



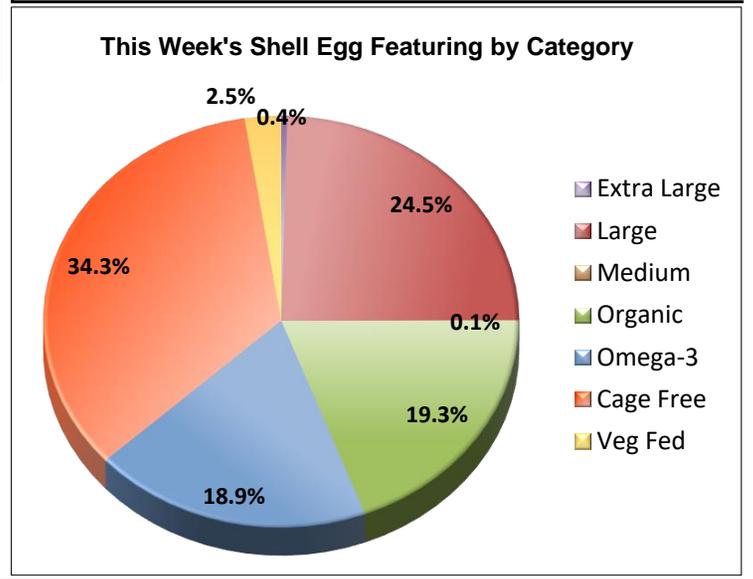
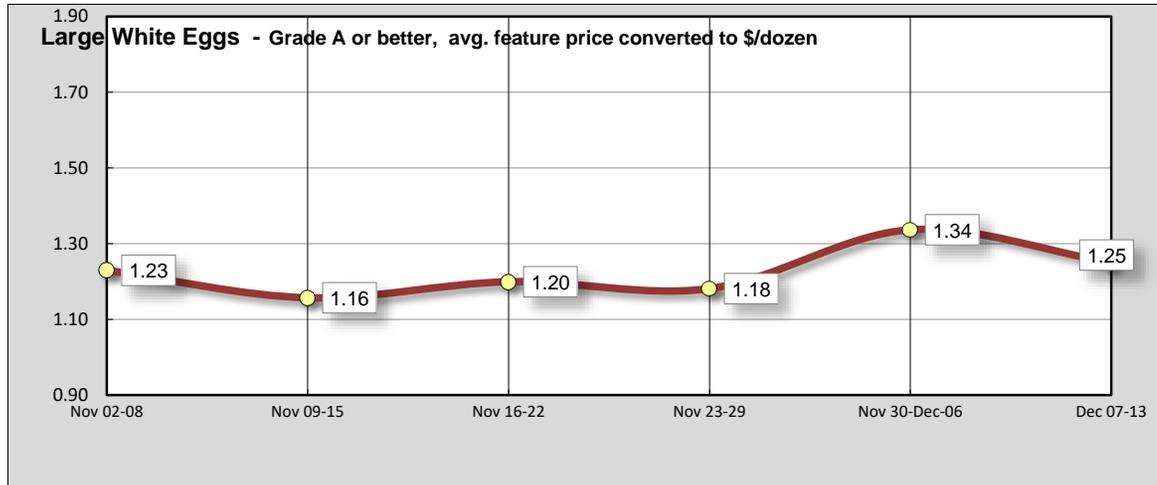
SHELL EGG NATIONAL SUMMARY														
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR					
	33.6% of 29,100 stores				18.3% of 29,100 stores				27.4% of 29,100 stores					
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE			
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg		
REGULAR	USDA GRADE AA													
	White 12 pack		250 1.47		219 0.83		704 1.17							
	White 18 pack		834 2.04		26 0.99		791 2.02		523 2.04					
Brown 12 pack		28 2.44		37 2.00										
REGULAR	USDA GRADE A													
	White 12 pack		51 1.39		1,616 1.12		60 1.67		130 2.22		60 1.62		695 1.05	
	White 18 pack		305 2.17		489 1.97		47 1.93		17 3.00		695 1.05		708 1.09	
Brown 12 pack		15 1.46							17 3.00					
SPECIALTY	USDA ORGANIC													
	White 12 pack		35 3.90		2,361 3.78		20 3.99		1,642 3.97		323 3.99		1,514 4.03	
	Brown 12 pack		36 2.84		2,208 2.33		113 2.54		1,077 2.59		41 2.99		2,196 1.99	
Omega-3		36 2.84		2,208 2.33		113 2.54		1,077 2.59		41 2.99		2,196 1.99		
Brown 12 pack		108 2.98		60 3.69							156 2.39			
SPECIALTY	CAGE-FREE													
	White 12 pack		20 2.50		446 1.86		85 3.25		41 2.51		243 3.12		1,455 2.58	
	Brown 12 pack		3,803 2.42							1,023 2.56				
SPECIALTY	VEGETARIAN FED													
	White 12 pack		309 2.36		312 2.61		6 2.00		6 2.00		336 2.22			
	Brown 12 pack		309 2.36		312 2.61		6 2.00		6 2.00		336 2.22			

