



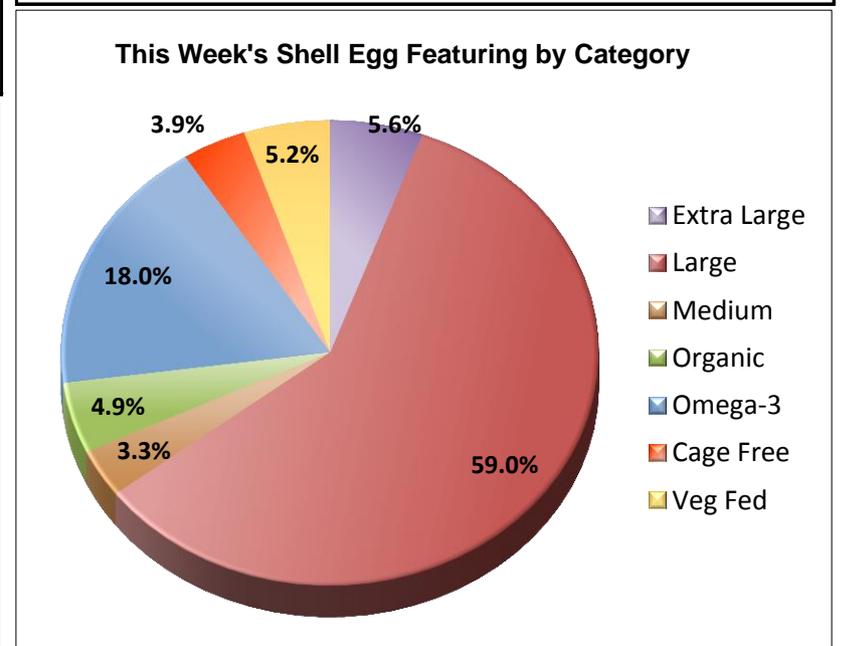
SHELL EGG NATIONAL SUMMARY													
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	33.0% of 22,900 stores				20.6% of 23,200 stores				30.8% of 23,200 stores				
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE		
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
REGULAR	USDA GRADE AA												
	White 12 pack	170	2.49	1,150	1.70			130	1.35	20	1.25	1,000	1.36
	White 18 pack	70	2.62	500	2.11	70	2.69	220	2.64			70	1.99
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack	180	1.63	950	1.79	20	1.26	2,280	1.50	50	1.56	1,540	1.36
White 18 pack			1,820	2.32			300	1.91			750	1.94	
Brown 12 pack													
SPECIALTY	USDA ORGANIC												
	White 12 pack							50	5.38				
	Brown 12 pack	30	5.38	340	4.40	80	4.70	130	4.84			980	4.46
	OMEGA-3												
	White 12 pack	160	2.38	1,110	2.28			1,090	2.58	30	3.07	1,930	2.33
	Brown 12 pack			80	3.24							210	2.87
	CAGE-FREE												
	White 12 pack	50	2.99					50	2.49			20	2.79
	Brown 12 pack	150	2.99	90	3.44	120	2.99	80	2.89			720	2.74
	VEGETARIAN FED												
White 12 pack							10	2.89					
Brown 12 pack	20	2.50	370	2.51			30	2.98			1,120	2.37	

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	4,840	3,020	3,430	Large Eggs on Feb-03-2014
Specialty	2,400	1,640	5,010	
Total (includes MD)	7,490	4,730	8,870	428.4
Special Rate 4/:	3.5%	1.5%	0.2%	up 1.0%

