



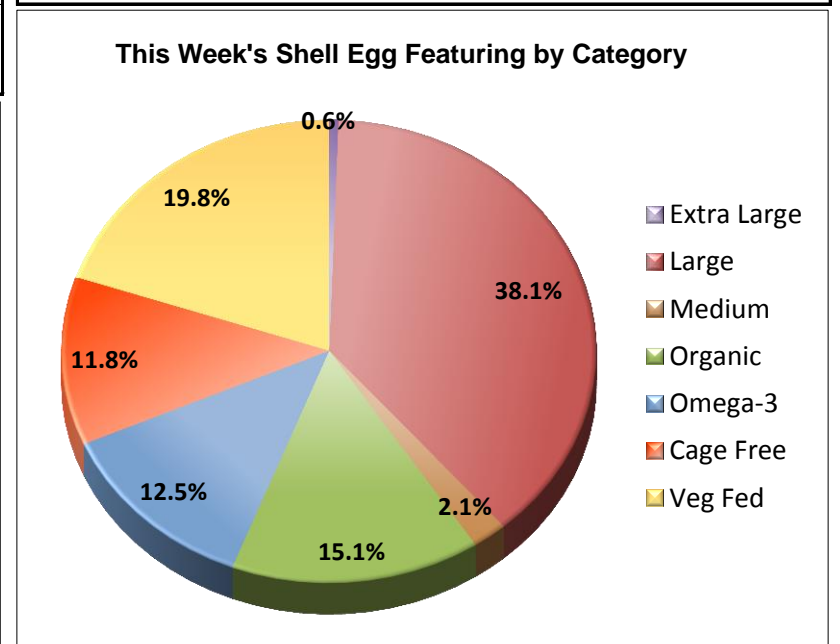
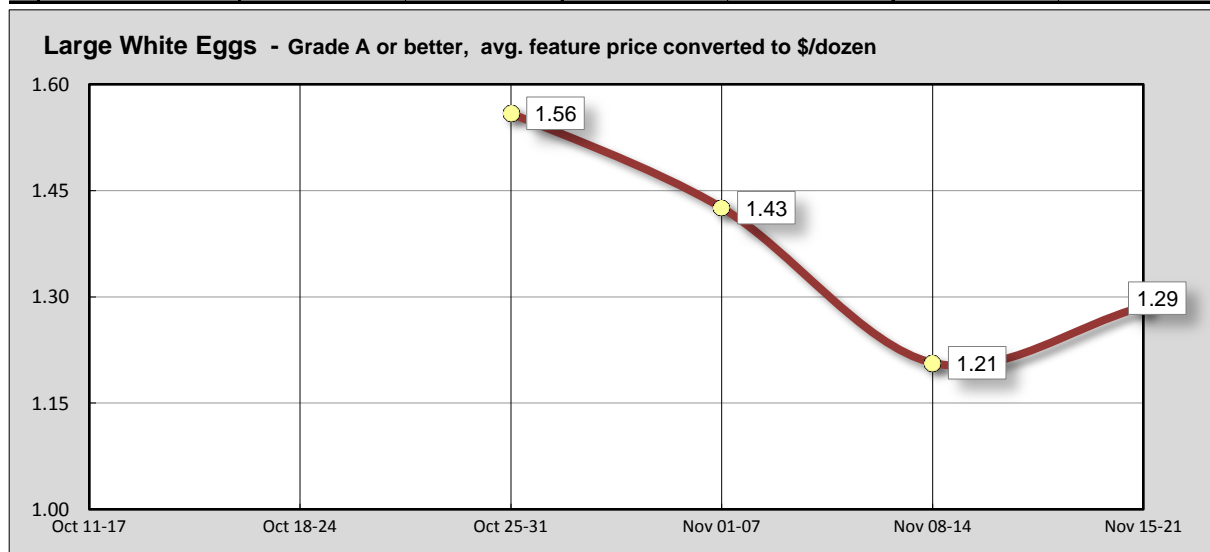
SHELL EGG NATIONAL SUMMARY													
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	35.5% of 23,200 stores				42.5% of 23,200 stores				39.5% of 22,500 stores				
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE		
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
REGULAR	USDA GRADE AA												
	White 12 pack			500	1.43	180	2.00	530	1.05	40	1.80	240	1.30
	White 18 pack			810	1.99	60	2.25	430	2.00			350	2.36
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack	50	1.99	1,570	1.20	10	1.19	1,230	1.21	30	1.05	3,630	1.52
White 18 pack			400	2.04	10	2.25	500	1.88			550	1.98	
Brown 12 pack			160	0.99									
SPECIALTY	USDA ORGANIC												
	White 12 pack												
	Brown 12 pack			1,360	3.61	20	5.98	250	4.26	40	4.99	190	4.27
	OMEGA-3												
	White 12 pack	10	2.50	880	2.47	1,670	2.54	2,370	2.39	270	3.01	1,470	2.74
	Brown 12 pack			240	3.49			120	3.69				
	CAGE-FREE												
	White 12 pack			50	2.79	130	2.79	1,810	2.52			330	2.57
	Brown 12 pack			1,010	3.53			2,370	2.68	110	3.00	1,640	2.84
	VEGETARIAN FED												
White 12 pack	720	2.41	720	2.41			80	2.38					
Brown 12 pack			350	2.53	410	2.77	580	2.68	350	2.65	270	3.10	

