



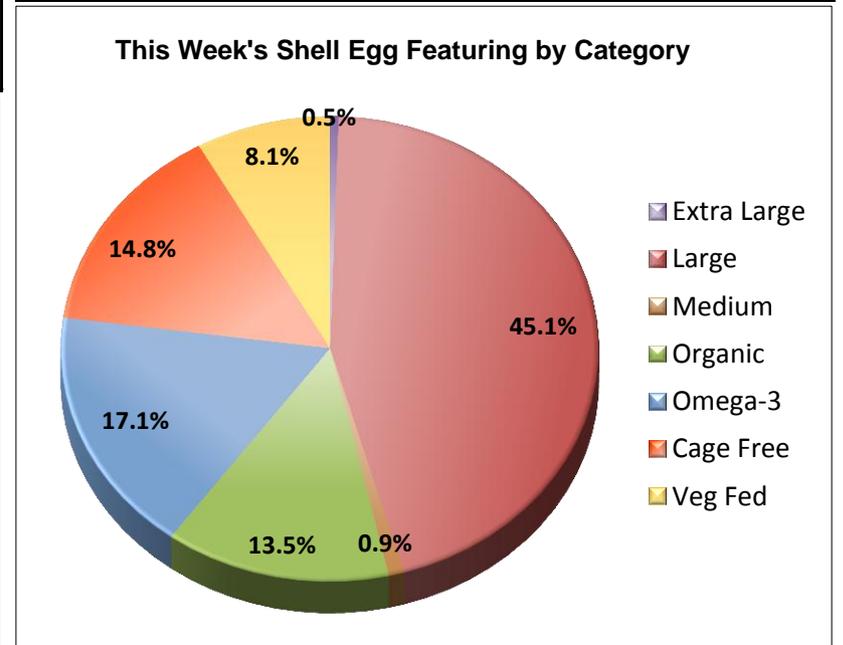
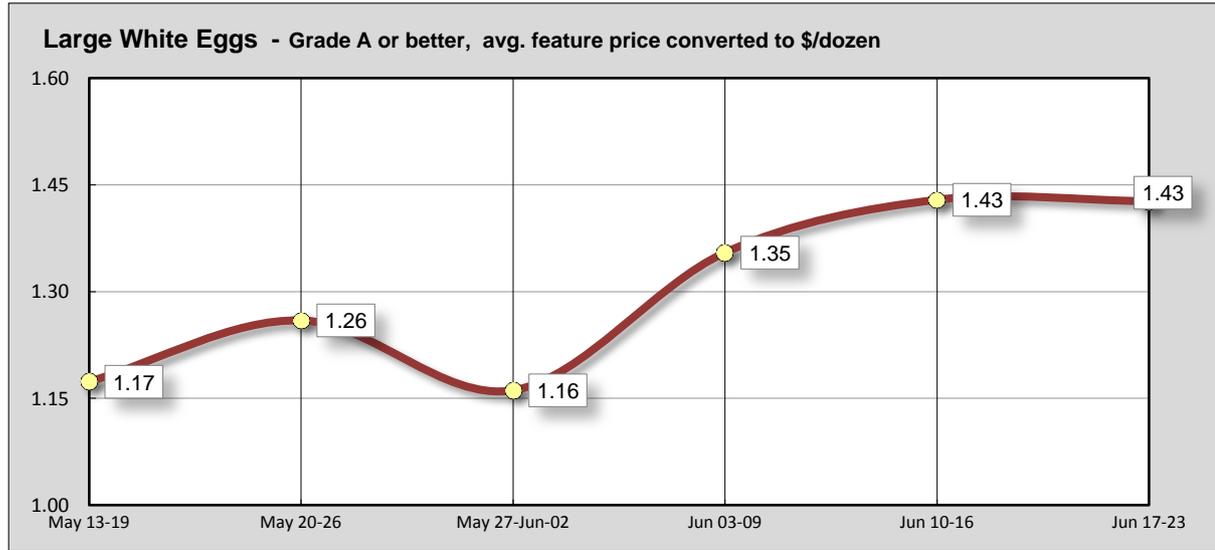
SHELL EGG NATIONAL SUMMARY													
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	36.7% of 23,200 stores				57.8% of 23,200 stores				35.6% of 22,500 stores				
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE		
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
REGULAR	USDA GRADE AA												
	White 12 pack			900	1.55	200	1.83	1,510	1.54	30	1.29	870	1.48
	White 18 pack	10	2.25	190	2.00	80	2.42	440	2.09			20	2.50
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack	30	1.42	2,470	1.44	10	1.28	2,500	1.43	30	1.39	2,720	1.32
White 18 pack			660	1.84			1,580	2.00			1,110	1.92	
Brown 12 pack	10	1.48	210	1.07									
SPECIALTY	USDA ORGANIC												
	White 12 pack								130	3.99			
	Brown 12 pack	320	5.24	1,010	3.97	40	5.00	2,100	3.86	240	4.31	610	4.78
	OMEGA-3												
	White 12 pack	250	2.97	1,140	2.73	310	2.25	1,410	2.25	680	2.58	1,950	2.48
	Brown 12 pack			290	2.67	10	2.50	50	1.99			30	2.50
	CAGE-FREE												
	White 12 pack			730	2.89			250	2.47	30	2.99	2,060	2.55
	Brown 12 pack			720	2.73			710	2.62			2,370	2.62
	VEGETARIAN FED												
White 12 pack	40	2.59	140	2.53			120	2.50			220	2.20	
Brown 12 pack	300	2.77	320	2.77	20	2.50	230	2.89			180	2.56	

