

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 06/28 thru 07/04. (prices in dollars per carton)

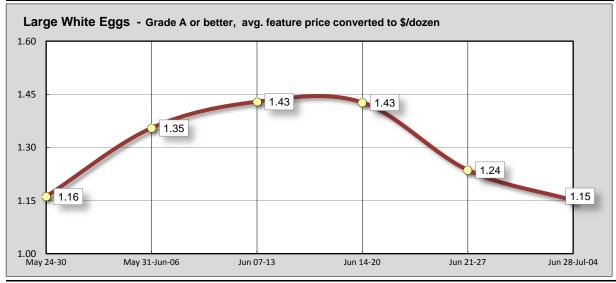
	SHELL EGG NATIONAL SUMMARY													
			THIS \	NEEK			PREVIO	JS WEEK	(PREVIOUS YEAR				
	Feature Rate	37.	7% of 23	,200 sto	res	35	.5% of 23	3,200 sto	res	18.3% of 22,500 stores				
		X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE		
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
R	USDA GRADE AA													
E	White 12 pack	10	1.61	1,520	1.09			300	1.06	10	1.79	270	1.27	
G	White 18 pack			580	2.12	20	1.79	1,610	2.04			140	2.43	
U	Brown 12 pack													
ı	USDA GRADE A													
A	White 12 pack	260	1.42	840	1.05	10	1.00	990	1.10	30	0.99	400	1.03	
	White 18 pack			70	2.26	10	1.00	1,130	1.83			70	1.61	
	Brown 12 pack			30	1.00							80	1.37	
	USDA ORGANIC													
_	White 12 pack													
S	Brown 12 pack	30	5.99	800	4.17			200	4.34	10	3.79	140	4.16	
P E	OMEGA-3													
C	White 12 pack	130	2.59	2,320	2.27	300	2.76	2,490	2.37	440	2.70	1,340	2.28	
-	Brown 12 pack	20	2.50	190	2.52			20	3.29			120	3.38	
A	CAGE-FREE													
î	White 12 pack			1,120	2.79			1,020	2.59			380	2.89	
Ŧ	Brown 12 pack	200	3.49	1,370	2.87	60	2.99	1,460	2.69	90	2.99	560	2.80	
Y	VEGETARIAN FED												_	
	White 12 pack							10	2.99	240	1.99	250	2.01	
	Brown 12 pack	140	2.96	1,080	2.30	10	2.99					50	2.09	

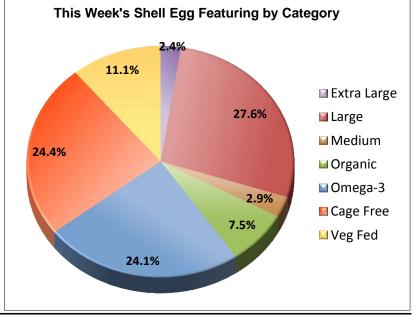
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/						
Regular	3,310	4,070	1,000	Large Eggs on						
Specialty	7,400	5,570	3,620	Jun-24-2013						
Total (includes MD)	11,030	10,250	4,820	404.9						
Special Rate 4/:	2.9%	1.8%	6.7%	down 9.6%						
5/ 4 000/ 1/00 /										

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

SHELL EGG and EGG PRODUCTS FEATURING

Promotional activity for regular shell eggs remain lackluster as the number of stores featuring eggs are again less than the previous week. Shoppers will have better luck finding eggs in the deli case rather than the dairy case as egg-based salads and deviled eggs are advertised to accompany Independence Day outdoor grilling items. The average price of Large white eggs, Grade A, or better to consumers is trending lower. There is a slight increase in retailers promoting "no price" specials. Specialty shell egg featuring is higher than last week. Omega-3 and cage-free type eggs hold their ad share, while vegetarian fed and USDA Organic increase in visibility. Promotional activity for liquid eggs declines.





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.)