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	3,490	2,950	4,840	Large Eggs on Nov-11-2013
Specialty	5,340	9,810	4,670	
Total (includes MD)	9,020	12,890	9,920	552.2
Special Rate 4/:	3.2%	2.5%	3.7%	down 2.0%

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

SHELL EGG and EGG PRODUCTS FEATURING

Feature activity for regular shell eggs is more active than a week ago as baking season is fully under way. The weighted average price of Grade A or better Large white eggs to consumers is higher than the previous week. Retailers are offering more "no price" incentives to shoppers to receive a dozen eggs free by purchasing an accompanying item. Ads for Extra Large eggs are very limited. Promotional activity for specialty shell eggs is sharply lower. USDA Organic eggs are commanding a substantial share of ad space, while Omega-3 and cage free type eggs are not as heavily promoted as last week. Promotions of liquid eggs products are not as visible in flyers as shell eggs. Featuring of seasonal egg nog is increasing in visibility with most outlets promoting 64 ounce cartons.



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.)

		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)						
Feature Rate ^{1/} Activity Index ^{2/}		56.9% of 4,600 sampled outlets Activity Index = 3,590 (includes Medium)						23.5% of 6,100 sampled outlets Activity Index = 1,500 (includes Medium)						38.2% of 4,200 sampled outlets Activity Index = 1,660 (includes Medium)						
CLASS		EXTRA LARGE			LARGE			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/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	
USDA GRADE AA	White 12 pack															0.99 - 1.25	20	1.18		
	White 18 pack															1.67 - 1.99	40	1.77		
	Brown 12 pack																			
	MEDIUM	White 12 pack						White 12 pack						White 12 pack						
USDA GRADE A	White 12 pack	1.99	50	1.99	0.99 - 1.99	180	1.08				0.99 - 1.50	190	1.25			0.89 - 1.50	840	1.20		
	White 18 pack				1.89 - 2.77	60	2.14				1.99	120	1.99			1.98 - 2.19	130	2.08		
	Brown 12 pack				0.99	160	0.99													
	MEDIUM	White 12 pack			1.00	160	1.00	White 12 pack			1.25	10	1.25	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				3.49 - 3.99	160	3.94				3.50	1,040	3.50			3.99	20	3.99		
	OMEGA-3																			
	White 12 pack	2.50	10	2.50	1.99 - 2.55	610	2.49									2.00 - 3.00	180	2.46		
	Brown 12 pack				1.99	60	1.99									3.99	180	3.99		
	CAGE-FREE																			
	White 12 pack				2.79	50	2.79													
