



**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 04/03 thru 04/09.**  
 (prices in dollars per carton)

Fri. Apr 03, 2015

**SHELL EGG NATIONAL SUMMARY**

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR						
	49.8% of 29,100 stores		31.0% of 29,100 stores				30.8% 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	3	4.99	333	1.51			412	1.45	10	1.29	230	1.59
	White 18 pack			519	3.16	17	3.19	371	2.54	50	2.79	1,770	2.75
<b>REGULAR</b>	<b>USDA GRADE A</b>												
	White 12 pack	182	1.80	6,429	1.39			2,085	1.29	10	1.98	520	1.57
	White 18 pack			1,883	2.09			2,240	2.40			760	2.42
<b>SPECIALTY</b>	<b>USDA ORGANIC</b>												
	White 12 pack	26	3.69					106	4.33			1,430	3.95
	Brown 12 pack			277	3.99								
<b>SPECIALTY</b>	<b>OMEGA-3</b>												
	White 12 pack	517	2.80	924	2.58	1,707	2.54	1,190	2.61	70	2.35	1,800	2.24
	Brown 12 pack							111	2.96	20	2.99	80	3.75
<b>SPECIALTY</b>	<b>CAGE-FREE</b>												
	White 12 pack	33	2.50	2,252	2.70			1,779	2.55	20	1.99	80	3.09
	Brown 12 pack	137	2.99	2,548	2.90			1,795	2.51			290	3.92
<b>SPECIALTY</b>	<b>VEGETARIAN FED</b>												
	White 12 pack	4	2.90	126	2.46			300	2.95			330	2.64
	Brown 12 pack	22	3.38	126	2.66	5	2.99	148	2.30			210	3.65

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	9,514	5,125	3,350	Large Eggs on Sep-02-2014
Specialty	6,992	7,141	4,330	
Total (includes MD)	16,788	12,585	7,730	467.5
Special Rate 4/:	4.9%	3.3%	0.5%	down 17.9%

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

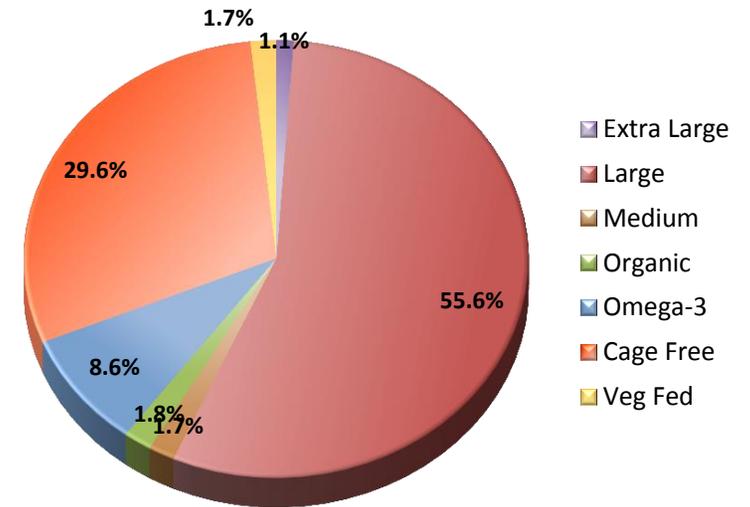
**SHELL EGG and EGG PRODUCTS FEATURING**

With the arrival of Easter weekend, regular shell egg featuring is sharply higher with nearly half of sampled stores featuring eggs. The weighted average price of Large White eggs, Grade A or better, is only slightly lower in spite of many stores pricing eggs below one dollar. The incidence of "no price" specials increases from previous weeks with several stores offering "free eggs with additional purchase" promotions while others offer price incentives with the redemption of coupons. As is typical with consumer demand for Large eggs this time of year, ads for Medium and Extra Large eggs are scarce. Promotional activity for specialty shell eggs are fewer in number than a week ago. Cage free eggs are heavily promoted. Stores featuring Omega-3 eggs have declined, however USDA Organic and vegetarian fed maintain a steady level of visibility. Liquid egg promotional activity increases dramatically due to a significant increase in 14 to 16 ounce carton promotions.

