



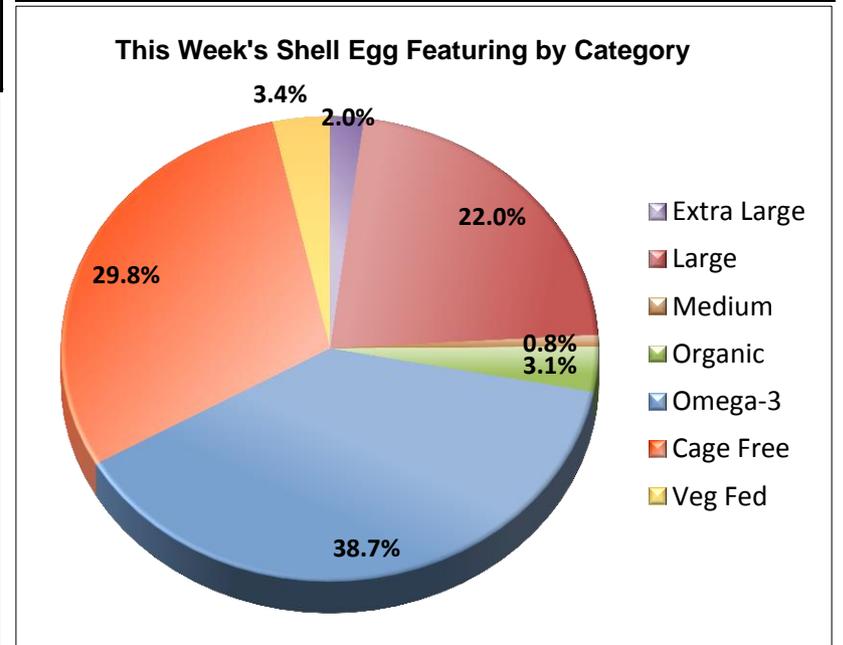
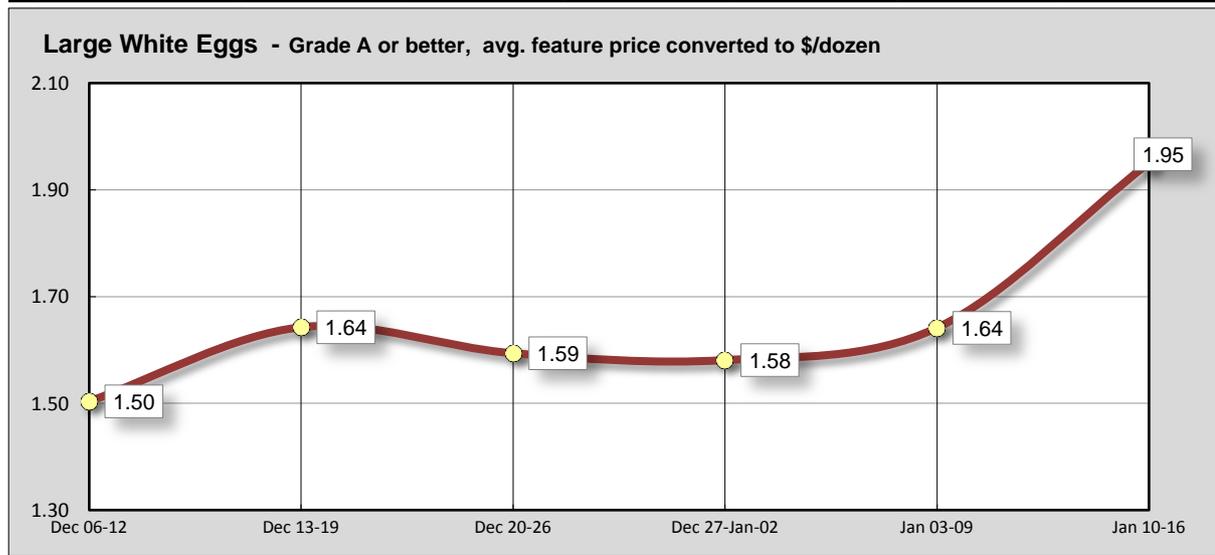
SHELL EGG NATIONAL SUMMARY													
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	35.3% of 23,200 stores				19.7% of 23,200 stores				39.9% of 23,200 stores				
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE		
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
REGULAR	USDA GRADE AA												
	White 12 pack			1,360	2.03			120	1.35			680	1.49
	White 18 pack	50	2.43	20	2.71	50	2.97	50	2.63	30	2.25	1,600	2.39
	Brown 12 pack			10	1.99								
	USDA GRADE A												
	White 12 pack	150	1.98	550	1.85	140	2.59	630	1.71			870	1.26
White 18 pack			240	2.59			620	2.42			450	2.00	
Brown 12 pack											10	1.29	
SPECIALTY	USDA ORGANIC												
	White 12 pack												
	Brown 12 pack			310	3.00			440	4.26			340	4.02
	OMEGA-3												
	White 12 pack	1,060	2.29	2,730	2.39	180	2.93	530	2.63	430	2.24	2,710	2.44
	Brown 12 pack			40	3.29			10	3.99			190	3.63
	CAGE-FREE												
	White 12 pack			540	2.80			1,680	2.57	60	2.99	2,000	2.53
	Brown 12 pack			2,410	3.74			2,260	2.69			2,520	2.65
	VEGETARIAN FED												
White 12 pack			90	2.50			30	2.29					
Brown 12 pack	40	2.99	210	2.37	60	2.99	100	2.27	160	2.63	560	2.79	

