



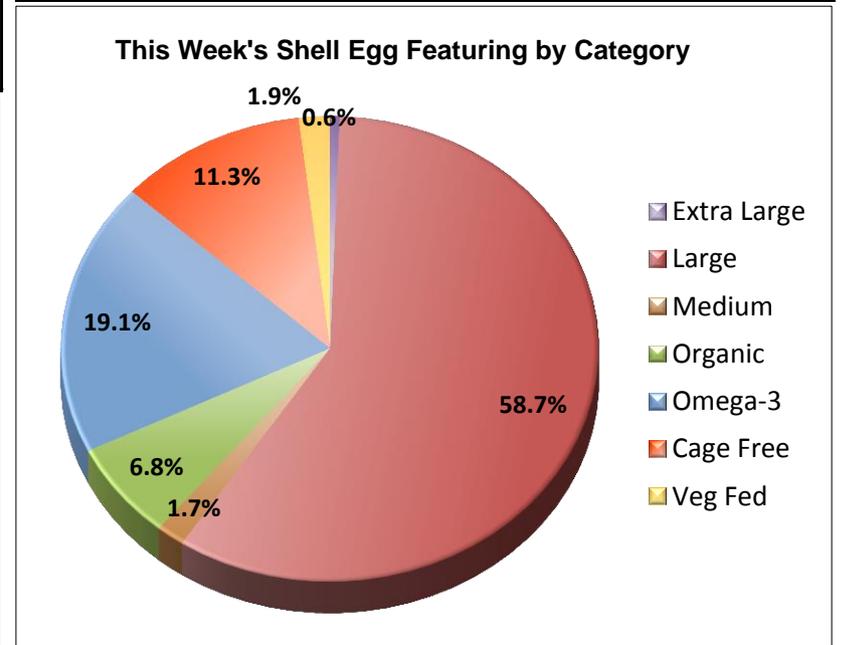
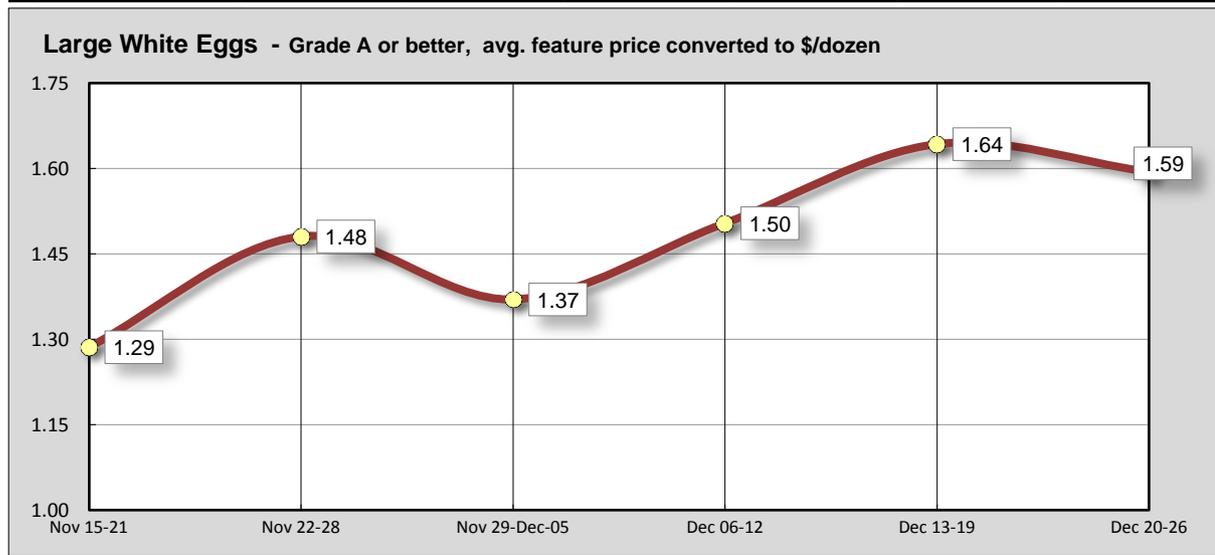
SHELL EGG NATIONAL SUMMARY													
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	33.5% of 23,200 stores				45.8% of 23,200 stores				46.1% of 22,500 stores				
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE		
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
REGULAR	<b>USDA GRADE AA</b>												
	White 12 pack	30	1.79	140	1.55			550	1.79			670	1.49
	White 18 pack			170	2.90			190	2.26	10	2.25	1,990	2.48
	Brown 12 pack							10	3.29				
	<b>USDA GRADE A</b>												
	White 12 pack			2,390	1.51	50	1.51	2,800	1.58			630	1.30
White 18 pack			410	2.92			1,470	2.60			2,180	2.33	
Brown 12 pack											10	1.29	
SPECIALTY	<b>USDA ORGANIC</b>												
	White 12 pack												
	Brown 12 pack			360	4.10			290	4.10			590	4.12
	<b>OMEGA-3</b>												
	White 12 pack			1,010	2.84	230	3.01	790	2.66	490	2.67	770	2.75
	Brown 12 pack											220	3.56
	<b>CAGE-FREE</b>												
	White 12 pack	20	1.89	200	3.32	20	2.79	40	2.74	30	2.79		
	Brown 12 pack	30	3.49	350	3.01			2,160	2.90			950	3.18
	<b>VEGETARIAN FED</b>												
White 12 pack			90	2.50			40	2.99			210	2.62	
Brown 12 pack			10	3.49	80	2.76	190	2.99			220	2.79	