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	4,480	6,320	4,780	Large Eggs on #VALUE!
Specialty	5,260	5,250	8,500	
Total (includes MD)	9,830	11,880	13,570	533.4
Special Rate 4/:	6.3%	11.0%	0.9%	down 2.9%

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

SHELL EGG and EGG PRODUCTS FEATURING

Featuring of regular shell eggs slows and is not as active as a week ago. The average advertised price of Grade A, or better, Large white eggs to consumers is unchanged. There is a slight decline in retailers offering "no price" specials as an incentive to patronize their establishments. Large brown Grade A eggs are showing up more frequently in circulars this week. Promotional activity for specialty shell eggs is about the same as the previous week. USDA Organic and Omega-3 white eggs remain as the most visible specialty types advertised, while cage-free and vegetarian fed eggs are constant. Promotional activity for liquid egg 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.)

		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/}		55.4% of 4,600 sampled outlets Activity Index = 3,970 (includes Medium)						35.7% of 6,100 sampled outlets Activity Index = 1,040 (includes Medium)						31.3% of 4,200 sampled outlets Activity Index = 1,900 (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																1.25	10	1.25											
	White 18 pack																													
	Brown 12 pack																													
	MEDIUM			White 12 pack						White 12 pack																				
USDA GRADE A	White 12 pack				0.99 - 1.59	540	1.35			1.65	20	1.65			1.00 - 1.69	410	1.55			0.95	10	0.95			0.79 - 1.69	740	1.34			
	White 18 pack				1.69 - 1.88	430	1.81								1.78	30	1.78								1.78 - 1.98	180	1.96			
	Brown 12 pack	1.48	10	1.48	0.99 - 1.68	200	1.04																		1.69	10	1.69			
	MEDIUM			White 12 pack						White 12 pack			0.79 - 1.25	50	1.00			White 12 pack								0.99	10	0.99		
	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	3.99 - 5.38	320	5.24	2.98 - 5.00	520	4.13					5.00	200	5.00								2.49 - 2.98	190	2.54					
		OMEGA-3																												
		White 12 pack	2.59 - 3.00	250	2.97	2.00 - 3.49	670	2.78																			2.00 - 2.69	160	2.50	
		Brown 12 pack				2.99 - 3.29	80	3.14																				2.49	170	2.49
		CAGE-FREE																												
		White 12 pack				2.50	170	2.50					2.50	120	2.50													2.49 - 3.39	190	3.35
		Brown 12 pack				2.49 - 3.29	100	2.91					2.50	120	2.50													2.48 - 2.69	200	2.51
		VEGETARIAN FED																												
		White 12 pack	2.59	40	2.59	2.59	40	2.59					2.50	90	2.50													2.50	10	2.50
		Brown 12 pack	2.50 - 2.99	300	2.77	2.50 - 2.99	300	2.77																				2.69	20	2.69
		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/}		20.6% of 4,200 sampled outlets Activity Index = 1,080 (includes Medium)						44.9% of 2,900 sampled outlets Activity Index = 1,550 (includes Medium)						24.0% of 1,200 sampled outlets Activity Index = 290 (includes Medium)																
USDA GRADE AA	White 12 pack				0.88 - 1.50	250	1.17					1.50 - 2.00	520	1.80					0.88 - 1.50	120	1.28									
	White 18 pack				1.79 - 1.88	20	1.86			2.25	10	2.25			1.59 - 2.50	80	2.20					1.50 - 1.99	90	1.86						
	Brown 12 pack																													
	MEDIUM			White 12 pack	1.00	10	1.00			White 12 pack			0.89 - 2.00	10	1.05			White 12 pack												
USDA GRADE A	White 12 pack				0.99 - 1.69	440	1.51							1.59 - 1.69	270	1.59					1.59	70	1.59							
	White 18 pack				1.78	20	1.78																							
	Brown 12 pack																													
	MEDIUM			White 12 pack						White 12 pack								White 12 pack												
	White 30 pack				1.99	10	1.99			White 30 pack								White 30 pack												
S P E C I A L T Y	USDA ORGANIC																													
		White 12 pack																												
		Brown 12 pack				2.49 - 5.78	70	3.70					3.99	20	3.99													4.50	10	4.50
		OMEGA-3																												
		White 12 pack				2.50 - 2.99	180	2.71					2.50 - 2.99	130	2.79															
		Brown 12 pack				2.49	40	2.49																						
		CAGE-FREE																												
		White 12 pack											3.00	250	3.00															
		Brown 12 pack				2.49	40	2.49					2.50 - 3.00	260	2.97															
		VEGETARIAN FED																												
		White 12 pack																												
		Brown 12 pack																												



