



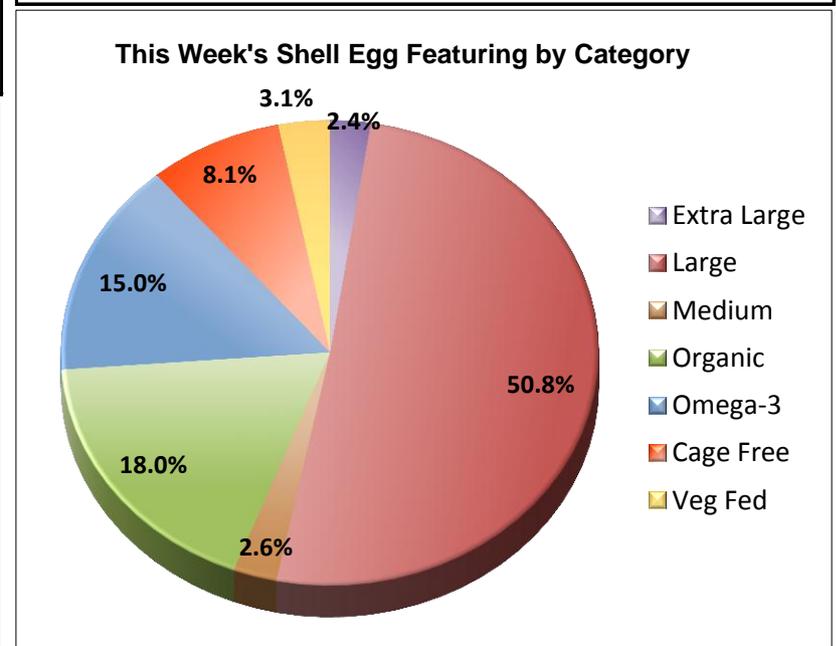
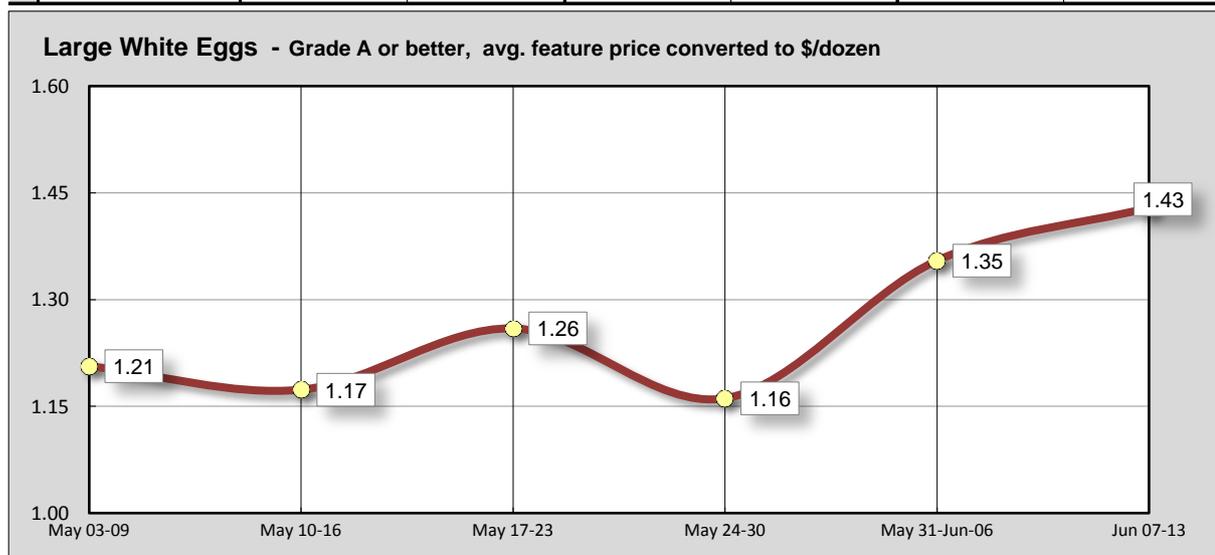
SHELL EGG NATIONAL SUMMARY													
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	57.8% of 23,200 stores				43.6% of 23,200 stores				34.6% of 22,500 stores				
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE		
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
REGULAR	USDA GRADE AA												
	White 12 pack	200	1.83	1,510	1.54			1,430	1.27	50	1.50	2,120	1.08
	White 18 pack	80	2.42	440	2.09	10	2.69	420	1.89			240	1.97
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack	10	1.28	2,500	1.43			1,820	1.47	200	1.47	2,990	1.01
White 18 pack			1,580	2.00			620	1.92			620	1.84	
Brown 12 pack							30	1.00			60	1.50	
SPECIALTY	USDA ORGANIC												
	White 12 pack												
	Brown 12 pack	40	5.00	2,100	3.86	150	4.16	1,130	4.18	180	3.97	330	3.51
	OMEGA-3												
	White 12 pack	310	2.25	1,410	2.25	760	2.63	1,740	2.54	120	2.20	1,360	2.38
	Brown 12 pack	10	2.50	50	1.99			20	2.99			410	3.45
	CAGE-FREE												
	White 12 pack			250	2.47			540	2.57			210	2.99
	Brown 12 pack			710	2.62			1,320	2.95	140	2.99	920	3.02
	VEGETARIAN FED												
White 12 pack			120	2.50	10	2.50	350	2.49	30	2.99	340	1.95	
Brown 12 pack	20	2.50	230	2.89			220	2.49	210	2.47	510	2.96	

