



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 06/26 thru 07/02.

(prices in dollars per carton)

Fri. Jun 26, 2015

SHELL EGG NATIONAL SUMMARY

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR						
	16.2% of 29,100 stores		21.9% of 29,100 stores				33.0% 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	
REGULAR	USDA GRADE AA												
	White 12 pack			29	1.59			27	3.12			1,450	1.87
	White 18 pack			137	3.12			23	3.56	10	2.52	370	2.67
	Brown 12 pack							45	3.00				
	USDA GRADE A												
	White 12 pack			1,486	1.99			358	1.95	10	1.29	1,690	1.60
White 18 pack			20	2.09							250	2.00	
Brown 12 pack													
SPECIALTY	USDA ORGANIC												
	White 12 pack			21	2.99								
	Brown 12 pack	295	3.63	906	4.28			1,316	4.34	40	5.19	80	4.05
	OMEGA-3												
	White 12 pack	129	2.87	502	2.75	117	2.97	1,646	2.64	180	2.89	1,700	2.56
	Brown 12 pack	139	2.99	98	3.67			16	2.00			320	2.97
	CAGE-FREE												
	White 12 pack	9	3.99	221	2.51	123	2.50	304	2.30			80	3.08
	Brown 12 pack	498	3.05	854	2.88	260	2.76	2,584	3.08	40	2.99	1,160	3.31
	VEGETARIAN FED												
White 12 pack									130	2.50	680	2.39	
Brown 12 pack			139	2.49			319	2.15	10	2.25	150	2.79	

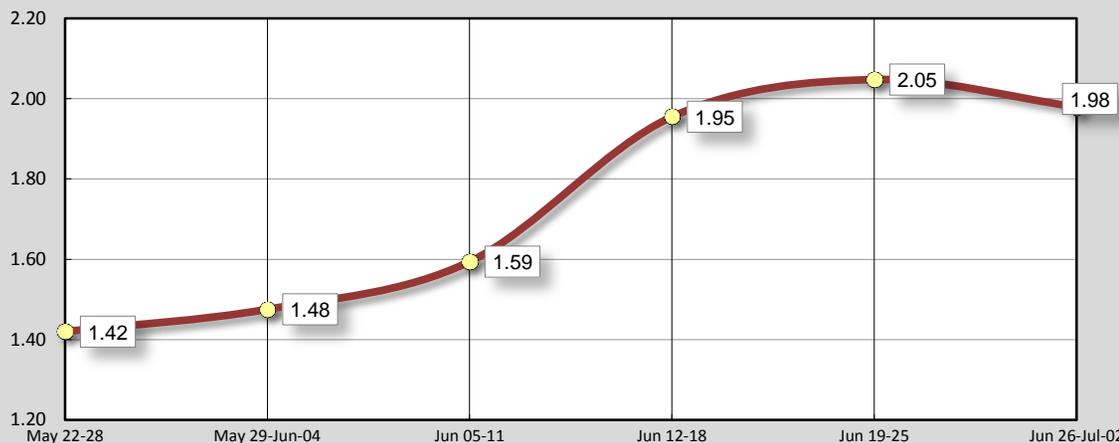
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,672	453	3,780	Large Eggs on Jun-22-2015
Specialty	3,811	6,685	4,570	
Total (includes MD)	5,495	7,138	8,390	529.7
Special Rate 4/:	0.7%	3.1%	1.3%	down 9.2%

