



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 02/06 thru 02/12.
 (prices in dollars per carton)

Fri. Feb 06, 2015

SHELL EGG NATIONAL SUMMARY

Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
	26.1% of 29,100 stores				23.7% of 29,100 stores				33.0% of 22,900 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		273 2.29						170 2.49		1,150 1.70	
	White 18 pack		42 3.99		340 2.62				205 2.88		70 2.62	
	Brown 12 pack										500 2.11	
	USDA GRADE A											
	White 12 pack		891 1.61		11 1.62		355 1.49		180 1.63		950 1.79	
White 18 pack		468 1.87				312 2.48				1,820 2.32		
Brown 12 pack												
SPECIALTY	USDA ORGANIC											
	White 12 pack											
	Brown 12 pack		1,577 3.92		33 3.99		239 5.32		30 5.38		340 4.40	
	OMEGA-3											
	White 12 pack		498 2.75		2,444 2.47		14 2.49		4,735 2.64		160 2.38	
	Brown 12 pack				17 3.00		44 3.99		82 3.59		1,110 2.28	
											80 3.24	
	CAGE-FREE											
	White 12 pack		137 3.58						50 2.99			
	Brown 12 pack		670 3.36				782 3.28		150 2.99		90 3.44	
VEGETARIAN FED												
White 12 pack						45 2.76						
Brown 12 pack		1,039 2.29				74 3.00		20 2.50		370 2.51		

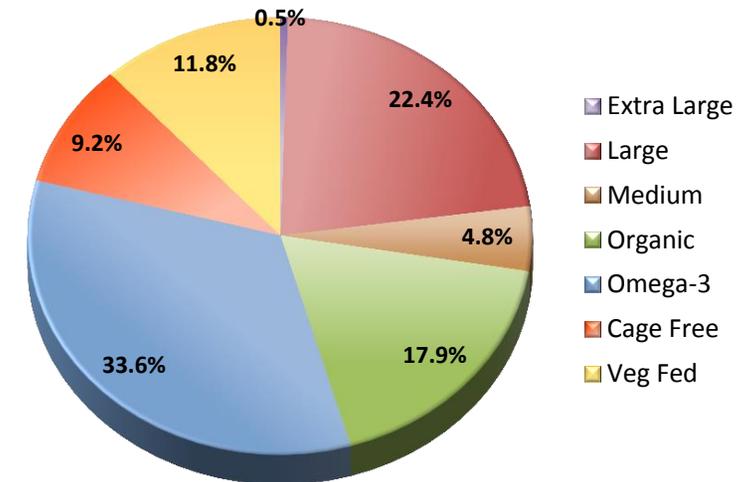
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,014	883	4,840	Large Eggs on Sep-02-2014
Specialty	6,382	6,048	2,400	
Total (includes MD)	8,817	6,971	7,490	536.8
Special Rate 4/:	0.1%	0.0%	3.5%	up 12.3%

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

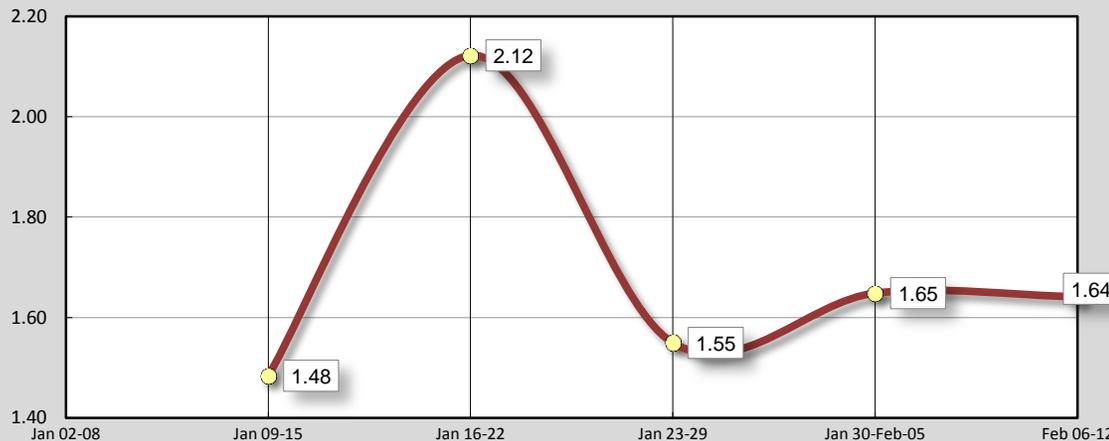
SHELL EGG and EGG PRODUCTS FEATURING

Feature activity for regular shell eggs is considerably higher than last week. The average price of Large White eggs, Grade A or better, offered to consumers is almost the same as a week ago. Bargain shoppers are hard-pressed to find deals as "no price" incentives remain limited in circulars. Supermarkets are utilizing more space to advertise Medium eggs, however ads for Extra Large eggs are sporadic. Promotional activity for specialty shell eggs is higher than the previous week. USDA Organic and vegetarian fed eggs increase in visibility at the expense of Omega-3 eggs which are showing up less in flyers. Ads for liquid eggs rebound with 14-16 ounce cartons featured throughout the country.

