Fri. Oct 25, 2013



(prices in dollars per carton)

	SHELL EGG NATIONAL SUMMARY													
			PREVIO	US WEEK		PREVIOUS YEAR								
	Feature Rate	26.	.7% of 23	,200 sto	res					28.0% of 22,500 stores				
		X LARGE		LARGE		X L	X LARGE		LARGE		X LARGE		GE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
R	USDA GRADE AA													
E	White 12 pack			1,310	1.57							130	1.12	
G	White 18 pack	70	2.18	260	2.44							290	2.30	
U	Brown 12 pack													
ı	USDA GRADE A													
A	White 12 pack	70	1.28	500	1.42					80	1.20	180	1.47	
	White 18 pack			530	2.46							420	2.03	
	Brown 12 pack													
	USDA ORGANIC													
s	White 12 pack													
P	Brown 12 pack			420	4.56							50	5.24	
E	OMEGA-3													
c	White 12 pack		2.58	1,340	2.63					540	2.65	2,030	2.15	
ī	Brown 12 pack			280	3.30							20	1.97	
À	CAGE-FREE													
ī	White 12 pack		2.59	40	2.46							150	2.51	
_ T	Brown 12 pack	40	3.99	610	2.99							450	2.95	
Υ	VEGETARIAN FED													
•	White 12 pack	30	2.99	120	2.69					50	3.49			
	Brown 12 pack	40	2.69	490	2.82					140	2.50	380	2.82	

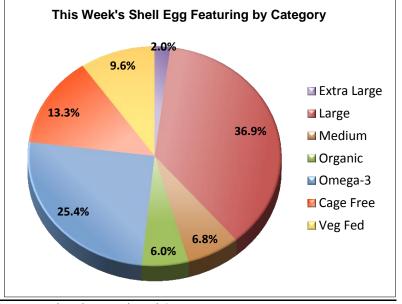
	Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen												
1.60					1.56								
1.45	1.35												
1.30 1.29													
1.15													
1.00 Sep 20-26	Sep 27-Oct-03	Oct 04-10	Oct 11-17	Oct 18-24	Oct 25-31								

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,740		1,100	Large Eggs on
Specialty	3,830		3,810	Oct-21-2013
Total (includes MD)	7,050		5,160	489.5
Special Rate 4/:	2.3%		8.1%	

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

SHELL EGG and EGG PRODUCTS FEATURING

Featuring of regular shell eggs is not as active as it was in the earlier part of the month as many are turning from eggs and focusing on candy and other Halloween related items. The weighted average price of Grade A or better Large white eggs is sharply higher than in previous weeks. Retailers are offering shoppers a fewer number of "no price" incentives. Advertisements for Extra Large and Medium eggs are sporadic. Promotional activity for specialty shell eggs declines. Consumers are offered a variety of specialty eggs to choose from, Omega-3 type eggs are commanding the most space in circulars. Liquid egg product features are maintaining a steady pace even though ads are nonexistent in the South Central and West Coast regions. With less than five weeks to go before Thanksgiving, consumers can expect to soon see an increase in shell eggs promotions to start off the baking season.



