



**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 05/01 thru 05/07.**  
 (prices in dollars per carton)

Fri. May 01, 2015

**SHELL EGG NATIONAL SUMMARY**

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR						
	29.5% of 29,100 stores		25.2% of 29,100 stores				38.0% 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	23	3.55	97	1.56			236	1.76			270	1.57
	White 18 pack			260	1.98	20	1.88	776	2.82			1,470	3.03
	Brown 12 pack											20	1.24
	<b>USDA GRADE A</b>												
	White 12 pack	3	4.99	1,817	1.15	37	1.67	350	1.58	10	3.00	1,810	1.00
White 18 pack			842	2.64	42	2.99	356	2.48			190	2.48	
Brown 12 pack			72	1.50			18	1.99			40	1.16	
<b>SPECIALTY</b>	<b>USDA ORGANIC</b>												
	White 12 pack							13	3.99				
	Brown 12 pack	18	3.49	1,064	4.01	222	3.95	542	3.74			1,590	4.12
	<b>OMEGA-3</b>												
	White 12 pack	50	2.73	1,956	2.61	325	2.69	2,520	2.44			1,580	2.71
	Brown 12 pack			180	3.99	61	2.29	22	2.49	20	2.50	210	3.70
	<b>CAGE-FREE</b>												
	White 12 pack			157	2.97			473	3.13			280	2.86
	Brown 12 pack			1,783	3.38	557	2.99	986	3.09			560	3.57
	<b>VEGETARIAN FED</b>												
White 12 pack							169	2.41			40	2.50	
Brown 12 pack	405	2.99	1,508	2.58	11	2.62	286	2.94	10	1.99	380	3.44	

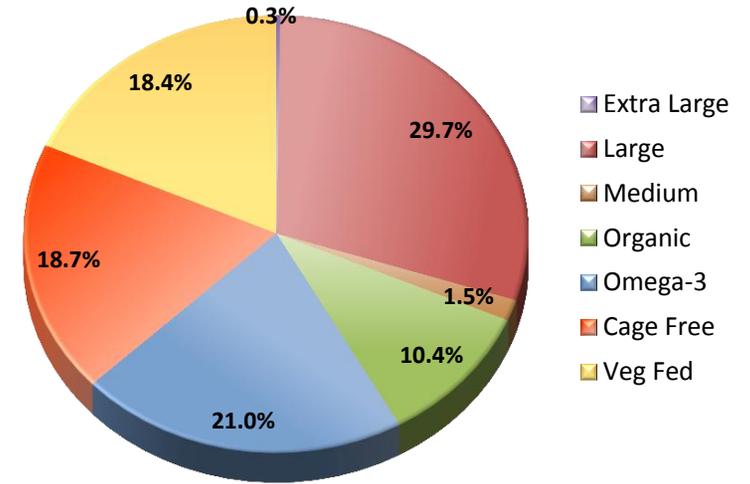
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	3,114	1,835	3,810	Large Eggs on Apr-27-2015
Specialty	7,121	6,187	4,670	
Total (includes MD)	10,396	8,126	8,680	579.4
Special Rate 4/:	6.4%	0.6%	5.0%	up 3.5%

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

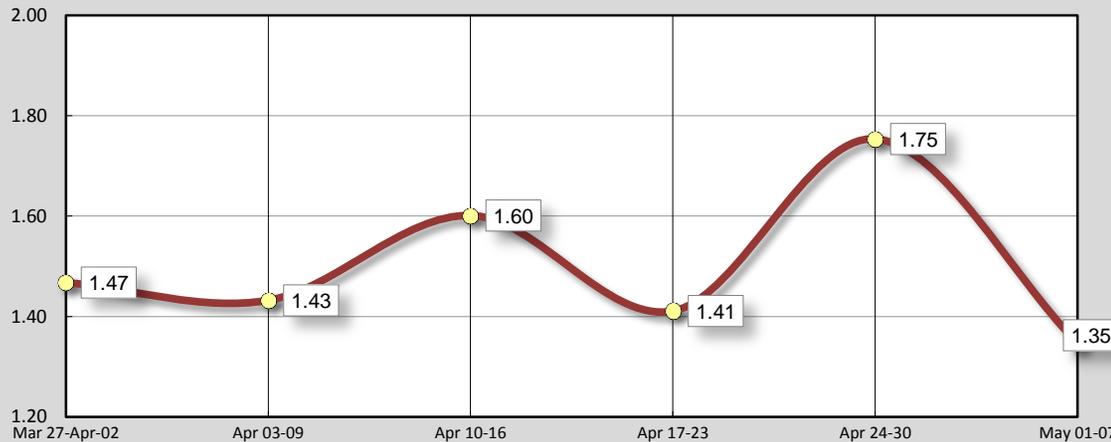
**SHELL EGG and EGG PRODUCTS FEATURING**

Feature activity of regular shell eggs is significantly higher than a week ago. The average price of Grade A, or better, Large white eggs has yet to find a steady level and moves sharply lower. The number of "no price" specials is more than a week ago, primarily due to retailers offering shoppers "free eggs with the purchase of an additional item". Advertisements for both Medium and Extra Large eggs remain limited. Promotional activity for specialty shell eggs increases. Ads for USDA Organic, cage free and vegetarian fed varieties are higher in number. Omega-3 egg promotions maintain a steady level of visibility in circulars. Promotional activity for liquid shell egg products is more active than last week.

