



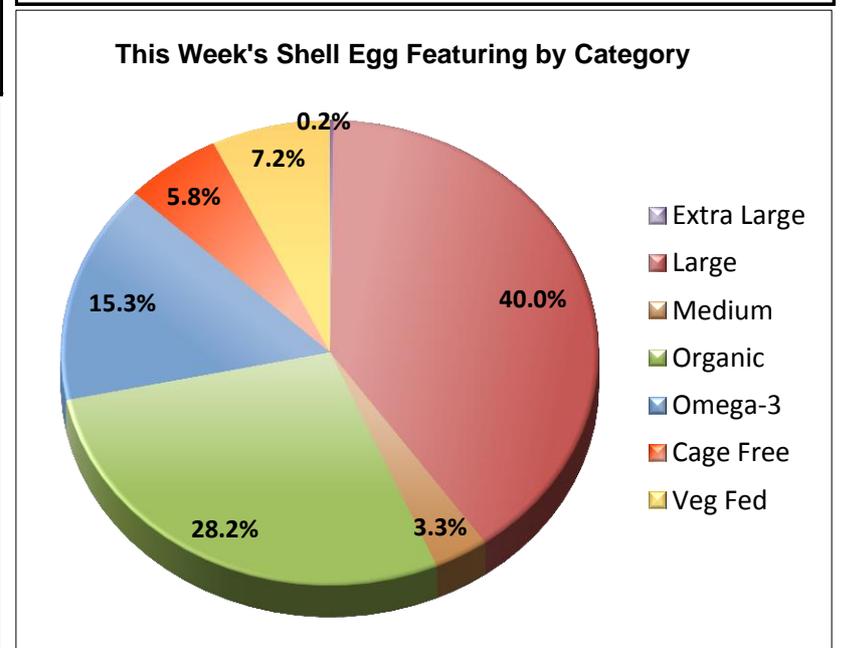
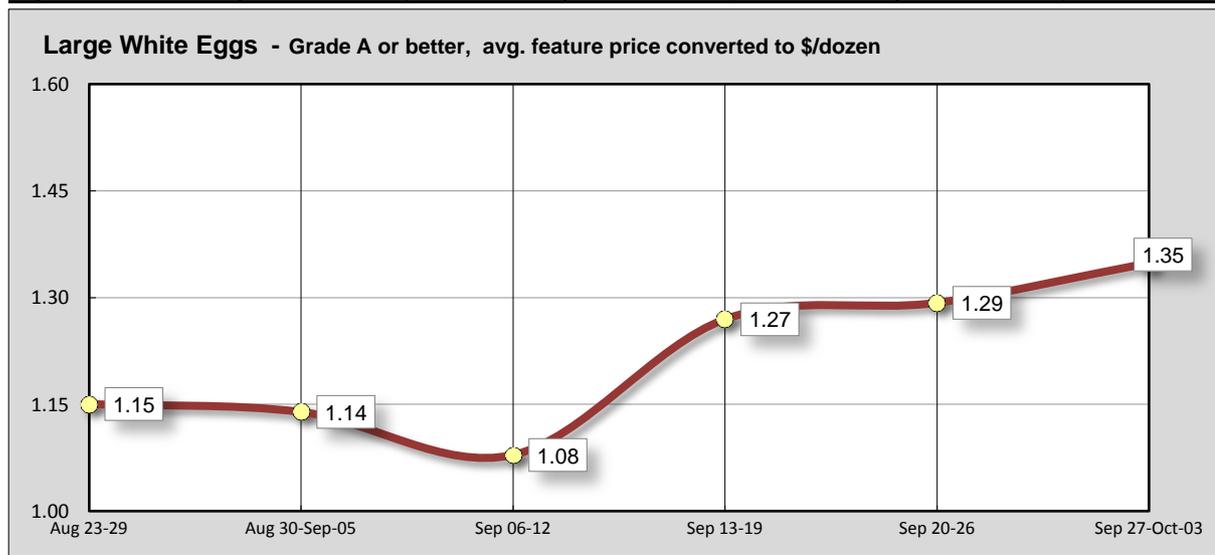
SHELL EGG NATIONAL SUMMARY													
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	37.1% of 23,200 stores				27.5% of 23,200 stores				30.6% of 22,500 stores				
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE		
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
REGULAR	USDA GRADE AA												
	White 12 pack			2,150	1.30			420	1.52			470	1.40
	White 18 pack	10	1.79	220	2.34	20	2.00	280	2.11			500	2.62
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack	10	1.19	990	1.25	70	1.60	380	0.94	180	1.92	700	1.11
White 18 pack			610	2.39			360	1.97			680	2.35	
Brown 12 pack			160	0.88			10	1.39			10	1.19	
SPECIALTY	USDA ORGANIC												
	White 12 pack												
	Brown 12 pack	20	5.38	2,890	4.06			1,810	3.70	20	4.98	140	3.92
	OMEGA-3												
	White 12 pack	280	2.66	1,280	2.68	430	2.79	2,070	2.53	340	2.58	950	2.70
	Brown 12 pack			20	2.00			20	3.29			180	3.77
	CAGE-FREE												
	White 12 pack	40	1.99	10	2.19	20	1.69	10	2.99			650	2.43
	Brown 12 pack			550	3.27	170	2.99	300	2.90	30	2.49	2,410	2.56
	VEGETARIAN FED												
White 12 pack			280	2.72			120	2.49					
Brown 12 pack	160	2.99	300	3.01	310	2.59	640	2.63			400	2.97	

