

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 05/09 thru 05/15. (prices in dollars per carton)

SHELL EGG NATIONAL SUMMARY THIS WEEK **PREVIOUS WEEK PREVIOUS YEAR** 46.2% of 22.900 stores **Feature Rate** 38.0% of 22.900 stores 53.6% of 23.200 stores X LARGE LARGE X LARGE LARGE X LARGE LARGE Stores Avg Stores Avg Stores Avg Stores Avg Stores Avg Stores Avg USDA GRADE AA 1.19 White 12 pack 490 1.53 270 1.57 200 1.97 2,290 Е 2.73 430 2.21 1,470 3.03 10 2.25 250 1.82 White 18 pack 110 G Brown 12 pack 20 1.24 USDA GRADE A White 12 pack 20 1.29 5,080 1.28 10 3.00 1,810 1.00 20 1.24 1,300 1.09 White 18 pack 510 2.33 190 2.48 10 1.59 540 1.94 Brown 12 pack 170 1.69 40 1.16 USDA ORGANIC White 12 pack 10 5.98 Brown 12 pack 20 3.39 110 5.18 4.12 3.49 220 4.39 1.590 20 OMEGA-3 White 12 pack 5.470 1.830 2.63 990 2.51 1.580 2.71 160 2.52 2.32 Brown 12 pack 2.99 20 2.64 20 2.50 210 3.70 130 CAGE-FREE White 12 pack 140 2.79 1,750 2.97 280 2.86 640 2.81 Brown 12 pack 1,090 2.87 3.57 1,320 2.94 560 **VEGETARIAN FED** 2.27 2.50 White 12 pack 370 340 1.99 40 10 2.49 Brown 12 pack 260 3.08 3.24 10 1.99 380 3.44 650 3.05 940

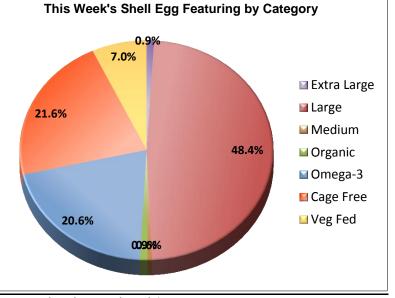
	rade A or better, avg. featu	re price converted to \$/dozen		
1.80	1.60			
1.40	1.00	1.49	1.48	
	1.31			1.34
1.20 Apr 04-10 Apr 1	1-17 Apr 18-24	Apr 25-May-01	May 02-08	May 09-15

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	6,810	3,810	4,620	Large Eggs on
Specialty	6,920	4,670	9,570	May-05-2014
Total (includes MD)	13,810	8,680	14,340	523.3
Special Rate 4/:	3.1%	5.0%	8.1%	up 2.0%

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

SHELL EGG and EGG PRODUCTS FEATURING

Promotional activity for regular shell eggs is more active than last week as the ad cycle extends into the Mother's Day weekend. What better way to show Mom some appreciation than preparing a nice breakfast consisting of eggs. Nearly half of promotions are for regular shell eggs. The average price of Grade A or better, Large eggs to consumers is considerably lower as grocers seek to stimulate interest through pricing rather than by "no price" incentives. Advertisements for Medium and Extra Large eggs are scarce. Feature activity on specialty shell eggs increases this week with cage-free and Omega-3 type eggs most commonly featured. There is a sharp drop in ads for USDA Organic brown eggs. Promotional activity for liquid eggs is on the rise as many outlet are featuring 14-16 oz. 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.)

