



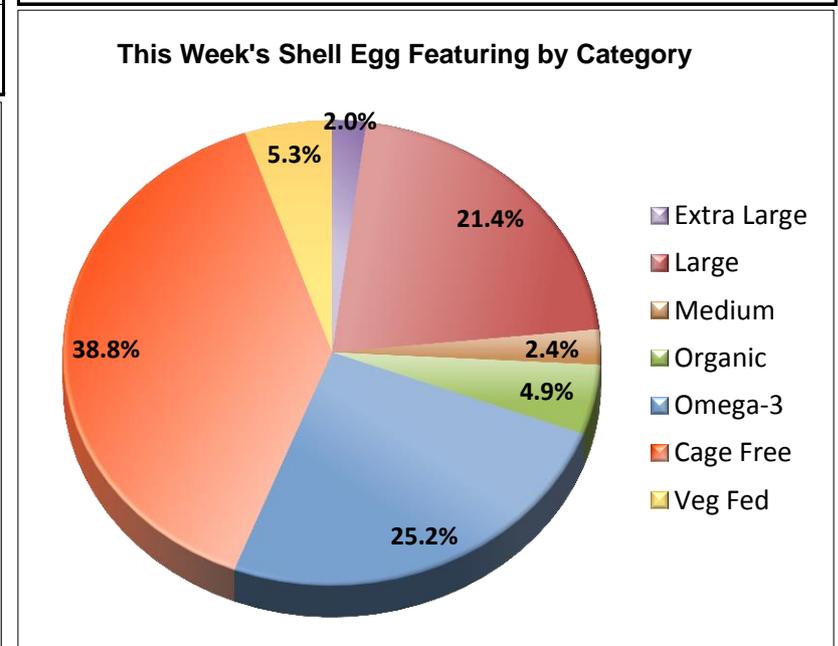
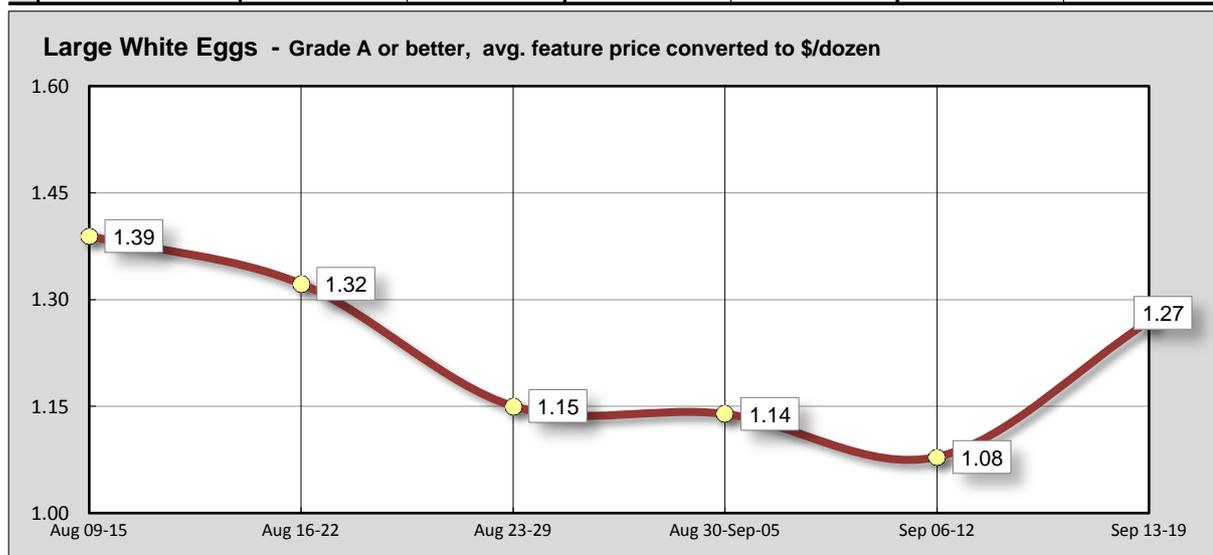
SHELL EGG NATIONAL SUMMARY													
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	47.1% of 23,200 stores				34.9% of 23,200 stores				42.5% of 22,500 stores				
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE		
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
REGULAR	<b>USDA GRADE AA</b>												
	White 12 pack	10	1.99	360	1.39			130	1.04	10	1.69	90	1.63
	White 18 pack	40	2.47	630	1.72	120	2.27	820	1.69			380	2.15
	Brown 12 pack			10	3.00								
	<b>USDA GRADE A</b>												
	White 12 pack	70	1.46	540	1.26	10	1.48	710	1.04	250	1.40	2,710	1.33
White 18 pack	190	1.99	1,690	1.94			1,200	1.61	10	1.77	840	2.20	
Brown 12 pack			10	2.50							150	1.25	
SPECIALTY	<b>USDA ORGANIC</b>												
	White 12 pack												
	Brown 12 pack	250	3.99	490	3.64	180	4.04	910	3.97	30	3.49	1,880	4.07
	<b>OMEGA-3</b>												
	White 12 pack	630	2.99	3,010	2.51	1,260	2.40	2,470	2.48	70	2.97	930	2.67
	Brown 12 pack			180	2.58			110	3.68			60	2.50
	<b>CAGE-FREE</b>												
	White 12 pack	150	2.82	1,560	2.61			60	3.49	210	2.50	350	2.60
	Brown 12 pack			4,180	3.20			490	3.27			790	2.97
	<b>VEGETARIAN FED</b>												
White 12 pack	140	2.69	160	2.67	70	2.46	80	2.46			90	2.29	
Brown 12 pack	60	2.68	440	2.54	20	2.79	270	2.96			430	2.47	

