



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 05/15 thru 05/21.

(prices in dollars per carton)

Fri. May 15, 2015

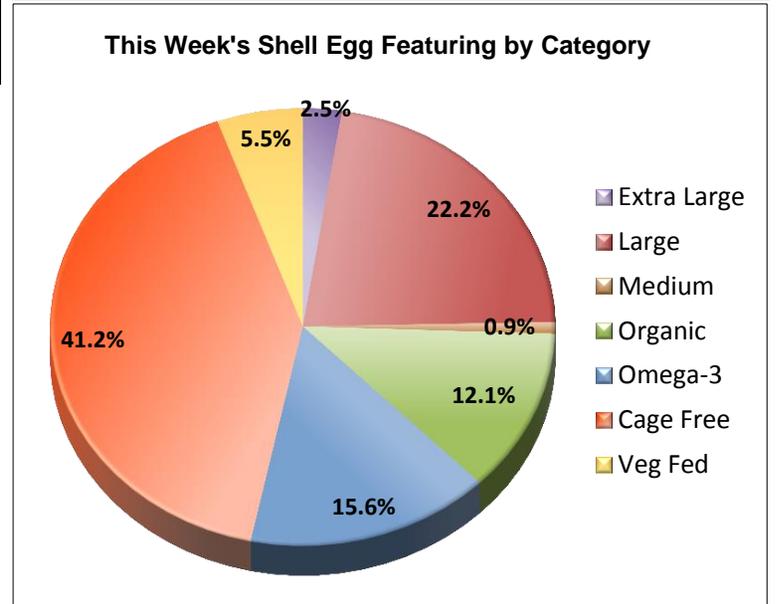
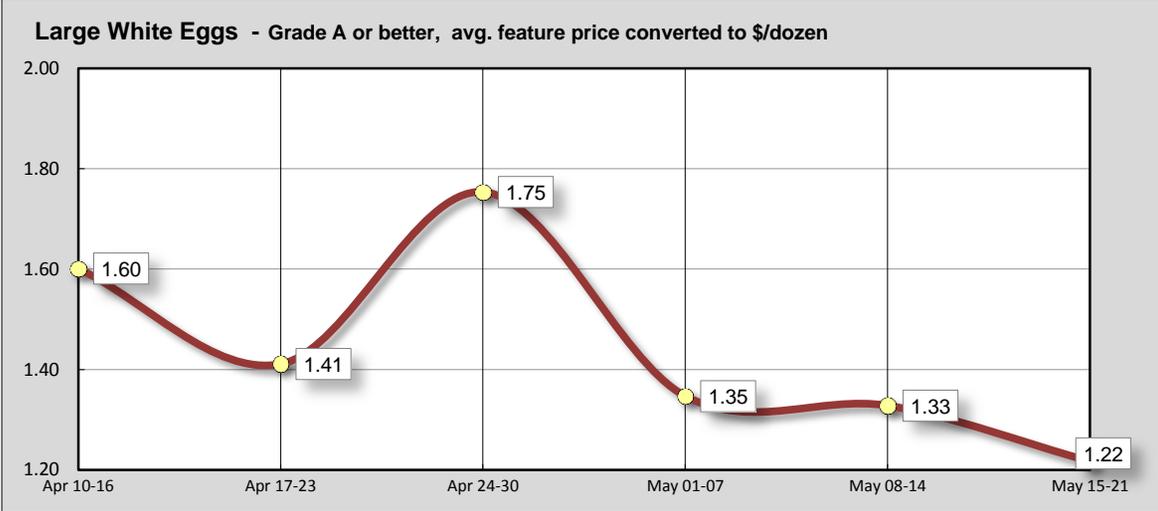
SHELL EGG NATIONAL SUMMARY													
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	31.3% of 29,100 stores				41.5% of 29,100 stores				27.4% of 22,900 stores				
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE		
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
REGULAR	USDA GRADE AA												
	White 12 pack			871	1.17			451	1.41			450	1.50
	White 18 pack	42	2.99	151	2.82	51	2.77	204	2.35			430	2.68
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack	244	1.28	1,405	1.17	116	1.10	1,348	1.26	60	1.29	630	1.30
White 18 pack			123	1.98			611	2.01			70	2.31	
Brown 12 pack					137	2.99	10	1.99					
SPECIALTY	USDA ORGANIC												
	White 12 pack												
	Brown 12 pack			1,395	4.22			827	3.72	10	4.79	360	4.71
	OMEGA-3												
	White 12 pack	176	2.98	1,553	2.47	400	2.99	5,034	2.40	10	3.99	1,630	2.26
	Brown 12 pack			70	2.56							60	3.99
	CAGE-FREE												
	White 12 pack			1,915	3.04			1,686	2.61	70	2.55	1,380	2.51
	Brown 12 pack	147	3.19	2,672	2.90			1,781	2.68			1,580	2.66
	VEGETARIAN FED												
White 12 pack							6	2.99			340	2.48	
Brown 12 pack			635	2.78	136	2.99	2,132	2.44	270	2.51	400	2.35	