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/}		36.9% of 5,500 sampled outlets Activity Index = 2,335 (includes Medium)						31.6% of 7,400 sampled outlets Activity Index = 3,442 (includes Medium)						16.9% of 6,100 sampled outlets Activity Index = 1,064 (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				1.50	161	1.50										1.25	7	1.25
	White 18 pack																2.50	1	2.50
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				1.50 - 2.29	255	1.83				1.29 - 2.29	221	1.89				0.97 - 1.89	111	1.28
	White 18 pack				1.55 - 1.99	345	1.96										1.48	107	1.48
	Brown 12 pack																		
	MEDIUM	White 12 pack			1.25	137	1.25	White 12 pack			White 12 pack			White 12 pack			1.01	16	1.01
		White 30 pack			3.97	16	3.97	White 30 pack			3.97	214	3.97	White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack				3.99	253	3.99				2.99	288	2.99				3.49 - 4.99	559	4.30
	OMEGA-3																		
	White 12 pack	2.49 - 3.99	387	2.82	2.50 - 3.29	438	2.63	2.50	86	2.50	2.29 - 2.50	1,552	2.36	2.50	25	2.50	2.00 - 3.29	223	2.71
Brown 12 pack				3.00	17	3.00													
CAGE-FREE																			
White 12 pack				3.58	137	3.58													
Brown 12 pack				2.49 - 3.99	189	3.56				3.33	42	3.33					3.69	15	3.69
VEGETARIAN FED																			
White 12 pack																			
Brown 12 pack										2.29	1,039	2.29							
		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/}		19.2% of 4,900 sampled outlets Activity Index = 821 (includes Medium)						14.6% of 3,800 sampled outlets Activity Index = 568 (includes Medium)						51.1% of 1,300 sampled outlets Activity Index = 562 (includes Medium)					
USDA GRADE AA	White 12 pack										3.49	90	3.49				3.99	15	3.99
	White 18 pack				2.50	176	2.50	3.99	42	3.99	2.50 - 4.99	94	2.92				2.50	69	2.50
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack			0.99			9	0.99	White 12 pack			
USDA GRADE A	White 12 pack				1.00 - 1.65	147	1.33				1.65	36	1.65				1.25	121	1.25
	White 18 pack										2.50	16	2.50						
	Brown 12 pack																		
	MEDIUM	White 12 pack			1.01	29	1.01	White 12 pack			White 12 pack			White 12 pack					
		White 30 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	239	3.99				3.99	174	3.99				3.99	60	3.99
	OMEGA-3																		
	White 12 pack				2.19 - 2.50	116	2.37				2.99	107	2.99				1.99	8	1.99
Brown 12 pack																			
CAGE-FREE																			
White 12 pack				2.99	114	2.99											3.33	289	3.33
Brown 12 pack																			
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 = 21 (includes Medium)			0.0% of 100 sampled outlets Activity Index = 4 (includes Medium)		
CLASS		EXTRA LARGE	LARGE		EXTRA LARGE	LARGE	
		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					3.99	4 3.99
	OMEGA-3						
	White 12 pack						
	Brown 12 pack						
	CAGE-FREE						
	White 12 pack						
	Brown 12 pack				3.66	21	3.66
	VEGETARIAN FED						
	White 12 pack						
	Brown 12 pack						



USDA National Retail Report - Shell Egg and Egg Products

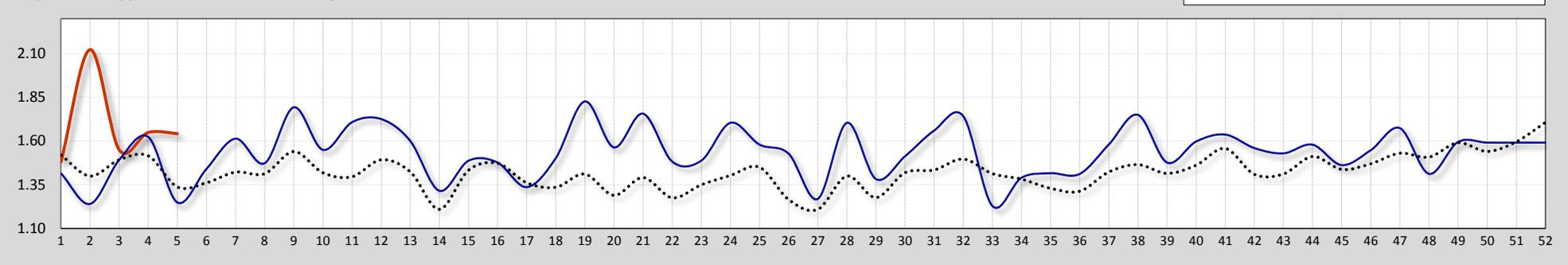
Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 02/06 thru 02/12.