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

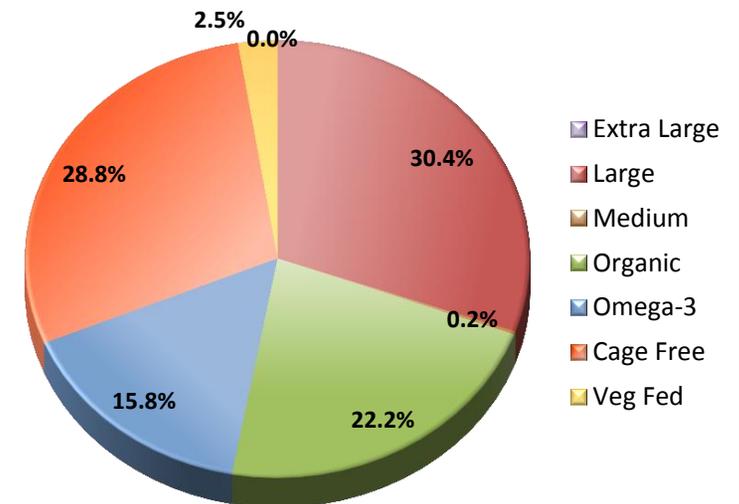
SHELL EGG and EGG PRODUCTS FEATURING

Our offices will be closed Friday, July 3rd in observance of Independence Day. This report that will be released on Thursday, July 2nd, and will only include advertised prices for Outlets ending during the period of July 3 thru July 8, 2015. Featuring of regular shell eggs sees a glimpse of redemption this week as promotions for Large White, Grade A eggs increase. Shoppers will also find some relief as the average price of Grade A, or better Large White eggs to consumers decreases. The percentage of 'no price' incentives, however, drops sharply this week. Promotions for specialty shell eggs are visible but decrease to nearly half the number seen during last week's ad cycle. Featuring of liquid egg products declines, with the exception of those offered in 32 ounce cartons. Despite gains seen in Large White egg featuring, the inventory level continues to exceed feature activity.

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.)

		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/}		35.0% of 5,500 sampled outlets Activity Index = 2,530 (includes Medium)						7.6% of 7,400 sampled outlets Activity Index = 552 (includes Medium)						15.6% of 6,100 sampled outlets Activity Index = 925 (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																		
	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				1.99	253	1.99				0.99 - 1.99	295	1.97				0.99 - 1.99	461	1.98
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM	White 12 pack White 30 pack			White 12 pack White 30 pack			White 12 pack White 30 pack			White 12 pack White 30 pack			White 12 pack White 30 pack			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	82	3.99	3.99 - 4.99	533	4.25				3.99	4	3.99	3.49	213	3.49	4.69	180	4.69
	OMEGA-3																		
	White 12 pack	2.49 - 3.00	129	2.87	2.50 - 3.10	206	2.96				2.50 - 3.00	253	2.58				3.00 - 3.49	15	3.26
	Brown 12 pack				3.99	82	3.99							2.99	8	2.99			
	CAGE-FREE																		
White 12 pack																2.49	23	2.49	
Brown 12 pack	2.99 - 3.19	498	3.05	2.99	608	2.99										2.49 - 3.49	25	2.57	
VEGETARIAN FED																			
White 12 pack				2.49 - 2.50	139	2.49													
Brown 12 pack																			
		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/}		10.6% of 4,900 sampled outlets Activity Index = 504 (includes Medium)						12.6% of 3,800 sampled outlets Activity Index = 470 (includes Medium)						22.6% of 1,300 sampled outlets Activity Index = 488 (includes Medium)					
USDA GRADE AA	White 12 pack										1.59	29	1.59						
	White 18 pack				2.88	37	2.88				2.88 - 4.39	100	3.21						
	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				1.99	239	1.99				1.99	174	1.99				1.99	60	1.99
	White 18 pack				2.50	12	2.50										1.48	8	1.48
	Brown 12 pack																		
	MEDIUM	White 12 pack White 30 pack			White 12 pack White 30 pack			White 12 pack White 30 pack			White 12 pack White 30 pack			White 12 pack White 30 pack			White 12 pack White 30 pack		
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																2.99	21	2.99
	Brown 12 pack				3.99	72	3.99				3.99	117	3.99						
	OMEGA-3																		
	White 12 pack										2.50	13	2.50				2.49	15	2.49
	Brown 12 pack	2.99	121	2.99							2.00	16	2.00	2.99	10	2.99			
	CAGE-FREE																		
White 12 pack							3.99	9	3.99							2.50	187	2.50	
Brown 12 pack				3.49	23	3.49									2.50	187	2.50		
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 = 22 (includes Medium)						0.0% of 100 sampled outlets Activity Index = 4 (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				
USDA GRADE A	White 12 pack										2.79	4	2.79
	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				2.79	11	2.79						
	Brown 12 pack				2.79	11	2.79						
	VEGETARIAN FED												
	White 12 pack												
	Brown 12 pack												



