



**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 02/13 thru 02/19.

(prices in dollars per carton)

Fri. Feb 13, 2015

**SHELL EGG NATIONAL SUMMARY**

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR					
	23.2% of 29,100 stores		26.1% of 29,100 stores				25.0% 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
<b>REGULAR</b>	<b>USDA GRADE AA</b>											
	White 12 pack		430 1.22		273 2.29		730 1.33					
	White 18 pack		238 2.21		42 3.99		340 2.62		10 2.25		390 2.56	
	Brown 12 pack											
	<b>USDA GRADE A</b>											
	White 12 pack		11 1.73		2,372 1.67		891 1.61		100 1.70		1,870 1.11	
White 18 pack		7 4.29		898 2.04		468 1.87		70 2.17		20 2.50		
Brown 12 pack				82 3.11								
<b>SPECIALTY</b>	<b>USDA ORGANIC</b>											
	White 12 pack											
	Brown 12 pack		78 4.53		1,577 3.92		310 4.74					
	<b>OMEGA-3</b>											
	White 12 pack		353 2.59		1,309 2.56		498 2.75		2,444 2.47		190 2.83	
	Brown 12 pack								17 3.00		620 2.24	
									10 4.99		30 2.16	
	<b>CAGE-FREE</b>											
	White 12 pack		77 2.99		520 3.23		137 3.58		80 2.74			
	Brown 12 pack				417 2.88		670 3.36		40 2.99		820 3.26	
<b>VEGETARIAN FED</b>												
White 12 pack				422 2.50						20 2.49		
Brown 12 pack				59 2.69		1,039 2.29		20 2.79		200 2.98		

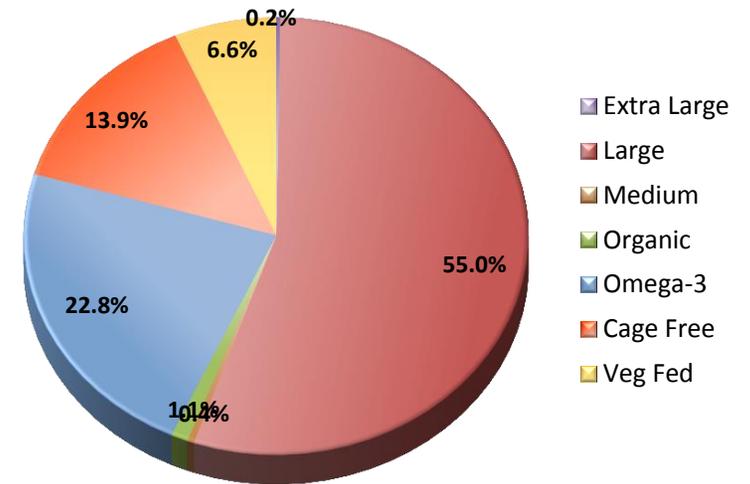
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	4,038	2,014	3,190	Large Eggs on Sep-02-2014
Specialty	3,235	6,382	2,340	
Total (includes MD)	7,305	8,817	5,620	550.0
Special Rate 4/:	1.4%	0.1%	1.3%	up 2.5%

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

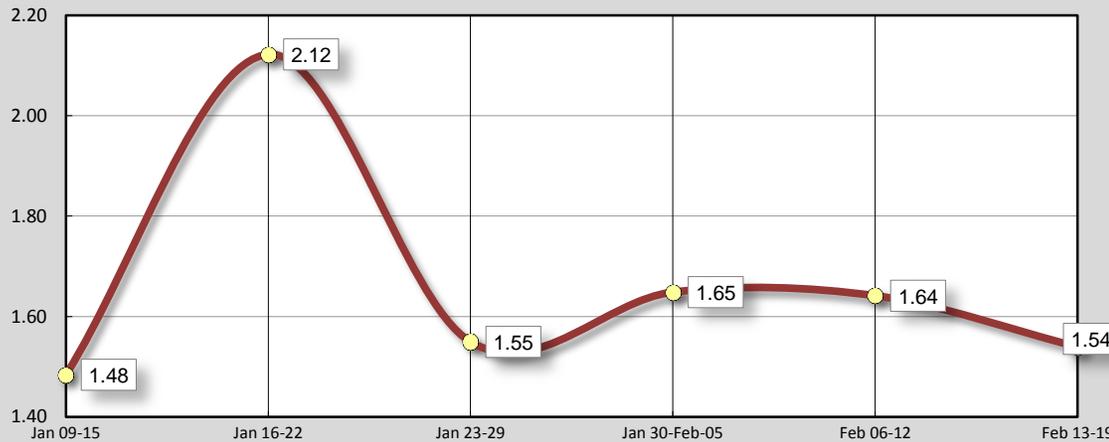
**SHELL EGG and EGG PRODUCTS FEATURING**

