

USDA Weekly Retail Shell Egg and Egg Products Feature Activity Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 06/21 thru 06/27. (prices in dollars per carton)

	SHELL EGG NATIONAL SUMMARY													
			THIS \	NEEK			PREVIO	JS WEEK	(PREVIO	US YEAR	!	
	Feature Rate	35.	5% of 23	,200 sto	es	36	.7% of 23	3,200 sto	res	23	2,500 sto	stores		
		X LA	ARGE	LAR	GE	X LA	ARGE	LAR	RGE	X LA	ARGE	LAR	RGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
R	USDA GRADE AA													
E	White 12 pack			300	1.06			900	1.55			900	0.98	
G	White 18 pack	20	1.79	1,610	2.04	10	2.25	190	2.00			240	1.66	
U	Brown 12 pack													
L	USDA GRADE A													
A	White 12 pack	10	1.00	990	1.10	30	1.42	2,470	1.44			1,810	1.02	
R	White 18 pack	10	1.00	1,130	1.83			660	1.84			320	1.77	
.,	Brown 12 pack					10	1.48	210	1.07					
	USDA ORGANIC													
	White 12 pack									30	2.99			
S P	Brown 12 pack			200	4.34	320	5.24	1,010	3.97	270	4.39	730	4.40	
E	OMEGA-3													
C	White 12 pack	300	2.76	2,490	2.37	250	2.97	1,140	2.73	70	2.76	1,360	2.32	
·	Brown 12 pack			20	3.29			290	2.67	10	2.99	50	2.99	
A	CAGE-FREE													
î	White 12 pack			1,020	2.59			730	2.89	30	2.99	710	2.70	
Ŧ	Brown 12 pack	60	2.99	1,460	2.69			720	2.73			670	2.64	
Y	VEGETARIAN FED													
•	White 12 pack			10	2.99	40	2.59	140	2.53			300	2.53	
	Brown 12 pack	10	2.99			300	2.77	320	2.77	10	2.49	730	2.26	

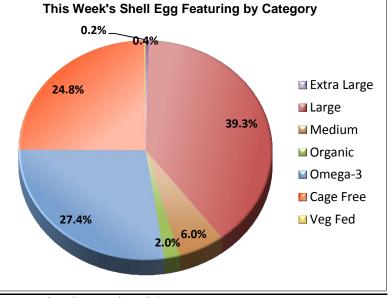
	.000		000 =	020 2	.00	.00 =:=0							
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen													
1.60													
1.45		1.:	35	1.43	1.43								
1.30						1.24							
1.15	1.16												
1.00 May 17-23	May 24-30	May 31-Jun-0	6 Jun 0	77-13	Jun 14-20	Jun 21-27							

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	4,070	4,480	3,270	Large Eggs on
Specialty	5,570	5,260	4,970	Jun-17-2013
Total (includes MD)	10,250	9,830	8,680	447.8
Special Rate 4/:	1.8%	6.3%	2.9%	down 16.1%

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

SHELL EGG and EGG PRODUCTS FEATURING

Promotional activity for regular shell eggs is less active a week ago. Advertised egg prices cover a wide spectrum, however the average price of Large white eggs, Grade A, or better to consumers is sharply lower. The occurrence of "no price" specials declines. Featuring of Medium eggs increases in circulars, but Extra Large eggs are scarce. Promotional activity for specialty shell eggs is higher than a week ago. This week's ads are primarily filled with promotions for Omega-3 and cage-free type eggs. USDA Organic and vegetarian fed eggs fall from view. Promotional activity for liquid eggs is on the rise, easily surpassing last week's numbers. Summer is officially here and the 4th of July holiday is not too far away. We will watch to see if eggs benefit from the boost in the holiday-related demand.



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.)