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	3,550	2,990	4,440	Large Eggs on Sep-09-2013
Specialty	11,250	5,920	4,840	
Total (includes MD)	15,170	9,490	9,990	478.0
Special Rate 4/:	2.2%	5.7%	6.1%	up 1.3%

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

**SHELL EGG and EGG PRODUCTS FEATURING**

Regular shell egg featuring is more active than a week ago with a notable increase in Grade A white 18 pack eggs appearing near the end of the week. The average price of Grade A or better Large white eggs offered to consumers is sharply higher. The occurrence of 'no price' specials is much less than a week ago, however shoppers can still find attractive deals in some outlets. Advertisements for Extra Large and Medium cartoned eggs are maintaining a steady presence in circulars. Specialty shell egg promotions are sharply higher than the previous week. Cage-free and Omega-3 eggs command the most ad space and are heavily promoted on the East Coast and in the South Central region. Promotions for liquid eggs products increase in number and are visible in most areas.



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 <sup>1/</sup> Activity Index <sup>2/</sup>		56.6% of 4,600 sampled outlets Activity Index = 4,070 (includes Medium)						42.3% of 6,100 sampled outlets Activity Index = 3,280 (includes Medium)						42.4% of 4,200 sampled outlets Activity Index = 2,200 (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				1.69	10	1.69														
	White 18 pack																				
	Brown 12 pack				3.00	10	3.00														
	<b>MEDIUM</b>	White 12 pack						White 12 pack						White 12 pack							
USDA GRADE A	White 12 pack	1.50	60	1.50	0.98 - 1.79	180	1.50				1.37 - 2.50	680	2.12	1.19	10	1.19	0.68 - 1.13	210	0.94		
	White 18 pack	1.99	190	1.99	1.90 - 1.99	210	1.98										1.39 - 1.98	670	1.75		
	Brown 12 pack																				
	<b>MEDIUM</b>	White 12 pack						White 12 pack			1.00 - 1.25	20	1.15	White 12 pack			0.99	20	0.99		
		White 30 pack						White 30 pack						White 30 pack							
S P E C I A L T Y	<b>USDA ORGANIC</b>																				
		White 12 pack																			
		Brown 12 pack	3.99	250	3.99	3.98 - 5.79	160	4.43										2.99 - 3.98	120	3.72	
		<b>OMEGA-3</b>																			
		White 12 pack	2.99	410	2.99	1.68 - 2.99	1,300	2.54				1.50 - 2.50	1,200	2.48				1.99 - 2.99	200	2.53	
		Brown 12 pack				3.99	20	3.99				2.00	30	2.00							
		<b>CAGE-FREE</b>																			
		White 12 pack	2.99	130	2.99							2.50 - 3.00	480	2.60	1.69	20	1.69	2.50	180	2.50	
	Brown 12 pack				2.49 - 3.99	500	3.54				2.50 - 3.99	860	3.20				2.49 - 3.99	620	3.50		
	<b>VEGETARIAN FED</b>																				
	White 12 pack	2.69	140	2.69	2.69	140	2.69										2.50	20	2.50		
	Brown 12 pack	2.68	60	2.68	2.49 - 2.99	300	2.55				2.50	10	2.50				2.29 - 2.99	130	2.52		
		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 <sup>1/</sup> Activity Index <sup>2/</sup>		43.5% of 4,200 sampled outlets Activity Index = 2,690 (includes Medium)						58.6% of 2,900 sampled outlets Activity Index = 2,020 (includes Medium)						35.2% of 1,200 sampled outlets Activity Index = 910 (includes Medium)							
USDA GRADE AA	White 12 pack				1.19	30	1.19	1.99	10	1.99	1.50 - 1.79	190	1.51				1.25	130	1.25		
	White 18 pack				1.49 - 1.77	470	1.63	2.25 - 2.50	40	2.47	1.99 - 2.25	80	2.21				1.79	80	1.79		
	Brown 12 pack																				
	<b>MEDIUM</b>	White 12 pack			0.77 - 0.80	80	0.79	White 12 pack			1.19 - 1.30	160	1.21	White 12 pack			0.78 - 1.20	40	0.86		
USDA GRADE A	White 12 pack				0.99 - 1.49	150	1.42														
	White 18 pack				1.49 - 2.50	130	1.89														
	Brown 12 pack										2.50	10	2.50								
	<b>MEDIUM</b>	White 12 pack			0.99	30	0.99	White 12 pack						White 12 pack							
		White 30 pack			1.99 - 2.99	20	2.44	White 30 pack						White 30 pack							
S P E C I A L T Y	<b>USDA ORGANIC</b>																				
		White 12 pack																			
		Brown 12 pack				3.00	30	3.00				3.00	180	3.00							
		<b>OMEGA-3</b>																			
		White 12 pack				2.50	100	2.50	2.99	220	2.99							2.49	210	2.49	
		Brown 12 pack																2.49	130	2.49	
		<b>CAGE-FREE</b>																			
		White 12 pack				2.50	520	2.50				2.50 - 3.00	290	2.93				2.50 - 2.99	90	2.56	
	Brown 12 pack				2.50 - 3.99	1,130	2.97				2.50 - 3.99	840	3.13				2.49 - 3.99	230	2.96		
	<b>VEGETARIAN FED</b>																				
	White 12 pack																				
	Brown 12 pack																				



