



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 06/12 thru 06/18.

(prices in dollars per carton)

Fri. Jun 12, 2015

SHELL EGG NATIONAL SUMMARY													
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	26.6% of 29,100 stores				19.9% of 29,100 stores				40.8% 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			319	1.88			62	2.50			270	1.26
	White 18 pack			62	3.99			335	2.38	60	2.69	240	2.89
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack	20	2.87	309	1.87			141	1.32			690	1.47
White 18 pack			12	3.77			568	2.35			910	2.16	
Brown 12 pack			62	2.99							60	2.88	
SPECIALTY	USDA ORGANIC												
	White 12 pack												
	Brown 12 pack	111	3.57	855	4.18	155	3.99	556	3.81	20	3.49	550	4.10
	OMEGA-3												
	White 12 pack	202	3.00	3,117	2.66			2,012	2.41	90	2.05	4,280	2.57
	Brown 12 pack			135	2.50			414	3.21			310	3.16
	CAGE-FREE												
	White 12 pack			2,662	2.72			193	2.99			180	3.39
	Brown 12 pack			2,911	2.78	5	2.49	1,190	3.23	50	2.99	1,550	2.96
	VEGETARIAN FED												
White 12 pack					33	2.00	6	2.50			50	2.18	
Brown 12 pack			152	2.55			1,272	2.71	160	2.48	250	2.67	

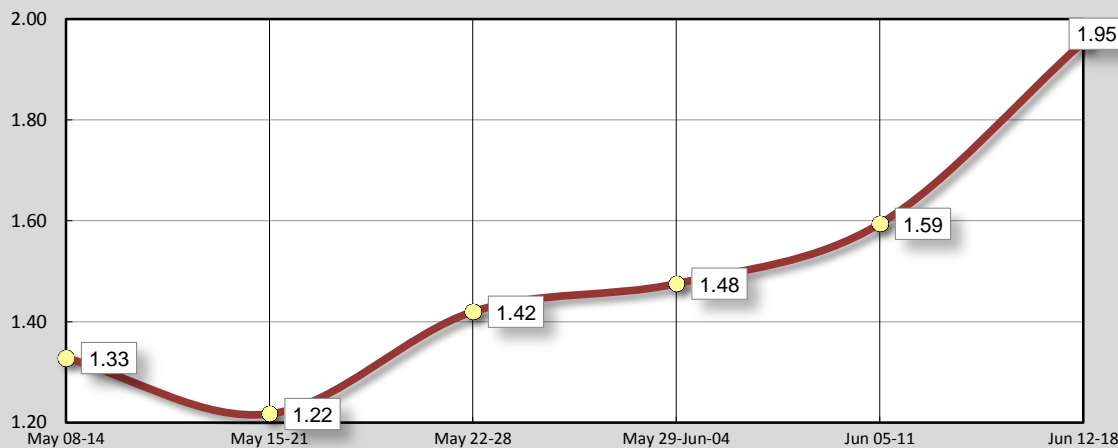
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	784	1,106	2,230	Large Eggs on Jun-08-2015
Specialty	10,145	5,836	7,490	
Total (includes MD)	11,047	6,959	9,770	586.8
Special Rate 4/:	0.6%	0.1%	2.1%	up 6.3%

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

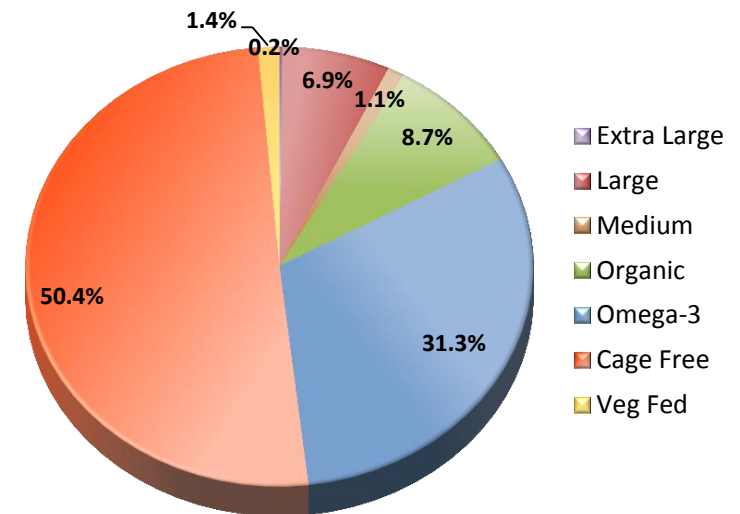
SHELL EGG and EGG PRODUCTS FEATURING

Specialty shell eggs continue to command more space in circulars than regular shell eggs. Promotional activity for regular shell eggs is very limited and the average price of Grade A or better Large white eggs is sharply higher. The number of "no price" specials offered to consumers increase slightly. Advertisements for Medium and Extra Large eggs are dismal. Feature activity of specialty shell eggs is sharply higher. Cage free eggs command a sizable portion of ad space, along with Omega-3 white eggs. USDA Organic brown egg featuring is maintaining a steady level of visibility in circulars, however vegetarian fed egg promotions reflect a dramatic decline. Featuring of liquid egg products is down from last week but continues to out-pace regular shell eggs.