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	6,320	4,330	6,280	Large Eggs on Jun-03-2013
Specialty	5,250	6,240	4,760	
Total (includes MD)	11,880	10,860	11,490	549.1
Special Rate 4/:	11.0%	9.8%	1.8%	up 5.0%

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

SHELL EGG and EGG PRODUCTS FEATURING

The month of June is considered "Dairy Month" and eggs rise to the occasion as promotional activity for regular shell eggs is higher than a week ago. Over half of the outlets sampled are featuring eggs, with Large 12 and 18 packs having the greater share of ad space. The average price to consumers for Grade A, or better, Large white eggs is higher. The occurrence of "no price" specials increases as grocers seek to stimulate interest by offering buy one - get one free, cents off coupons or combination promotions as incentives to shoppers. Promotional activity for specialty shell eggs declines. USDA Organic eggs are most commonly featured this week, however Omega-3 white eggs are still highly visible. In the egg products area, featuring is more active than in recent weeks and promoted in all areas of the country.



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/}		64.0% of 4,600 sampled outlets Activity Index = 3,130 (includes Medium)						60.1% of 6,100 sampled outlets Activity Index = 3,010 (includes Medium)						48.4% of 4,200 sampled outlets Activity Index = 1,650 (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	1.79	190	1.79											1.33 - 1.49	20	1.39		
	White 18 pack Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack	1.28	10	1.28	0.78 - 1.85	420	1.38				0.78 - 1.50	440	1.47		0.99 - 1.50	910	1.39		
	White 18 pack Brown 12 pack				1.99 - 2.00	240	1.99				1.99 - 2.00	1,160	2.00		1.98 - 2.00	170	1.98		
	MEDIUM	White 12 pack White 30 pack			1.50	30	1.50	White 12 pack White 30 pack			0.98	90	0.98	White 12 pack White 30 pack			0.99	80	0.99
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack Brown 12 pack	5.00	40	5.00	3.99 - 5.00	780	4.31				3.50 - 3.99	1,110	3.53		3.99	170	3.99		
	OMEGA-3																		
	White 12 pack Brown 12 pack	2.19 - 2.99	210	2.37	1.69 - 2.99	760	2.13				2.00 - 2.50	100	2.13		1.97 - 2.50	150	2.21		
	CAGE-FREE																		
	White 12 pack Brown 12 pack				2.99 - 3.89	210	3.17								2.50	30	2.50		
	VEGETARIAN FED																		
	White 12 pack Brown 12 pack	2.50	20	2.50	2.50 - 2.99	190	2.95				2.50	90	2.50		2.50	10	2.50		
														2.99	10	2.99			
		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/}		46.3% of 4,200 sampled outlets Activity Index = 1,160 (includes Medium)						66.5% of 2,900 sampled outlets Activity Index = 1,620 (includes Medium)						73.2% of 1,200 sampled outlets Activity Index = 1,310 (includes Medium)					
USDA GRADE AA	White 12 pack				0.99 - 1.49	350	1.32	2.50	10	2.50	1.49 - 1.99	810	1.67		1.49	330	1.49		
	White 18 pack Brown 12 pack				1.99	20	1.99	1.79 - 2.79	80	2.42	2.00 - 2.50	350	2.11		1.97 - 1.99	70	1.98		
	MEDIUM	White 12 pack			0.99	50	0.99	White 12 pack			1.25	10	1.25	White 12 pack					
USDA GRADE A	White 12 pack				0.99 - 1.50	390	1.45				1.50	270	1.50		1.50	70	1.50		
	White 18 pack Brown 12 pack										1.99	10	1.99						
	MEDIUM	White 12 pack White 30 pack			1.00 - 1.69	30	1.18	White 12 pack White 30 pack						White 12 pack White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack Brown 12 pack				3.99	40	3.99												
	OMEGA-3																		
	White 12 pack Brown 12 pack	2.00	100	2.00	1.99 - 2.99	120	2.65				2.66 - 2.99	80	2.95		2.29	200	2.29		
	CAGE-FREE																		
	White 12 pack Brown 12 pack														1.98 - 2.50	220	2.47		
	VEGETARIAN FED																		
	White 12 pack Brown 12 pack				2.49	30	2.49								2.29 - 2.50	400	2.39		



