



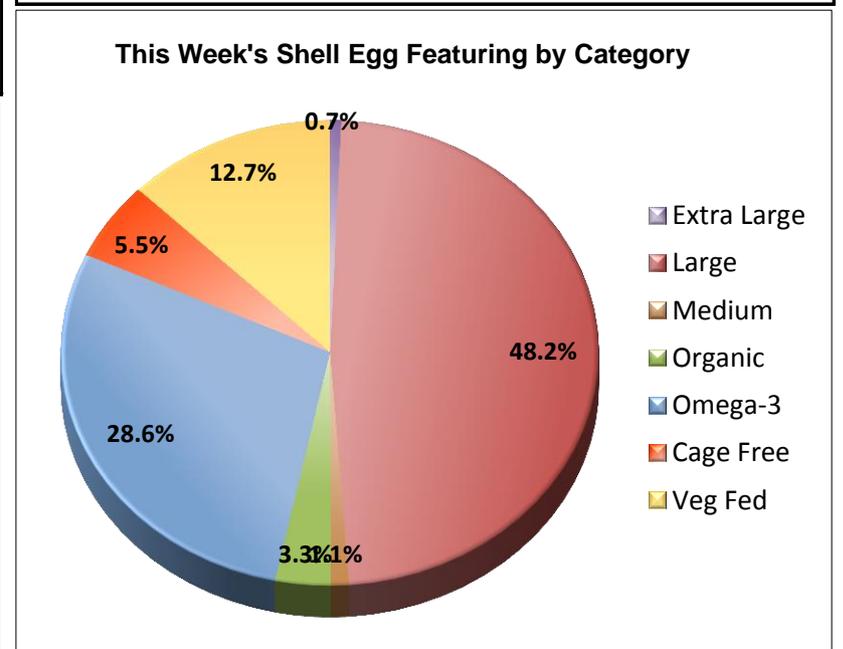
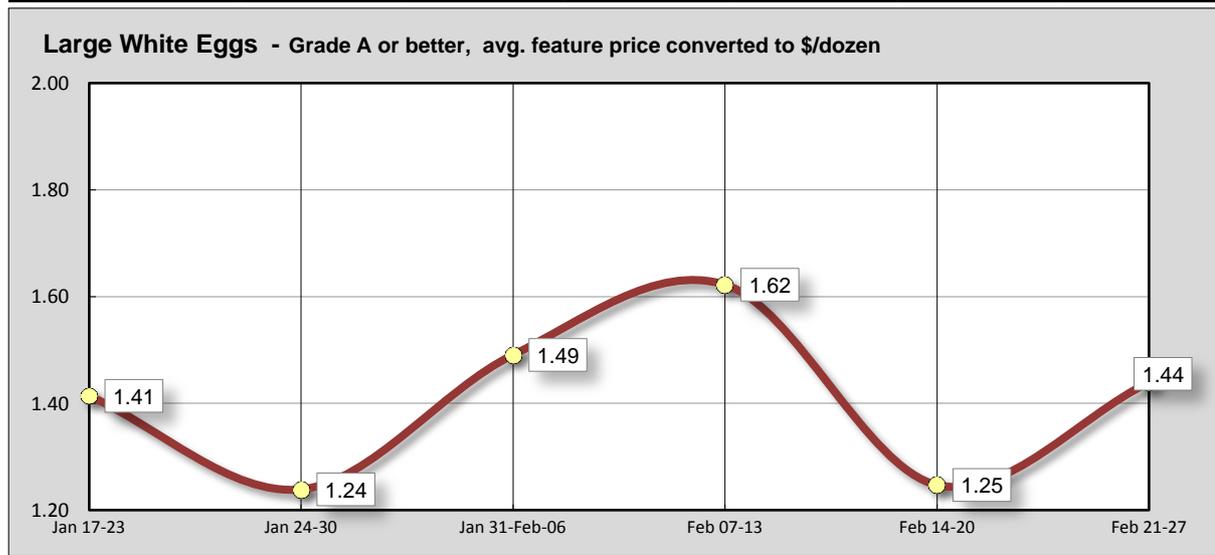
SHELL EGG NATIONAL SUMMARY													
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	44.5% of 22,900 stores				25.0% of 22,900 stores				27.8% of 23,200 stores				
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE		
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
REGULAR	USDA GRADE AA												
	White 12 pack	10	1.99	210	1.29			730	1.33			460	1.57
	White 18 pack	70	2.71	1,570	2.64	10	2.25	390	2.56			240	2.49
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack			3,700	1.29	100	1.70	1,870	1.11	10	0.95	790	1.49
White 18 pack			350	2.57			70	2.17			250	1.95	
Brown 12 pack							20	2.50					
SPECIALTY	USDA ORGANIC												
	White 12 pack	140	3.99										
	Brown 12 pack	20	3.49	240	3.79			310	4.74			250	3.97
	OMEGA-3												
	White 12 pack	370	2.90	2,880	2.40	190	2.83	620	2.24	30	2.50	1,520	2.46
	Brown 12 pack			210	3.76	10	4.99	30	2.16			130	2.49
	CAGE-FREE												
	White 12 pack			160	2.58			80	2.74			1,970	2.53
	Brown 12 pack			500	3.38	40	2.99	820	3.26			3,050	2.69
	VEGETARIAN FED												
White 12 pack			240	173.43			20	2.49					
Brown 12 pack	30	2.99	1,260	2.54	20	2.79	200	2.98	210	2.99	360	2.91	