**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>		43.8% of 5,500 sampled outlets Activity Index = 2,840 (includes Medium)						33.0% of 7,400 sampled outlets Activity Index = 3,351 (includes Medium)						50.8% of 6,100 sampled outlets Activity Index = 3,702 (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																1.69	7	1.69	
	White 18 pack																			
	Brown 12 pack																			
	<b>MEDIUM</b>																			
USDA GRADE A	White 12 pack	1.67 - 2.50	162	1.79	0.99 - 2.29	786	1.46				0.99 - 2.29	1,579	1.42	1.79 - 2.00	20	1.93	0.98 - 1.99	1,686	1.32	
	White 18 pack				2.00 - 2.29	33	2.15				1.99 - 2.49	675	2.05				1.99 - 3.00	507	2.12	
	Brown 12 pack																1.99	10	1.99	
	<b>MEDIUM</b>				1.00	17	1.00				1.25 - 1.66	19	1.36				0.88 - 1.49	40	1.16	
S P E C I A L T Y	<b>USDA ORGANIC</b>																			
		White 12 pack																		
		Brown 12 pack				3.99	78	3.99				3.99	10	3.99						
		<b>OMEGA-3</b>																		
		White 12 pack	2.99 - 3.00	316	3.00	2.49 - 2.99	566	2.65				2.99	45	2.99	2.50 - 2.69	133	2.52	2.17 - 3.90	290	2.39
		Brown 12 pack																		
		<b>CAGE-FREE</b>																		
		White 12 pack				2.99	25	2.99	2.50	33	2.50	2.50	483	2.50				1.99 - 2.50	515	2.37
	Brown 12 pack	2.99	137	2.99	2.99 - 3.99	336	3.89				2.50 - 2.99	506	2.54				1.99 - 3.49	468	2.55	
	<b>VEGETARIAN FED</b>																			
	White 12 pack	2.90	4	2.90	2.49	117	2.49				2.49	1	2.49							
	Brown 12 pack	2.50	9	2.50	2.50	99	2.50							3.99	13	3.99	3.99	13	3.99	
		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>		59.8% of 4,900 sampled outlets Activity Index = 3,474 (includes Medium)						66.0% of 3,800 sampled outlets Activity Index = 2,503 (includes Medium)						79.2% of 1,300 sampled outlets Activity Index = 858 (includes Medium)						
USDA GRADE AA	White 12 pack				1.20 - 1.99	38	1.57				1.09 - 2.90	125	1.48				1.25 - 2.00	150	1.46	
	White 18 pack										1.99 - 3.99	494	3.19				2.49 - 2.99	25	2.67	
	<b>MEDIUM</b>										1.50 - 2.10	53	1.79							
USDA GRADE A	White 12 pack				0.98 - 1.99	1,543	1.39				0.99 - 2.50	582	1.37				0.98 - 1.59	231	1.36	
	White 18 pack				1.79 - 2.77	664	2.09				1.79 - 2.50	2	2.15				2.50	2	2.50	
	<b>MEDIUM</b>										1.46 - 3.00	105	1.75				1.40	5	1.40	
	White 30 pack				2.99	16	2.99				2.99 - 4.99	27	4.32							
S P E C I A L T Y	<b>USDA ORGANIC</b>																			
		White 12 pack	3.69	26	3.69															
		Brown 12 pack				3.99	72	3.99				3.99	117	3.99						
		<b>OMEGA-3</b>																		
		White 12 pack	2.19 - 2.49	68	2.40	2.50	23	2.50												
		Brown 12 pack																		
		<b>CAGE-FREE</b>																		
		White 12 pack				2.50	488	2.50				2.50 - 3.99	499	3.48				2.50 - 3.50	231	2.56
	Brown 12 pack				2.50 - 3.49	522	2.56				2.50 - 3.99	499	3.48				2.50	206	2.50	
	<b>VEGETARIAN FED</b>																			
	White 12 pack																1.99	8	1.99	
	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 = 41 (includes Medium)						0.0% of 100 sampled outlets Activity Index = 19 (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				1.50 - 2.08	13	1.92	4.99	3	4.99			
	White 18 pack												
	Brown 12 pack												
	<b>MEDIUM</b>				White 12 pack			White 12 pack					
USDA GRADE A	White 12 pack				1.25 - 1.59	6	1.31				0.99 - 1.50	16	1.37
	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				2.79	11	2.79						
	Brown 12 pack				2.79	11	2.79						
	<b>VEGETARIAN FED</b>												
	White 12 pack												
	Brown 12 pack												