(prices in dollars per carton)

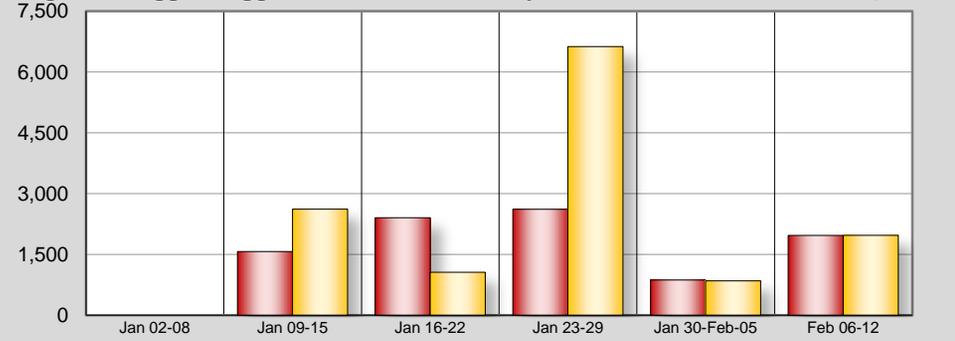
Fri. Feb 06, 2015

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	7.8%	3.5%	12.9%	17.4% of 5,500 sampled	12.3% of 7,400 sampled	3.5% of 6,100 sampled	2.3% of 4,900 sampled	0.1% of 3,800 sampled	5.2% of 1,300 sampled
2/ Activity Index	1,974	851	3,920	Activity Index = 615	Activity Index = 699	Activity Index = 215	Activity Index = 153	Activity Index = 77	Activity Index = 69
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range Stores Avg ^{3/}					
14-16 oz. crtn	1,552 2.67	544 3.13	1,450 2.41	1.99 - 2.99 401 2.58	1.99 - 2.50 504 2.50	1.99 - 2.99 202 2.74	2.50 - 2.99 153 2.76	2.99 77 2.99	2.99 69 2.99
32 oz. crtn	362 4.34	296 4.54	2,440 4.30	4.77 - 4.99 154 4.97	3.88 195 3.88	3.69 13 3.69			
3 - 4 oz. cup	60 2.49	11 2.99	20 2.00	2.49 60 2.49					
2 - 8 oz. cup			10 2.29						
EGG PRODUCTS				ALASKA	HAWAII				
1/ Feature Rate				22.6% of 100 sampled	33.6% of 100 sampled				
2/ Activity Index				Activity Index = 77	Activity Index = 69				
				Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}				
14-16 oz. crtn				2.99 77 2.99	2.99 69 2.99				
32 oz. crtn									
3 - 4 oz. cup									
2 - 8 oz. cup									

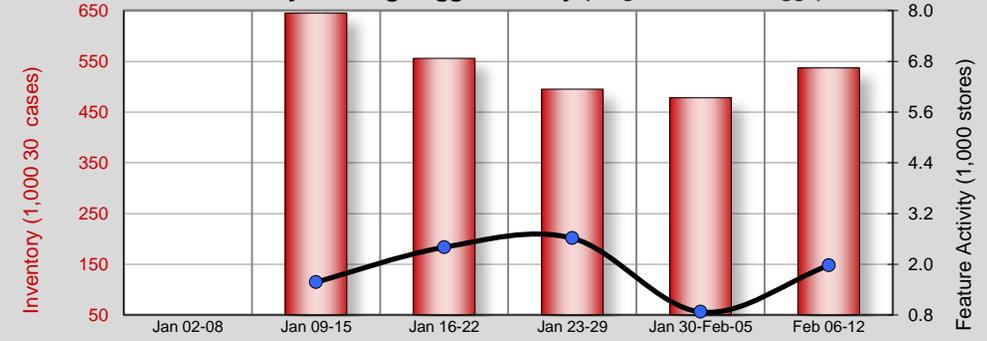
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



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.

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.