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	5,910	3,190	1,750	Large Eggs on Feb-17-2014
Specialty	6,050	2,340	7,520	
Total (includes MD)	12,090	5,620	9,450	376.9
Special Rate 4/:	0.4%	1.3%	1.3%	down 6.6%

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

SHELL EGG and EGG PRODUCTS FEATURING

Featuring of shell eggs nearly triples this week as ads for both regular and specialty shell eggs fill circulars. The average price of Grade A, or better Large white eggs to consumers continues to fluctuate and moves sharply higher. The percentage of 'no price' incentives offered to shoppers declines. Featuring of Extra Large and Medium eggs falls from view this week. Promotions for all specialty shell egg types increase in number with the exception of the cage-free category. Feature activity of liquid shell egg products declines but 32 ounce cartons maintain visibility in circulars this week. Overall feature activity of Large white shell eggs is notably higher than the inventory.



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/}		57.3% of 4,700 sampled outlets Activity Index = 2,880 (includes Medium)						35.6% of 5,900 sampled outlets Activity Index = 3,280 (includes Medium)						40.7% of 4,200 sampled outlets Activity Index = 2,220 (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				2.49	80	2.49				2.49	40	2.49				1.33 - 1.49	20	1.40				
	White 18 pack																2.49	10	2.49				
	Brown 12 pack																						
MEDIUM		White 12 pack						White 12 pack						White 12 pack									
USDA GRADE A	White 12 pack				0.88 - 1.50	780	1.36				0.99 - 1.50	770	1.21				0.99 - 1.59	1,080	1.23				
	White 18 pack				2.50	110	2.50										2.48	150	2.48				
	Brown 12 pack																						
MEDIUM		White 12 pack						White 12 pack			1.33 - 1.69			60	1.57	White 12 pack			1.29 - 1.50			50	1.47
			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	140	3.99																		
	Brown 12 pack					3.99	10	3.99							3.49	20	3.49		3.77	180	3.77		
	OMEGA-3																						