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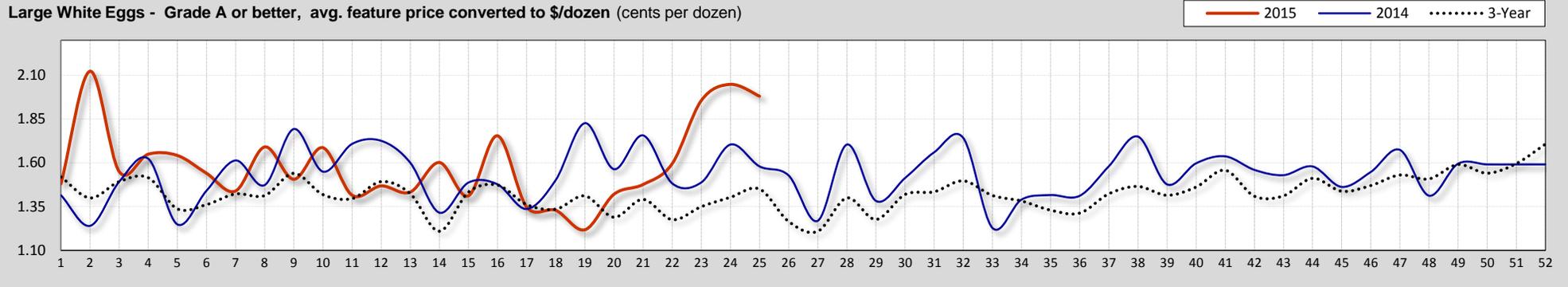
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(prices in dollars per carton)

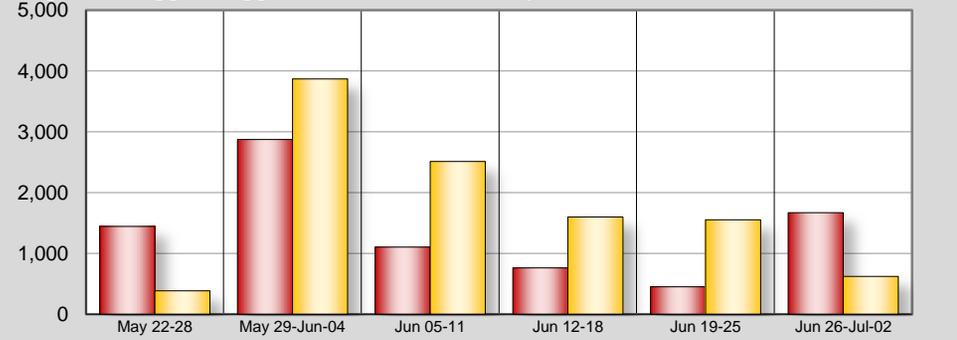
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EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	2.3%	5.3%	4.9%	10.1% of 5,500 sampled	0.7% of 7,400 sampled	0.5% of 6,100 sampled	0.0% of 4,900 sampled	0.0% of 3,800 sampled	0.0% of 1,300 sampled
2/ Activity Index	624	1,555	1,250	Activity Index = 573	Activity Index = 51	Activity Index = 0			
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range Stores Avg ^{3/}					
14-16 oz. crtn	190 2.53	1,163 2.81	550 2.52	2.49 - 2.99 139 2.56	2.09 - 2.99 51 2.44				
32 oz. crtn	434 4.41	392 4.49	570 4.72	2.50 - 5.49 434 4.41					
3 - 4 oz. cup			130 2.50						
2 - 8 oz. cup									
EGG PRODUCTS				ALASKA	HAWAII				
1/ Feature Rate				11.8% 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									

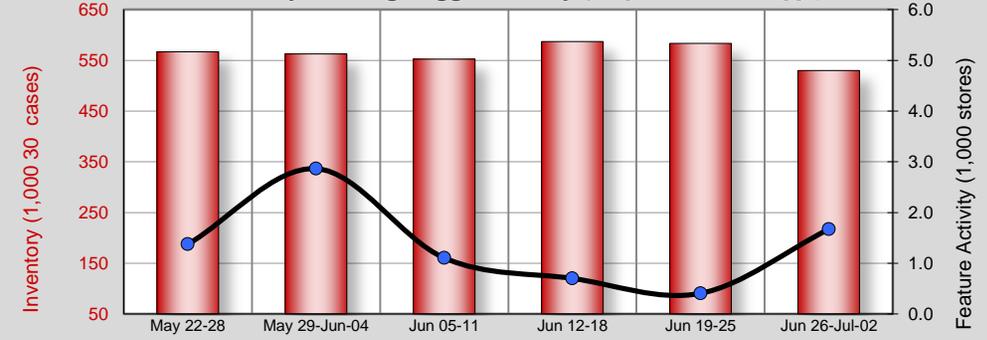
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



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.