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	4,150	1,540	2,540	Large Eggs on Sep-23-2013
Specialty	5,830	5,900	5,120	
Total (includes MD)	10,320	7,800	7,760	515.0
Special Rate 4/:	9.1%	1.3%	1.1%	up 7.4%

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

SHELL EGG and EGG PRODUCTS FEATURING

Feature activity for regular shell eggs more than doubles that of a week ago, primarily driven by a sharp increase in Grade AA 12 pack promotions in the South Central and West Coast areas. The weighted average price of Grade A or better Large white eggs to consumers continues moving upward. A greater number of "no price" specials are currently in place with most outlets offering shoppers free eggs with the purchase of an additional item. Medium egg promotions are maintaining a steady presence in circulars, however Extra Large are very limited. Featuring of specialty shell eggs is only slightly less than the previous week. USDA Organic and Omega-3 type eggs continue to be the popular favorite in this category. Liquid egg product features are higher than a week ago with sales more visible on the East Coast, highly 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/}		52.5% of 4,600 sampled outlets Activity Index = 3,820 (includes Medium)						22.0% of 6,100 sampled outlets Activity Index = 2,690 (includes Medium)						31.0% of 4,200 sampled outlets Activity Index = 1,150 (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 - 1.98	120	1.79			
	White 18 pack																				
	Brown 12 pack																				
	MEDIUM	White 12 pack						White 12 pack						White 12 pack							
USDA GRADE A	White 12 pack				0.88 - 1.67	460	1.21				1.25 - 1.67	100	1.43	1.19	10	1.19	0.49 - 1.49	420	1.21		
	White 18 pack				1.99	30	1.99				1.99 - 2.50	460	2.47				1.98 - 1.99	70	1.98		
	Brown 12 pack				0.88	160	0.88														
	MEDIUM	White 12 pack			0.99 - 1.25	260	1.09	White 12 pack			0.88 - 1.00	30	0.97	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				3.99 - 4.99	690	4.29				4.00	1,980	4.00	5.38	20	5.38	3.49 - 3.98	210	3.86		
	Brown 12 pack																				
	OMEGA-3																				
	White 12 pack	2.99	120	2.99	1.77 - 3.59	900	2.56	2.79	70	2.79	2.00 - 2.29	50	2.11				1.92 - 3.89	190	3.73		
Brown 12 pack																					
CAGE-FREE																					
White 12 pack																2.19	10	2.19			
Brown 12 pack				2.99 - 3.99	480	3.32										2.49 - 3.50	70	2.92			
VEGETARIAN FED																					
White 12 pack				2.48 - 2.99	280	2.72															
Brown 12 pack	2.99	160	2.99	2.50 - 2.99	280	2.98										3.50	20	3.50			
		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/}		29.7% of 4,200 sampled outlets Activity Index = 740 (includes Medium)						48.9% of 2,900 sampled outlets Activity Index = 1,130 (includes Medium)						71.7% of 1,200 sampled outlets Activity Index = 790 (includes Medium)							
USDA GRADE AA	White 12 pack				1.00 - 1.50	430	1.19				0.99 - 1.67	820	1.34				0.98 - 1.99	780	1.26		
	White 18 pack				1.79	10	1.79	1.79	10	1.79	1.89 - 2.50	210	2.37								
	Brown 12 pack																				
	MEDIUM	White 12 pack						White 12 pack			1.00 - 1.50			30	1.12	White 12 pack			1.19	10	1.19
USDA GRADE A	White 12 pack										2.50	10	2.50								
	White 18 pack				2.50	50	2.50														
	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										3.99	10	3.99								
	Brown 12 pack																				
	OMEGA-3																				
	White 12 pack	1.99 - 2.18	90	2.13	1.99 - 2.18	100	2.12				1.99 - 2.50	40	2.44								
Brown 12 pack				2.00	20	2.00															
CAGE-FREE																					
White 12 pack	1.99	40	1.99																		
Brown 12 pack																					
VEGETARIAN FED																					
White 12 pack																					
Brown 12 pack																					



