



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 07/02 thru 07/08.

(prices in dollars per carton)

Thu. Jul 02, 2015

SHELL EGG NATIONAL SUMMARY

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR					
	8.5% of 29,100 stores		16.2% of 29,100 stores				23.9% 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				29		1.59		360		1.27	
	White 18 pack		262 3.12		137		3.12		150		2.63	
	Brown 12 pack								200		3.40	
	USDA GRADE A											
	White 12 pack		19 2.44		1,486		1.99		10		0.99	
White 18 pack				20		2.09		1,320		1.61		
Brown 12 pack								420		2.14		
SPECIALTY	USDA ORGANIC											
	White 12 pack				16		2.50		21		2.99	
	Brown 12 pack		26 3.79		1,260		4.07		295		3.63	
	OMEGA-3											
	White 12 pack				84		2.92		129		2.87	
	Brown 12 pack				139		2.99		502		2.75	
	CAGE-FREE											
	White 12 pack				9		3.99		221		2.51	
	Brown 12 pack		923 3.54		498		3.05		854		2.88	
									630		3.13	
VEGETARIAN FED												
White 12 pack												
Brown 12 pack		27 3.03		139		2.49		290		2.50		
								320		2.59		

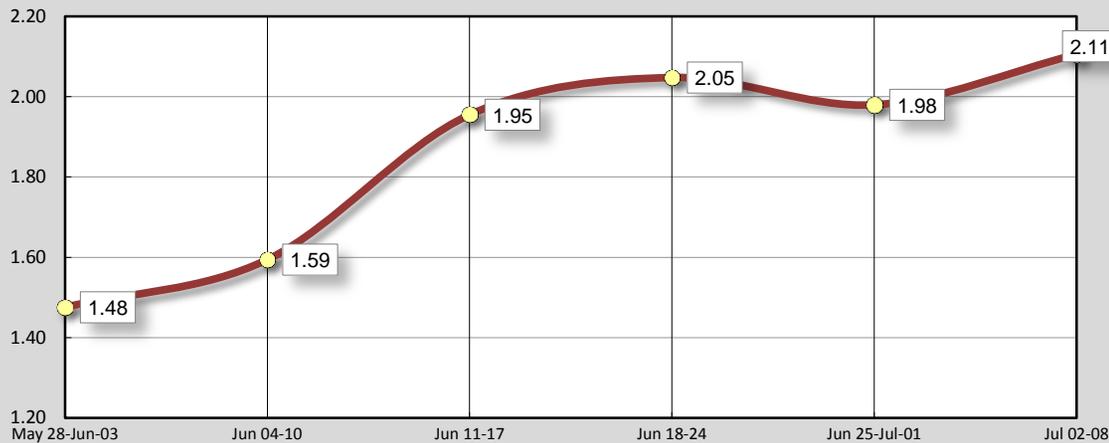
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	281	1,672	2,460	Large Eggs on Jun-28-2015
Specialty	2,336	3,811	3,210	
Total (includes MD)	2,671	5,495	5,700	516.6
Special Rate 4/:	0.0%	0.7%	2.7%	down 2.5%