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,836	2,928	1,640	Large Eggs on May-11-2015
Specialty	8,563	12,002	6,110	
Total (includes MD)	11,498	15,181	8,080	590.7
Special Rate 4/:	4.4%	1.6%	6.4%	up 6.4%

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

SHELL EGG and EGG PRODUCTS FEATURING

Even as many merchants place an increased emphasis on meat and poultry items for the upcoming Memorial Day holiday, shell eggs manage to hold a place in stores ads, but at slightly reduced levels from last week. Value conscious shoppers are sure to find bargains this week as number of "no price" specials increase and the average price of Grade A or better Large white eggs decline. Advertisements for Medium and Extra Large eggs are steady. Specialty shell egg featuring is down sharply from last week's ad cycle. Cage free varieties continue as a popular item. There is an increase in featuring of USDA Organic eggs, however Omega-3 and vegetarian fed egg ads are fewer in number this week. Egg products are seeing a slight boost in promotional activity.



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/}		37.8% of 5,500 sampled outlets Activity Index = 2,835 (includes Medium)						30.9% of 7,400 sampled outlets Activity Index = 2,764 (includes Medium)						32.4% of 6,100 sampled outlets Activity Index = 2,254 (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	
USDA GRADE AA	White 12 pack White 18 pack Brown 12 pack										0.99	4	0.99				0.99 - 1.25	77	
	MEDIUM	White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack					
USDA GRADE A	White 12 pack White 18 pack Brown 12 pack	1.50	137	1.50	0.99 - 1.50	104	1.41				0.99 - 1.48	537	1.27	0.99	107	0.99	0.75 - 2.50	643	
	MEDIUM	White 12 pack White 30 pack			White 12 pack White 30 pack			White 12 pack White 30 pack			1.00 78 1.00			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	1,083	3.99				4.99	180	
	OMEGA-3 White 12 pack Brown 12 pack	2.99	77	2.99	2.33 - 2.99	938	2.52				2.00 - 2.50	368	2.34				1.99 - 2.53	92	
	CAGE-FREE White 12 pack Brown 12 pack				2.99 - 3.59	449	3.07				2.99	288	2.99				2.50 - 2.99	460	
	VEGETARIAN FED White 12 pack Brown 12 pack	3.19	147	3.19	2.33 - 2.99	704	2.71				2.99	375	2.99				2.48 - 2.99	455	
					2.50 - 3.99	217	3.30				2.29 - 3.99	25	2.45				2.50	115	
		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/}		20.8% of 4,900 sampled outlets Activity Index = 1,383 (includes Medium)						31.6% of 3,800 sampled outlets Activity Index = 1,288 (includes Medium)						43.1% of 1,300 sampled outlets Activity Index = 934 (includes Medium)					
USDA GRADE AA	White 12 pack White 18 pack Brown 12 pack				0.99 - 1.25	286	1.14	2.99	42	2.99	1.25 - 2.00	158	1.55				0.99 - 1.50	325	
	MEDIUM	White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack					
USDA GRADE A	White 12 pack White 18 pack Brown 12 pack				0.97 - 1.25	121	1.00												
	MEDIUM	White 12 pack White 30 pack			White 12 pack White 30 pack			White 12 pack White 30 pack			2.00 - 2.50 12 2.25 2.99 9 2.99			White 12 pack White 30 pack					
S P E C I A L T Y	USDA ORGANIC White 12 pack Brown 12 pack																4.99	121	
	OMEGA-3 White 12 pack Brown 12 pack	2.98	99	2.98	1.88 - 2.50	146	2.40				2.99	9	2.99						
	CAGE-FREE White 12 pack Brown 12 pack				2.99	239	2.99				2.99 - 3.49	415	3.28				2.99	60	
	VEGETARIAN FED White 12 pack Brown 12 pack				2.66 - 2.99	360	2.88				2.99 - 3.49	415	3.28				2.66 - 2.99	359	
					2.50 - 2.59	132	2.55				2.50	77	2.50				2.50	69	

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		ALASKA (AK)						HAWAII (HI)						
Feature Rate ^{1/} Activity Index ^{4/}		0.0% of 100 sampled outlets Activity Index = 32 (includes Medium)						0.0% of 100 sampled outlets Activity Index = 8 (includes Medium)						
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			
Avg 3/		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	
1.20	USDA GRADE AA	White 12 pack			0.99	21	0.99							
		White 18 pack												
		Brown 12 pack												
		MEDIUM	White 12 pack			White 12 pack								
1.07	USDA GRADE A	White 12 pack												
1.98		White 18 pack												
		Brown 12 pack												
		MEDIUM	White 12 pack			White 12 pack			White 30 pack			White 30 pack		
	S P E C I A L T Y	USDA ORGANIC												
4.99		White 12 pack			5.49	11	5.49							
		Brown 12 pack												
2.49		OMEGA-3												
2.99	White 12 pack													
		Brown 12 pack												
2.87	CAGE-FREE	White 12 pack								2.99	4	2.99		
2.96		Brown 12 pack								2.99	4	2.99		
2.50	VEGETARIAN FED													
		White 12 pack												
		Brown 12 pack												

