



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 06/05 thru 06/11.

(prices in dollars per carton)

Fri. Jun 05, 2015

SHELL EGG NATIONAL SUMMARY

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR					
	19.9% of 29,100 stores		19.8% of 29,100 stores				37.2% 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		62	2.50	51	1.77	1,153	1.45	200	1.51		
	White 18 pack		335	2.38	42	2.99	45	3.47	70	2.73	1,540 3.00	
	Brown 12 pack											
	USDA GRADE A											
	White 12 pack		141	1.32	3	4.97	1,165	1.46	150	1.65	230 1.46	
White 18 pack		568	2.35			502	2.25	2,340 2.47				
Brown 12 pack						10	1.99					
SPECIALTY	USDA ORGANIC											
	White 12 pack						5	3.49				
	Brown 12 pack		155	3.99	556	3.81	494	4.44	270 4.25			
	OMEGA-3											
	White 12 pack				2,012	2.41	184	2.63	879	2.34	460 2.94 1,400 2.55	
	Brown 12 pack				414	3.21	60 3.69		170 2.79			
	CAGE-FREE											
	White 12 pack				193 2.99		396 2.51		750 2.75			
	Brown 12 pack		5	2.49	1,190	3.23	1,864 2.86		930 2.70			
	VEGETARIAN FED											
White 12 pack		33	2.00	6 2.50		336 2.04		30 2.25				
Brown 12 pack				1,272	2.71	67	2.69	20	1.99	10	1.99	30 3.22

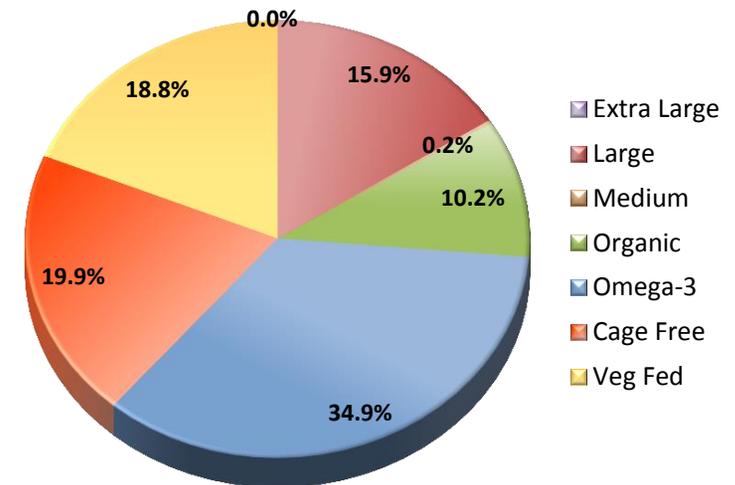
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,106	2,971	4,530	Large Eggs on Jun-01-2015
Specialty	5,836	4,305	4,050	
Total (includes MD)	6,959	7,612	8,850	552.1
Special Rate 4/:	0.1%	0.0%	10.9%	down 1.8%