		(0.7		EAST U.S.	1.\(T\)		(01		AST U.S.	Λ.	MIDWEST U.S.						
	ature Rate 1/	,	47.8% of 4,600	NH,NJ,NY,PA,R sampled outlets (includes Med	- 		(AL,FL,GA,MS,NC,SC,TN,VA,WV) 25.6% of 6,100 sampled outlets Activity Index = 2,520 (includes Medium)					(IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI) 31.2% of 4,200 sampled outlets Activity Index = 1,400 (includes Medium)					
•		Activity Index = 2,320 (includes Medium) EXTRA LARGE LARGE					EXTRA LARGE LARGE					EXTRA LARGE LARGE					
	CLASS	Price Range	Stores Avg 3/	Price Range	Stores Av	g 3/ Pr	rice Range S	tores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores	Avg 3/		
USDA GRADE	White 12 pack White 18 pack Brown 12 pack			0.99	90 0		J		0.99	40 0.99		J	0.99	10	0.99		
AA	MEDIUM		White 12 pack				W	hite 12 pack				White 12 pack					
USDA GRADE	White 12 pack White 18 pack	1.25 - 1.50	250 1.44	0.59 - 0.78	70 0	.77			0.99 - 1.00	90 1.00	0.99	10 0.99	0.78 - 1.49	650	1.10		
A	Brown 12 pack MEDIUM		White 12 pack White 30 pack		20 1	.00	White 12 pack 0.98 White 30 pack			10 0.98	White 12 pack White 30 pack	1.00 0.88 - 0.99	30 50	0.90			
S	A ORGANIC White 12 pack		·		200 4	20		Title 30 pack				write oo pack	2.40 2.00	400	2.05		
E	Brown 12 pack EGA-3 White 12 pack	2.59	30 5.99 130 2.59		780 2	.23			1.99 - 2.59	1,340 2.28			3.49 - 3.89 1.99 - 2.69	190	2.36		
CAG	Brown 12 pack BE-FREE	2.50	20 2.50	2.50	170 2												
L	White 12 pack Brown 12 pack			2.99 2.04 - 3.99		.99					3.49	200 3.49	2.99 2.69 - 2.99	10 40	2.99 2.77		
YVEG	ETARIAN FED White 12 pack Brown 12 pack		140 2.96	2.49	10 2	49			2 29	1,040 2.29			2.69	30	2.69		
	BIOWII 12 pack	2.43 2.55		ENTRAL U.S	10 2	.43		SOUTHW	/EST U.S.	1,040 2.23		NORTH	WEST U.S.	- 30	2.00		
		(A	R,AZ,CO,KS,LA	,MO,NM,OK,TX,	UT)			(CA,F	II, NV)			(AK,ID,MT	,OR,WA,WY)				
Fe	ature Rate 1/	42.0% of 4,200 sampled outlets					42.7% of 2,900 sampled outlets					55.3% of 1,200 sampled outlets					
Act	ivity Index 2/		ity Index = 1,74	40 (includes Med					0 (includes Med		Activity Index = 1,170 (includes Medium)						
USDA GRADE AA	White 12 pack White 18 pack Brown 12 pack			0.99 1.88	360 0 100 1	.99 .88	1.61	10 1.61	0.99 - 1.99 1.99 - 2.50	560 1.26 440 2.20			0.99 1.48 - 1.99	460 40	0.99 1.88		
	MEDIUM White 12 pack		White 12 pack	0.79 - 2.00 0.79 - 1.00		.00	W	hite 12 pack	1.06	10 1.06		White 12 pack	0.79 - 2.00	30	1.19		
USDA GRADE	White 18 pack Brown 12 pack			1.79 - 2.47	60 2	.33							1.79	10	1.79		
Α	MEDIUM		White 12 pack White 30 pack		10 1	.99		hite 12 pack hite 30 pack	1.25	10 1.25		White 12 pack White 30 pack					
USD	A ORGANIC																
S	White 12 pack Brown 12 pack			3.89 - 3.99	120 3	.96			3.99 - 4.49	200 4.30							
E C	EGA-3 White 12 pack Brown 12 pack			1.99 2.66	20 1 20 2												
A L	E-FREE White 12 pack			2.69 - 2.99	280 2	.91			2.69 - 3.00	290 2.96			2.49 - 2.69	410	2.53		
T Y VEG	Brown 12 pack ETARIAN FED White 12 pack			2.50 - 2.99	560 2	.82			2.50 - 3.00	360 2.86			2.49 - 2.99	220	2.58		
Source	Brown 12 pack		Sorvice Livest	ock. Poultry & G	roin Morke	t Nows	- (515) 294-4	471 http://	www.ame.ueda	gov/AMSv1 0	/I DSMarketNe	we Page			2 of 3		