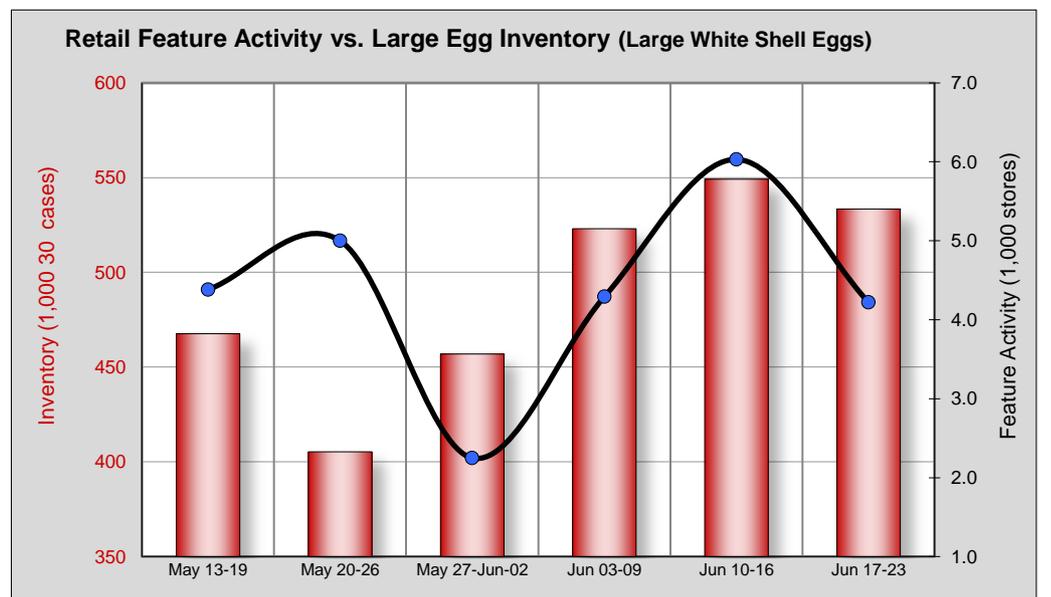
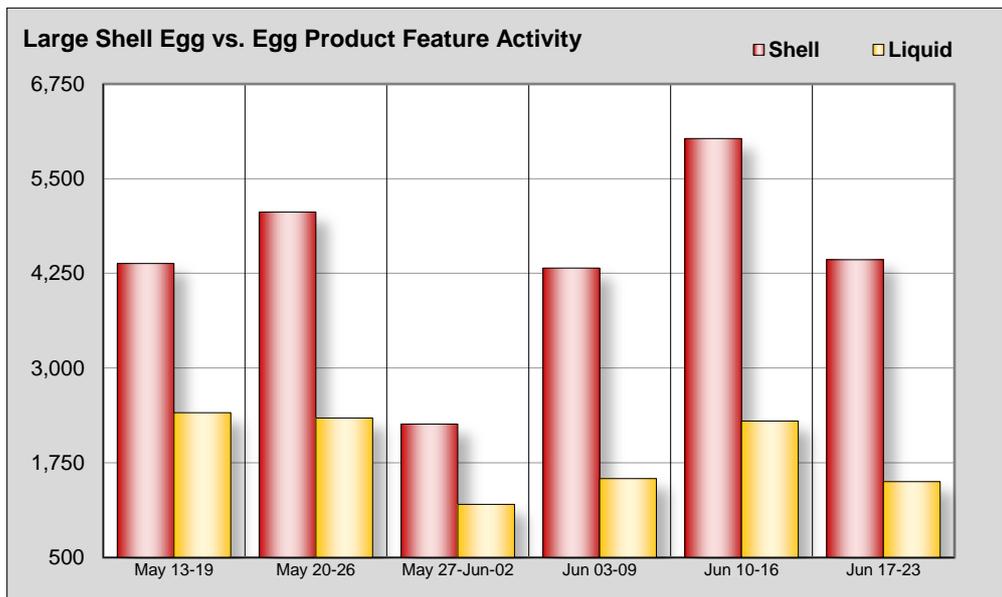
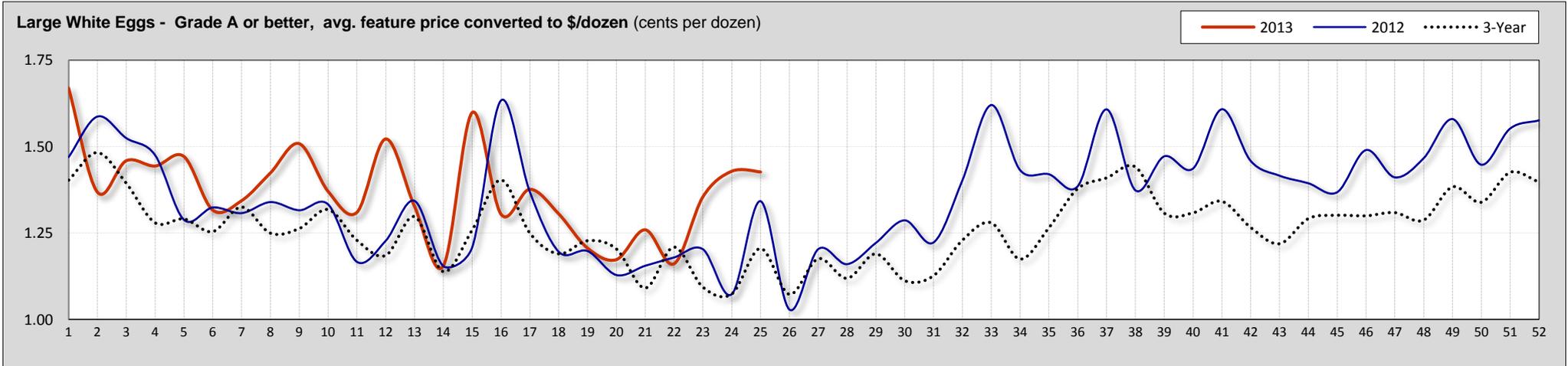
USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 06/17 thru 06/23.

(prices in dollars per carton)

Fri. Jun 14, 2013

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	8.6%	11.1%	3.3%	16.1% of 4,600 sampled	15.6% of 6,100 sampled	5.1% of 4,200 sampled	1.2% of 4,200 sampled	0.8% of 2,900 sampled	0.0% of 1,200 sampled
2/ Activity Index	1,500	2,300	820	Activity Index = 250	Activity Index = 980	Activity Index = 190	Activity Index = 50	Activity Index = 30	Activity Index = 0
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range Stores Avg ^{3/}					
14-16 oz. crtn	630 2.48	1,570 2.34	610 2.37	2.50 - 3.00 240 2.56	1.64 - 2.50 230 2.37	1.99 - 3.00 130 2.41		2.99 30 2.99	
32 oz. crtn	850 3.99	730 3.89	210 4.89	3.97 10 3.97	3.97 - 3.99 730 3.98	3.99 60 3.99	3.99 50 3.99		
3 - 4 oz. cup	10 2.00				2.00 10 2.00				
2 - 8 oz. cup	10 2.00				2.00 10 2.00				



Note: See page 1 for explanatory notes.