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

SHELL EGG and EGG PRODUCTS FEATURING

Promotions for regular shell eggs remain active and continue to move higher than the previous week. The average price for Grade A, or better Large white eggs to consumers is sharply higher. The percentage of "no price" specials is higher than a week ago with most grocers offering "free eggs with the additional purchase of another item". Advertisements for Extra Large and Medium eggs are showing up more in flyers this week. Feature activity for specialty shell eggs increases. Omega-3 type eggs command the most ad space. Notably, there is an increase in promotions featuring Extra Large specialty eggs this week. In the egg products sector, the number of ads for liquid eggs is on the rise. The most activity is on the East Coast with a significant increase in 32 ounce carton 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/}		40.1% of 4,700 sampled outlets Activity Index = 2,070 (includes Medium)						24.0% of 5,900 sampled outlets Activity Index = 1,390 (includes Medium)						25.7% of 4,200 sampled outlets Activity Index = 1,120 (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	20	1.49		
	White 18 pack																2.50	10	2.50		
	Brown 12 pack																				
	MEDIUM	White 12 pack						White 12 pack						White 12 pack							
USDA GRADE A	White 12 pack	1.50 - 1.89	160	1.66	0.98 - 2.39	150	1.90				2.39	40	2.39	1.39	20	1.39	1.19 - 1.39	270	1.23		
	White 18 pack				1.77 - 2.50	280	2.04				1.99 - 2.50	1,080	2.46				1.88 - 2.50	380	2.16		
	Brown 12 pack																				
	MEDIUM	White 12 pack			1.00 - 1.48	170	1.01	White 12 pack						White 12 pack			0.79 - 0.99	30	0.90		
		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	5.38	30	5.38	4.68	100	4.68										4.39	180	4.39	
		OMEGA-3																			
		White 12 pack	2.99	30	2.99	1.68 - 3.69	520	2.44	2.00 - 2.33	60	2.19	1.99 - 2.33	210	2.15				1.50 - 2.28	90	1.99	
		Brown 12 pack				2.99	70	2.99													
		CAGE-FREE																			
		White 12 pack	2.99	50	2.99																
	Brown 12 pack	2.99	150	2.99	3.29 - 3.49	90	3.44														
	VEGETARIAN FED																				
	White 12 pack																				
	Brown 12 pack	2.50	20	2.50	2.50 - 2.89	250	2.51										2.50	120	2.50		
		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/}		32.3% of 4,200 sampled outlets Activity Index = 1,100 (includes Medium)						49.5% of 2,800 sampled outlets Activity Index = 1,250 (includes Medium)						39.6% of 1,200 sampled outlets Activity Index = 560 (includes Medium)							
USDA GRADE AA	White 12 pack				0.99 - 1.49	320	1.48	1.99 - 2.79	170	2.49	1.49 - 2.39	580	1.91				0.98 - 1.88	230	1.49		
	White 18 pack				1.88	100	1.88	2.50 - 2.79	70	2.62	1.99 - 3.00	350	2.19				1.88	40	1.88		
	Brown 12 pack																				
	MEDIUM	White 12 pack						White 12 pack			1.50			10	1.50	White 12 pack					
USDA GRADE A	White 12 pack				0.99 - 2.39	280	1.75										1.19 - 2.39	210	2.36		
	White 18 pack				1.99 - 2.28	80	2.14														
	Brown 12 pack																				
	MEDIUM	White 12 pack			0.99	30	0.99	White 12 pack						White 12 pack							
		White 30 pack			2.50	10	2.50	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	20	3.99				3.99	40	3.99		
		OMEGA-3																			
		White 12 pack	2.19 - 2.49	70	2.29	1.99 - 2.49	210	2.20				1.99 - 2.50	40	2.19				1.99	40	1.99	
		Brown 12 pack										4.99	10	4.99							
		CAGE-FREE																			
		White 12 pack																			
	Brown 12 pack																				
	VEGETARIAN FED																				
	White 12 pack																				
	Brown 12 pack																				



USDA Weekly Retail Shell Egg and Egg Products Feature Activity

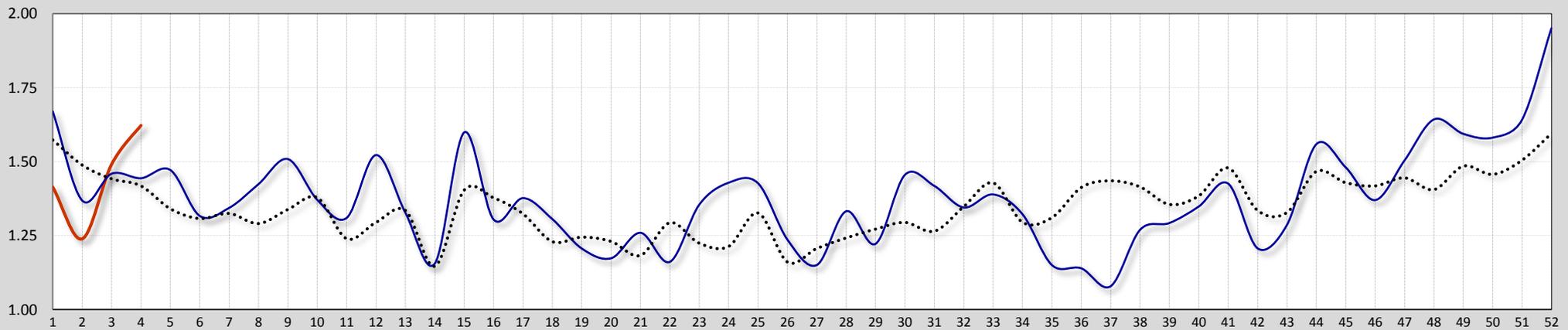
Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 02/07 thru 02/13.

