



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 07/24 thru 07/30.

(prices in dollars per carton)

Fri. Jul 24, 2015

SHELL EGG NATIONAL SUMMARY													
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	16.2% of 29,100 stores				24.3% of 29,100 stores				31.9% 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			146	2.04			453	1.73	10	1.80	390	1.72
	White 18 pack			168	3.03			12	3.99			1,700	2.88
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack	27	4.99	188	1.43	7	1.69	161	2.36	140	1.99	540	1.37
White 18 pack			799	3.13	14	3.00					840	2.21	
Brown 12 pack			7	2.00			21	2.49					
SPECIALTY	USDA ORGANIC												
	White 12 pack								20	3.49			
	Brown 12 pack	148	3.99	231	3.80	1,109	3.98	1,758	3.89			180	3.99
	OMEGA-3												
	White 12 pack	15	2.33	296	2.58			313	4.49	10	3.99	280	2.72
	Brown 12 pack							205	3.81			140	2.78
	CAGE-FREE												
	White 12 pack			425	3.65			1,836	2.80	10	3.49	2,010	2.56
	Brown 12 pack			729	3.05			3,918	2.94			2,250	2.58
	VEGETARIAN FED												
White 12 pack									50	2.05	180	2.38	
Brown 12 pack							200	3.81	60	2.50	350	2.62	

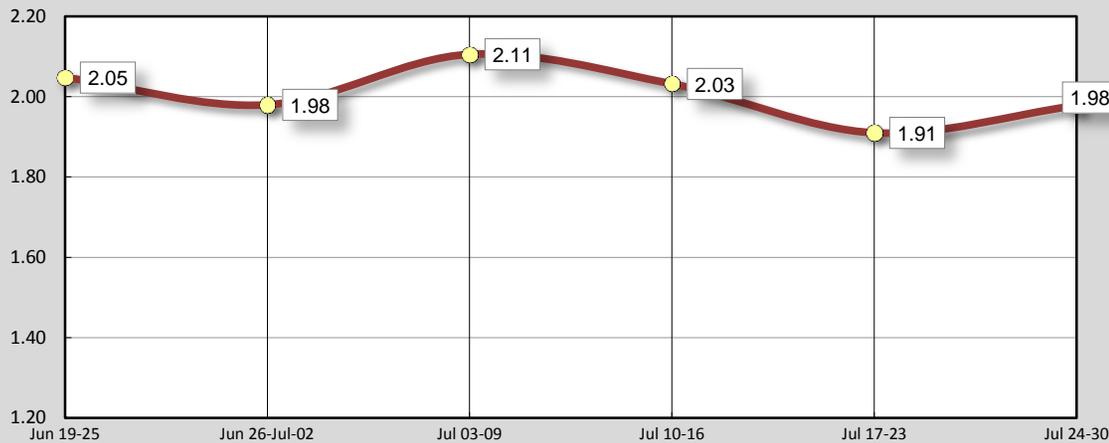
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,335	668	3,620	Large Eggs on Jul-20-2015
Specialty	1,844	9,339	5,540	
Total (includes MD)	3,384	10,338	9,390	427.1
Special Rate 4/:	0.2%	0.0%	2.6%	down 5.5%

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

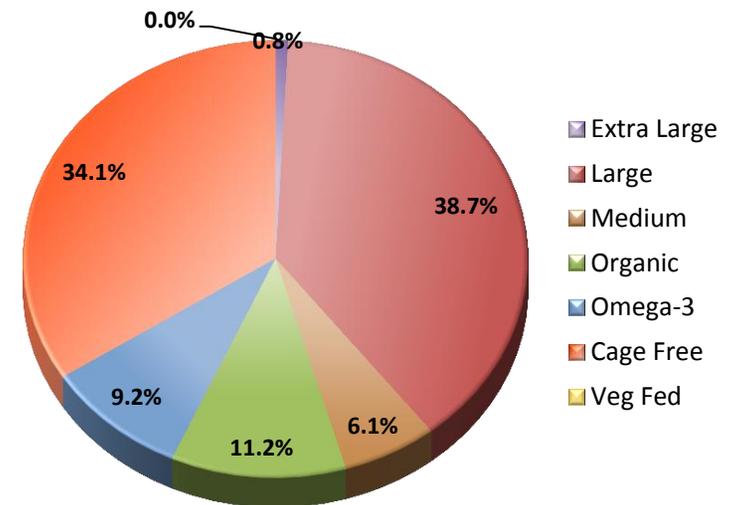
SHELL EGG and EGG PRODUCTS FEATURING

Feature activity for regular shell eggs is on the rise and is higher in number than last week. The average price of Grade A, or better Large White eggs to consumers is slightly higher. No price specials are starting to show up in some areas with grocers offering "free eggs with the purchase of a specific item" Advertisements for Medium shell eggs are not showing up much in circulars and ads for Extra Large eggs are limited. Promotional activity for specialty shell eggs dropped considerably lower from last week, led by a sharp decline in ads for cage-free and USDA Organic eggs. Feature activity for liquid eggs is lower with most activity in the Northeast and the Midwest, lackluster in other areas.