Brown 12 pack				2.50 - 3.99	510	3.78									2.50 - 3.99	230	3.77			
VEGETARIAN FED																				
White 12 pack	1.99 - 2.50	650	2.40	1.99 - 2.50	650	2.40	2.50	70	2.50	2.50	70	2.50								
Brown 12 pack				1.99 - 3.99	280	2.56									2.49 - 2.69	20	2.57			
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)						SOUTHWEST U.S. (CA,HI, NV)						NORTHWEST U.S. (AK,ID,MT,OR,WA,WY)						
Feature Rate ^{1/} Activity Index ^{2/}		37.8% of 4,200 sampled outlets Activity Index = 1,480 (includes Medium)						22.0% of 2,900 sampled outlets Activity Index = 630 (includes Medium)						28.5% of 1,200 sampled outlets Activity Index = 160 (includes Medium)						
USDA GRADE AA	White 12 pack				1.25 - 1.50	220	1.34				1.50 - 1.78	240	1.52			1.50	20	1.50		
	White 18 pack				1.67 - 2.47	490	1.94				2.00 - 2.50	260	2.11			1.99	20	1.99		
	Brown 12 pack																			
	MEDIUM	White 12 pack						White 12 pack			1.08 - 1.50	10	1.33	White 12 pack						
USDA GRADE A	White 12 pack				0.99 - 1.29	360	1.25													
	White 18 pack				1.99	90	1.99													
	Brown 12 pack																			
	MEDIUM	White 12 pack			1.98	10	1.98	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										3.99	20	3.99			3.99	120	3.99		
	Brown 12 pack																			
	OMEGA-3																			
	White 12 pack				2.19 - 2.39	70	2.29				2.39 - 2.79	20	2.66							
	Brown 12 pack																			
	CAGE-FREE																			
	White 12 pack				2.66 - 2.99	190	2.80				2.99	80	2.99							
Brown 12 pack																				
VEGETARIAN FED																				
White 12 pack				2.19 - 2.39	50	2.33														
Brown 12 pack																				



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 11/15 thru 11/21.

(prices in dollars per carton)

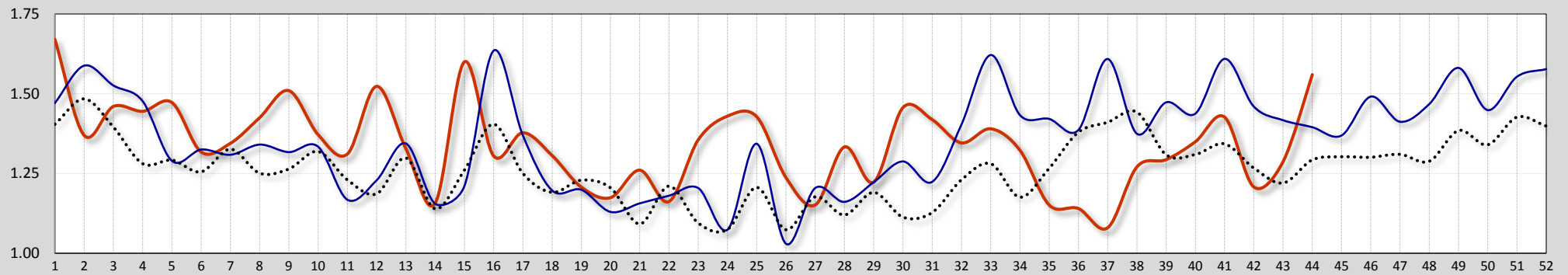
Fri. Nov 15, 2013

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	6.6%	10.2%	5.3%	21.4% of 4,600 sampled	6.3% of 6,100 sampled	2.2% of 4,200 sampled	0.5% of 4,200 sampled	1.1% of 2,900 sampled	1.7% of 1,200 sampled
2/ Activity Index	1,570	2,670	1,450	Activity Index = 1,020	Activity Index = 380	Activity Index = 100	Activity Index = 20	Activity Index = 30	Activity Index = 20
	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	700 2.50	1,660 2.48	940 2.40	2.49 - 3.00 420 2.62	1.90 - 2.50 130 2.07	1.99 - 2.50 80 2.40	2.29 20 2.29	2.50 - 3.29 30 3.14	2.50 20 2.50
32 oz. crtn	840 4.12	730 4.45	430 4.25	3.49 - 4.99 570 4.20	3.88 - 3.99 250 3.91	4.50 20 4.50			
3 - 4 oz. cup	30 2.39	280 2.50	80 2.49	1.99 - 2.49 30 2.39					
2 - 8 oz. cup									