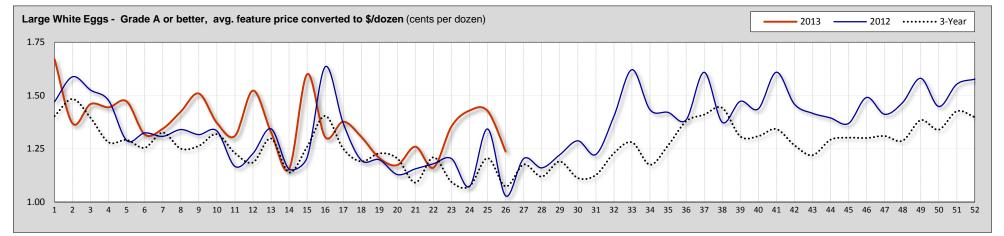
				N	IORTH	EAST U.S.			SOUTHEAST U.S. MIDWEST U.S.								.S.			
_			(CT,	,DE,MA	,MD,ME	,NH,NJ,NY,PA,F	RI,VT)		(Al	L,FL,GA,MS,NC	S,SC,TN,VA,WV	")	((IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)						
	Feature Rate 1/ Activity Index 4					sampled outlet 40 (includes Me					ampled outlets (includes Med		Ac	37.7% c tivity Inde	of 4,200 ex = 2,6	sampled 00 (includ	outlets des Med	dium)		
CLASS			EXTRA LARGE LARGE EXTRA LARGE LARGE							EXTRA	LARGE			LA	RGE					
			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 F	Range	Stores	Avg 3/	
116	SDA	White 12 pack														0.88 -	0.99	20	0.95	
	ADE	White 18 pack															1.99	10	1.99	
	ADE A	Brown 12 pack																		
	•	MEDIUM		White 1	12 pack				V	Vhite 12 pack				White 12	2 pack			410		
		White 12 pack	1.00	10	1.00	1.19 - 1.50	280				0.98 - 1.25	380 1.19				0.69 -	1.25	280	0.88	
	SDA	White 18 pack				1.69 - 2.00	390	1.86			1.99 - 2.00	300 2.00				1.69 -	1.98	230	1.89	
	ADE	Brown 12 pack																		
	A	MEDIUM			12 pack 30 pack		70	1.00		Vhite 12 pack Vhite 30 pack	1.00	10 1.00		White 12 White 30	-	0.99 -	1.25	40	1.19	
	USDA	ORGANIC																		
6		White 12 pack																		
S		Brown 12 pack				3.99 - 4.99	200	4.34												
E	OME	GA-3																	·	
c		White 12 pack	2.00 - 2.99	100	2.40	2.04 - 2.99	710				2.29 - 2.33	1,090 2.33	3.00	180	3.00	1.79 -	3.00	430	2.45	
ĭ		Brown 12 pack				3.29	20	3.29												
À	CAGE	-FREE																		
L		White 12 pack									2.50 - 3.00	480 2.57				2.50 -		500	2.61	
Т		Brown 12 pack	2.99	60	2.99	2.99 - 3.99	290	3.17			2.50 - 3.00	480 2.56				2.50 -	3.00	490	2.61	
Υ	VEGE	TARIAN FED															0.00	40	0.00	
		White 12 pack	0.00	40													2.99	10	2.99	
		Brown 12 pack	2.99		2.99	ENTRAL U.S				SOUTHW	ECTILC			NI	ODTU	NEST U.	•			
			//\			A,MO,NM,OK,TX	'LIT\			(CA,HI					_		_			
	Foot	ture Rate 1/				sampled outlet			22	· · · · · · · · · · · · · · · · · · ·	ampled outlets					,MT,OR,WA,WY) ,200 sampled outlets				
	Activ	vity Index 2/			,	90 (includes Me					ampieu outiets (includes Medi		Δ		vity Index = 400 (includes Medium)					
		White 12 pack	Activ	ity ilide	- 1,J	0.99	170	0.99	Activi	ty muex = 900	0.99 - 1.28	60 1.09	A.	ctivity ind	CX - 40	0.99 -		50	1.31	
	SDA	White 18 pack				1.89 - 2.00		1.97	1.79	20 1.79	1.79 - 3.29	770 2.12				1.89 -		350	1.99	
	ADE	Brown 12 pack				1.00 2.00	400	1.07	1.75	20 1.70	1.70 0.20	770 2.12				1.00	1.00	000	1.55	
,	\A	MEDIUM		White 1	12 pack				V	Vhite 12 pack	0.99 - 1.25	50 1.03		White 12	2 pack					
		White 12 pack				0.96 - 1.00	50	0.99	<u> </u>	Page	0	22								
US	SDA	White 18 pack	1.00	10	1.00			1.50												
	ADE	Brown 12 pack																		
	Α			White 1	12 pack	1.00	20	1.00	٧	Vhite 12 pack				White 12	2 pack					
		MEDIUM		White 3	30 pack	1.99	10	1.99		Vhite 30 pack				White 30	-					
	USDA	ORGANIC																		
6		White 12 pack																		
S		Brown 12 pack																		
_	OME																			
E		White 12 pack	1.99 - 2.50	20	2.39	1.88 - 2.50	260	2.15												
1		Brown 12 pack																		
A	CAGE	-FREE																		
L		White 12 pack				2.50		2.50			0.50									
Т	/F.C.F.	Brown 12 pack				2.50	120	2.50			2.50 - 2.99	80 2.55								
	VEGE	TARIAN FED																		
Y																				
Y		White 12 pack Brown 12 pack																		

