



**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 02/20 thru 02/26.

(prices in dollars per carton)

Fri. Feb 20, 2015

**SHELL EGG NATIONAL SUMMARY**

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR						
	26.1% of 29,100 stores		23.2% of 29,100 stores				44.5% 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			375	2.14			430	1.22	10	1.99	210	1.29
	White 18 pack			497	2.08			238	2.21	70	2.71	1,570	2.64
	Brown 12 pack												
	<b>USDA GRADE A</b>												
	White 12 pack	3	3.98	1,617	1.29	11	1.73	2,372	1.67			3,700	1.29
White 18 pack			356	2.15	7	4.29	898	2.04			350	2.57	
Brown 12 pack							82	3.11					
<b>SPECIALTY</b>	<b>USDA ORGANIC</b>												
	White 12 pack								140	3.99			
	Brown 12 pack			1,299	3.76			78	4.53	20	3.49	240	3.79
	<b>OMEGA-3</b>												
	White 12 pack	28	2.75	730	2.38	353	2.59	1,309	2.56	370	2.90	2,880	2.40
	Brown 12 pack											210	3.76
	<b>CAGE-FREE</b>												
	White 12 pack	12	2.50			77	2.99	520	3.23			160	2.58
	Brown 12 pack			1,455	3.62			417	2.88			500	3.38
	<b>VEGETARIAN FED</b>												
White 12 pack							422	2.50			240	173.43	
Brown 12 pack	38	2.13	39	2.27			59	2.69	30	2.99	1,260	2.54	

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,848	4,038	5,910	Large Eggs on Sep-02-2014
Specialty	3,601	3,235	6,050	
Total (includes MD)	6,511	7,305	12,090	567.6
Special Rate 4/:	3.2%	1.4%	0.4%	up 3.2%

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

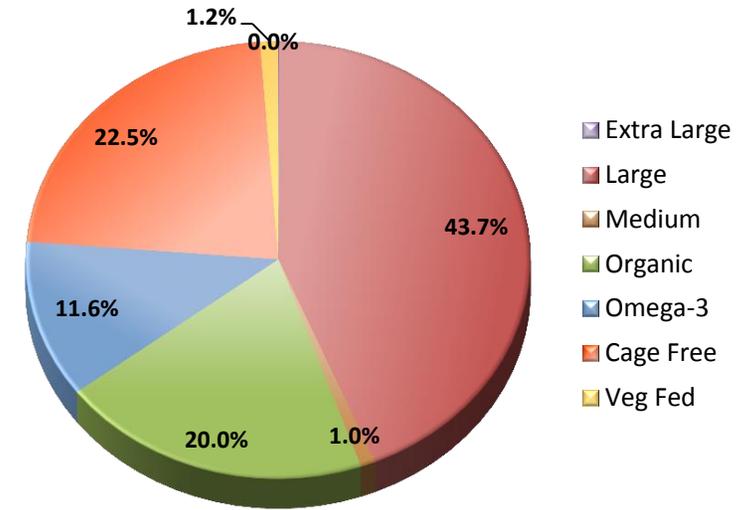
**SHELL EGG and EGG PRODUCTS FEATURING**

Promotional activity for regular shell eggs is sharply lower, however specialty shell egg features are slightly higher in number. The weighted average price of Large White eggs, Grade A or better, offered to consumers continues downward. The occurrence of "no price" specials is higher than a week ago as more grocers are offering "free eggs with the additional purchase of another item". Ads for Extra Large and Medium eggs are very limited. USDA Organic and cage free brown eggs are the most commonly featured specialty type eggs this week. Ads for Omega-3 eggs are not commanding as much space as in previous weeks. Vegetarian fed egg ads are sporadic. Liquid egg features are limited. With the start of Lent, the market enters the Easter demand season which is traditionally favorable for eggs. Supermarkets can be expected to devote more ad space to eggs in the coming weeks.

**Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen**



**This Week's Shell Egg Featuring by Category**



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>		33.3% of 5,500 sampled outlets Activity Index = 1,172 (includes Medium)						25.1% of 7,400 sampled outlets Activity Index = 1,783 (includes Medium)						17.5% of 6,100 sampled outlets Activity Index = 916 (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										0.99	4	0.99						
	White 18 pack																1.88	1	1.88
	Brown 12 pack																		
	<b>MEDIUM</b>	White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack		
USDA GRADE A	White 12 pack				1.29	202	1.29				1.29 - 1.39	515	1.29				0.99 - 1.50	682	1.29
	White 18 pack																1.99	106	1.99
	Brown 12 pack																		
	<b>MEDIUM</b>	White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 30 pack		
S P E C I A L T Y	<b>USDA ORGANIC</b>																		
	White 12 pack																		
	Brown 12 pack				3.49	164	3.49				3.49 - 3.79	1,085	3.79				3.49 - 4.29	16	4.24
	<b>OMEGA-3</b>																		
	White 12 pack	3.00	14	3.00	1.66 - 2.50	506	2.38				2.50	84	2.50				2.00 - 2.99	58	2.29
	Brown 12 pack																		
	<b>CAGE-FREE</b>																2.50	12	2.50
	White 12 pack																		
	Brown 12 pack				1.99 - 3.99	241	3.48				3.33	42	3.33				3.33 - 3.69	23	3.56
	<b>VEGETARIAN FED</b>																		
	White 12 pack																		
	Brown 12 pack	1.98	20	1.98	1.98 - 2.50	25	2.08										2.29	18	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 <sup>1/</sup> Activity Index <sup>2/</sup>		21.3% of 4,900 sampled outlets Activity Index = 991 (includes Medium)						33.8% of 3,800 sampled outlets Activity Index = 1,066 (includes Medium)						40.3% of 1,300 sampled outlets Activity Index = 559 (includes Medium)					
USDA GRADE AA	White 12 pack										1.25 - 2.99	239	2.59				1.25 - 1.39	132	1.36
	White 18 pack				1.88	58	1.88				1.88 - 3.49	307	2.04				1.88 - 3.42	131	2.26
	Brown 12 pack																		
	<b>MEDIUM</b>	White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack		
USDA GRADE A	White 12 pack				1.29 - 1.50	201	1.32				1.29	14	1.29				1.29	3	1.29
	White 18 pack				1.99 - 2.50	249	2.22				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			White 30 pack		
S P E C I A L T Y	<b>USDA ORGANIC</b>																		
	White 12 pack																		
	Brown 12 pack				3.99	34	3.99												
	<b>OMEGA-3</b>																		
	White 12 pack	2.49	14	2.49	2.19	72	2.19				4.19	6	4.19				1.99	4	1.99
	Brown 12 pack																		
	<b>CAGE-FREE</b>																		
	White 12 pack																		
	Brown 12 pack				2.99 - 3.33	349	3.22				3.33 - 5.00	490	4.16				3.33	289	3.33
	<b>VEGETARIAN FED</b>																		
	White 12 pack																		
	Brown 12 pack				2.59	14	2.59												

		ALASKA (AK)			HAWAII (HI)					
Feature Rate <sup>17</sup> Activity Index <sup>18</sup>		0.0% of 100 sampled outlets Activity Index = 21 (includes Medium)			0.0% of 100 sampled outlets Activity Index = 3 (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							3.98	3	3.98
	White 18 pack									
	Brown 12 pack									
	<b>MEDIUM</b>	White 12 pack			White 12 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									
	<b>OMEGA-3</b>									
	White 12 pack									
	Brown 12 pack									
	<b>CAGE-FREE</b>									
	White 12 pack									
	Brown 12 pack				3.66	21	3.66			
	<b>VEGETARIAN FED</b>									
	White 12 pack									
	Brown 12 pack									