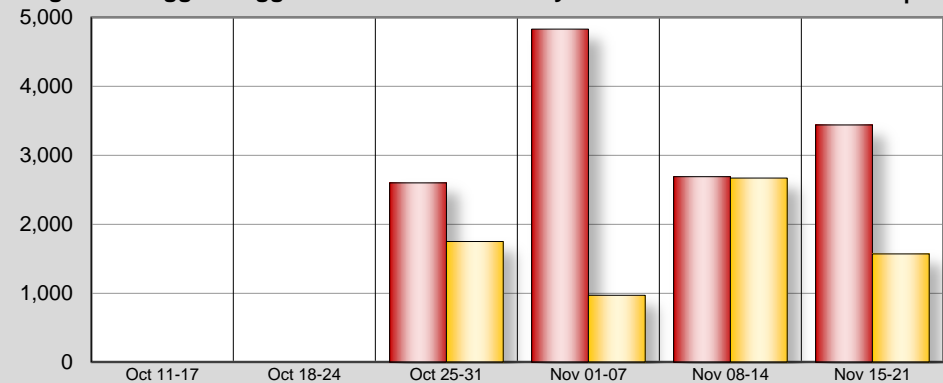
EGG NOG	THIS WEEK	THIS WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	8.5%	6.0%		22.7% of 4,400 sampled	2.6% of 6,000 sampled	3.8% of 4,000 sampled	3.9% of 4,000 sampled	12.3% of 2,900 sampled	6.5% of 1,200 sampled
2/ Activity Index	2,010	1,590		Activity Index = 1,070	Activity Index = 160	Activity Index = 160	Activity Index = 180	Activity Index = 360	Activity Index = 80
	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/}
32 ounce	970 2.30	690 2.36		1.99 - 2.99 360 2.45	1.99 - 2.99 140 2.26	1.78 - 2.99 130 2.47	1.69 - 2.99 90 2.03	1.99 - 2.99 170 2.17	1.99 80 1.99
64 ounce	1,040 3.72	900 3.88		3.49 - 4.99 710 4.06	3.99 20 3.99	2.99 - 3.50 30 3.38	3.29 - 3.99 90 3.57	2.50 - 3.50 190 2.54	

(Non-alcoholic egg nog; this section will run through January 1, 2014)

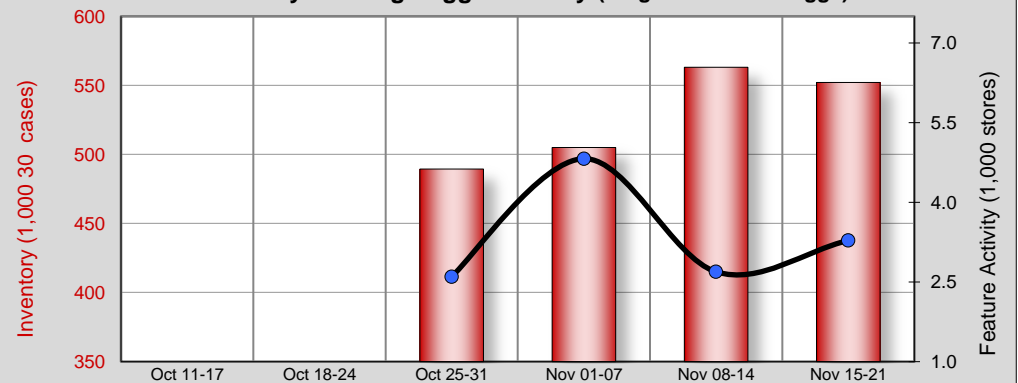
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



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.

Source: USDA Agricultural Marketing Service, Livestock, Poultry & Grain Market News - (515) 284-4471

<http://www.ams.usda.gov/AMSV1.0/LPSMarketNewsPage>