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 = 3 (includes Medium)						0.0% of 100 sampled outlets Activity Index = 27 (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				1.98	3	1.98						
	White 18 pack												
	Brown 12 pack												
	MEDIUM			White 12 pack						White 12 pack			
USDA GRADE A	White 12 pack							4.99	27	4.99			
	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												
	Brown 12 pack												
	VEGETARIAN FED												
	White 12 pack												
	Brown 12 pack												



USDA National Retail Report - Shell Egg and Egg Products

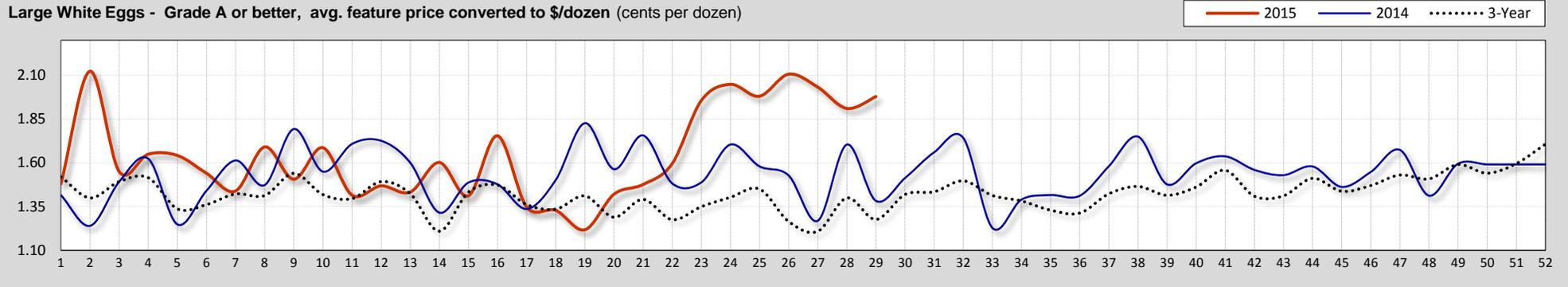
Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 07/24 thru 07/30.

(prices in dollars per carton)

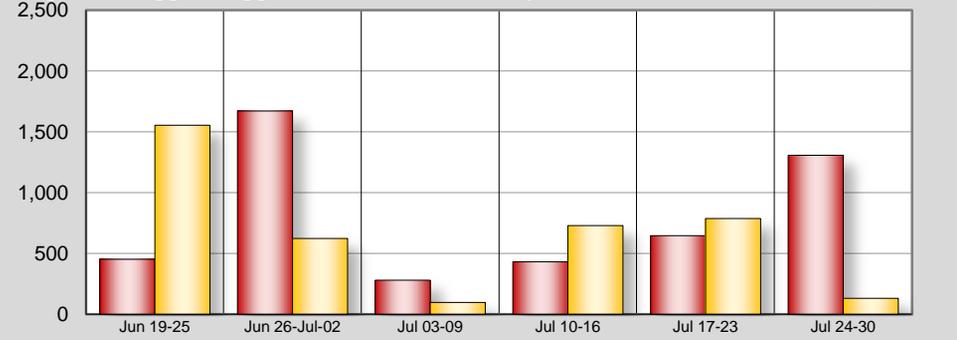
Fri. Jul 24, 2015

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	0.5%	1.8%	2.8%	1.4% of 5,500 sampled	0.0% of 7,400 sampled	1.0% 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	132	788	670	Activity Index = 76	Activity Index = 0	Activity Index = 56	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	79 2.65	737 3.28	270 2.94	2.99 39 2.99		1.99 - 3.49 40 2.33			
32 oz. crtn	53 5.13	51 5.79	390 5.11	4.99 - 5.49 37 5.19		4.99 16 4.99			
3 - 4 oz. cup			10 2.99						
2 - 8 oz. cup									
EGG PRODUCTS				ALASKA	HAWAII				
1/ Feature Rate				3.2% of 100 sampled	23.9% 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									

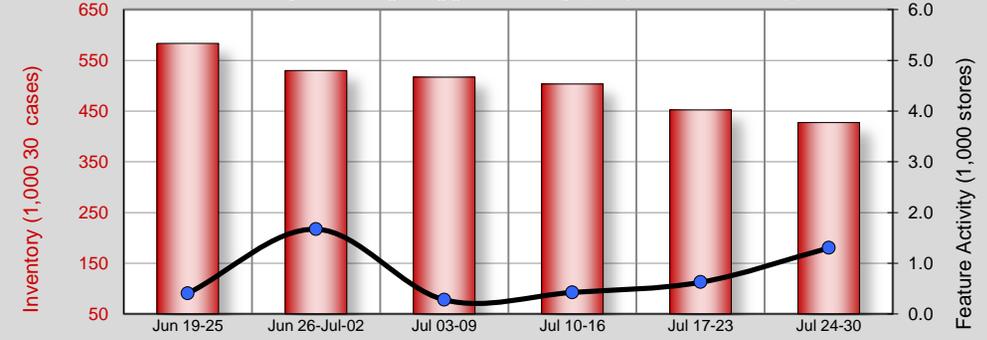
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



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.