



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 07/17 thru 07/23.

(prices in dollars per carton)

Fri. Jul 17, 2015

SHELL EGG NATIONAL SUMMARY													
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	24.3% of 29,100 stores				15.1% of 29,100 stores				30.2% 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			453	1.73			76	2.85			370	1.06
	White 18 pack			12	3.99			56	3.99	40	2.79	280	2.83
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack	7	1.69	161	2.36	3	4.97	52	1.85	150	2.03	2,550	1.19
White 18 pack	14	3.00					242	2.50			460	2.19	
Brown 12 pack			21	2.49			6	1.39					
SPECIALTY	USDA ORGANIC												
	White 12 pack												
	Brown 12 pack	1,109	3.98	1,758	3.89			934	4.00	60	3.82	470	3.88
	OMEGA-3												
	White 12 pack			313	4.49	137	3.00	920	2.95	120	2.43	970	2.66
	Brown 12 pack			205	3.81	14	3.29	272	2.50			1,730	2.64
	CAGE-FREE												
	White 12 pack			1,836	2.80			52	2.79	60	3.49		
	Brown 12 pack			3,918	2.94			742	3.23			230	3.20
	VEGETARIAN FED												
White 12 pack											100	2.50	
Brown 12 pack			200	3.81			143	2.53			660	2.70	

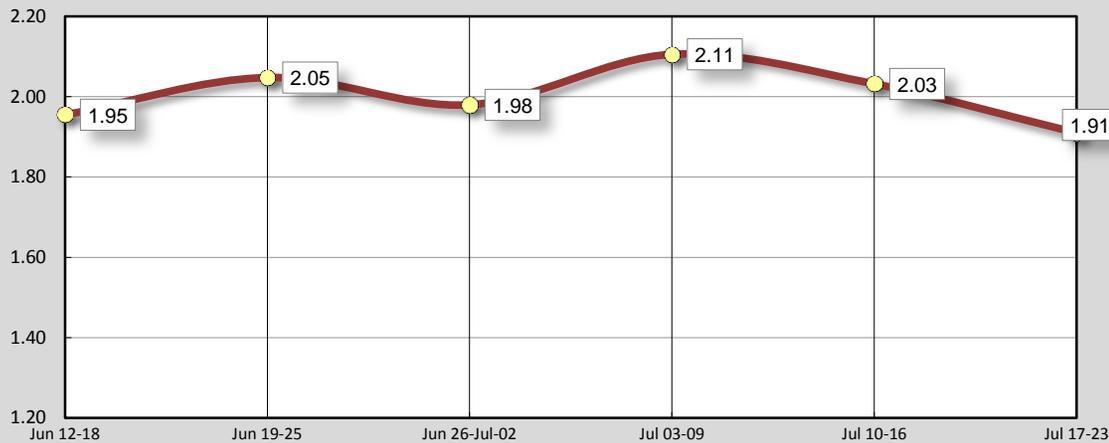
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	668	435	3,850	Large Eggs on Jul-13-2015
Specialty	9,339	3,214	4,400	
Total (includes MD)	10,338	3,684	8,650	452.0
Special Rate 4/:	0.0%	0.0%	7.1%	down 10.2%

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

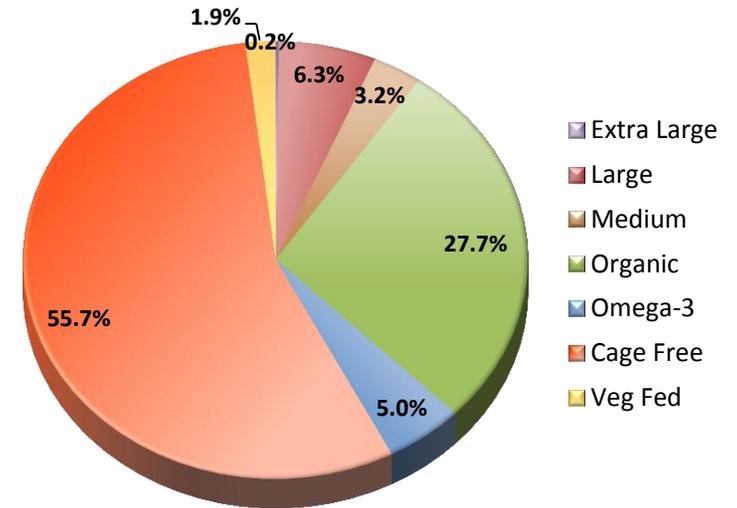
SHELL EGG and EGG PRODUCTS FEATURING

Although limited, promotional activity of regular shell eggs is more active than a week ago, with most featuring occurring early in the ad cycle. The average price of Grade A, or better Large White eggs to consumers is lower. Shoppers are having a difficult time finding incentives for shell eggs as "no price" specials are scarce. Advertisements for Medium shell eggs are showing up more in circulars, however ads for Extra Large eggs are dismal. Promotional activity for specialty shell eggs is up sharply. Cage-free and USDA Organic eggs are commanding a sizeable portion of circular space while advertising of Omega-3 eggs is not as active as a week ago. Feature activity for liquid eggs is only slightly higher than last week.

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.)