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	3,140	5,070	5,490	Large Eggs on Dec-16-2013
Specialty	2,070	3,840	3,480	
Total (includes MD)	5,300	9,120	9,000	540.2
Special Rate 4/:	11.9%	10.3%	10.8%	down 2.4%

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

**SHELL EGG and EGG PRODUCTS FEATURING**

As the holidays are nearly upon us, retailers slow featuring of regular shell eggs and cut activity almost in half. Shoppers, however, will be happy to find that the average price of Grade A, or better, Large white eggs is lower and the percentage of 'no price' incentives continues higher. Featuring of Extra Large eggs is still scarce and Mediums decrease in visibility this week. Promotions for specialty shell eggs decrease in number with all types commanding less ad space. Feature activity for liquid shell egg products declines. Ads featuring egg nog are few in number but can still easily be found in any size carton.



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>		41.4% of 4,600 sampled outlets Activity Index = 1,910 (includes Medium)						19.3% of 6,100 sampled outlets Activity Index = 650 (includes Medium)						35.8% of 4,200 sampled outlets Activity Index = 1,000 (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															1.49 - 1.89	20	1.71	
	White 18 pack																		
	Brown 12 pack																		
	<b>MEDIUM</b>	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				1.39 - 1.50	300	1.49				1.39 - 1.50	570	1.46				0.98 - 1.69	640	1.51
	White 18 pack				2.99 - 3.49	170	3.31										2.38 - 2.89	20	2.73
	Brown 12 pack																		
	<b>MEDIUM</b>	White 12 pack			1.48	10	1.48	White 12 pack			1.33	10	1.33	White 12 pack			0.99 - 1.49	50	1.20
		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				3.49 - 4.29	360	4.10												
	<b>OMEGA-3</b>																		
	White 12 pack				2.50 - 3.59	620	2.88				2.59	70	2.59				2.33 - 3.49	30	2.69
	Brown 12 pack																		
	<b>CAGE-FREE</b>																		
	White 12 pack													1.89	20	1.89	2.78 - 3.39	190	3.34
	Brown 12 pack	3.49	30	3.49	2.99 - 3.18	330	2.99										3.29 - 3.49	20	3.37
	<b>VEGETARIAN FED</b>																		
	White 12 pack				2.49 - 2.50	90	2.50												
	Brown 12 pack																3.49	10	3.49
		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>		38.9% of 4,200 sampled outlets Activity Index = 890 (includes Medium)						45.6% of 2,900 sampled outlets Activity Index = 720 (includes Medium)						18.5% of 1,200 sampled outlets Activity Index = 130 (includes Medium)					
USDA GRADE AA	White 12 pack				1.48	100	1.48	1.79	30	1.79	2.50	10	2.50				0.98	10	0.98
	White 18 pack										2.96 - 2.99	140	2.99				2.50	30	2.50
	Brown 12 pack																		
	<b>MEDIUM</b>	White 12 pack						White 12 pack			1.36 - 1.50	10	1.44	White 12 pack					
USDA GRADE A	White 12 pack				1.18 - 1.79	500	1.54				1.50 - 2.50	310	1.60				1.50	70	1.50
	White 18 pack				2.50 - 2.80	220	2.63												
	Brown 12 pack																		
	<b>MEDIUM</b>	White 12 pack			0.99	10	0.99	White 12 pack						White 12 pack					
		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																		
	<b>OMEGA-3</b>																		
	White 12 pack				2.00 - 2.49	60	2.30				2.99	220	2.99				1.99	10	1.99
	Brown 12 pack																		
	<b>CAGE-FREE</b>																		
	White 12 pack																		
	Brown 12 pack																2.98	10	2.98
	<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 12/20 thru 12/26.

