



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 05/22 thru 05/28.

(prices in dollars per carton)

Fri. May 22, 2015

SHELL EGG NATIONAL SUMMARY

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR					
	23.4% of 29,100 stores		31.3% of 29,100 stores				25.9% 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		120 1.98		871 1.17		10 1.79		200 1.19			
	White 18 pack		459 1.79		42 2.99		151 2.82		130 2.71		1,590 3.03	
	Brown 12 pack											
	USDA GRADE A											
	White 12 pack		112 1.49		244 1.28		1,405 1.17		200 1.34			
White 18 pack		683 2.19				123 1.98		150 1.90				
Brown 12 pack		72 1.90						60 2.50				
SPECIALTY	USDA ORGANIC											
	White 12 pack								20 3.29			
	Brown 12 pack		44 3.99		180 3.99		1,395 4.22		260 4.16			
	OMEGA-3											
	White 12 pack		99 1.99		1,133 2.49		176 2.98		1,553 2.47		190 3.16	
	Brown 12 pack				85 3.19		70 2.56					
	CAGE-FREE											
	White 12 pack				1,888 2.53		1,915 3.04		10 3.49			
	Brown 12 pack		1,088 3.50		2,339 2.68		147 3.19		2,672 2.90		590 3.00	
	VEGETARIAN FED											
White 12 pack		5 3.49						190 3.02		470 2.69		
Brown 12 pack				675 2.63		635 2.78		20 2.79		1,370 2.33		

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,446	2,836	2,340	Large Eggs on May-18-2015
Specialty	7,536	8,563	4,830	
Total (includes MD)	8,994	11,498	7,250	566.6
Special Rate 4/:	13.5%	4.4%	1.4%	down 4.1%

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

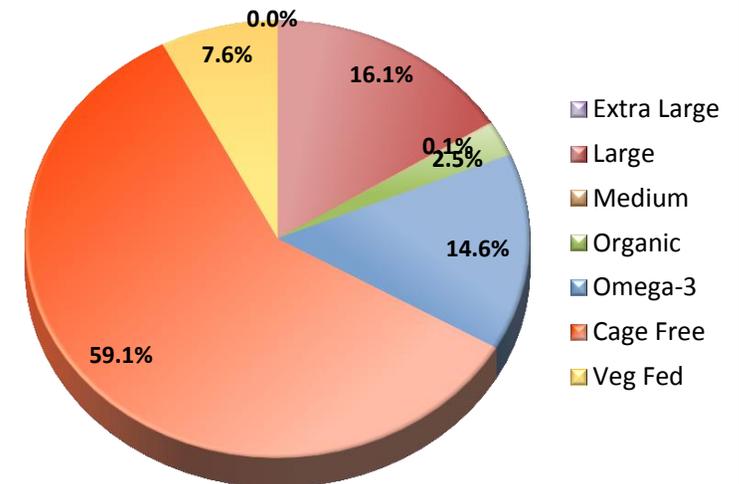
SHELL EGG and EGG PRODUCTS FEATURING

Feature activity for regular shell eggs decline as the ad cycle extends into the Memorial Day weekend. Even though the majority of ad space is dominated by grilling items, shoppers can find deals for egg-based sides as the number of "no price" specials is sharply higher. The average price of Grade A or better Large white eggs offered to consumers is also higher than a week ago. Advertisements for Medium and Extra Large eggs are very hard to find. Specialty shell egg featuring is still very active but not at levels seen a week ago. Cage free varieties command the most space in circulars. Omega-3 and vegetarian fed egg ads are holding a steady presence in flyers, however USDA Organic ads are fewer in number. Promotional activity of egg products declines.