		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 = 34 (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									4.49 - 4.77	30	4.52	
	White 18 pack												
	Brown 12 pack												
	MEDIUM	White 12 pack			White 12 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												
	Brown 12 pack												
	CAGE-FREE												
	White 12 pack				2.79	11	2.79						
	Brown 12 pack				2.79	11	2.79				2.99	4	2.99
	VEGETARIAN FED												
	White 12 pack												
	Brown 12 pack												



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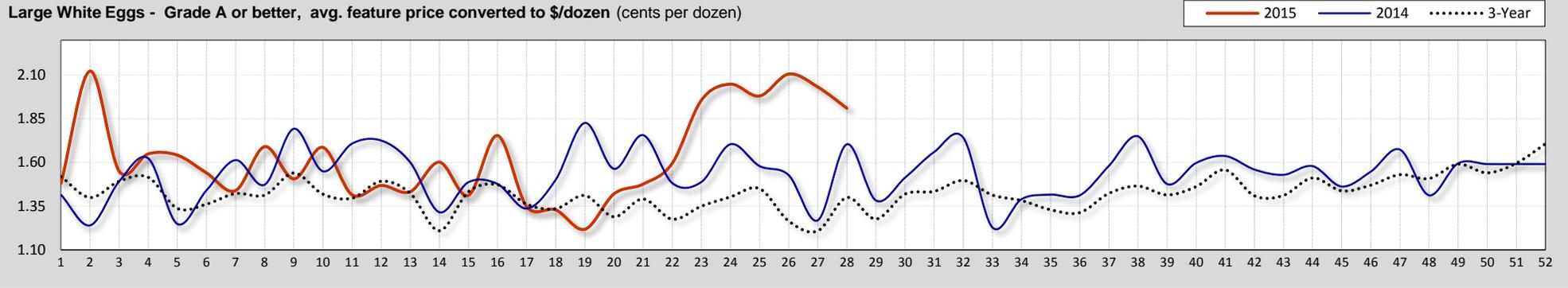
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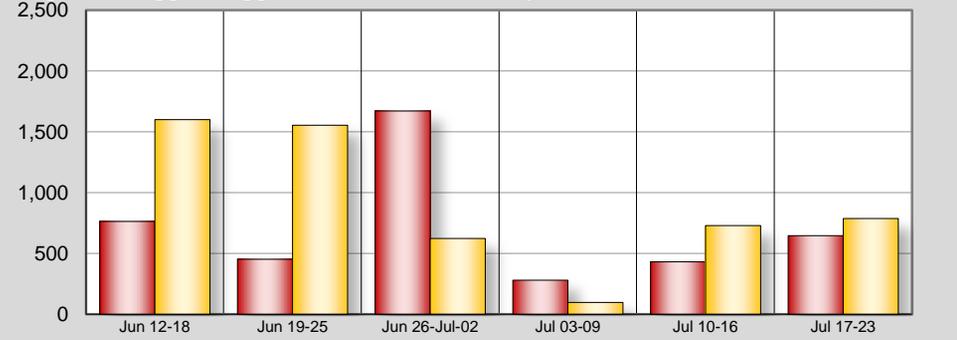
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EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	1.8%	2.3%	5.0%	1.1% of 5,500 sampled	3.2% of 7,400 sampled	0.4% of 6,100 sampled	1.2% of 4,900 sampled	2.1% of 3,800 sampled	6.0% of 1,300 sampled
2/ Activity Index	788	730	1,180	Activity Index = 62	Activity Index = 234	Activity Index = 6	Activity Index = 172	Activity Index = 77	Activity Index = 80
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range Stores Avg ^{3/}					
14-16 oz. crtn	737 3.28	715 2.81	330 2.53	4.00 16 4.00	2.50 - 4.00 234 3.87	2.99 1 2.99	2.99 172 2.99	2.99 77 2.99	- 3.48 80 2.92
32 oz. crtn	51 5.79	15 5.49	810 4.35	5.99 46 5.99		3.99 5 3.99			
3 - 4 oz. cup			40 2.50						
2 - 8 oz. cup									
EGG PRODUCTS				ALASKA	HAWAII				
1/ Feature Rate				11.8% of 100 sampled	30.1% of 100 sampled				
2/ Activity Index				Activity Index = 77	Activity Index = 80				
				Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}				
14-16 oz. crtn				2.99 77 2.99	- 3.48 80 2.92				
32 oz. crtn									
3 - 4 oz. cup									
2 - 8 oz. cup									

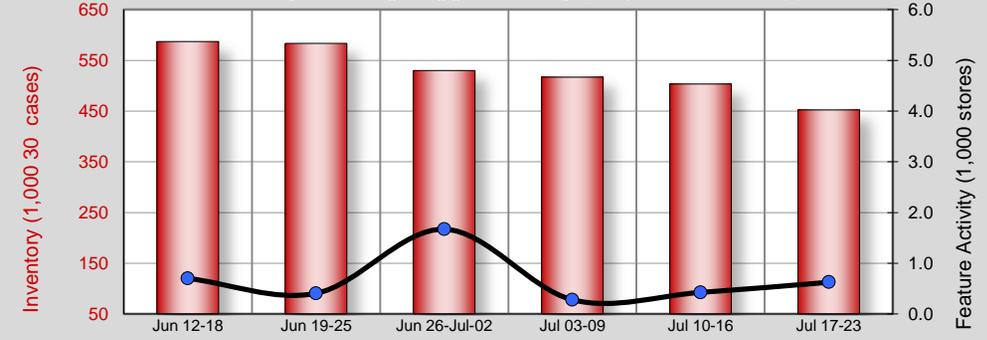
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



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.