	White 12 pack		1.99 - 3.99	240	2.93	1.99 - 2.66	1,330	2.45	1.99	20	1.99	2.29 - 2.76	1,240	2.34				1.67 - 2.50	130	2.28			
	Brown 12 pack																	2.33 - 3.99	190	3.91			
	CAGE-FREE																						
	White 12 pack					2.49	20	2.49											3.79	10	3.79		
Brown 12 pack					3.69	120	3.69											3.99	180	3.99			
VEGETARIAN FED																							
White 12 pack					2.49	20	2.49				2.59	80	2.59					2.69	10	2.69			
Brown 12 pack		2.99	30	2.99							2.29	1,070	2.29				3.79 - 3.99	190	3.98				
		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/}		34.5% of 4,200 sampled outlets Activity Index = 1,470 (includes Medium)						53.7% of 2,800 sampled outlets Activity Index = 1,370 (includes Medium)						65.6% of 1,200 sampled outlets Activity Index = 870 (includes Medium)									
USDA GRADE AA	White 12 pack				1.33	80	1.33	1.99	10	1.99							2.50	20	2.50				
	White 18 pack				1.88 - 2.69	450	2.40	2.79	50	2.79	2.49 - 3.49	660	2.90										
	Brown 12 pack																						
MEDIUM		White 12 pack						White 12 pack						White 12 pack									
USDA GRADE A	White 12 pack				0.99 - 1.56	820	1.33				0.99 - 1.56	150	1.45				1.25 - 1.50	100	1.40				
	White 18 pack				2.47	30	2.47				2.99	60	2.99										
	Brown 12 pack																						
MEDIUM		White 12 pack			0.49			20	0.49	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					3.77	40	3.77															
	Brown 12 pack											3.99	10	3.99									
	OMEGA-3																						
	White 12 pack					2.29	10	2.29	2.99	110	2.99	2.50	170	2.50									
	Brown 12 pack					2.29	20	2.29															
	CAGE-FREE																						
	White 12 pack																	2.50	130	2.50			
Brown 12 pack											2.99	20	2.99				2.50 - 2.99	180	2.62				
VEGETARIAN FED																							
White 12 pack											####	130	####										
Brown 12 pack																							



USDA Weekly Retail Shell Egg and Egg Products Feature Activity

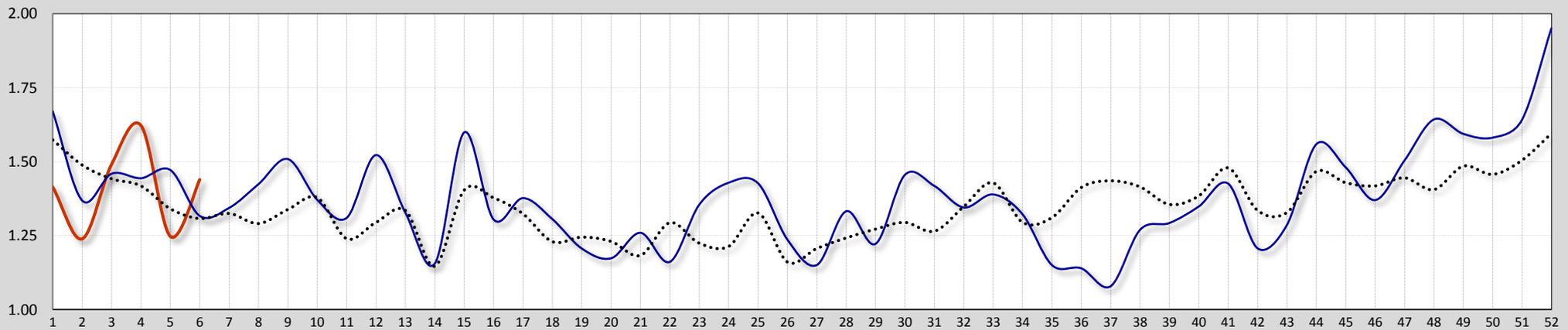
Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 02/21 thru 02/27.