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/}		36.4% of 5,500 sampled outlets Activity Index = 2,349 (includes Medium)						24.0% of 7,400 sampled outlets Activity Index = 2,239 (includes Medium)						19.5% of 6,100 sampled outlets Activity Index = 1,742 (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	147	0.99									1.98	119	1.98	
	White 18 pack															1.88	1	1.88	
	Brown 12 pack																		
	MEDIUM	White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack		
USDA GRADE A	White 12 pack				2.00 - 2.29	348	2.21				1.28 - 2.00	8	1.73			0.99 - 1.99	62	1.38	
	White 18 pack				1.88	62	1.88				2.00	214	2.00			1.99	10	1.99	
	Brown 12 pack																		
	MEDIUM	White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 30 pack		
	MEDIUM	White 30 pack			White 30 pack			White 30 pack			White 30 pack			White 30 pack			White 30 pack		
S P E C I A L T Y	USDA ORGANIC																		
		White 12 pack																	
		Brown 12 pack	3.99	44	3.99												3.99	180	3.99
		OMEGA-3																	
		White 12 pack				2.33 - 2.66	1,021	2.51									2.59	6	2.59
		Brown 12 pack				2.33 - 3.99	85	3.19											
		CAGE-FREE																	
		White 12 pack				2.99	47	2.99				2.50	467	2.50			2.50	499	2.50
	Brown 12 pack				2.99 - 3.59	458	3.17			3.50	1,083	3.50			2.50	499	2.50		
	VEGETARIAN FED																		
	White 12 pack				2.99	137	2.99							3.49	5	3.49			
	Brown 12 pack															2.19 - 3.00	361	2.59	
		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/}		16.0% of 4,900 sampled outlets Activity Index = 1,271 (includes Medium)						22.9% of 3,800 sampled outlets Activity Index = 944 (includes Medium)						16.3% of 1,300 sampled outlets Activity Index = 443 (includes Medium)					
USDA GRADE AA	White 12 pack				1.98	1	1.98												
	White 18 pack				1.88 - 2.99	99	2.28				1.88 - 3.49	138	2.23			1.88 - 2.19	74	1.90	
	Brown 12 pack																		
	MEDIUM	White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack		
USDA GRADE A	White 12 pack				1.28	36	1.28												
	White 18 pack															2.50	121	2.50	
	Brown 12 pack																		
	MEDIUM	White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 30 pack		
	MEDIUM	White 30 pack			White 30 pack			White 30 pack			White 30 pack			White 30 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	1.99	99	1.99	1.99 - 2.29	73	2.10				2.50 - 3.00	33	2.77					
		Brown 12 pack																	
		CAGE-FREE																	
		White 12 pack				2.50	413	2.50				2.50	341	2.50			2.79	121	2.79
	Brown 12 pack	2.79	5	2.79	2.50 - 4.49	447	2.65				2.50	341	2.50			2.79 - 2.99	127	2.80	
	VEGETARIAN FED																		
	White 12 pack																		
	Brown 12 pack				2.19 - 2.50	98	2.37				2.50	79	2.50						

		ALASKA (AK)			HAWAII (HI)		
Feature Rate ¹⁷ Activity Index ¹⁸		0.0% of 100 sampled outlets Activity Index = 0 (includes Medium)			0.0% of 100 sampled outlets Activity Index = 6 (includes Medium)		
CLASS		EXTRA LARGE	LARGE		EXTRA LARGE	LARGE	
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack						
	White 18 pack						
	Brown 12 pack						
	MEDIUM		White 12 pack			White 12 pack	
USDA GRADE A	White 12 pack					3.49	6 3.49
	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						
	White 12 pack						
	Brown 12 pack						
	OMEGA-3						
	White 12 pack						
	Brown 12 pack						
	CAGE-FREE						
	White 12 pack						
	Brown 12 pack						
	VEGETARIAN FED						
	White 12 pack						
	Brown 12 pack						



USDA National Retail Report - Shell Egg and Egg Products

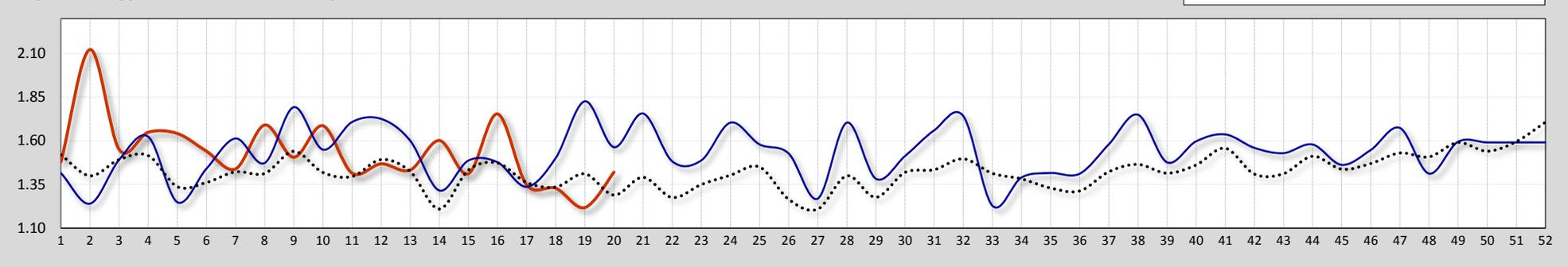
Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 05/22 thru 05/28.