(prices in dollars per carton)

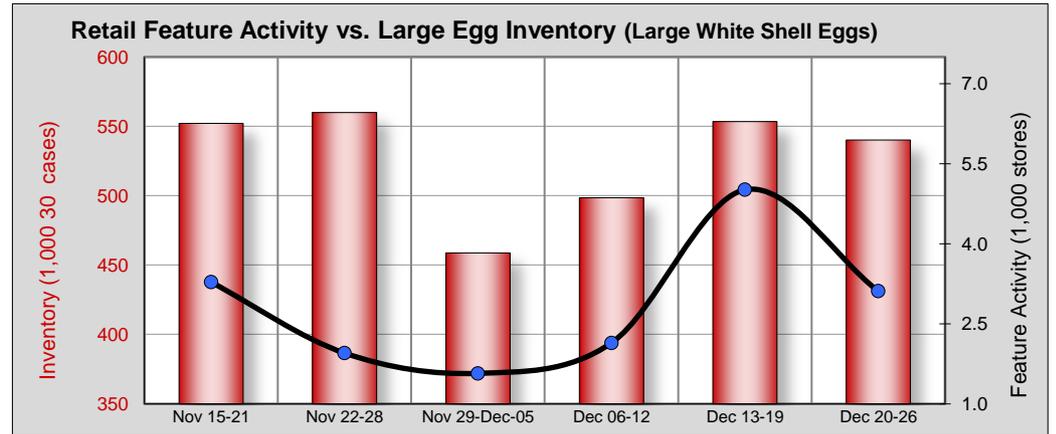
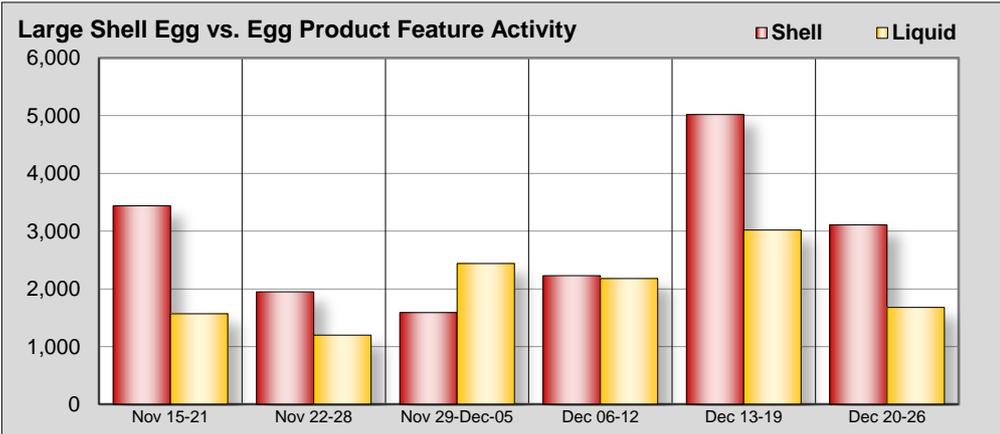
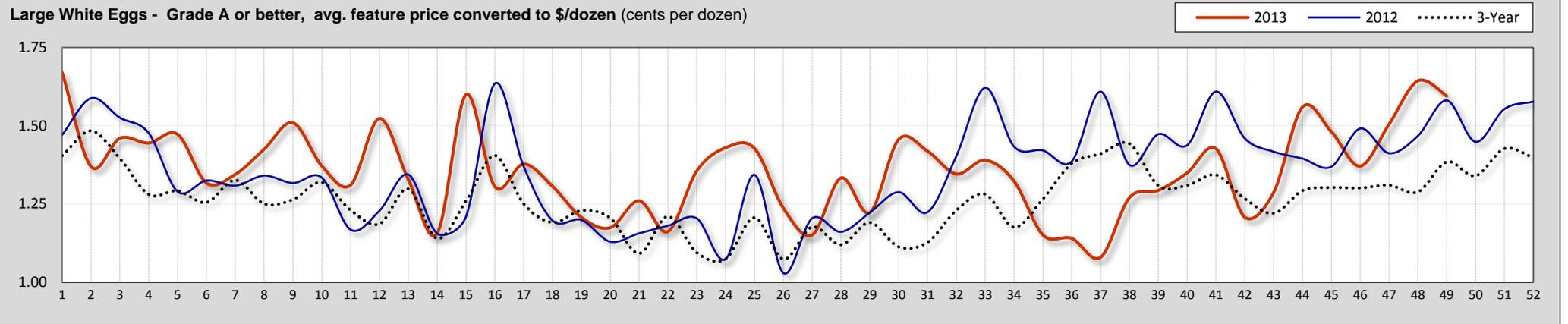
Fri. Dec 20, 2013