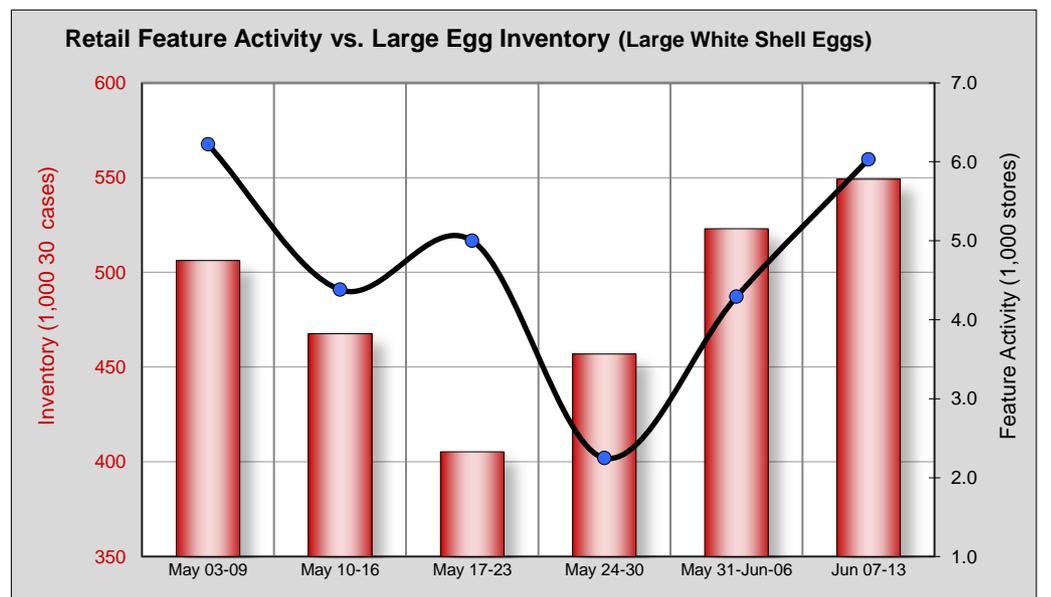
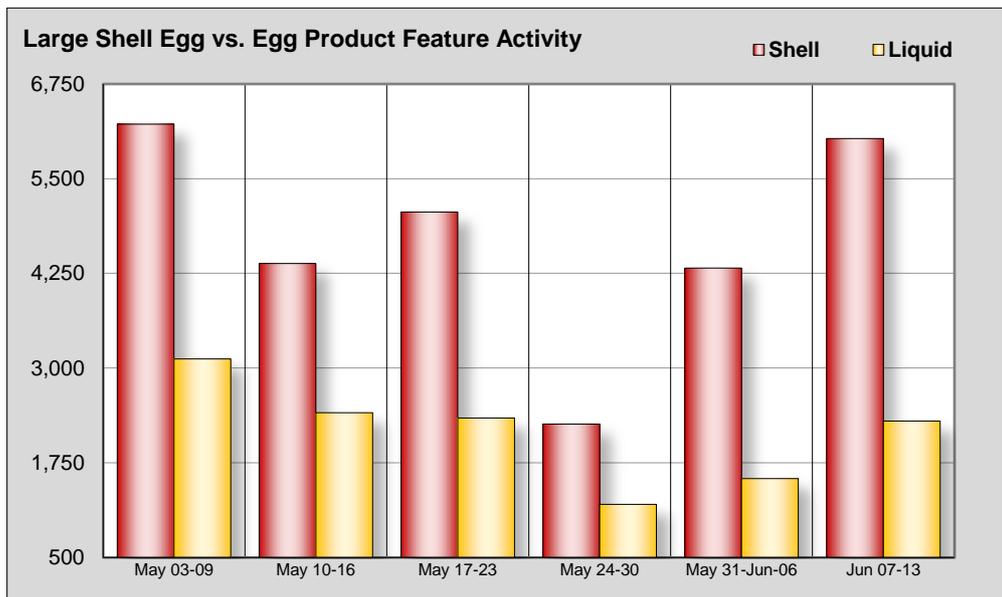
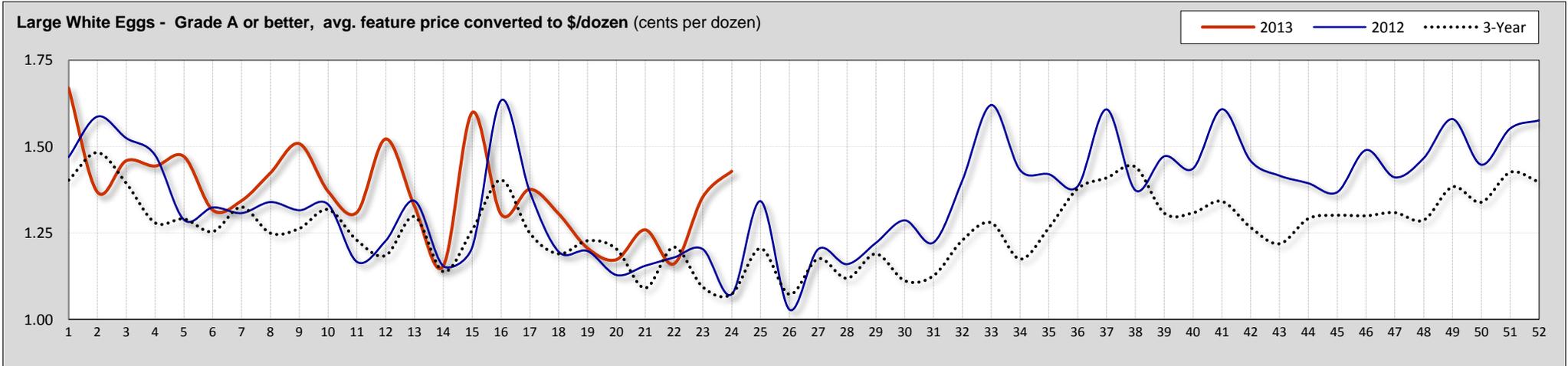
USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 06/07 thru 06/13.

(prices in dollars per carton)

Fri. Jun 07, 2013

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	11.1%	6.1%	6.1%	28.6% of 4,600 sampled	14.9% of 6,100 sampled	4.4% of 4,200 sampled	3.0% of 4,200 sampled	0.8% of 2,900 sampled	0.9% of 1,200 sampled
2/ Activity Index	2,300	1,540	1,760	Activity Index = 1,050	Activity Index = 910	Activity Index = 180	Activity Index = 120	Activity Index = 30	Activity Index = 10
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range Stores Avg ^{3/}					
14-16 oz. crtn	1,570 2.34	950 2.54	750 2.30	1.99 - 2.69 960 2.35	1.88 - 2.50 380 2.06	2.39 - 2.59 120 2.52	2.79 70 2.79	3.49 30 3.49	2.69 10 2.69
32 oz. crtn	730 3.89	570 4.30	880 4.35	2.99 - 3.99 90 3.18	3.99 530 3.99	3.99 60 3.99	3.99 50 3.99		
3 - 4 oz. cup		20 2.49	130 3.00						
2 - 8 oz. cup									



Note: See page 1 for explanatory notes.