(prices in dollars per carton)

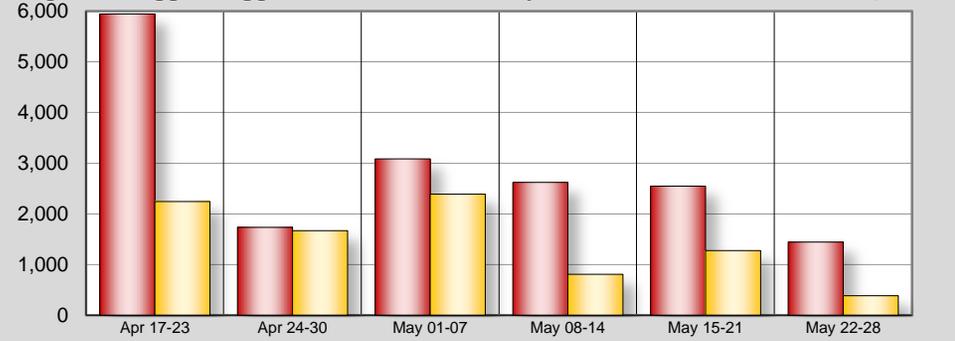
Fri. May 22, 2015

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	0.8%	2.9%	4.6%	0.0% of 5,500 sampled	0.0% of 7,400 sampled	0.6% of 6,100 sampled	1.2% of 4,900 sampled	2.1% of 3,800 sampled	5.2% of 1,300 sampled
2/ Activity Index	387	1,278	990	Activity Index = 0	Activity Index = 0	Activity Index = 37	Activity Index = 58	Activity Index = 77	Activity Index = 69
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range Stores Avg ^{3/}					
14-16 oz. crtn	351 1.99	747 2.60	460 2.46			1.99 1 1.99	1.99 58 1.99	1.99 77 1.99	1.99 69 1.99
32 oz. crtn	36 4.55	92 5.05	290 4.42			3.99 - 4.99 36 4.55			
3 - 4 oz. cup		439 2.99	240 2.05						
2 - 8 oz. cup									
EGG PRODUCTS				ALASKA	HAWAII				
1/ Feature Rate				0.0% of 100 sampled	5.3% of 100 sampled				
2/ Activity Index				Activity Index = 77	Activity Index = 69				
				Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}				
14-16 oz. crtn				1.99 77 1.99	1.99 69 1.99				
32 oz. crtn									
3 - 4 oz. cup									
2 - 8 oz. cup									

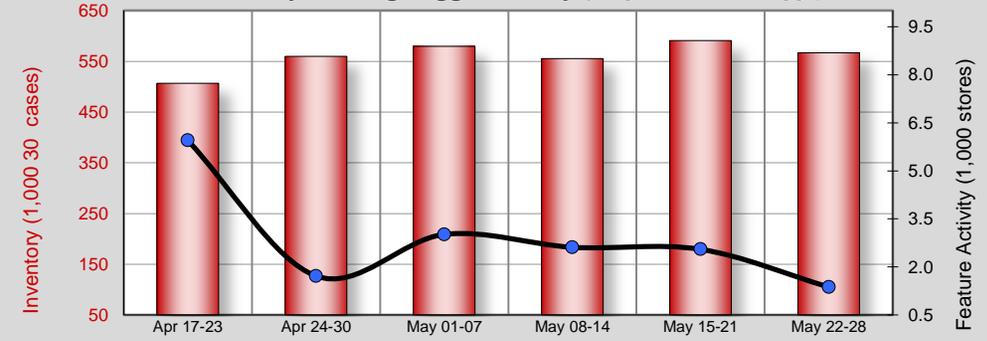
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



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>

Data from the previous year is unavailable due to the Federal Government Furlough in 2013.