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,380	1,610	3,640	Large Eggs on Jan-06-2014
Specialty	7,430	5,290	8,970	
Total (includes MD)	9,890	7,070	13,470	435.2
Special Rate 4/:	1.0%	0.0%	0.1%	up 0.8%

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

SHELL EGG and EGG PRODUCTS FEATURING

Feature activity for regular shell eggs is higher than last week, aided by a significant increase in promotions of AA Large eggs in the Central and West Coast regions. The average price of Grade A, or better Large white eggs to consumers is sharply higher. The occurrence of "no price" incentives to consumers is slightly higher. Promotional activity for specialty shell eggs moves upward. Omega-3 type eggs are the popular favorite in circulars, followed closely by cage-free eggs. USDA Organic and vegetarian fed eggs are maintaining a constant level of visibility. Even with a decline in activity this week, liquid egg products are still outpacing regular shell eggs in promotions.



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/}		41.2% of 4,600 sampled outlets Activity Index = 2,230 (includes Medium)						25.8% of 6,100 sampled outlets Activity Index = 2,620 (includes Medium)						24.1% of 4,200 sampled outlets Activity Index = 1,160 (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															1.50 - 1.99	10	1.78	
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM	White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack		
USDA GRADE A	White 12 pack	1.58 - 1.99	150	1.98	0.88 - 2.49	240	2.05				1.50 - 2.49	90	2.03				0.99 - 1.79	110	1.59
	White 18 pack																2.48 - 2.88	160	2.62
	Brown 12 pack																		
	MEDIUM	White 12 pack			1.39 60 1.39			White 12 pack			White 12 pack			White 12 pack			White 30 pack		
		White 30 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				3.49 - 3.99	80	3.60										2.68	170	2.68
	OMEGA-3																		
