



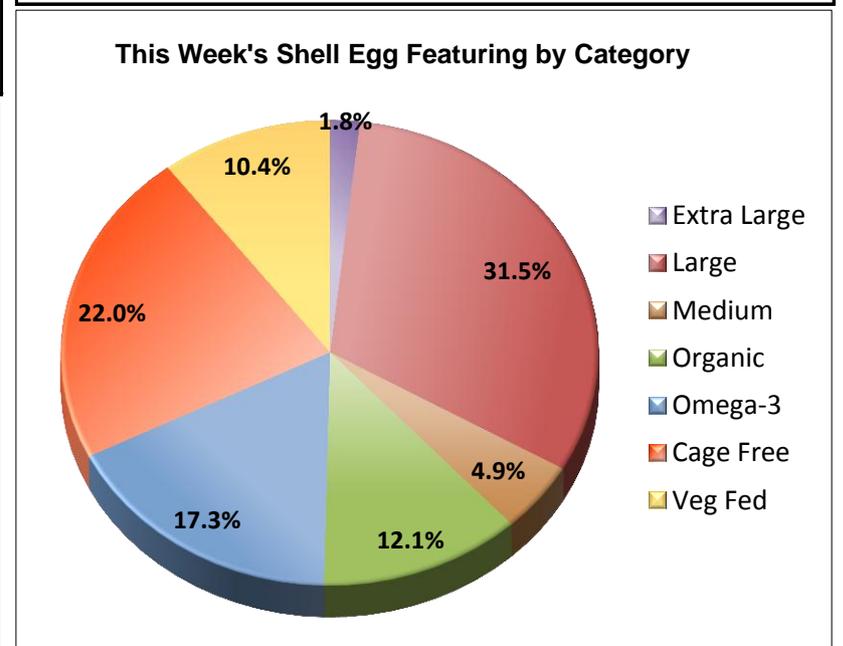
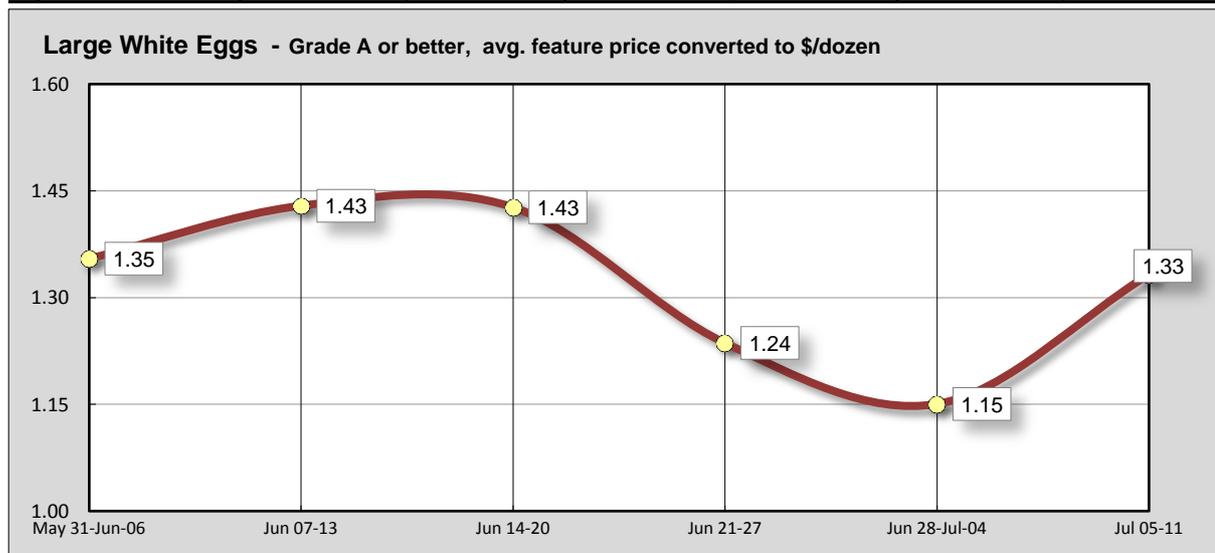
SHELL EGG NATIONAL SUMMARY													
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	31.4% of 23,200 stores				37.7% of 23,200 stores				16.2% of 22,500 stores				
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE		
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
REGULAR	USDA GRADE AA												
	White 12 pack			1,480	1.33	10	1.61	1,520	1.09			300	1.41
	White 18 pack			440	2.22			580	2.12			240	1.50
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack	150	1.37	730	1.25	260	1.42	840	1.05	10	0.99	300	1.07
White 18 pack							70	2.26			350	1.70	
Brown 12 pack							30	1.00			30	1.19	
SPECIALTY	USDA ORGANIC												
	White 12 pack												
	Brown 12 pack	30	4.99	990	4.13	30	5.99	800	4.17	100	3.99	1,210	4.03
	OMEGA-3												
	White 12 pack	580	2.72	850	2.21	130	2.59	2,320	2.27	310	2.69	1,560	2.14
	Brown 12 pack			20	2.79	20	2.50	190	2.52			200	2.50
	CAGE-FREE												
	White 12 pack			680	2.72			1,120	2.79			90	2.72
	Brown 12 pack			1,170	3.19	200	3.49	1,370	2.87	130	2.99	450	2.64
	VEGETARIAN FED												
White 12 pack	40	2.99	40	1.99							40	2.99	
Brown 12 pack	310	2.79	480	2.73	140	2.96	1,080	2.30			330	2.92	