**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>		49.3% of 5,500 sampled outlets Activity Index = 4,035 (includes Medium)						22.9% of 7,400 sampled outlets Activity Index = 1,706 (includes Medium)						31.5% of 6,100 sampled outlets Activity Index = 2,227 (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																			
	White 18 pack																	1.88	1	1.88
	Brown 12 pack																			
	<b>MEDIUM</b>																			
	White 12 pack																			
USDA GRADE A	White 12 pack				0.99 - 1.69	582	1.31				0.99 - 2.00	284	1.13				0.88 - 1.69	701	1.00	
	White 18 pack										1.77 - 2.79	737	2.70				1.69	21	1.69	
	Brown 12 pack				1.50	72	1.50													
	<b>MEDIUM</b>				0.59	20	0.59										0.88	8	0.88	
	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 - 5.38	187	5.09				3.49 - 3.99	461	3.75				3.49	18	3.49	
	<b>OMEGA-3</b>																			
	White 12 pack	2.99	37	2.99	2.49 - 2.99	1,574	2.71				1.99 - 2.79	118	2.47				2.50 - 2.99	25	2.63	
	Brown 12 pack																3.99	180	3.99	
	<b>CAGE-FREE</b>																			
	White 12 pack																2.33 - 2.99	157	2.97	
Brown 12 pack				2.99 - 3.50	195	3.37				2.99 - 3.33	67	3.20				1.99 - 3.99	580	3.30		
<b>VEGETARIAN FED</b>																				
White 12 pack																				
Brown 12 pack	2.99	405	2.99	2.49 - 2.99	963	2.75				2.28 - 2.99	39	2.46				1.98 - 2.50	182	1.98		
		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>		20.5% of 4,900 sampled outlets Activity Index = 1,019 (includes Medium)						20.3% of 3,800 sampled outlets Activity Index = 806 (includes Medium)						35.6% of 1,300 sampled outlets Activity Index = 544 (includes Medium)						
USDA GRADE AA	White 12 pack	3.99	18	3.99	1.69	8	1.69	1.98	5	1.98	1.69	22	1.69				1.50	65	1.50	
	White 18 pack				1.88 - 1.99	72	1.90				1.88 - 2.50	118	2.10				1.88	69	1.88	
	<b>MEDIUM</b>																			
	White 12 pack																			
USDA GRADE A	White 12 pack				0.99 - 1.60	231	1.13				1.50	5	1.50				0.98	8	0.98	
	White 18 pack				1.67 - 2.79	84	2.42													
	Brown 12 pack																			
	<b>MEDIUM</b>																			
	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 - 4.49	69	3.98													
	<b>OMEGA-3</b>																			
	White 12 pack	1.99	6	1.99	1.99	239	1.99													
	Brown 12 pack																			
	<b>CAGE-FREE</b>																			
	White 12 pack																			
Brown 12 pack				2.99	114	2.99				3.52 - 3.66	490	3.59				3.33	289	3.33		
<b>VEGETARIAN FED</b>																				
White 12 pack																				
Brown 12 pack				1.98 - 2.59	178	2.40				2.50	77	2.50				2.50	69	2.50		

		ALASKA (AK)						HAWAII (HI)					
Feature Rate <sup>17</sup> Activity Index <sup>18</sup>		0.0% of 100 sampled outlets Activity Index = 23 (includes Medium)						0.0% of 100 sampled outlets Activity Index = 36 (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	1.50						
	White 18 pack												
	Brown 12 pack												
	<b>MEDIUM</b>	White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack							4.99	3	4.99	3.29	6	3.29
	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				3.66 21 3.66						3.66 27 3.66		
	Brown 12 pack												
	<b>VEGETARIAN FED</b>												
	White 12 pack												
	Brown 12 pack												