	White 12 pack				1.98 - 2.99	800	2.16	2.29 - 2.50	1,060	2.29	1.99 - 2.29	1,060	2.29				2.50 - 3.00	230	2.55
	Brown 12 pack				3.59	30	3.59												
	CAGE-FREE																		
	White 12 pack				2.50 - 2.79	290	2.63												
	Brown 12 pack				3.49 - 3.99	440	3.82				3.99	370	3.99				2.50 - 3.99	460	3.88
	VEGETARIAN FED																		
	White 12 pack				2.50	60	2.50												
	Brown 12 pack	2.99	40	2.99	2.99	40	2.99				1.98 - 2.50	40	2.06				2.50 - 3.79	20	3.11
		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/}		33.2% of 4,200 sampled outlets Activity Index = 1,480 (includes Medium)						59.6% of 2,900 sampled outlets Activity Index = 1,810 (includes Medium)						49.5% of 1,200 sampled outlets Activity Index = 590 (includes Medium)					
USDA GRADE AA	White 12 pack				1.39 - 1.99	360	1.92				1.50 - 2.49	580	2.22				0.99 - 2.00	410	1.88
	White 18 pack							2.25 - 2.50	50	2.43	2.25 - 2.99	20	2.71						
	Brown 12 pack										1.99	10	1.99						
	MEDIUM	White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack		
USDA GRADE A	White 12 pack				1.35 - 1.49	90	1.48										1.79	20	1.79
	White 18 pack				1.99 - 2.77	80	2.54												
	Brown 12 pack																		
	MEDIUM	White 12 pack			3.49 10 3.49			White 12 pack			White 12 pack			White 12 pack			White 30 pack		
		White 30 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				2.68	40	2.68				3.99	10	3.99				3.99	10	3.99
	OMEGA-3																		
	White 12 pack				1.99 - 3.00	290	2.59				2.50 - 3.00	350	2.93						
	Brown 12 pack				2.39	10	2.39												
	CAGE-FREE																		
	White 12 pack																		
	Brown 12 pack				2.99 - 3.99	460	3.76				3.00	250	3.00				2.49 - 3.99	150	3.21
	VEGETARIAN FED																		
	White 12 pack				2.49	30	2.49												
	Brown 12 pack				1.98 - 2.49	110	2.11												



USDA Weekly Retail Shell Egg and Egg Products Feature Activity

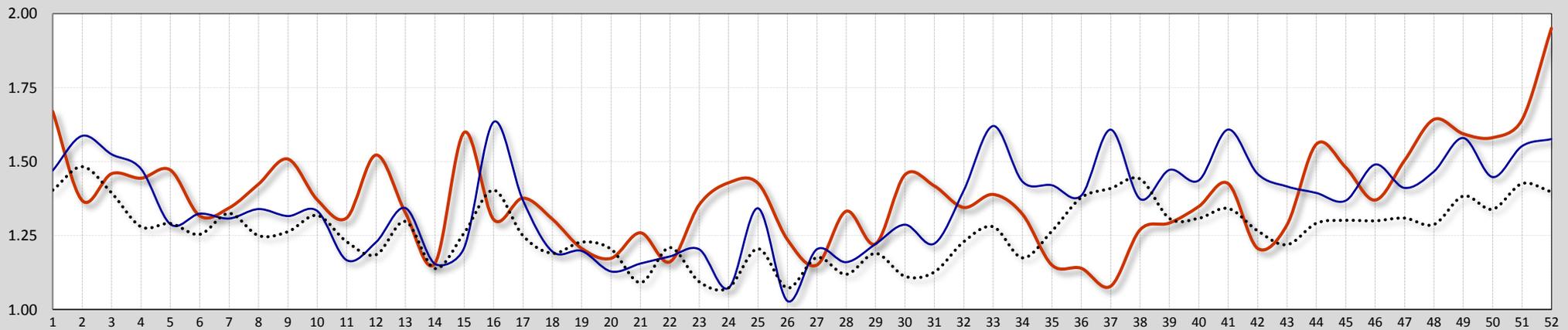
Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 01/10 thru 01/16.