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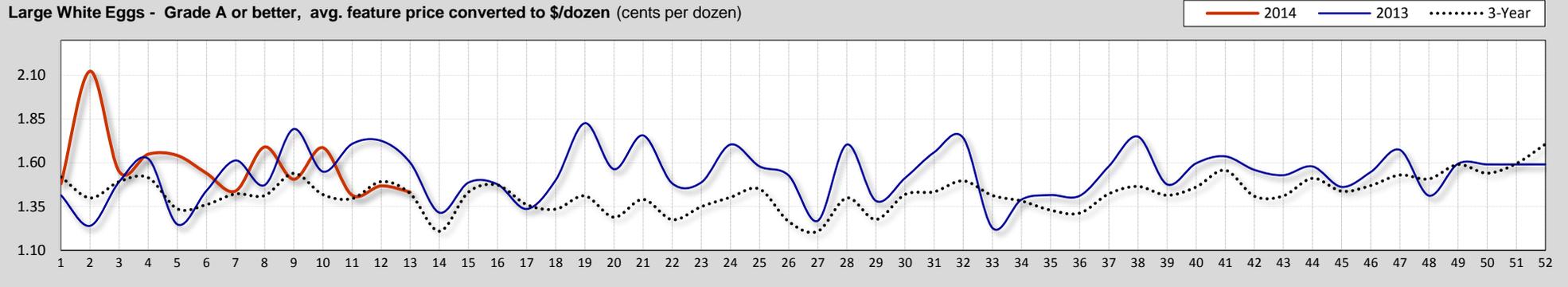
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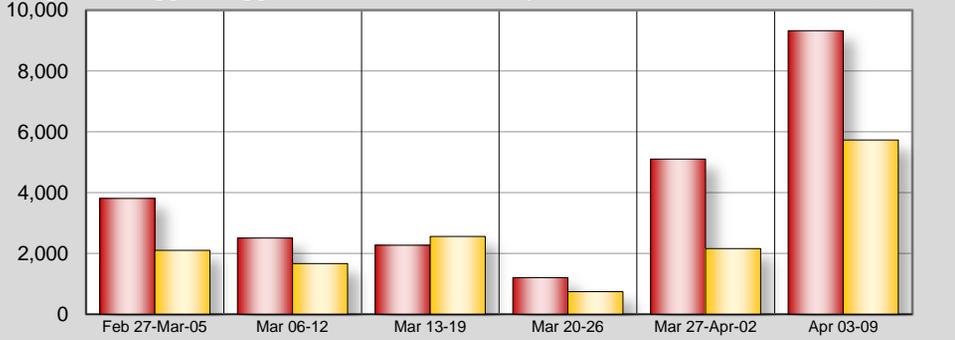
Fri. Apr 03, 2015

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	17.5%	7.1%	8.7%	19.6% of 5,500 sampled	18.4% of 7,400 sampled	18.8% of 6,100 sampled	20.4% of 4,900 sampled	9.3% of 3,800 sampled	10.2% of 1,300 sampled
2/ Activity Index	5,734	2,163	2,130	Activity Index = 1,340	Activity Index = 1,378	Activity Index = 1,043	Activity Index = 1,013	Activity Index = 344	Activity Index = 136
	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	4,955 2.86	794 2.54	1,340 2.43	2.50 - 3.29 599 2.86	2.50 - 2.89 1,340 2.86	1.99 - 2.89 1,043 2.81	2.69 - 2.88 1,013 2.87	2.88 344 2.88	2.88 - 3.66 136 2.88
32 oz. crtn	707 5.26	1,365 4.19	610 4.21	4.77 - 5.99 669 5.33	3.97 - 4.99 38 4.00				
3 - 4 oz. cup	72 2.46	4 2.00	180 2.44	2.00 - 2.99 72 2.46					
2 - 8 oz. cup									
EGG PRODUCTS				ALASKA	HAWAII				
1/ Feature Rate				79.6% of 100 sampled	40.7% of 100 sampled				
2/ Activity Index				Activity Index = 344	Activity Index = 136				
				Price Range Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>				
14-16 oz. crtn				2.88 344 2.88	2.88 - 3.66 136 2.88				
32 oz. crtn									
3 - 4 oz. cup									
2 - 8 oz. cup									

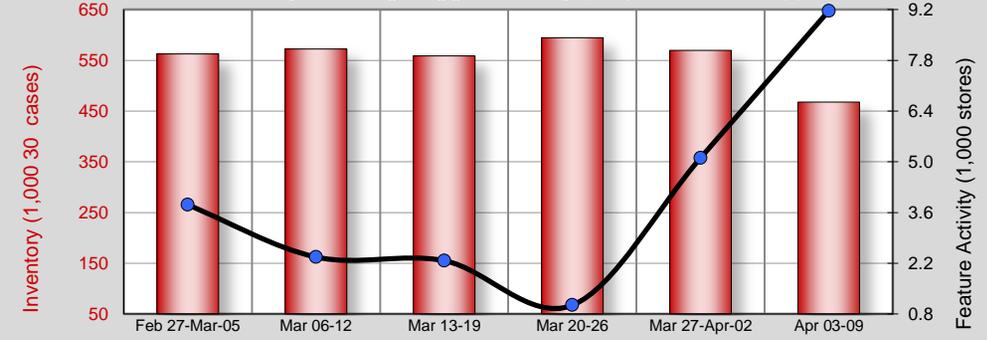
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



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>

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