(prices in dollars per carton)

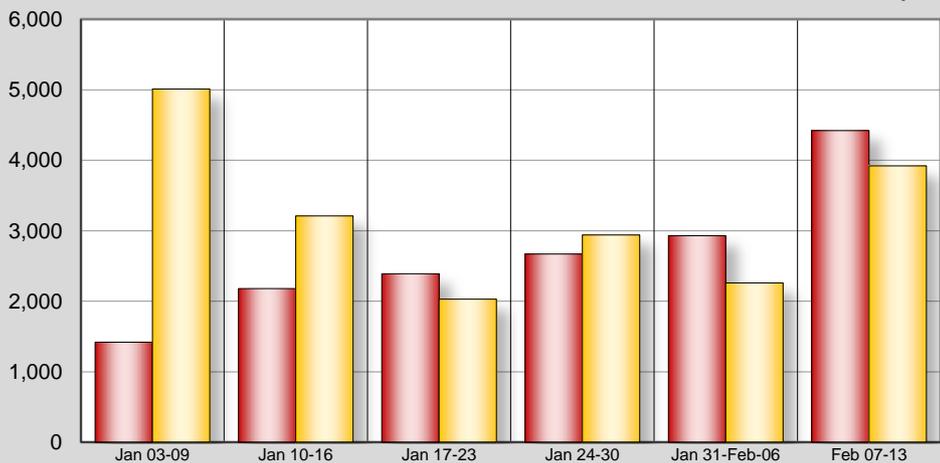
Fri. Feb 07, 2014

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	12.9%	10.2%	4.1%	34.8% of 4,700 sampled	10.0% of 5,900 sampled	8.9% of 4,200 sampled	6.0% of 4,200 sampled	1.1% of 2,800 sampled	6.4% of 1,200 sampled
2/ Activity Index	3,920	2,260	1,040	Activity Index = 2,110	Activity Index = 1,020	Activity Index = 370	Activity Index = 310	Activity Index = 20	Activity Index = 90
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range Stores Avg ^{3/}					
14-16 oz. crtn	1,450 2.41	710 2.43	710 2.67	1.77 - 3.00 690 2.35	2.00 - 3.00 80 2.29	1.94 - 2.50 370 2.09	2.00 - 3.00 200 2.59	2.99 20 2.99	2.79 - 3.79 90 3.71
32 oz. crtn	2,440 4.30	1,550 3.99	190 4.76	3.49 - 5.99 1,400 4.67	3.25 - 4.99 940 3.81		3.25 - 4.25 100 3.75		
3 - 4 oz. cup	20 2.00		140 2.50	2.00 20 2.00					
2 - 8 oz. cup	10 2.29						2.29 10 2.29		

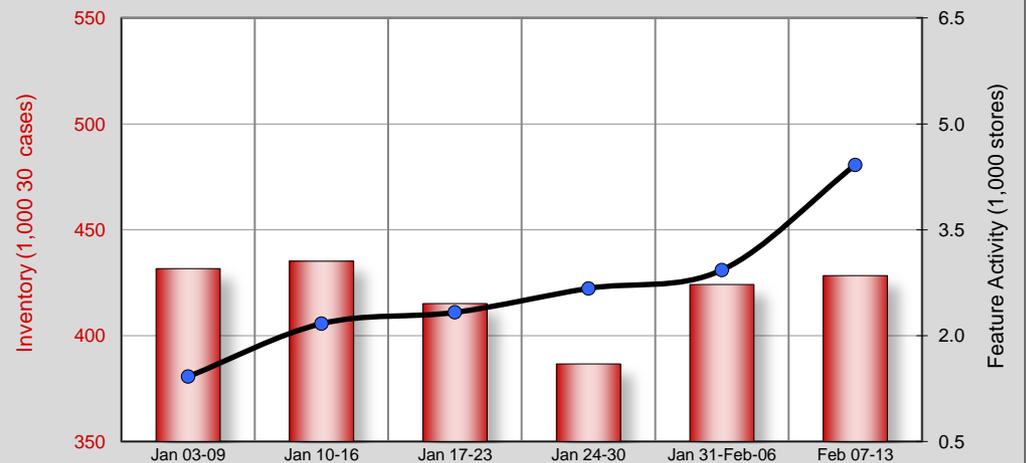
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



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.