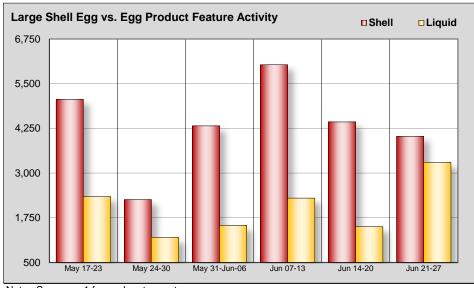


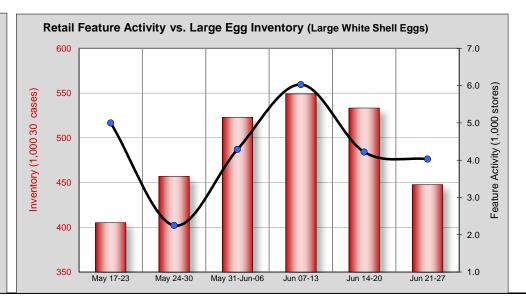
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(prices in dollars per carton)

EGG	THIS LAST WEEK WEEK		LAST	NORTHEAST		SOUTHEAST		MIDW	FST	SOUTH C	FNTRAI	SOUTH	WEST	NORTHWEST			
PRODUCTS			YEAR	NORTI	ILAOI	COUTTLAGT		MIDV		0001110	LITTICAL	000111	WEO!	NORTHWEST			
1/ Feature Rate	14.2%	8.6%	10.5%	31.1% of 4,6	00 sampled	21.7% of 6,1	00 sampled	4.1% of 4,20	0 sampled	7.9% of 4,200 sampled		0.4% of 2,900 sampled		1.7% of 1,200) sampled		
2/ Activity Index	3,300	1,500	2,890	Activity Ind	lex = 1,610	Activity Inc	lex = 1,330	Activity In	Activity Index = 130		Activity Index = 210		Activity Index = 10		Activity Index = 10		dex = 10
	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	2,380 2.11	630 2.48	1,930 2.07	1.99 - 2.99	800 2.50	1.25 - 2.99	1,240 1.77	2.00 - 2.49	120 2.44	2.00 - 2.50	200 2.44	2.99	10 2.99	2.99	10 2.99		
32 oz. crtn	900 4.16	850 3.99	560 4.31	2.50 - 4.99	790 4.21	3.99	90 3.99	3.99	10 3.99	2.00	10 2.00						
3 - 4 oz. cup	20 2.49	10 2.00	400 2.15	2.49	20 2.49												
2 - 8 oz. cup		10 2.00															







Note: See page 1 for explanatory notes.