



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 04/17 thru 04/23.

(prices in dollars per carton)

Fri. Apr 17, 2015

SHELL EGG NATIONAL SUMMARY

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR					
	44.0% of 29,100 stores		10.6% of 29,100 stores				31.5% 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
REGULAR	USDA GRADE AA											
	White 12 pack		739 1.29		42 2.99		213 2.03		10 1.80		150 1.40	
	White 18 pack		382 2.42								530 2.50	
REGULAR	USDA GRADE A											
	White 12 pack		3 4.97		114 1.02		173 1.34				2,150 1.18	
	White 18 pack		37 1.66				438 2.74				780 2.16	
SPECIALTY	USDA ORGANIC											
	White 12 pack						117 3.64		20 3.29		380 4.02	
	Brown 12 pack		275 3.99									
SPECIALTY	OMEGA-3											
	White 12 pack		370 2.35		34 2.31		1,345 2.55		120 2.41		1,700 2.29	
	Brown 12 pack		213 3.76				62 3.49				70 3.82	
SPECIALTY	CAGE-FREE											
	White 12 pack						5 3.49				200 3.76	
	Brown 12 pack		62 3.00		47 2.99		197 4.28				640 3.22	
SPECIALTY	VEGETARIAN FED											
	White 12 pack						54 2.71				20 2.49	
	Brown 12 pack		41 2.99		122 2.99		304 2.00		318 2.03			

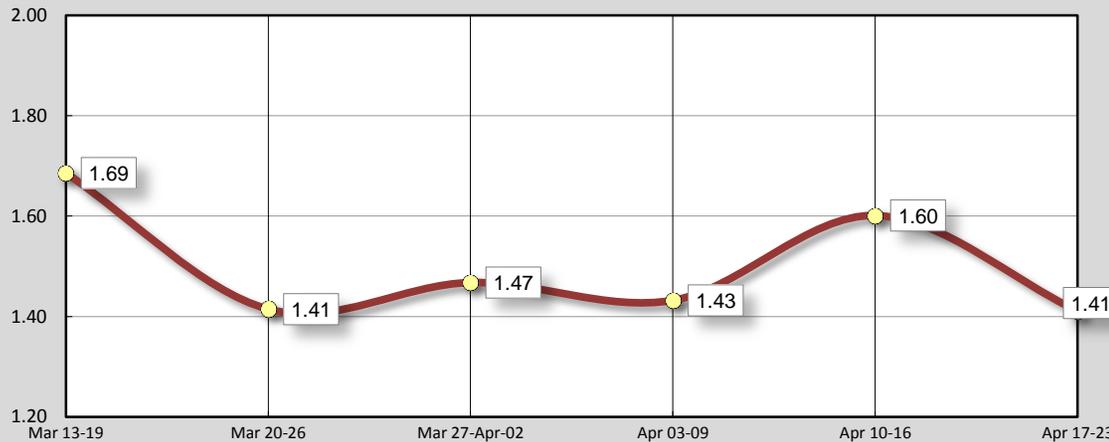
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	5,987	1,042	3,620	Large Eggs on Sep-02-2014
Specialty	8,579	2,483	3,150	
Total (includes MD)	14,710	3,572	7,200	506.5
Special Rate 4/:	0.0%	0.1%	3.1%	up 8.5%

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

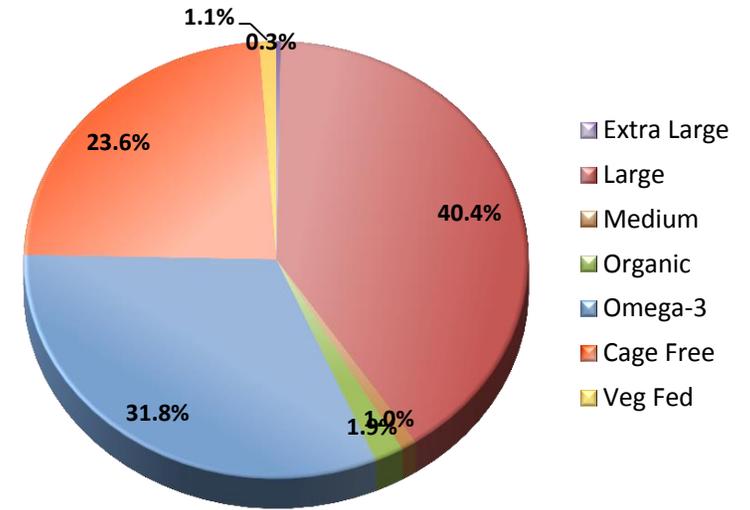
SHELL EGG and EGG PRODUCTS FEATURING

Promotional activity for regular shell eggs is considerably more active than a week ago with a notable increase in the featuring of Grade A eggs across the country. The weighted average price of Large White eggs, Grade A or better, is down as some supermarkets seek to stimulate buyer interest with lower prices. Shoppers searching for bargains will have a hard time finding them as the number of "no price" incentives offered are extremely limited. More ads for Medium eggs are showing up in flyers, however ads for Extra Large eggs are scarce. Promotional activity for specialty shell eggs more than triples this week as retailer readily fill circulars with Omega-3 and cage free eggs. Featuring of liquid egg products is also more active as offers for both 14-16 ounce and 32 ounce cartons increase.