_				N	ORTHE	EAST U.S.					SOUTH	EAST U.S.					MIDW	/EST U.S.				
			(CT			,NH,NJ,NY,F	A.RI.VT)			(/		NC,SC,TN,VA,V	VV)		(IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)							
_		ture Rate ^{1/} vity Index ⁴ /	56.4% of 4,700 sampled outlets Activity Index = 4,500 (includes Medium)							3	8.7% of 5,900	sampled outle 20 (includes M	ts		39.6% of 4,200 sampled outlets Activity Index = 1,690 (includes Medium)							
01.400			EXTRA LARGE LARGE						EXTRA LARGE LARGE						EXTRA LARGE LARGE							
		CLASS	Price Range	Stores	Avg 3/	Price Rar	ige Store	s Avg 3/	Price R	ange	Stores Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/		
	ICDA	White 12 pack								-							-	0.99 - 1.49	20	1.20		
	JSDA RADE	White 18 pack										2.50) 50	2.50				2.77	50	2.77		
G	AA	Brown 12 pack																				
	^^	MEDIUM		White 1	2 pack					,	White 12 pack					White 12	2 pack					
		White 12 pack	1.48	10	1.48	0.79 - 1.0	69 8	0 1.35				0.68 - 1.50	2,020	1.36	1.09	10	1.09	0.68 - 1.77	1,300	1.13		
	JSDA	White 18 pack				1.88 - 2.	50 4	0 2.38				1.88	3 20	1.88								
G	RADE	Brown 12 pack				1.0	69 1	7 0 1.69														
	Α	MEDIUM		White 1							White 12 pack	0.99 - 1.58	3 20	1.34		White 12 pack	0.99	20	0.99			
_	Luen	A ORGANIC		White 3	о раск						White 30 pack					White 30	о раск					
	المعم	White 12 pack																				
S		Brown 12 pack				3.99 - 5.9	DR 1	0 5.18														
P						0.00 - 0	30 I	0.10														
E	~	White 12 pack	2.50 - 2.99	390	2.89	1.88 - 2.9	99 5	0 2.68		2.50	40 2.50	1.99 - 2.3	3 130	2.07	2.50 - 3.00	180	2.98	1.99 - 2.50	30	2.39		
С		Brown 12 pack	2.00	000	2.00			0 2.99			.0 2.00	1.00 2.00			2.00		2.00	2.29	10	2.29		
!	CAG	E-FREE																-				
Α.		White 12 pack	2.79	140	2.79	2.9	99 2	30 2.99				2.99	9 40	2.99				2.99	10	2.99		
L		Brown 12 pack				2.49 - 3.4	49 5	20 3.20										2.29	60	2.29		
Ÿ	VEGE	TARIAN FED																				
		White 12 pack	1.99 - 3.49	370	2.27	1.9	99 3	1.99														
		Brown 12 pack				2.50 - 4.4		3.24														
				SOL	UTH CE	NTRAL U.	S				SOUTH	WEST U.S.				N	ORTH	WEST U.S.				
_			(AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)							(CA,HI, NV)						(AK,ID,MT,OR,WA,WY)						
		ture Rate 1/		42.4% of 4,200 sampled outlets						50.4% of 2,800 sampled outlets						69.1% of 1,200 sampled outlets						
_	Acti	vity Index 2/	Activ	ity Inde	x = 2,11	0 (includes				Activi	ity Index = 1,9	70 (includes M			Ac	dium)						
ι	JSDA	White 12 pack				0.99 - 1.4		70 1.23			440 0 =0	1.56 - 2.50		2.23				1.25 - 1.50	200	1.47		
G	RADE	White 18 pack				1.88 - 2.	//	0 2.53	2.28 -	2.99	110 2.73	1.98 - 2.50) 130	2.32				1.49 - 2.99	130	1.60		
	AA	Brown 12 pack MEDIUM		White 1	2 pook						White 12 pack					White 12	2 nook					
		White 12 pack		write i	2 pack	0.79 - 1.9	50 6	0 1.21			write 12 pack	0.79 - 1.89	160	1.44		vvriite 12	z pack	0.98 - 1.50	90	1.43		
	JSDA	White 18 pack				1.97 - 1.9		io 1.21				0.79 - 1.03	9 100) 1.44				0.96 - 1.50	90	1.43		
	RADE	Brown 12 pack				1.57 - 1.		1.37														
	A			White 1	2 nack	0.9	99	30 0.99			White 12 pack	1.50 - 2.00) 1(1.75		White 12	2 nack					
		MEDIUM		White 3	•	0		0.00			White 30 pack	1.00 2.00				White 30						
	USD	A ORGANIC							1								,					
_		White 12 pack																				
S		Brown 12 pack													3.39	20	3.39					
2	OME	GA-3											·									
C		White 12 pack	2.50	340	2.50	2.	50	0 2.50		2.50	550 2.50	1.99 - 2.50) 110	2.35	2.50	330	2.50	1.99	40	1.99		
ı		Brown 12 pack																				
A	CAG	E-FREE										_										
A L		White 12 pack				2.9		0 2.99				2.99		2.99				2.50 - 2.99	410	2.89		
Т	VE 2-	Brown 12 pack				2.50 - 2.9	99 2	0 2.72	1			2.50) 250	2.50								
Y	VEGE	TARIAN FED																				
		White 12 pack Brown 12 pack																				
_		USDA Agricultur	al Markatina G		Livente	als Davilsons	9 Crain N	aulcat Na		-) 204	4.474 1.44		/AB	1Cv4 0/1	DCMorkotNow	o Dogo				2 of 3		