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	6.6%	11.3%	5.4%	24.6% of 4,600 sampled	0.4% of 6,100 sampled	5.1% of 4,200 sampled	2.5% of 4,200 sampled	1.1% of 2,900 sampled	1.7% of 1,200 sampled
2/ Activity Index	1,680	3,020	1,410	Activity Index = 1,300	Activity Index = 20	Activity Index = 210	Activity Index = 100	Activity Index = 30	Activity Index = 20
	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	870 2.51	1,520 2.49	110 2.28	2.50 - 2.79 510 2.59	2.50 20 2.50	1.97 - 2.99 190 2.28	2.50 100 2.50	2.49 - 2.99 30 2.59	2.50 20 2.50
32 oz. crtn	650 4.86	1,120 3.08	980 4.89	4.69 - 4.99 630 4.87		4.59 20 4.59			
3 - 4 oz. cup	160 2.48	380 2.21	320 1.99	1.99 - 2.50 160 2.48					
2 - 8 oz. cup									

EGG NOG	THIS WEEK	THIS WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	40.3%	40.9%		44.3% of 4,400 sampled	18.7% of 6,000 sampled	44.3% of 4,000 sampled	54.7% of 4,000 sampled	44.6% of 2,900 sampled	59.1% of 1,200 sampled
2/ Activity Index	9,430	10,030		Activity Index = 2,260	Activity Index = 1,030	Activity Index = 1,740	Activity Index = 2,260	Activity Index = 1,430	Activity Index = 710
	Stores Avg <sup>3/</sup>	Stores Avg <sup>3/</sup>	Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>					
32 ounce	3,800 2.41	4,450 2.64		1.99 - 2.99 1,170 2.77	1.50 - 2.99 240 2.24	1.00 - 3.49 900 2.36	1.19 - 2.99 1,000 2.06	1.79 - 2.99 380 2.60	1.49 - 2.00 110 1.90
64 ounce	5,630 3.45	5,580 3.43		2.59 - 4.99 1,090 4.17	2.98 - 3.99 790 3.06	2.78 - 4.59 840 3.17	2.99 - 3.99 1,260 3.22	2.99 - 4.49 1,050 3.28	2.99 - 4.79 600 3.87

(Non-alcoholic egg nog; this section will run through January 1, 2014)



Note: See page 1 for explanatory notes.