(prices in dollars per carton)

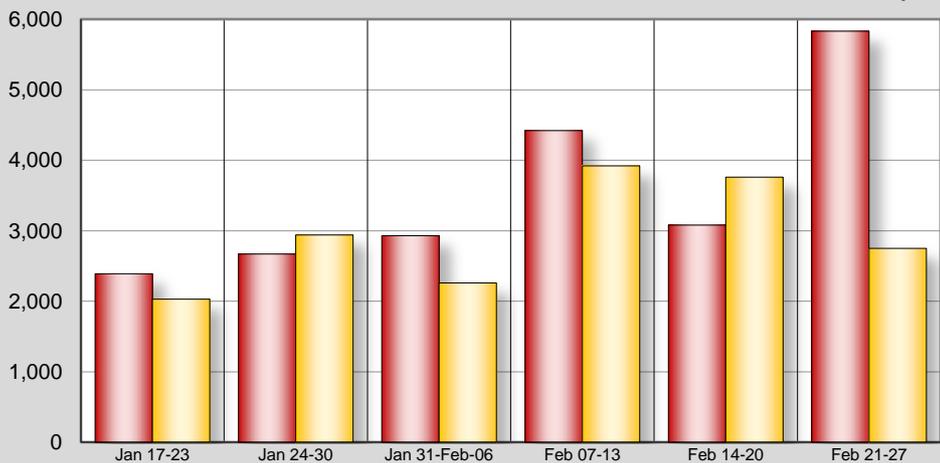
Fri. Feb 21, 2014

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	10.1%	14.7%	9.8%	23.9% of 4,700 sampled	11.9% of 5,900 sampled	4.7% of 4,200 sampled	4.3% of 4,200 sampled	0.9% of 2,800 sampled	6.4% of 1,200 sampled
2/ Activity Index	2,750	3,760	2,120	Activity Index = 1,080	Activity Index = 1,140	Activity Index = 200	Activity Index = 230	Activity Index = 20	Activity Index = 80
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range Stores Avg ^{3/}					
14-16 oz. crtn	460 2.60	1,360 2.22	1,720 1.89	1.99 - 2.99 240 2.81	1.88 - 2.79 30 2.37	1.88 - 2.50 40 2.37	2.69 - 2.79 130 2.75	20	4.49 80 4.49
32 oz. crtn	2,290 4.03	2,400 4.10	360 4.15	3.88 - 4.99 840 4.33	3.25 - 4.25 1,110 3.80	3.99 160 3.99	3.25 - 4.25 100 3.75		
3 - 4 oz. cup			40 2.49						
2 - 8 oz. cup									

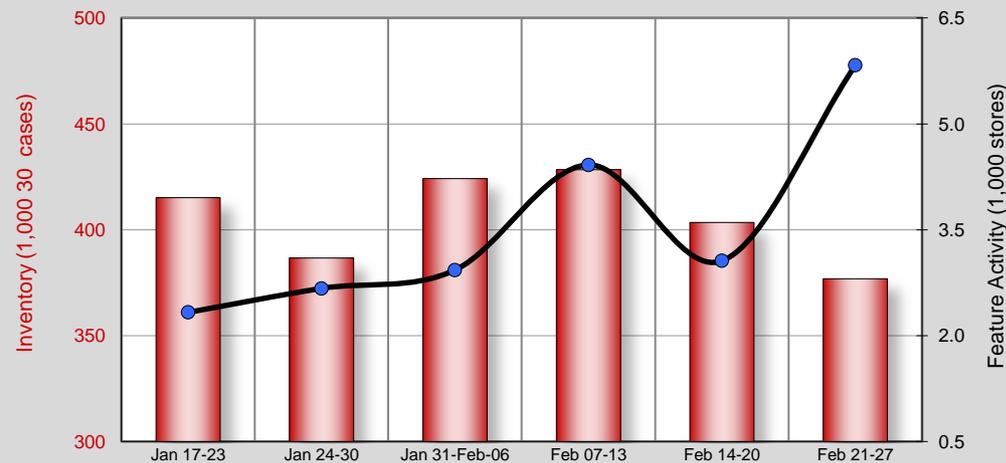
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



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.

Source: USDA Agricultural Marketing Service, Livestock, Poultry & Grain Market News - (515) 284-4471

<http://www.ams.usda.gov/AMSV1.0/LPSMarketNewsPage>