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/}		42.0% of 5,500 sampled outlets Activity Index = 3,665 (includes Medium)						11.7% of 7,400 sampled outlets Activity Index = 1,381 (includes Medium)						25.6% of 6,100 sampled outlets Activity Index = 1,880 (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																		
USDA GRADE A	White 12 pack	2.50	17	2.50	0.98	28	0.98										1.50 - 1.99	196	1.95
	White 18 pack																		
	Brown 12 pack				2.99	62	2.99												
	MEDIUM																		
	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 - 4.98	389	4.29	3.29 - 4.29	72	3.72	4.98	1	4.98	3.29	22	3.29	3.99	180	3.99
	OMEGA-3																		
	White 12 pack	2.99 - 3.00	202	3.00	2.33 - 3.00	1,552	2.71				2.50 - 3.00	349	2.59				2.49 - 3.50	352	2.52
	Brown 12 pack				2.50	135	2.50												
	CAGE-FREE																		
	White 12 pack				2.50 - 2.79	381	2.56				2.50 - 2.79	464	2.50				2.49 - 3.59	563	2.85
	Brown 12 pack				2.50 - 3.99	747	3.23				2.50 - 2.79	495	2.50				2.49 - 2.99	566	2.66
	VEGETARIAN FED																		
	White 12 pack																		
	Brown 12 pack				2.50 - 2.99	152	2.55												
		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/}		24.7% of 4,900 sampled outlets Activity Index = 1,369 (includes Medium)						35.2% of 3,800 sampled outlets Activity Index = 2,075 (includes Medium)						37.0% of 1,300 sampled outlets Activity Index = 648 (includes Medium)					
USDA GRADE AA	White 12 pack				1.67 - 1.99	172	1.78				1.99	77	1.99				1.99	69	1.99
	White 18 pack										3.99	62	3.99						
	Brown 12 pack																		
	MEDIUM																		
	White 12 pack																		
USDA GRADE A	White 12 pack				1.99	40	1.99				1.99	45	1.99						
	White 18 pack				3.77	12	3.77												
	Brown 12 pack																		
	MEDIUM																		
	White 12 pack																		
	White 30 pack																1.00	5	1.00
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack	3.29	17	3.29	2.99	118	2.99				4.99	167	4.99						
	OMEGA-3																		
	White 12 pack				2.49 - 2.50	297	2.50				2.49 - 3.33	434	2.84				2.49 - 2.50	129	2.49
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack				2.50 - 3.99	349	3.55				2.50	692	2.50				2.50	202	2.50
	Brown 12 pack				2.50 - 2.99	364	2.66				2.50 - 3.99	524	2.69				2.50	204	2.50
	VEGETARIAN FED																		
	White 12 pack																		
	Brown 12 pack																		

		ALASKA (AK)						HAWAII (HI)					
Feature Rate ¹⁷ Activity Index ¹⁸		0.0% of 100 sampled outlets Activity Index = 22 (includes Medium)						0.0% of 100 sampled outlets Activity Index = 7 (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												
	White 18 pack												
	Brown 12 pack												
	MEDIUM	White 12 pack			White 12 pack			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 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	4	2.50	
	Brown 12 pack												
	CAGE-FREE												
	White 12 pack				2.79	11	2.79						
	Brown 12 pack				2.79	11	2.79						
	VEGETARIAN FED												
	White 12 pack												
	Brown 12 pack												