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

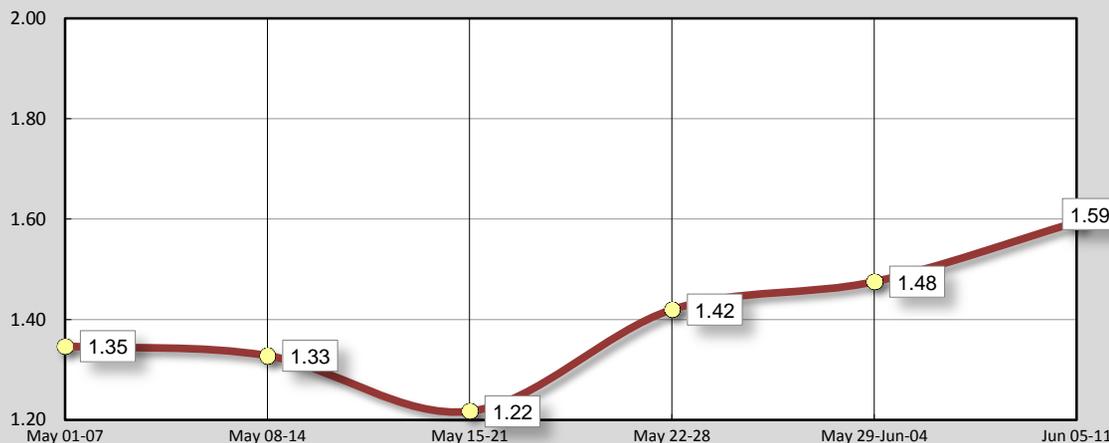
SHELL EGG and EGG PRODUCTS FEATURING

As we enter the month of June (Dairy Month), promotions of regular shell eggs are fewer in number, however promotions of specialty shell eggs continue to enjoy respectable levels of attention across the country. The average price of Grade A or better Large white eggs is higher. Grocer are still offering shoppers a limited amount of "no price" specials. Advertisements for Medium and Extra Large eggs are virtually nonexistent this week. Feature activity of specialty shell eggs is higher. There is a drop in ads for cage free egg, however an increase in ads for other specialty eggs. Even with a decline in promotional activity, liquid eggs are still commanding more circular space than of regular shell eggs.

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 ^{1/} Activity Index ^{2/}		31.4% of 5,500 sampled outlets Activity Index = 1,124 (includes Medium)						17.8% of 7,400 sampled outlets Activity Index = 2,388 (includes Medium)						10.2% of 6,100 sampled outlets Activity Index = 1,114 (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																1.99	1	1.99
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM	White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack					
USDA GRADE A	White 12 pack				2.47 - 2.49	310	2.47				1.25	60	1.25				0.99 - 1.25	24	1.20
	White 18 pack																2.48	119	2.48
	Brown 12 pack																		
	MEDIUM	White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack			0.88 5 0.88		
	MEDIUM	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	155	3.99	3.99	155	3.99										3.49 - 3.99	196	3.99
	OMEGA-3																		
	White 12 pack				1.84 - 2.99	486	2.40				1.77 - 2.99	1,202	2.49				2.59 - 3.99	365	3.29
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack										2.99	4	2.99						
	Brown 12 pack													2.49	5	2.49	2.48 - 3.99	219	3.76
	VEGETARIAN FED																		
	White 12 pack							2.00	33	2.00	2.50	6	2.50						
	Brown 12 pack				2.69	9	2.69				2.50	1,083	2.50				3.99	180	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 ^{1/} Activity Index ^{2/}		19.8% of 4,900 sampled outlets Activity Index = 1,024 (includes Medium)						19.9% of 3,800 sampled outlets Activity Index = 809 (includes Medium)						28.2% of 1,300 sampled outlets Activity Index = 446 (includes Medium)					
USDA GRADE AA	White 12 pack										2.50	62	2.50						
	White 18 pack				1.99	58	1.99				1.99 - 2.99	207	2.62				1.99	69	1.99
	Brown 12 pack																		
	MEDIUM	White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack					
USDA GRADE A	White 12 pack				1.25	3	1.25				1.25	39	1.25				0.98	9	0.98
	White 18 pack				1.98	138	1.98				1.98	1	1.98						
	Brown 12 pack																		
	MEDIUM	White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack			2.99 - 3.49 12 3.24		
	MEDIUM	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				3.49 - 3.99	59	3.50				3.49	77	3.49				3.49	69	3.49
	OMEGA-3																		
	White 12 pack				1.77 - 2.29	274	2.02				2.50 - 2.99	50	2.59						
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack				2.99	72	2.99				2.99	117	2.99						
	Brown 12 pack				2.66 - 3.33	380	2.99				3.59	244	3.59				2.66 - 2.86	299	2.85
	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 = 21 (includes Medium)			0.0% of 100 sampled outlets Activity Index = 33 (includes Medium)					
CLASS		EXTRA LARGE		LARGE		EXTRA LARGE		LARGE		
		Price Range	Stores	Avg 3/	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				3.33	21	3.33			
	Brown 12 pack							3.33	27	3.33
	VEGETARIAN FED									
	White 12 pack									
	Brown 12 pack									



