANIC	White 12 pack							73	4.13			50	5.38
	Brown 12 pack	33	3.99	239	5.32				80	4.70		130	4.84
	OMEGA-3											1,090	2.58
White 12 pack	14	2.49	4,735	2.64	20	2.99	1,847	2.59					
	Brown 12 pack	44	3.99	82	3.59								
CAGE-FREE	White 12 pack							152	2.59			50	2.49
	Brown 12 pack			782	3.28			1,695	3.83	120	2.99	80	2.89
VEGETARIAN FED	White 12 pack			45	2.76			280	2.95			10	2.89
	Brown 12 pack			74	3.00	147	2.59	164	2.54			30	2.98

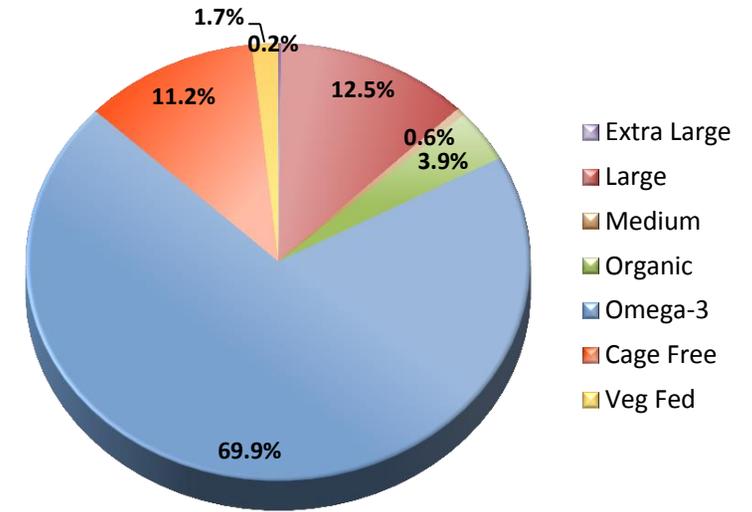
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	883	2,653	3,020	Large Eggs on Sep-02-2014
Specialty	6,048	4,378	1,640	
Total (includes MD)	6,971	7,055	4,730	477.9
Special Rate 4/:	0.0%	0.7%	1.5%	down 3.4%

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

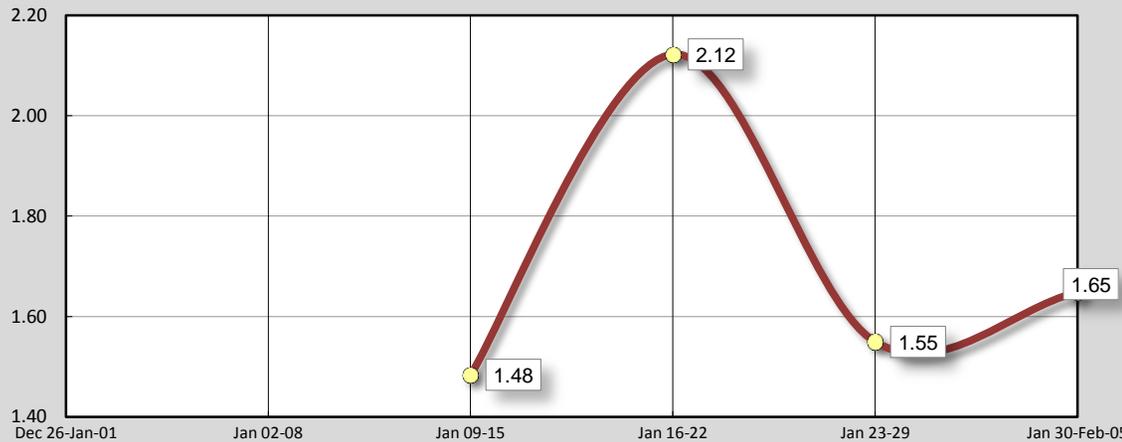
SHELL EGG and EGG PRODUCTS FEATURING

Ads for regular shell eggs are fewer in number this week as many supermarkets heavily promote chicken, meat, chips and dip in preparation for the Super Bowl weekend. Shoppers are more likely to find eggs in the deli than dairy case in the form of store prepared egg-based salads and platters. The average price of Large White eggs, Grade A or better, offered to consumers is slightly higher. The occurrence of "no price" incentives in circulars is very limited. Advertisements for Medium and Extra Large eggs are sporadic. Featuring of specialty shell egg is higher with the majority of supermarkets promoting Omega-3 eggs. Featuring of liquid eggs is dismal following last week's very active cycle.