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	ORTHE	EAST U.S.				SOUTHE	AST U.S.			MIDW	EST U.S.					
		1 D 1	•			,NH,NJ,NY,PA,	,				IC,SC,TN,VA,W\	,		(IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)						
Feature Rate 17 Activity Index 4		37.7% of 4,600 sampled outlets Activity Index = 2,490 (includes Medium)								sampled outlets i0 (includes Med		А	20.0% of 4,200 sampled outlets Activity Index = 690 (includes Medium)							
CLASS		EXTRA		LARGE				LARGE	•	RGE		LARGE	LA							
	White 12 pack		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/			
U	SDA	White 12 pack													0.98 - 1.49	10	1.27			
	ADE	White 18 pack																		
4	AA	Brown 12 pack MEDIUM		White 1	2 nack					White 12 pack				White 12 pack						
		White 12 pack	1.29	60	•	1.59 - 1.99	90	1.95		Wille 12 pack	1.66 - 1.99	50 1.	95 1.19	10 1.19	0.77 - 1.29	350	1.22			
U	SDA	White 18 pack	1.20	00	1.20	1.00	30	1.00			1.99 - 2.50	460 2.		10 1.13	1.99	10	1.99			
_		Brown 12 pack									2	.00								
GRADE A		MEDIUM		White 1 White 3		1.00	20	1.00		White 12 pack White 30 pack	0.99 - 1.25	50 1.	12	White 12 pack White 30 pack	0.98 - 1.25	30	1.19			
	USDA	A ORGANIC		vville 0	о раск					Wille do pack				Willie do pack						
		White 12 pack																		
S		Brown 12 pack				3.99 - 6.00	270	4.83			4.49	30 4.	49							
P	OME	GA-3																		
E		White 12 pack	2.49 - 3.29	140	2.67	2.48 - 3.00		2.85	2.00 - 2.39	30 2.14	2.00 - 2.99	220 2.	22		1.88 - 2.79	60	2.39			
ĭ		Brown 12 pack				2.50	130	2.50												
Α	CAGI	E-FREE	0.50	050	0.50										4.00	40	0.40			
L		White 12 pack Brown 12 pack	2.59 3.99	250 40		2.50 - 3.99	200	3.44			2.50 - 2.99	210 2.	F 2		1.99 - 2.88	40	2.46			
Т	VEGE	TARIAN FED	3.99	40	3.99	2.50 - 5.99	200	3.44			2.50 - 2.99	210 2.	03							
Y		White 12 pack	2.99	30	2.99	2.69	120	2.69												
		Brown 12 pack	2.69	40		2.50 - 2.99		2.72							3.00	180	3.00			
				SOL	JTH CE	NTRAL U.S				SOUTHV	VEST U.S.			NORTH	WEST U.S.					
			(Al	R,AZ,CC	D,KS,LA	,MO,NM,OK,TX	(,UT)			(CA,I	H, NV)			(AK,ID,MT	,OR,WA,WY)					
		ture Rate 1/	23.4% of 4,200 sampled outlets							•	sampled outlets			35.6% of 1,200 sampled outlets						
_	Acti	vity Index 2/	Activity Index = 950 (includes Medium)					Activ	ity Index = 1,36	0 (includes Med			Activity Index = 510 (includes Medium)							
U	SDA	White 12 pack				1.39 - 1.49	350		4.70 0.00	70 0.40	1.49 - 1.89	610 1.			1.49 - 1.66	340	1.49			
GR	ADE	White 18 pack Brown 12 pack				2.25	50	2.25	1.79 - 2.33	70 2.18	2.25 - 2.50	210 2.	48							
4	AA	MEDIUM		White 1	2 nack	1.09	130	1.09		White 12 pack	0.99 - 2.50	220 2.	15	White 12 pack			-			
		White 12 pack		vviiito i	2 paok	0.99	10			Willie 12 pack	0.00 2.00	220 2.	10	Willie 12 pack			$\overline{}$			
U	SDA	White 18 pack				1.77 - 2.50		2.41												
GR	ADE	Brown 12 pack																		
	Α	MEDIUM		White 1 White 3	•	0.66 - 1.09	30	0.96		White 12 pack White 30 pack				White 12 pack White 30 pack						
	USDA	A ORGANIC								,				,						
9		White 12 pack																		
S P		Brown 12 pack				3.99	120	3.99												
	OME					0.50	400	0.50			0.50	470 0	50		2.42	00	0.46			
E C		White 12 pack Brown 12 pack				2.50 3.99		2.50 3.99			2.50 3.99	170 2. 70 3.			2.49	80	2.49			
1	CAGI	E-FREE				3.99	00	3.99			3.99	10 3.	J J							
Α	المحر	White 12 pack																		
L T		Brown 12 pack				2.49	20	2.49			3.99	10 3.	99		2.49 - 3.99	90	2.64			
V	VEGE	TARIAN FED																		
'		White 12 pack																		
		Brown 12 pack							<u> </u>					_						
Sn	urco.	HSDA Agricultur	al Markatina S	Carvica	Livoeto	ck Doultry & (≥rain Mar	kat Na	we - (515) 29/L	.4.71 http://w	www ame ueda	11/2MA\\\C\r	.0/LPSMarketNew	ic Dano			2 of 3			

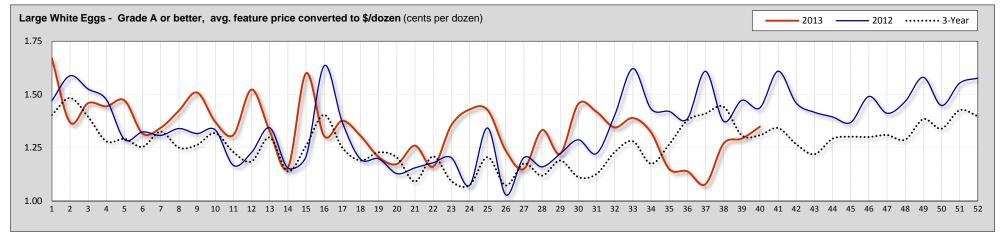


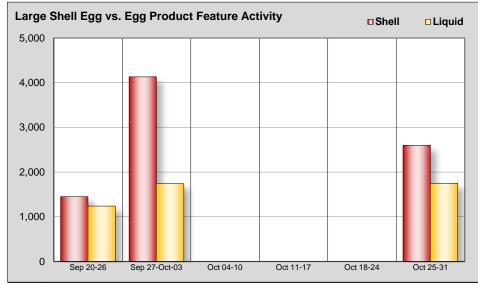
USDA Weekly Retail Shell Egg and Egg Products Feature Activity Advertised Prices for Shell Eggs & Egg Products to Consumers at Major

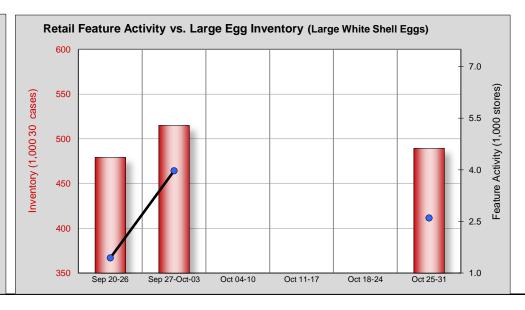
Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 10/25 thru 10/31.

(prices in dollars per carton)

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST	
1/ Feature Rate	8.3%		5.4%	12.4% of 4,600 sampled		18.6% of 6,100 sampled		1.2% of 4,200 sampled		0.0% of 4,200 sampled		5.7% of 2,900 sampled		0.0% of 1,200 sampled	
2/ Activity Index	1,750		1,060	Activity Index = 540		Activity Index = 1,130		Activity Index = 80		Activity Index = 0		Activity Index = 0		Activity Index = 0	
	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	450 2.56		760 2.27	2.50 - 3.00	300 2.73	2.29	90 2.29	1.99 - 2.29	60 2.14						
32 oz. crtn	1,250 3.75		300 4.54	3.99 - 5.99	210 4.98	3.50	1,040 3.50								
3 - 4 oz. cup	50 2.31			1.99 - 2.49	30 2.40			2.18	20 2.18						
2 - 8 oz. cup															







Note: See page 1 for explanatory notes.