Regular shell eggs continue to enjoy good promotional activity as the number of grocers featuring USDA Grade A eggs more than doubles that of a week ago. The average price of Large White eggs, Grade A or better, offered to consumers declines. Although still limited, "no price" incentives are showing up more than last week. Featuring of specialty shell eggs has dropped, led by a sharp decline in USDA Organic and vegetarian fed egg ads. Omega-3 egg are still commanding a good share of ad space however not as much as last week. Liquid egg promotional activity increases and 14-16 oz. cartons are heavily promoted, predominately in the Southeast. Ad for liquid eggs are limited in the Southwest and Alaska.

**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>		32.5% of 5,500 sampled outlets Activity Index = 2,201 (includes Medium)						16.8% of 7,400 sampled outlets Activity Index = 1,180 (includes Medium)						30.5% of 6,100 sampled outlets Activity Index = 1,845 (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																1.33	11	1.33
	White 18 pack																1.99	1	1.99
	Brown 12 pack																		
	<b>MEDIUM</b>	White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack					
USDA GRADE A	White 12 pack	1.78	5	1.78	1.49 - 1.79	265	1.78				1.25 - 1.99	567	1.53	1.69	6	1.69	0.67 - 1.88	812	1.52
	White 18 pack				1.99 - 2.29	197	2.24				1.99 - 2.29	407	2.00				1.77 - 2.29	251	1.97
	Brown 12 pack				2.50	62	2.50												
	<b>MEDIUM</b>	White 12 pack			1.50 17 1.50			White 12 pack			White 12 pack			White 12 pack			White 30 pack		
		White 30 pack						White 30 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				4.29	6	4.29												
	<b>OMEGA-3</b>																		
	White 12 pack	2.50 - 2.99	170	2.54	2.00 - 2.99	807	2.51	2.50 - 2.79	171	2.65	2.66 - 2.99	21	2.72	2.50	12	2.50	2.00 - 2.69	277	2.40
Brown 12 pack																			
<b>CAGE-FREE</b>																			
White 12 pack	2.99	77	2.99	2.99 - 3.58	124	3.21				2.99	4	2.99				2.49 - 3.59	203	3.47	
Brown 12 pack																2.49 - 3.33	272	2.70	
<b>VEGETARIAN FED</b>																			
White 12 pack				2.49 - 2.50	421	2.50				2.49	1	2.49							
Brown 12 pack				2.04 - 2.99	50	2.73				2.49	9	2.49							
		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 <sup>1/</sup> Activity Index <sup>2/</sup>		12.8% of 4,900 sampled outlets Activity Index = 696 (includes Medium)						24.3% of 3,800 sampled outlets Activity Index = 1,016 (includes Medium)						26.3% of 1,300 sampled outlets Activity Index = 360 (includes Medium)					
USDA GRADE AA	White 12 pack				1.25 - 1.33	103	1.31				0.99 - 1.25	236	1.12				1.25 - 1.45	77	1.35