1.02													
4.99													
2.99													
2.72													
2.50													



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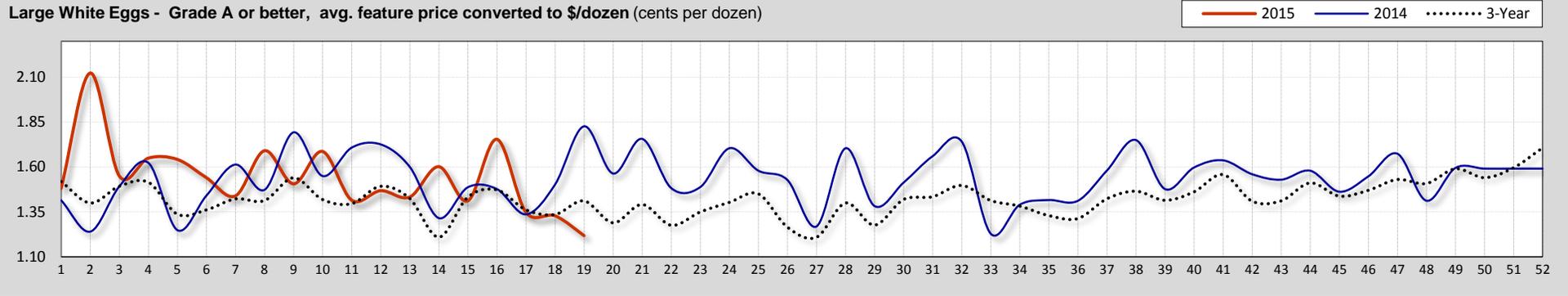
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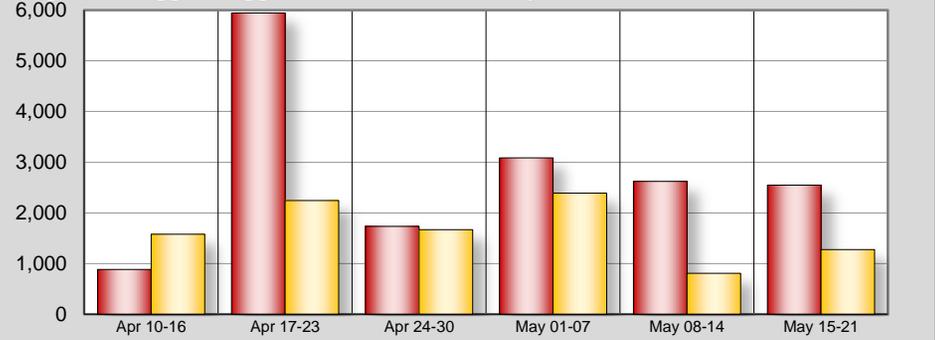
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EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	2.9%	3.3%	7.0%	10.5% of 5,500 sampled	3.6% of 7,400 sampled	0.2% of 6,100 sampled	0.0% of 4,900 sampled	0.0% of 3,800 sampled	0% of 1,300 sampled
2/ Activity Index	1,278	810	1,360	Activity Index = 963	Activity Index = 269	Activity Index = 46	Activity Index = 0	Activity Index = 0	Activity Index = 0
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range					
14-16 oz. crtn	747 2.60	712 2.80	950 2.29	2.50 - 2.99 447 2.98	1.88 - 2.50 269 2.05	1.99 31 1.99			
32 oz. crtn	92 5.05	90 5.23	240 3.90	4.99 - 5.29 77 5.12		4.69 15 4.69			
3 - 4 oz. cup	439 2.99	8 2.29	170 2.73	2.99 439 2.99					
2 - 8 oz. cup									
EGG PRODUCTS				ALASKA	HAWAII				
1/ Feature Rate				34.4% of 100 sampled	3.5% of 100 sampled				
2/ Activity Index				Activity Index = 0	Activity Index = 0				
				Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}				
14-16 oz. crtn									
32 oz. crtn									
3 - 4 oz. cup									
2 - 8 oz. cup									

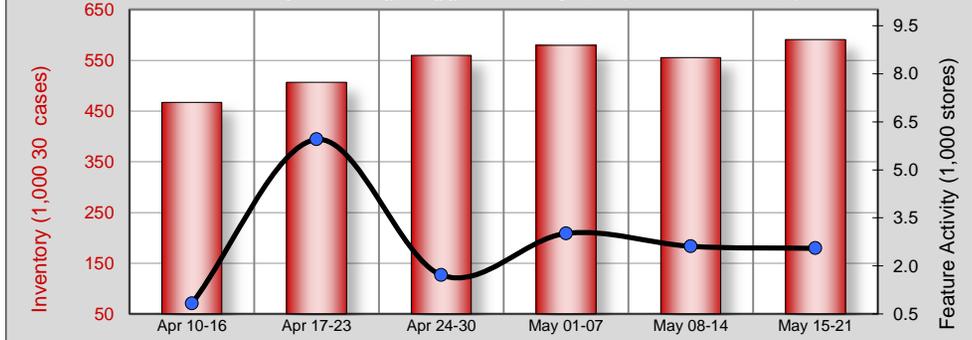
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



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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