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

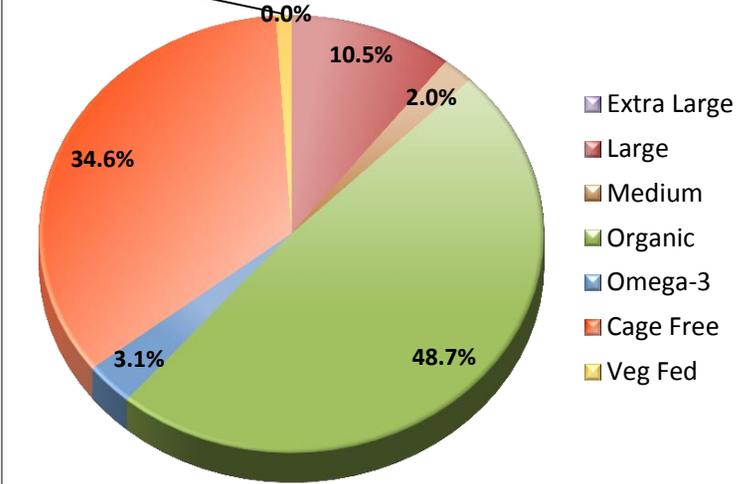
SHELL EGG and EGG PRODUCTS FEATURING

Our offices will be closed Friday, July 3rd in observance of Independence Day. This report only includes advertised prices for Outlets ending during the period of July 3 thru July 8, 2015. Shoppers will have better luck finding eggs in the deli section instead of the dairy case as retailer are advertising prepared egg-based salads and deviled eggs for the holiday instead of shell eggs. Featuring of regular shell eggs is sharply lower than last week. The average price of Grade A, or better Large White eggs to consumers reverses course and moves upward. The number of "no price" specials offered are extremely limited. Promotional activity for specialty shell eggs declines. Ads for USDA Organic eggs are showing up more, however other specialty type eggs are not featured as much as a week ago. Liquid egg featuring also 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.)

		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/}		3.4% of 5,500 sampled outlets Activity Index = 207 (includes Medium)						18.1% of 7,400 sampled outlets Activity Index = 1,362 (includes Medium)						2.3% of 6,100 sampled outlets Activity Index = 154 (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																2.88	1	2.88
	Brown 12 pack																		
	MEDIUM	White 12 pack			White 12 pack			White 12 pack			White 12 pack								
USDA GRADE A	White 12 pack																2.00	16	2.00
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM	White 12 pack			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																2.50	16	2.50
	Brown 12 pack				3.99 - 4.59	101	4.49				3.99 - 4.59	1,125	4.01						
	OMEGA-3																		
	White 12 pack				3.49	6	3.49										1.99 - 2.99	78	2.87
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack				3.99	84	3.99				2.98 - 3.99	237	3.16				2.48 - 3.99	32	2.90
	Brown 12 pack																		
	VEGETARIAN FED																		
	White 12 pack				2.50	16	2.50										3.79	11	3.79
	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/}		4.8% of 4,900 sampled outlets Activity Index = 360 (includes Medium)						12.8% of 3,800 sampled outlets Activity Index = 473 (includes Medium)						7.6% of 1,300 sampled outlets Activity Index = 112 (includes Medium)					
USDA GRADE AA	White 12 pack																		
	White 18 pack				2.88	58	2.88				2.88 - 3.99	134	3.35				2.88	69	2.88
	Brown 12 pack																		
	MEDIUM	White 12 pack			White 12 pack			White 12 pack			1.40 - 2.19			31			1.53		
USDA GRADE A	White 12 pack																		
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM	White 12 pack			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	3.79	26	3.79	4.69	34	4.69												
	OMEGA-3																		
	White 12 pack																		
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack				2.66 - 3.99	242	3.33				3.79 - 3.99	308	3.95				2.66 - 3.99	20	3.33
	Brown 12 pack																		
	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 = 0 (includes Medium)			0.0% of 100 sampled outlets Activity Index = 3 (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 White 18 pack Brown 12 pack							4.77	3	4.77
	MEDIUM	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									
	OMEGA-3 White 12 pack Brown 12 pack									
	CAGE-FREE White 12 pack Brown 12 pack									
	VEGETARIAN FED White 12 pack Brown 12 pack									