USDA National Retail Report - Shell Egg and Egg Products

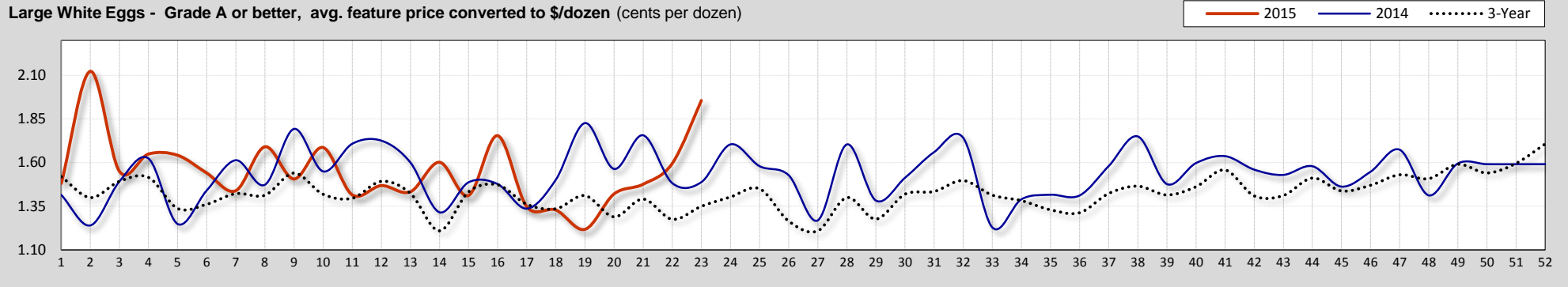
Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 06/12 thru 06/18.

(prices in dollars per carton)

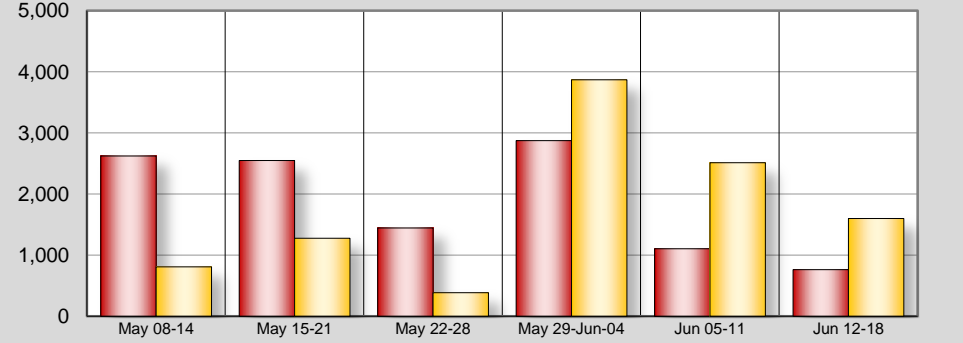
Fri. Jun 12, 2015

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	5.4%	8.9%	7.0%	19.5% of 5,500 sampled	2.7% of 7,400 sampled	0.9% of 6,100 sampled	1.7% of 4,900 sampled	2.1% of 3,800 sampled	6.7% of 1,300 sampled
2/ Activity Index	1,601	2,514	1,590	Activity Index = 931	Activity Index = 196	Activity Index = 57	Activity Index = 83	Activity Index = 77	Activity Index = 90
	Stores Avg ^{3/}	Stores Avg ^{3/}	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/}	Price Range Stores Avg ^{3/}
14-16 oz. crtn	1,082 2.91	2,084 2.16	440 2.49	2.50 - 2.99 607 2.92	2.99 1 2.99	1.99 - 2.99 57 2.90	2.39 - 2.99 83 2.80	2.99 77 2.99	2.50 - 2.99 90 2.88
32 oz. crtn	519 3.78	430 4.40	1,130 4.21	2.50 - 4.79 324 3.67	3.98 195 3.98				
3 - 4 oz. cup			20 2.49						
2 - 8 oz. cup									
EGG PRODUCTS				ALASKA	HAWAII				
1/ Feature Rate				11.8% of 100 sampled	6.2% of 100 sampled				
2/ Activity Index				Activity Index = 77	Activity Index = 90				
				Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}				
14-16 oz. crtn				2.99 77 2.99	2.50 - 2.99 90 2.88				
32 oz. crtn									
3 - 4 oz. cup									
2 - 8 oz. cup									

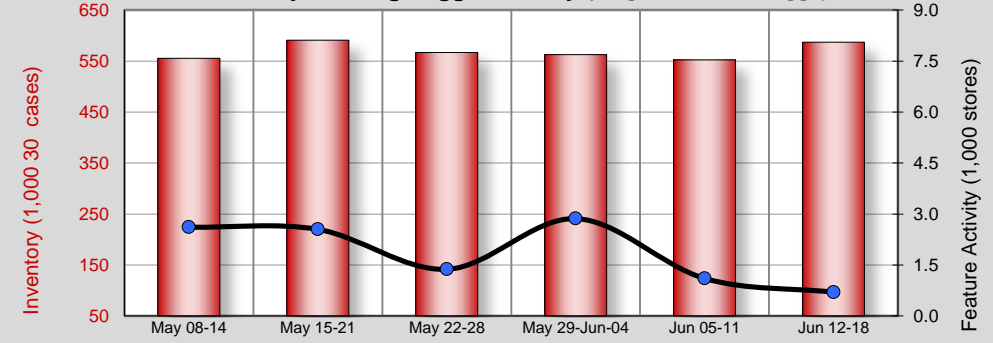
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



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.