	White 18 pack				1.99	58	1.99				1.99 - 4.99	110	2.46				1.99	69	1.99
	Brown 12 pack																		
	<b>MEDIUM</b>	White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack					
USDA GRADE A	White 12 pack				0.99 - 1.88	309	1.71				1.79 - 2.49	341	2.13				1.29 - 1.79	74	1.72
	White 18 pack				1.99 - 2.29	41	2.03	4.29	7	4.29	2.29	2	2.29				4.99	20	4.99
	Brown 12 pack																		
	<b>MEDIUM</b>	White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 30 pack		
		White 30 pack						White 30 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				4.49	1	4.49				4.49 - 4.99	71	4.55						
	<b>OMEGA-3</b>																		
	White 12 pack				2.99	72	2.99				2.99	117	2.99				1.99 - 2.50	15	2.19
Brown 12 pack																			
<b>CAGE-FREE</b>																			
White 12 pack				2.99	72	2.99				2.99	117	2.99							
Brown 12 pack				2.49	40	2.49										3.49	105	3.49	
<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 = 3 (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/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack				1.69	3	1.69						
	White 18 pack												
	Brown 12 pack												
	<b>MEDIUM</b>		White 12 pack						White 12 pack				
USDA GRADE A	White 12 pack										1.79	4	1.79
	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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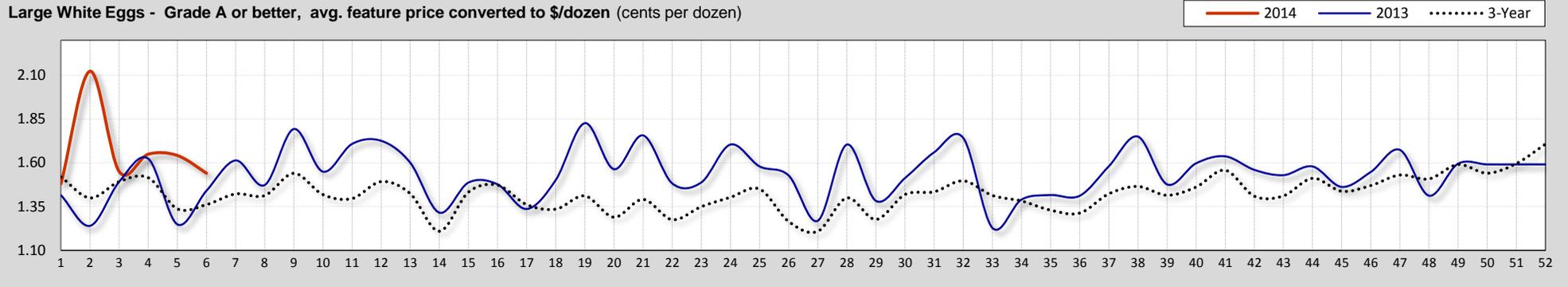
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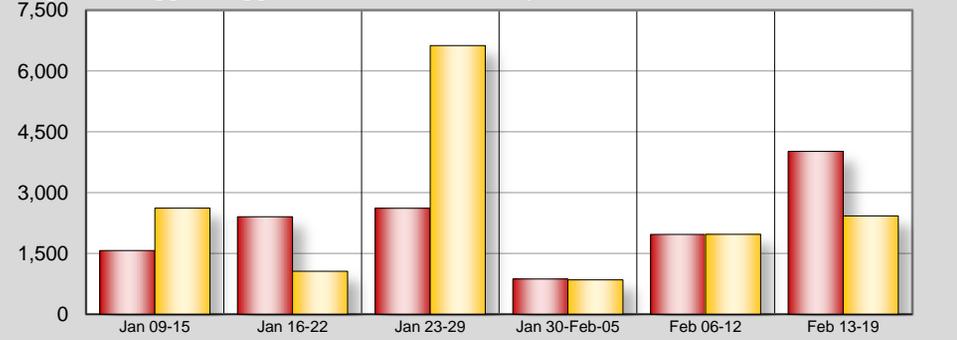
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EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	8.3%	7.8%	14.7%	10.2% of 5,500 sampled	21.6% of 7,400 sampled	2.2% of 6,100 sampled	2.6% of 4,900 sampled	0.0% of 3,800 sampled	0.4% of 1,300 sampled
2/ Activity Index	2,428	1,974	3,760	Activity Index = 512	Activity Index = 1,656	Activity Index = 119	Activity Index = 129	Activity Index = 0	Activity Index = 6
	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	1,922 2.35	1,552 2.67	1,360 2.22	1.99 - 2.29 68 2.26	1.96 - 3.00 1,594 2.31	2.50 119 2.50	2.50 - 3.00 129 2.71		2.50 6 2.50
32 oz. crtn	506 4.81	362 4.34	2,400 4.10	3.69 - 4.99 444 4.78	4.99 62 4.99				
3 - 4 oz. cup		60 2.49							
2 - 8 oz. cup									
EGG PRODUCTS				ALASKA	HAWAII				
1/ Feature Rate				3.2% of 100 sampled	3.5% of 100 sampled				
2/ Activity Index				Activity Index = 0	Activity Index = 6				
				Price Range Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>				
14-16 oz. crtn					2.50 6 2.50				
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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