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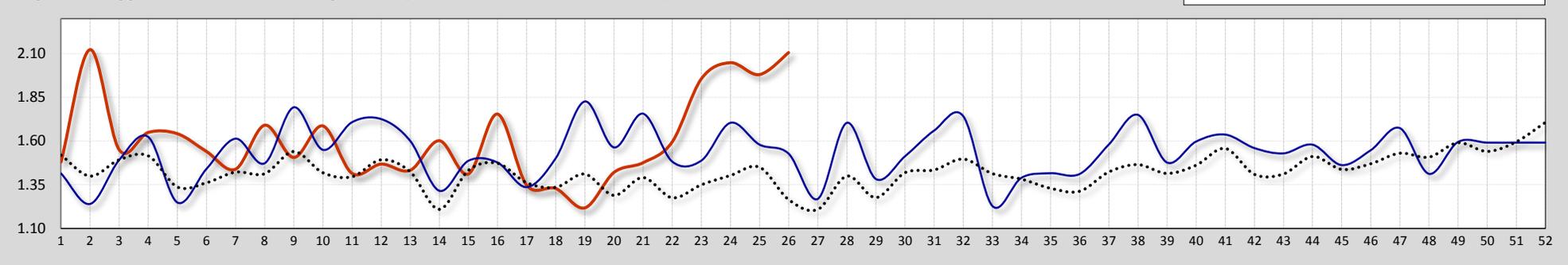
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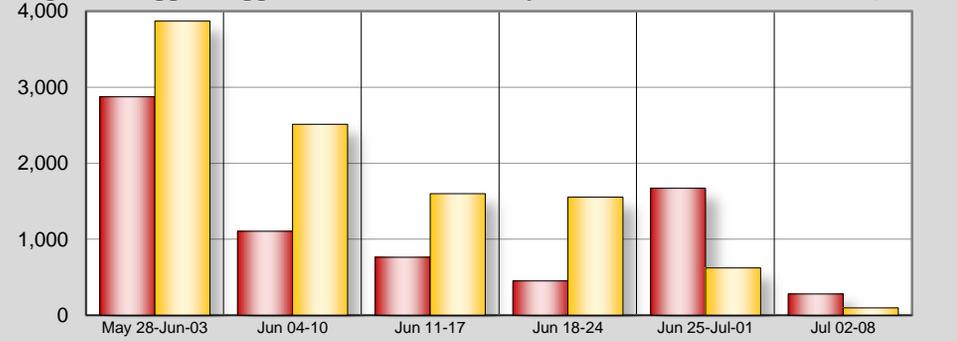
Thu. Jul 02, 2015

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	0.3%	2.3%	1.3%	1.4% of 5,500 sampled	0.0% of 7,400 sampled	0.3% 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	98	624	410	Activity Index = 77	Activity Index = 0	Activity Index = 21	Activity Index = 0	Activity Index = 0	Activity Index = 0
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range Stores Avg ^{3/}					
14-16 oz. crtn	98 2.50	190 2.53	240 2.51	2.50 77 2.50		2.50 21 2.50			
32 oz. crtn		434 4.41	170 4.75						
3 - 4 oz. cup									
2 - 8 oz. cup									
EGG PRODUCTS				ALASKA	HAWAII				
1/ Feature Rate				0.0% of 100 sampled	2.7% 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									

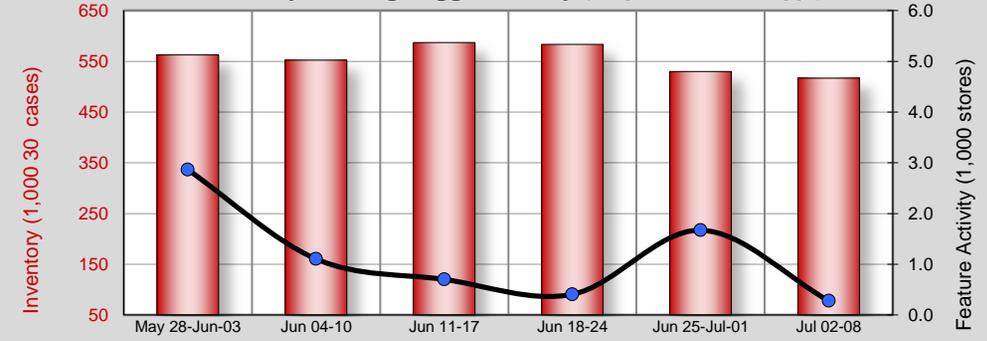
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



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.