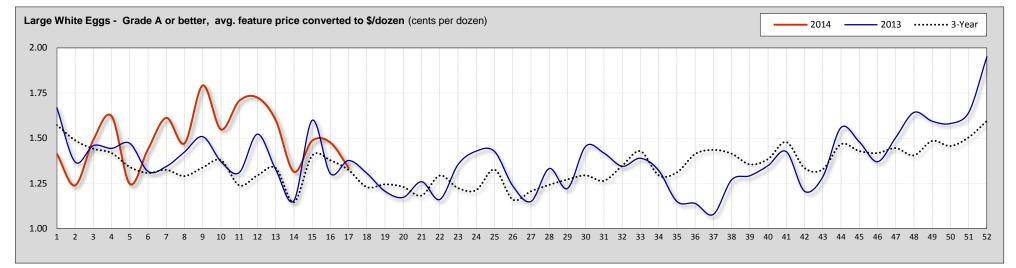


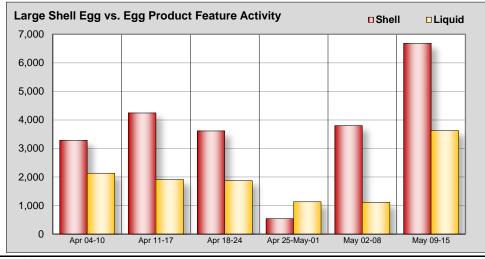
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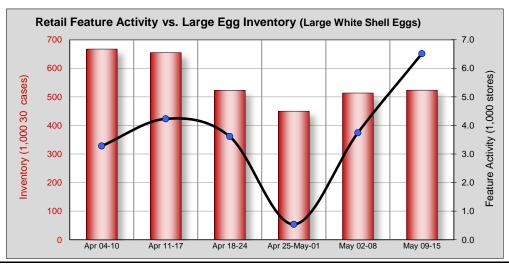
Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 05/09 thru 05/15.

(prices in dollars per carton)

EGG	THIS	LAST	LAST	NORTH	IEAST	SOUTH	IEAST	MIDW	/EST	SOUTH C	ENTRAL	SOUTH	IWEST	NORTHWEST	
PRODUCTS	WEEK	WEEK	YEAR												
1/ Feature Rate	15.7%	4.8%	8.9%	34.3% of 4,7	00 sampled	9.2% of 5,900 sampled 0.2% of 4,			00 sampled	11.5% of 4,2	00 sampled	20.2% of 2,8	00 sampled	32.8% of 1,200 sampled	
2/ Activity Index	3,620	1,110	2,410	Activity Index = 1,800		Activity Index = 360		Activity Index = 10		Activity Index = 480		Activity Index = 560		Activity Index = 410	
	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	3,330 2.62	1,010 2.48	1,750 2.57	1.99 - 3.00	1,550 2.41	2.00 - 2.99	320 2.26	2.99	10 2.99	2.29 - 2.99	480 2.84	1.80 - 2.99	560 2.97	2.50 - 2.99	410 2.91
32 oz. crtn	120 4.40	100 5.23	260 3.98	4.99	80 4.99	3.16 - 3.49	40 3.22								
3 - 4 oz. cup	170 2.48		400 2.81	1.99 - 2.50	170 2.48										
2 - 8 oz. cup															







Note: See page 1 for explanatory notes.