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 ^{1/} Activity Index ^{2/}		48.6% of 5,500 sampled outlets Activity Index = 3,303 (includes Medium)						48.4% of 7,400 sampled outlets Activity Index = 3,585 (includes Medium)						39.2% of 6,100 sampled outlets Activity Index = 2,595 (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				0.25 - 1.25	110	1.17
	White 18 pack																0.49 - 1.99	6	0.74
	MEDIUM	White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack					
USDA GRADE A	White 12 pack				0.99 - 1.80	572	1.49				0.99 - 1.49	859	1.06				0.88 - 1.79	1,559	1.15
	White 18 pack	1.66	37	1.66	2.00 - 5.49	205	4.81				1.99 - 2.79	1,067	2.54				1.99 - 2.50	110	2.48
	MEDIUM	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	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack				3.99	82	3.99				3.99	4	3.99						
	OMEGA-3																		
White 12 pack	2.00 - 2.50	181	2.45	2.50 - 3.29	1,499	2.63	1.99 - 2.50	15	2.06	2.29 - 2.50	1,207	2.30	2.50	1	2.50	0.29 - 2.99	94	1.23	
Brown 12 pack				3.69 - 3.99	199	3.81				3.69	1	3.69				2.69 - 2.99	13	2.87	
CAGE-FREE																			
White 12 pack																3.00	180	3.00	
Brown 12 pack	3.00	62	3.00	2.99 - 4.49	384	3.25				2.99 - 3.33	375	3.03				2.50 - 3.49	441	2.93	
VEGETARIAN FED																			
White 12 pack																2.99	81	2.99	
Brown 12 pack	2.99	41	2.99	2.99	41	2.99													
		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 ^{1/} Activity Index ^{2/}		37.3% of 4,900 sampled outlets Activity Index = 1,975 (includes Medium)						45.9% of 3,800 sampled outlets Activity Index = 2,260 (includes Medium)						44.8% of 1,300 sampled outlets Activity Index = 878 (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				1.25	244	1.25				1.25	211	1.25				1.25 - 1.50	159	1.47
	White 18 pack				1.99	58	1.99				1.99 - 2.99	249	2.68				1.99	69	1.99
	MEDIUM	White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack					
USDA GRADE A	White 12 pack				0.99 - 1.77	308	1.33				0.99	14	0.99				0.88 - 0.99	12	0.91
	White 18 pack				1.39 - 2.79	120	2.35												
	MEDIUM	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	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack				3.99	72	3.99				3.99	117	3.99						
	OMEGA-3																		
White 12 pack	1.99 - 2.48	173	2.27	2.50	349	2.50				2.50 - 3.00	606	2.54				2.50	289	2.50	
Brown 12 pack																			
CAGE-FREE																			
White 12 pack				2.39	26	2.39				2.66 - 2.99	316	2.88							
Brown 12 pack				2.99 - 3.33	617	3.12				2.99 - 3.33	664	3.24				2.99 - 3.33	349	3.27	
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 = 53 (includes Medium)						0.0% of 100 sampled outlets Activity Index = 61 (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	11	1.50						
	White 18 pack												
	Brown 12 pack												
	MEDIUM	White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack							4.97	3	4.97			
	White 18 pack												
	Brown 12 pack												
	MEDIUM	White 12 pack						White 12 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				2.50 21 2.50						2.50 27 2.50		
	Brown 12 pack												
	CAGE-FREE												
	White 12 pack												
	Brown 12 pack				3.66 21 3.66						2.99 - 3.66 31 3.57		
	VEGETARIAN FED												
	White 12 pack												
	Brown 12 pack												