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,800	3,310	1,230	Large Eggs on Jul-01-2013
Specialty	5,190	7,400	4,420	
Total (includes MD)	8,400	11,030	5,810	416.6
Special Rate 4/:	3.4%	2.9%	1.1%	up 2.9%

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

SHELL EGG and EGG PRODUCTS FEATURING

Feature activity for regular shell eggs continues dropping lower as the summer days get hotter and more retailers focus ad space on outdoor activities rather than indoor baking. The average price of Large white eggs, Grade A, or better to consumers is sharply higher. The number of "no price" specials increased as retailers offer eggs as a bonus attached with the purchase of a different item. Specialty shell egg featuring is less than last week. Ads for Omega-3 type eggs decline, however remaining specialty type are maintaining a steady presence in circulars. Promotional activity for liquid eggs is on the rise with most activity in the Northeast and Northwest, sporadic elsewhere.



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/}		58.0% of 4,600 sampled outlets Activity Index = 3,510 (includes Medium)						11.3% of 6,100 sampled outlets Activity Index = 920 (includes Medium)						13.7% of 4,200 sampled outlets Activity Index = 510 (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															0.88 - 1.49	10	1.23	
	White 18 pack															1.98	120	1.98	
	Brown 12 pack																		
	MEDIUM			White 12 pack						White 12 pack						White 12 pack			
USDA GRADE A	White 12 pack	1.33 - 1.69	150	1.37	0.59 - 1.79	240	1.35				0.88 - 1.49	240	1.20			0.88 - 1.00	80	0.97	
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM			White 12 pack	0.98 - 1.25	70	1.13			White 12 pack	0.99 - 1.25	20	1.15			White 12 pack	1.00	30	1.00
				White 30 pack						White 30 pack	2.48	30	2.48			White 30 pack			
S P E C I A L T Y	USDA ORGANIC																		
		White 12 pack																	
		Brown 12 pack	4.99	30	4.99	3.99 - 5.99	770	4.17			3.99	70	3.99						
		OMEGA-3																	
		White 12 pack	1.99 - 3.00	340	2.73	1.99 - 2.99	280	2.30	2.79	200	2.79	1.79 - 2.50	170	2.07			1.99 - 2.69	60	2.31
		Brown 12 pack															2.79	20	2.79
		CAGE-FREE																	
		White 12 pack				2.99 - 3.00	250	3.00											
	Brown 12 pack				2.50 - 3.99	660	3.55			2.78	190	2.78					2.69 - 2.79	30	2.76
	VEGETARIAN FED																		
	White 12 pack	2.99	40	2.99	1.99	40	1.99												
	Brown 12 pack	2.50 - 2.99	310	2.79	2.50 - 2.99	330	2.77									2.50 - 3.00	150	2.64	
		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/}		41.5% of 4,200 sampled outlets Activity Index = 1,830 (includes Medium)						34.3% of 2,900 sampled outlets Activity Index = 1,000 (includes Medium)						51.2% of 1,200 sampled outlets Activity Index = 630 (includes Medium)					
USDA GRADE AA	White 12 pack				0.88 - 1.49	520	1.09				0.99 - 1.49	560	1.48			0.98 - 1.50	390	1.42	
	White 18 pack				1.59	10	1.59				1.79 - 2.53	300	2.37			1.48	10	1.48	
	Brown 12 pack																		
	MEDIUM			White 12 pack	0.90 - 0.99	180	0.97			White 12 pack	0.99 - 1.56	70	1.37			White 12 pack			
USDA GRADE A	White 12 pack				0.97 - 1.49	170	1.32												
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM			White 12 pack						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																	
		Brown 12 pack				3.99	80	3.99			3.99	70	3.99						
		OMEGA-3																	
		White 12 pack	2.29	40	2.29	1.99 - 2.50	340	2.20											
		Brown 12 pack																	
		CAGE-FREE																	
		White 12 pack				2.59	210	2.59									2.50 - 2.79	220	2.52
	Brown 12 pack				2.59 - 2.99	280	2.70								2.50	10	2.50		
	VEGETARIAN FED																		
	White 12 pack																		
	Brown 12 pack																		