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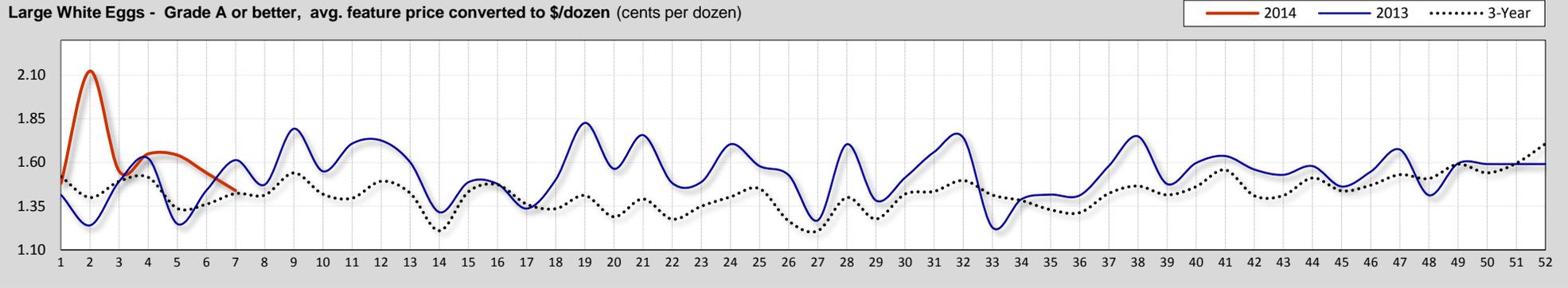
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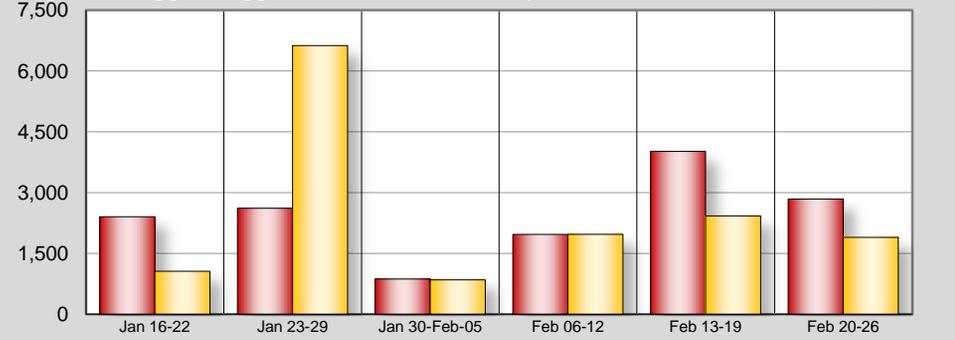
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EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	6.1%	8.3%	10.1%	18.6% of 5,500 sampled	6.4% of 7,400 sampled	2.1% of 6,100 sampled	2.4% of 4,900 sampled	0.2% of 3,800 sampled	2.0% of 1,300 sampled
2/ Activity Index	1,899	2,428	2,750	Activity Index = 905	Activity Index = 829	Activity Index = 111	Activity Index = 0	Activity Index = 0	Activity Index = 27
	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	1,367 2.49	1,922 2.35	460 2.60	1.99 - 2.99 590 2.67	1.88 - 2.50 613 2.12	2.49 - 3.99 110 3.45			2.49 - 2.99 27 2.77
32 oz. crtn	532 4.54	506 4.81	2,290 4.03	4.39 - 4.99 315 4.59	4.47 - 4.69 216 4.47	4.69 1 4.69			
3 - 4 oz. cup									
2 - 8 oz. cup									
EGG PRODUCTS				ALASKA	HAWAII				
1/ Feature Rate				22.6% of 100 sampled	2.7% of 100 sampled				
2/ Activity Index				Activity Index = 0	Activity Index = 27				
				Price Range Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>				
14-16 oz. crtn					2.49 - 2.99 27 2.77				
32 oz. crtn									
3 - 4 oz. cup									
2 - 8 oz. cup									

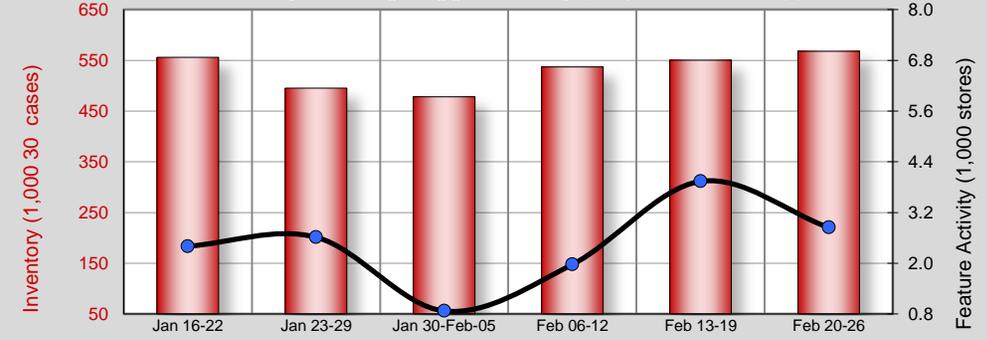
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



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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