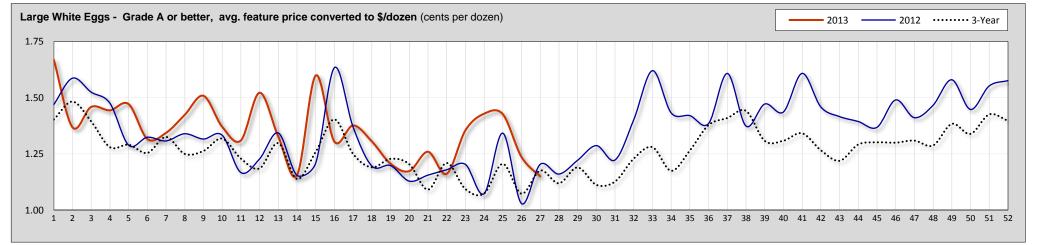


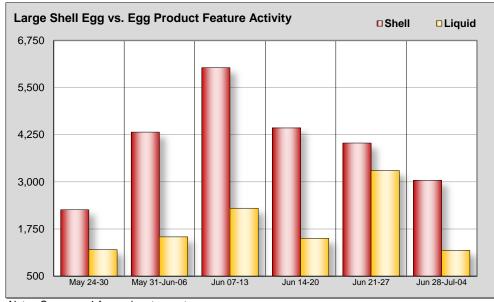
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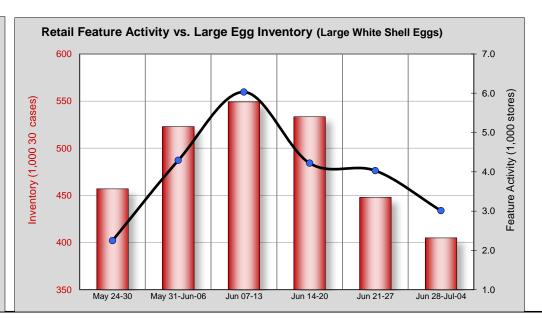
Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 06/28 thru 07/04.

(prices in dollars per carton)

EGG	THIS	LAST	LAST	NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST		
PRODUCTS	WEEK	WEEK	YEAR													
1/ Feature Rate	4.4%	14.2%	1.6%	14.6% of 4,6	00 sampled	3.6% of 6,100 sampled		3.0% of 4,200 sampled		0.0% of 4,200 sampled		0.0% of 2,900 sampled		0.7% of 1,200 sampled		
2/ Activity Index	1,180	3,300	410	Activity In	dex = 720	Activity In	dex = 220	Activity In	Activity Index = 230		Activity Index = 0		Activity Index = 0		Activity Index = 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	720 2.78	2,380 2.11	180 2.64	2.50 - 2.99	560 2.86	2.00 - 2.99	30 2.75	2.00 - 2.49	120 2.43					2.50	10 2.50	
32 oz. crtn	350 4.38	900 4.16	150 5.85	4.98 - 4.99	160 4.98	3.88	190 3.88									
3 - 4 oz. cup	110 2.49	20 2.49	80 2.55					2.49	110 2.49							
2 - 8 oz. cup																







Note: See page 1 for explanatory notes.