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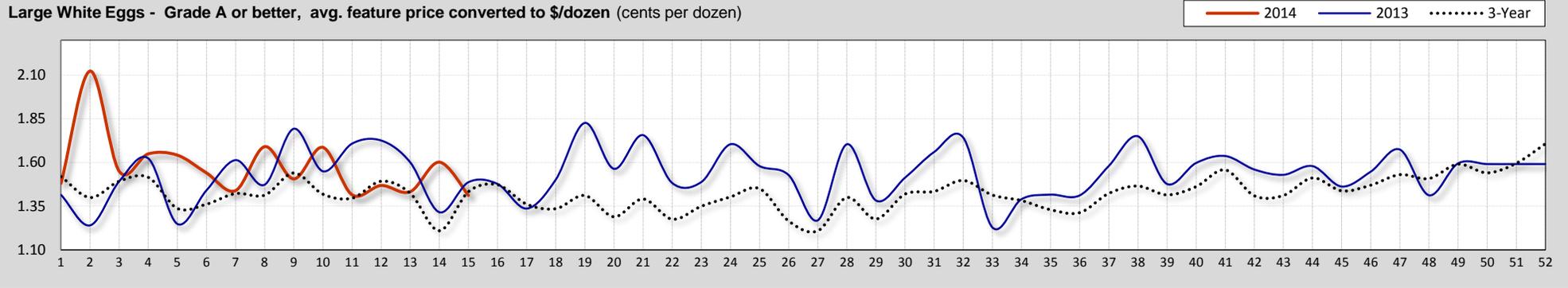
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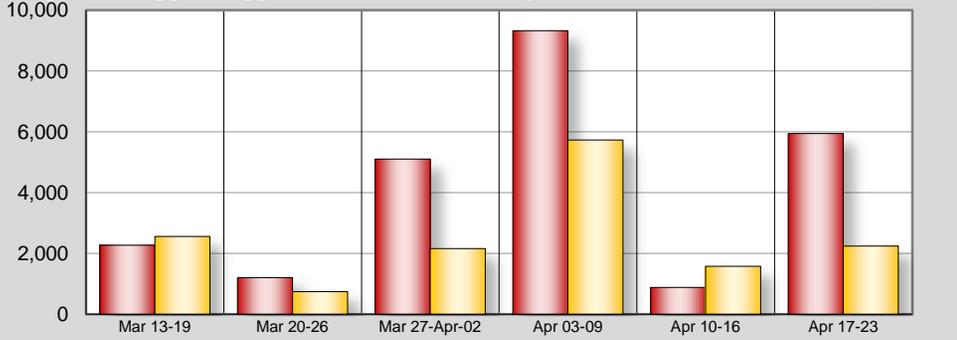
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EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	6.8%	3.9%	5.9%	18.7% of 5,500 sampled	3.8% of 7,400 sampled	2.5% of 6,100 sampled	1.2% of 4,900 sampled	2.1% of 3,800 sampled	27.5% of 1,300 sampled
2/ Activity Index	2,246	1,581	1,870	Activity Index = 1,169	Activity Index = 102	Activity Index = 29	Activity Index = 58	Activity Index = 77	Activity Index = 367
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range Stores Avg ^{3/}					
14-16 oz. crtn	1,653 2.69	1,394 2.48	1,030 2.62	1.99 - 2.99 865 2.59	2.50 - 2.69 23 2.51	2.00 - 2.99 29 2.40	2.99 58 2.99	2.99 77 2.99	2.50 - 3.48 262 2.78
32 oz. crtn	593 3.79	187 5.21	840 4.57	3.50 304 3.50	3.99 - 4.49 79 4.40				3.99 105 3.99
3 - 4 oz. cup									
2 - 8 oz. cup									
EGG PRODUCTS				ALASKA	HAWAII				
1/ Feature Rate				34.4% of 100 sampled	35.4% of 100 sampled				
2/ Activity Index				Activity Index = 77	Activity Index = 367				
				Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}				
14-16 oz. crtn				2.99 77 2.99	2.50 - 3.48 262 2.78				
32 oz. crtn					3.99 105 3.99				
3 - 4 oz. cup									
2 - 8 oz. cup									

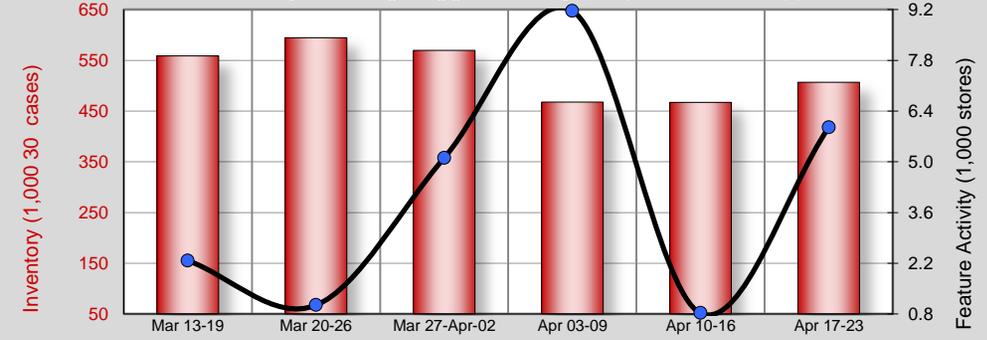
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



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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