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/}		23.4% of 5,500 sampled outlets Activity Index = 1,371 (includes Medium)						28.6% of 7,400 sampled outlets Activity Index = 2,038 (includes Medium)						20.8% of 6,100 sampled outlets Activity Index = 1,338 (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	1	2.88	
	White 18 pack																			
	Brown 12 pack																			
	MEDIUM																			
USDA GRADE A	White 12 pack	1.78	5	1.78	1.56	16	1.56				1.25 - 1.79	296	1.50	1.49	6	1.49	0.88 - 1.50	24	1.29	
	White 18 pack				2.99	62	2.99				1.99	2	1.99				2.38 - 2.49	191	2.39	
	Brown 12 pack																			
	MEDIUM																			
S P E C I A L T Y	USDA ORGANIC																			
		White 12 pack																		
		Brown 12 pack	3.99	33	3.99	2.99 - 5.99	101	5.08										3.69	7	3.69
		OMEGA-3																		
		White 12 pack				2.49 - 3.99	885	2.64				2.00 - 2.66	1,204	2.60				2.50 - 2.99	1,104	2.65
		Brown 12 pack	3.99	44	3.99	2.99 - 3.99	82	3.59												
		CAGE-FREE																		
		White 12 pack				3.99	38	3.99				2.99 - 3.99	522	3.03						
		Brown 12 pack																		
		VEGETARIAN FED																		
	White 12 pack				2.49 - 2.79	45	2.76													
	Brown 12 pack				2.50 - 3.50	60	3.09													
		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/}		25.3% of 4,900 sampled outlets Activity Index = 1,229 (includes Medium)						18.0% of 3,800 sampled outlets Activity Index = 671 (includes Medium)						23.5% of 1,300 sampled outlets Activity Index = 304 (includes Medium)						
USDA GRADE AA	White 12 pack				2.88	58	2.88				2.88	77	2.88				2.88	69	2.88	
	White 18 pack																			
	Brown 12 pack																			
	MEDIUM																			
USDA GRADE A	White 12 pack				1.50	19	1.50													
	White 18 pack				1.99 - 2.38	57	2.26													
	Brown 12 pack																			
	MEDIUM																			
S P E C I A L T Y	USDA ORGANIC																			
		White 12 pack																		
		Brown 12 pack				3.99	26	3.99										5.99	105	5.99
		OMEGA-3																		
		White 12 pack	2.49	14	2.49	2.50 - 2.66	986	2.66				2.66	406	2.66				2.66	130	2.66
		Brown 12 pack																		
		CAGE-FREE																		
		White 12 pack				2.99	55	2.99				3.99	167	3.99						
		Brown 12 pack																		
		VEGETARIAN FED																		
	White 12 pack				2.59	14	2.59													
	Brown 12 pack																			

		ALASKA (AK)			HAWAII (HI)						
Feature Rate ¹⁷ Activity Index ¹⁸		0.0% of 100 sampled outlets Activity Index = 8 (includes Medium)			0.0% of 100 sampled outlets Activity Index = 12 (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										
	MEDIUM		White 12 pack				White 12 pack				
USDA GRADE A	White 12 pack										
	White 18 pack										
	Brown 12 pack										
	MEDIUM		White 12 pack				White 12 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				2.66	8	2.66		2.66	12	2.66
	Brown 12 pack										
	CAGE-FREE										
	White 12 pack										
	Brown 12 pack										
	VEGETARIAN FED										
	White 12 pack										
	Brown 12 pack										