(prices in dollars per carton)

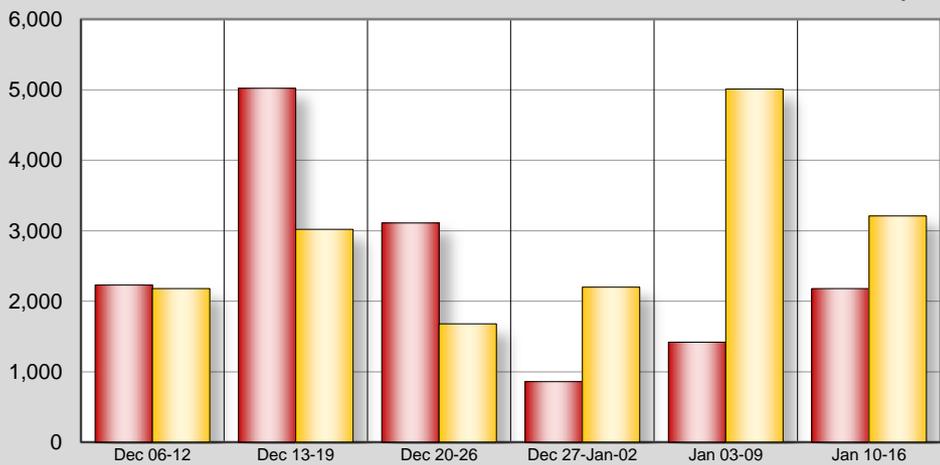
Fri. Jan 10, 2014

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	12.1%	20.6%	10.5%	37.0% of 4,600 sampled	9.3% of 6,100 sampled	9.9% of 4,200 sampled	2.5% of 4,200 sampled	0.0% of 2,900 sampled	0.0% of 1,200 sampled
2/ Activity Index	3,210	5,010	2,750	Activity Index = 2,340	Activity Index = 350	Activity Index = 420	Activity Index = 100	Activity Index = 0	Activity Index = 0
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range Stores Avg ^{3/}					
14-16 oz. crtn	2,340 2.42	3,320 2.25	2,000 2.83	1.90 - 3.00 1,540 2.38	2.00 - 2.99 310 2.79	2.00 - 2.99 400 2.30	2.49 - 2.50 90 2.49		
32 oz. crtn	320 4.29	1,280 4.47	550 4.90	3.99 - 4.99 250 4.40	3.90 40 3.90	3.99 20 3.99	3.69 10 3.69		
3 - 4 oz. cup	550 2.57	410 2.51	200 2.49	1.99 - 2.98 550 2.57					
2 - 8 oz. cup									

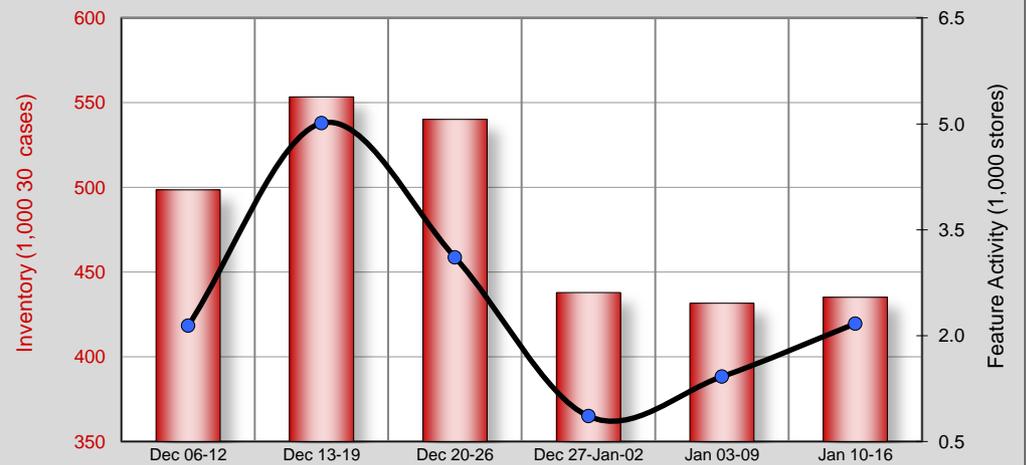
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



Large Shell Egg vs. Egg Product Feature Activity



Retail Feature Activity vs. Large Egg Inventory (Large White Shell Eggs)



Note: See page 1 for explanatory notes.