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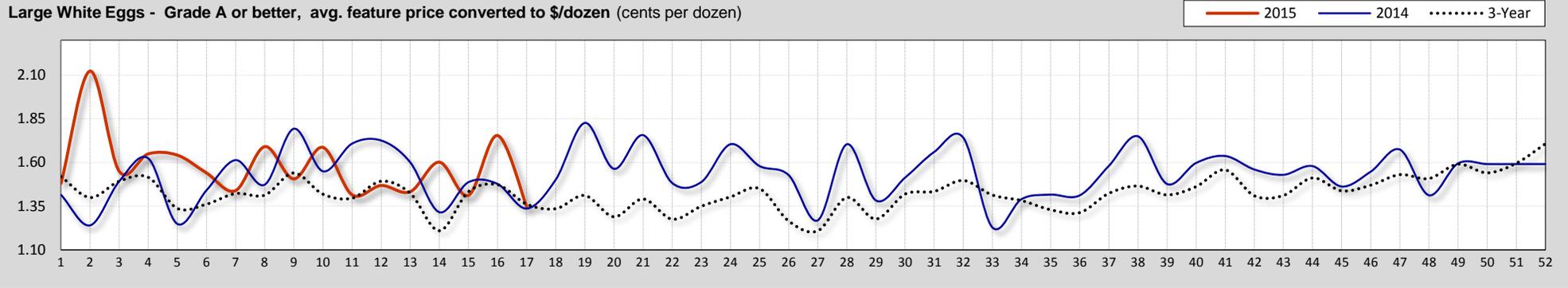
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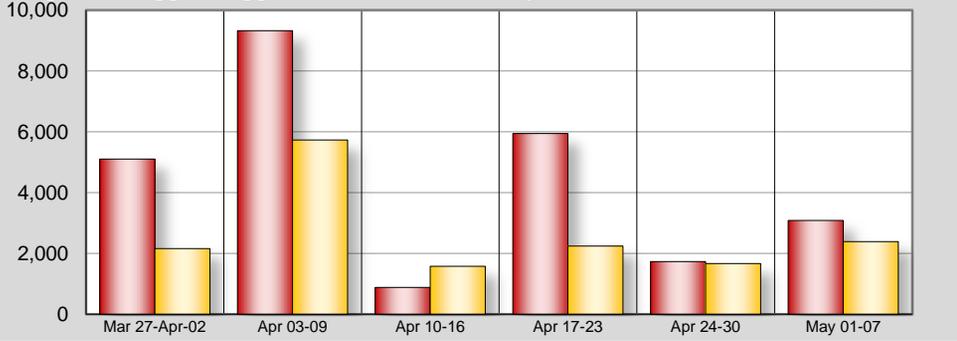
Fri. May 01, 2015

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	8.1%	3.9%	4.8%	13.3% of 5,500 sampled	18.3% of 7,400 sampled	1.1% of 6,100 sampled	3.9% of 4,900 sampled	0.8% of 3,800 sampled	0.0% of 1,300 sampled
2/ Activity Index	2,392	1,671	1,110	Activity Index = 718	Activity Index = 1,386	Activity Index = 21	Activity Index = 267	Activity Index = 0	Activity Index = 0
	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	2,040 2.30	1,355 2.79	1,010 2.48	2.00 - 2.99 595 2.55	2.00 - 2.88 1,157 2.04	2.50 21 2.50	2.44 - 3.00 267 2.82		
32 oz. crtn	352 4.52	316 4.82	100 5.23	4.99 - 5.49 123 5.47	3.88 - 5.49 229 4.02				
3 - 4 oz. cup									
2 - 8 oz. cup									
EGG PRODUCTS				ALASKA	HAWAII				
1/ Feature Rate				24.7% of 100 sampled	31.9% of 100 sampled				
2/ Activity Index				Activity Index = 0	Activity Index = 0				
				Price Range Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>				
14-16 oz. crtn									
32 oz. crtn									
3 - 4 oz. cup									
2 - 8 oz. cup									

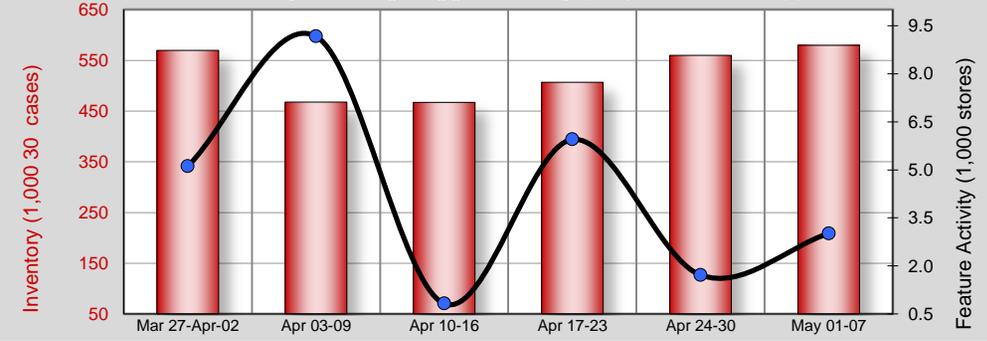
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



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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