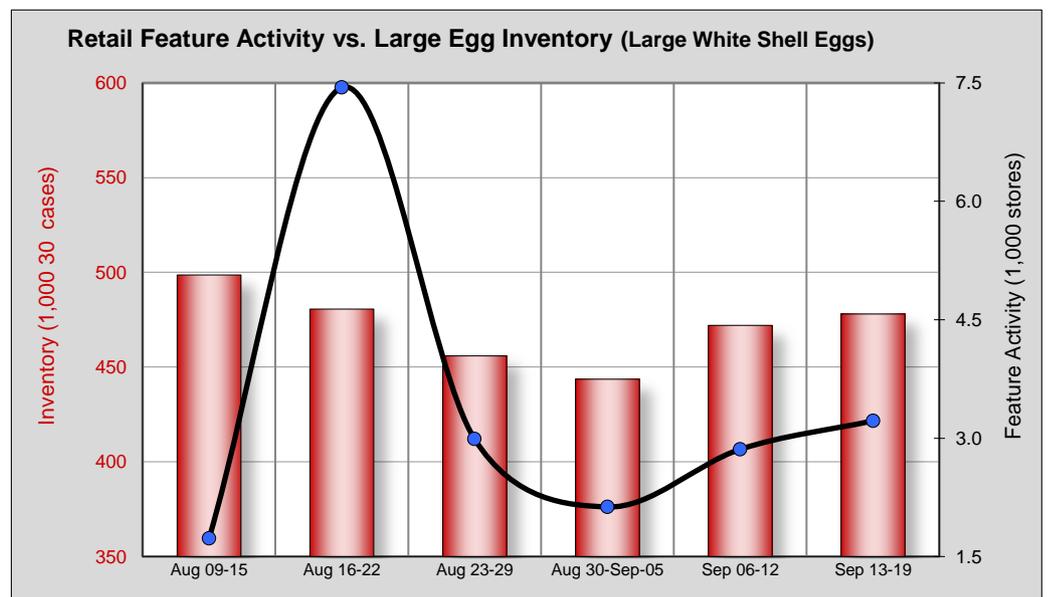
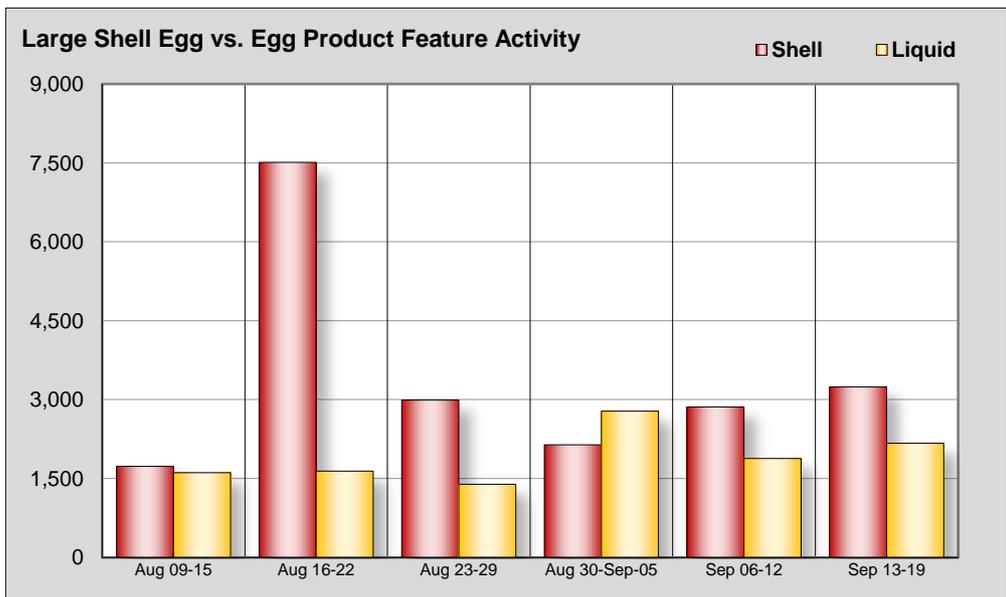
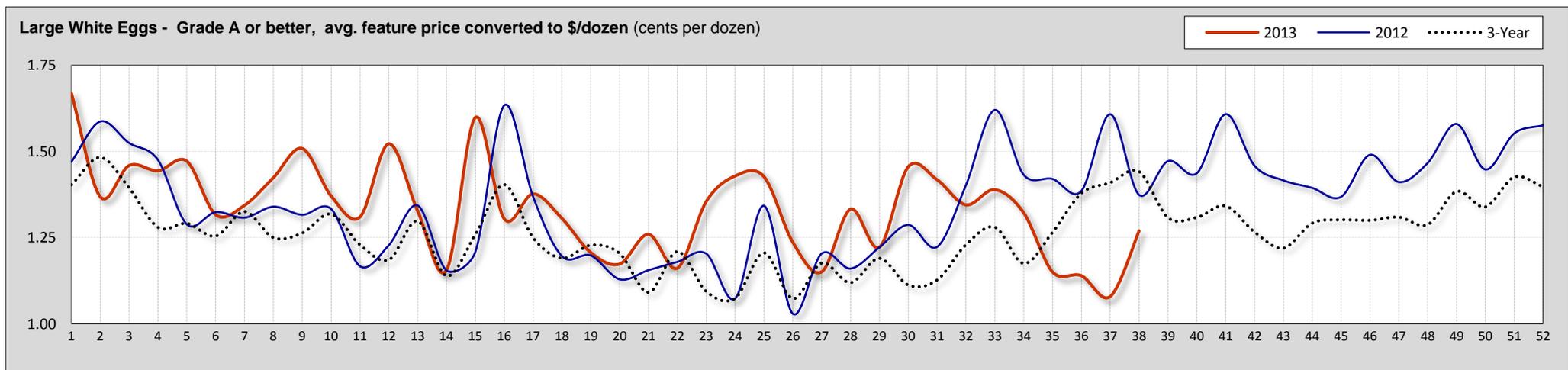
# USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 09/13 thru 09/19.

(prices in dollars per carton)

Fri. Sep 13, 2013

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	10.6%	6.8%	5.2%	29.7% of 4,600 sampled	9.8% of 6,100 sampled	8.3% of 4,200 sampled	3.1% of 4,200 sampled	0.0% of 2,900 sampled	0.0% of 1,200 sampled
2/ Activity Index	2,170	1,880	1,250	Activity Index = 900	Activity Index = 600	Activity Index = 450	Activity Index = 220	Activity Index = 0	Activity Index = 0
	Stores Avg <sup>3/</sup>	Stores Avg <sup>3/</sup>	Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>					
14-16 oz. crtn	1,550 2.23	1,330 2.58	920 2.52	1.99 - 2.50 690 2.29	1.98 - 2.50 400 2.21	1.99 - 2.99 330 2.17	1.99 - 2.29 130 2.19		
32 oz. crtn	390 4.38	530 3.59	70 4.18	3.88 - 4.99 190 4.82	3.97 200 3.97				
3 - 4 oz. cup	20 2.00	20 2.00	260 2.48	2.00 20 2.00					
2 - 8 oz. cup	210 2.29					2.29 120 2.29	2.29 90 2.29		



Note: See page 1 for explanatory notes.