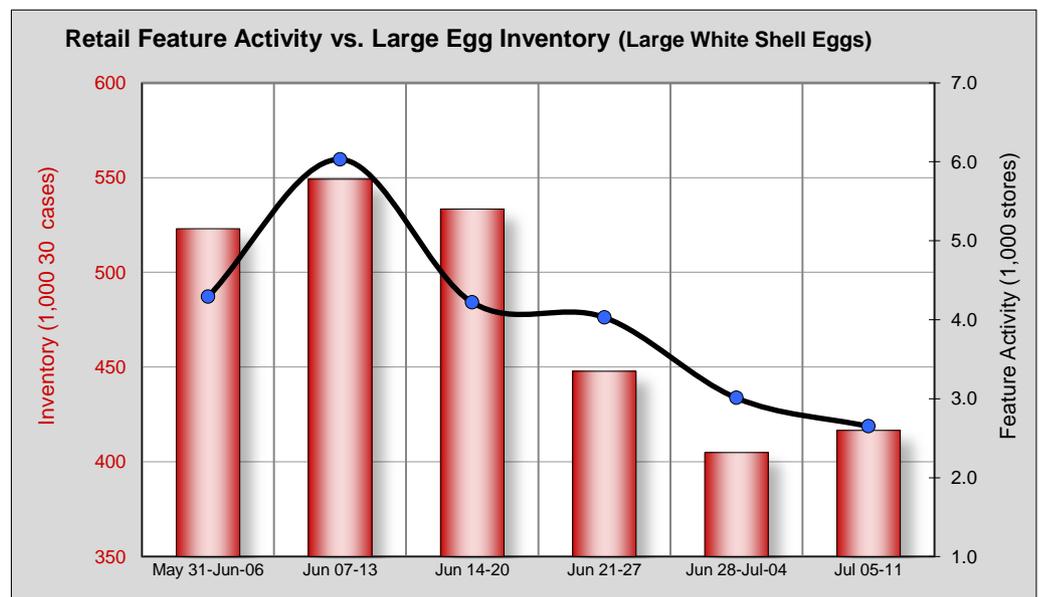
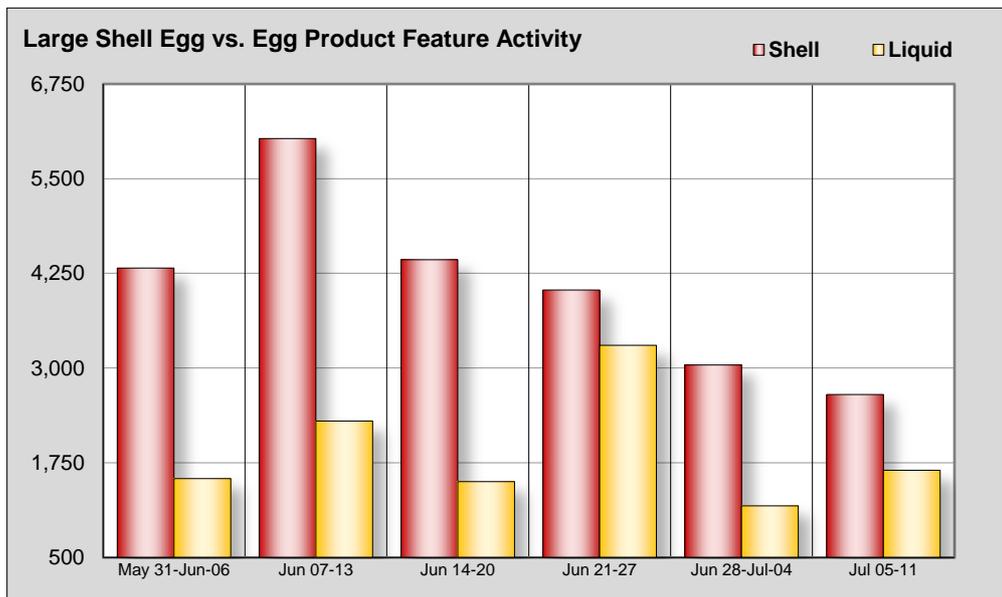
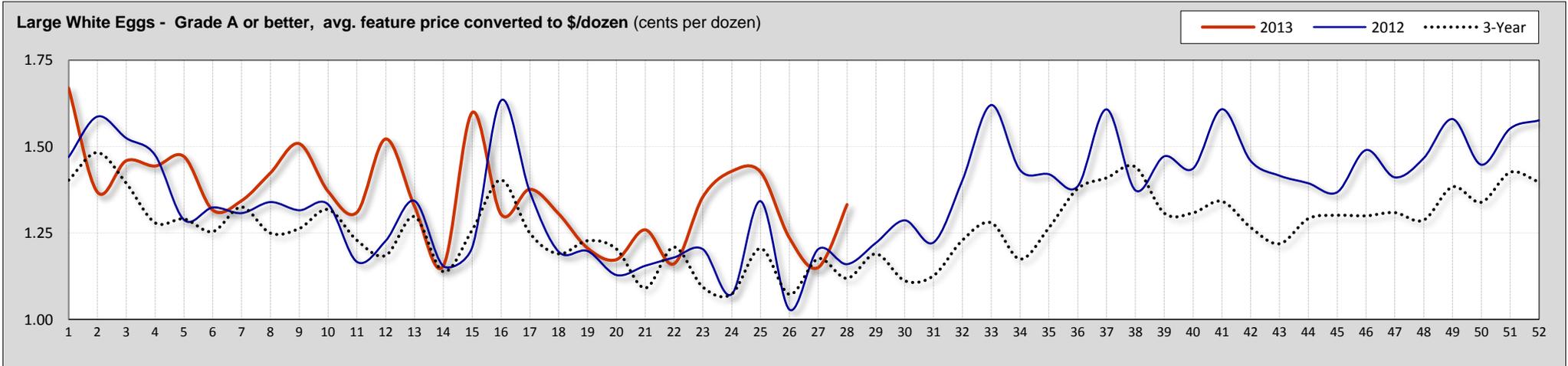
USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 07/05 thru 07/11.

(prices in dollars per carton)

Fri. Jul 05, 2013

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	7.0%	4.4%	2.9%	26.2% of 4,600 sampled	1.5% of 6,100 sampled	0.9% of 4,200 sampled	2.2% of 4,200 sampled	0.0% of 2,900 sampled	16.8% of 1,200 sampled
2/ Activity Index	1,650	1,180	1,320	Activity Index = 1,310	Activity Index = 30	Activity Index = 10	Activity Index = 90	Activity Index = 0	Activity Index = 210
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range Stores Avg ^{3/}					
14-16 oz. crtn	1,470 2.62	720 2.78	930 2.60	2.44 - 2.99 1,150 2.62	2.50 10 2.50	2.29 10 2.29	2.99 90 2.99		2.50 210 2.50
32 oz. crtn	180 4.69	350 4.38	240 5.69	3.49 - 4.98 160 4.72	4.49 20 4.49				
3 - 4 oz. cup		110 2.49	150 2.53						
2 - 8 oz. cup									



Note: See page 1 for explanatory notes.