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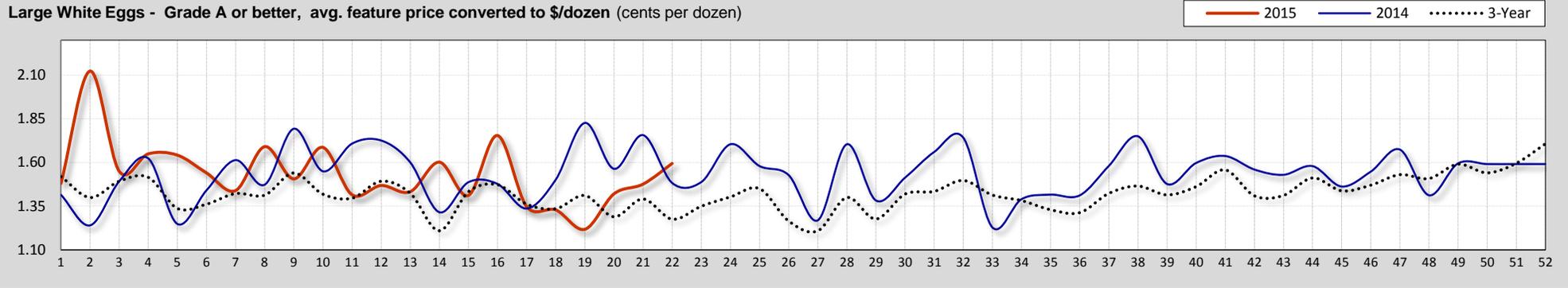
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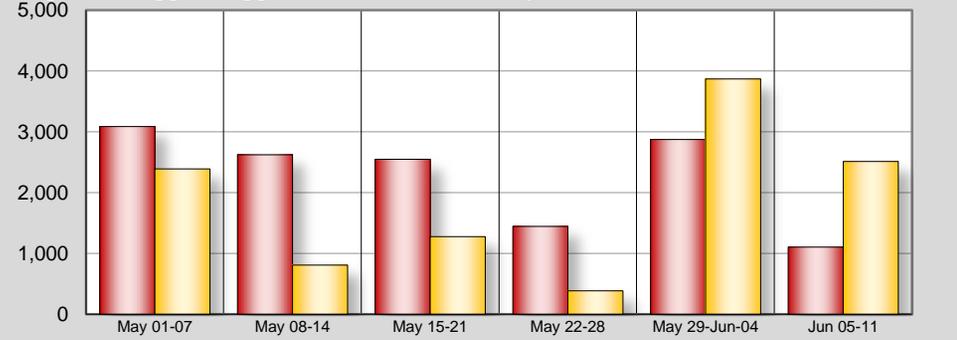
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EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	8.9%	10.6%	9.5%	14.4% of 5,500 sampled	9.0% of 7,400 sampled	14.1% of 6,100 sampled	5.2% of 4,900 sampled	0.0% of 3,800 sampled	0.0% of 1,300 sampled
2/ Activity Index	2,514	3,871	2,290	Activity Index = 768	Activity Index = 682	Activity Index = 862	Activity Index = 202	Activity Index = 0	Activity Index = 0
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range Stores Avg ^{3/}					
14-16 oz. crtn	2,084 2.16	3,010 2.16	1,250 2.60	1.99 - 3.00 604 2.30	1.99 - 2.49 467 2.20	1.99 - 2.99 862 2.07	1.99 151 1.99		
32 oz. crtn	430 4.40	861 3.93	880 4.08	4.77 - 4.99 164 4.97	3.98 - 4.79 215 4.06		3.99 51 3.99		
3 - 4 oz. cup			160 2.00						
2 - 8 oz. cup									
EGG PRODUCTS				ALASKA	HAWAII				
1/ Feature Rate				22.6% of 100 sampled	29.2% 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									

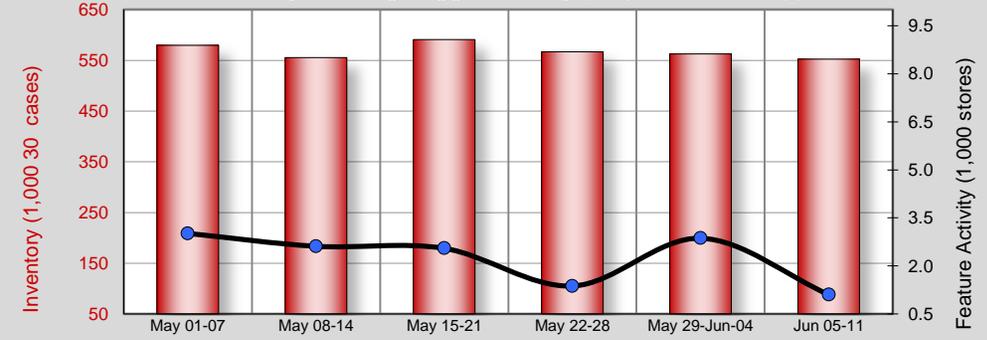
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



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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