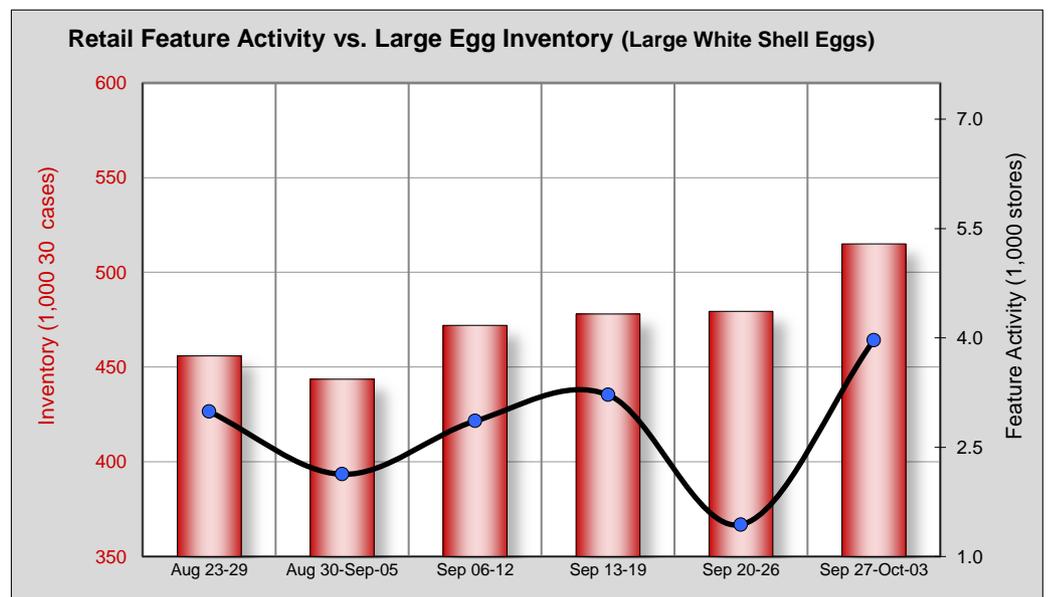
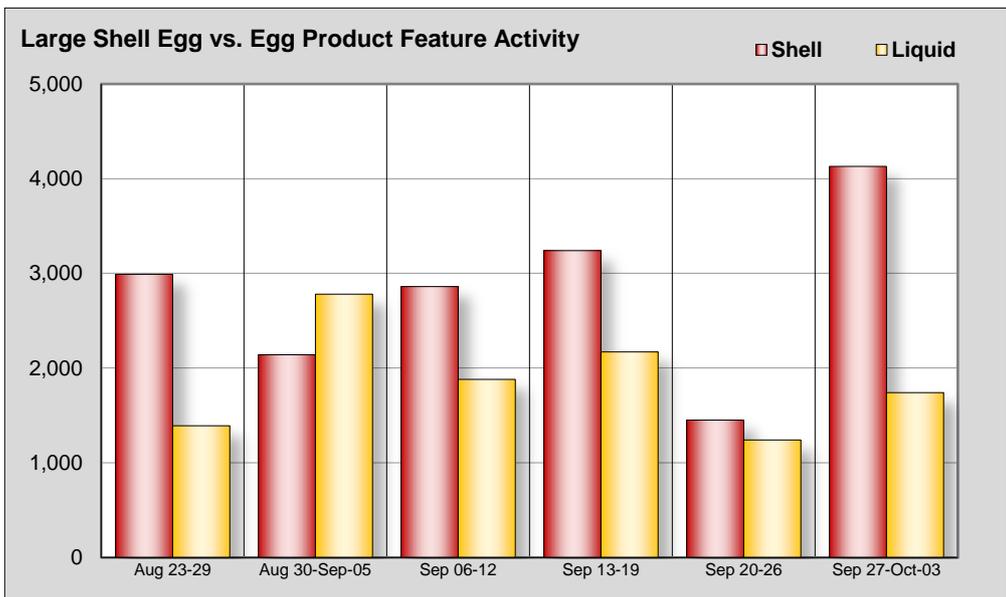
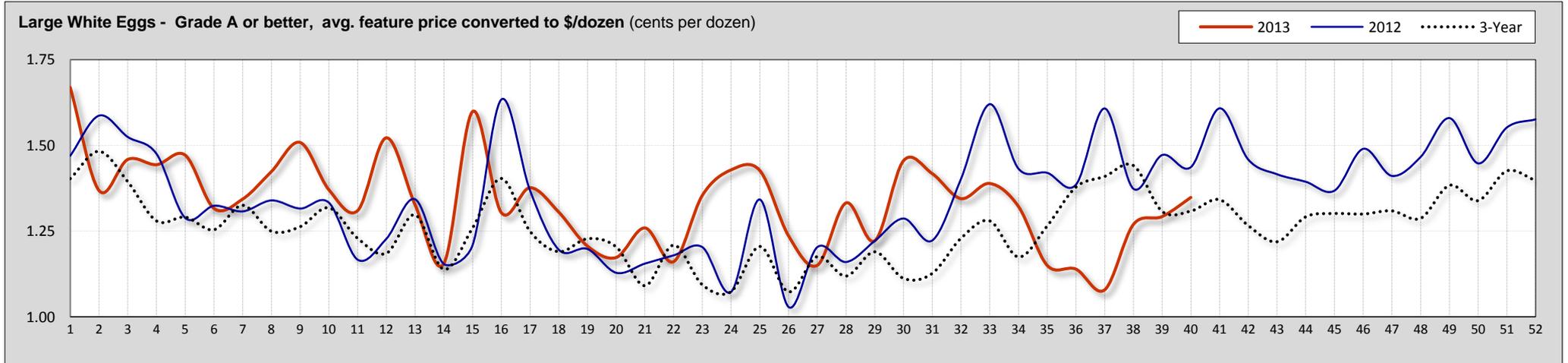
USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 09/27 thru 10/03.

(prices in dollars per carton)

Fri. Sep 27, 2013

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	8.5%	4.4%	9.6%	20.5% of 4,600 sampled	11.5% of 6,100 sampled	5.0% of 4,200 sampled	2.7% of 4,200 sampled	0.0% of 2,900 sampled	0.0% of 1,200 sampled
2/ Activity Index	1,740	1,240	2,010	Activity Index = 720	Activity Index = 700	Activity Index = 210	Activity Index = 110	Activity Index = 0	Activity Index = 0
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range Stores Avg ^{3/}					
14-16 oz. crtn	1,330 2.30	930 2.62	1,750 2.03	2.00 - 2.99 550 2.61	2.00 - 2.99 700 2.06	2.50 30 2.50	2.00 50 2.00		
32 oz. crtn	350 3.98	80 4.30	260 3.93	4.98 110 4.98		3.48 - 3.49 180 3.48	3.48 - 3.99 60 3.63		
3 - 4 oz. cup	60 2.50	230 2.49		2.50 60 2.50					
2 - 8 oz. cup									



Note: See page 1 for explanatory notes.