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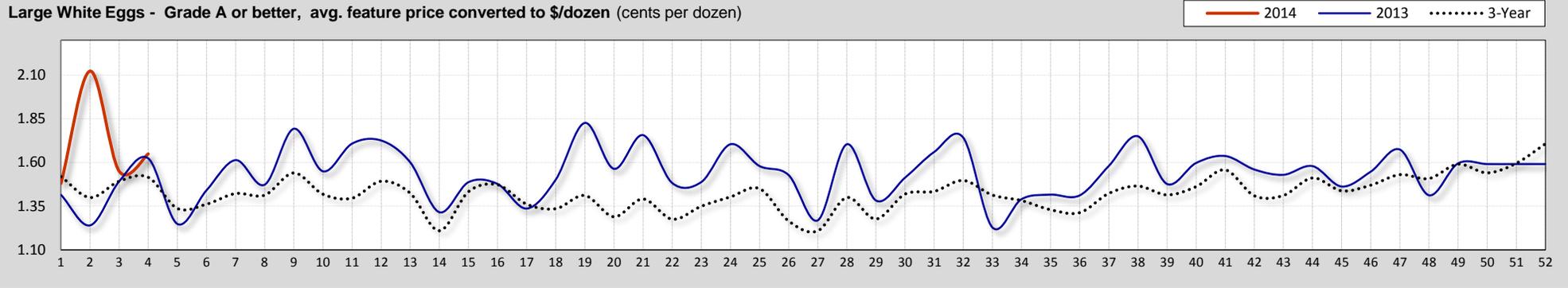
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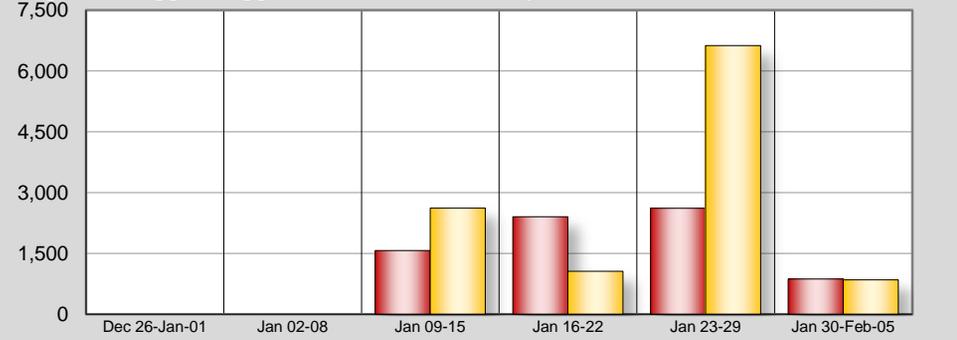
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EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	3.5%	20.7%	10.2%	13.7% of 5,500 sampled	2.9% of 7,400 sampled	0.0% of 6,100 sampled	1.0% of 4,900 sampled	0.0% of 3,800 sampled	0.4% of 1,300 sampled
2/ Activity Index	851	6,630	2,260	Activity Index = 768	Activity Index = 20	Activity Index = 0	Activity Index = 51	Activity Index = 6	Activity Index = 0
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range Stores Avg ^{3/}					
14-16 oz. crtn	544 3.13	836 2.81	710 2.43	2.50 - 3.99 461 3.23	2.50 20 2.50		2.50 51 2.50	3.19 6 3.19	
32 oz. crtn	296 4.54	1,640 4.12	1,550 3.99	2.99 - 4.99 296 4.54					
3 - 4 oz. cup	11 2.99	4,154 2.98		2.99 11 2.99					
2 - 8 oz. cup									
EGG PRODUCTS				ALASKA	HAWAII				
1/ Feature Rate				8.6% of 100 sampled	10.6% of 100 sampled				
2/ Activity Index				Activity Index = 6	Activity Index = 0				
				Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}				
14-16 oz. crtn				3.19 6 3.19					
32 oz. crtn									
3 - 4 oz. cup									
2 - 8 oz. cup									

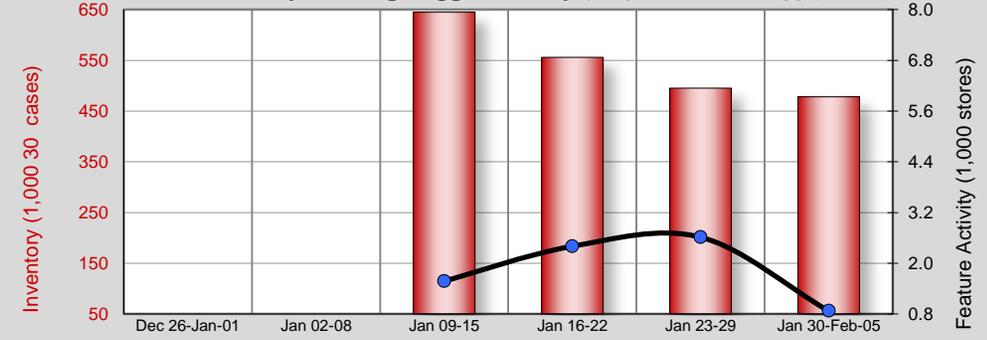
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



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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