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	3,099	1,799	2,707	Large Eggs on Dec-03-2018
Specialty	9,326	4,589	6,276	
Total (includes MD)	12,434	6,445	9,248	688.2
Special Rate 4/:	1.6%	0.9%	0.6%	up 5.1%

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

SHELL EGG and EGG PRODUCTS FEATURING

Featuring of regular shell eggs is more active than a week ago with a notable increase in the promotions for Grade A 12 pack eggs. The consumer weighted average price of Grade A, or better Large White eggs declines. Shoppers looking for "no price" incentives will have an easier time finding them as they are more visible. Extra Large and Medium egg ads remain scarce. Feature activity on specialty shell egg increase this week. Cage-free brown eggs are commanding the most ad space, with promotions is almost all regions. In the egg products area, liquid egg promotional activity is up from last week. Seasonal egg nog promotions increase in frequency but are off pace from last year.



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/}		38.2% of 5,500 sampled outlets Activity Index = 2,662 (includes Medium)						30.4% of 7,400 sampled outlets Activity Index = 4,029 (includes Medium)						30.5% of 6,100 sampled outlets Activity Index = 1,980 (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	16	1.49			
	White 18 pack									1.99	4	1.99					1.99	1	1.99			
	Brown 12 pack				2.39 - 2.49	28	2.44															
MEDIUM		White 12 pack						White 12 pack						White 12 pack								
USDA GRADE A	White 12 pack				0.79 - 1.69	175	1.05			0.79 - 1.50	247	0.99				0.77 - 1.89	776	1.17				
	White 18 pack				1.99 - 2.49	166	2.01									1.99	6	1.99				
	Brown 12 pack									1.25	9	1.25				1.77	6	1.77				
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		3.79 - 3.99	35	3.90	2.99 - 4.99	541	3.66			3.99 - 4.49	1,339	4.07			3.33 - 3.66	240	3.62				
	Brown 12 pack																					
	OMEGA-3																					
	White 12 pack					1.77 - 3.00	728	2.18			1.99 - 2.50	1,098	2.49		3.00	25	3.00	1.50 - 2.50	106	2.31		
	Brown 12 pack					2.98	108	2.98														
	CAGE-FREE																					
	White 12 pack					1.50 - 2.99	29	2.19			1.89 - 1.99	216	1.99			1.50 - 1.89	88	1.57				
Brown 12 pack					2.50 - 3.99	684	3.00			1.99 - 3.79	994	2.27			1.99 - 3.99	716	2.21					
VEGETARIAN FED																						
White 12 pack																						
Brown 12 pack					2.50	168	2.50			2.00 - 2.50	122	2.14										
Feature Rate ^{1/} Activity Index ^{2/}		29.9% of 4,900 sampled outlets Activity Index = 1,771 (includes Medium)						44.1% of 3,800 sampled outlets Activity Index = 1,458 (includes Medium)						38.2% of 1,300 sampled outlets Activity Index = 512 (includes Medium)								
USDA GRADE AA		White 12 pack			1.49 1 1.49			1.99 254 1.99			1.49 192 1.49			1.99 - 2.99 364 2.25			0.99 - 1.49 36 1.32			1.49 - 1.99 211 1.74		
MEDIUM		White 12 pack						White 12 pack						White 12 pack								
USDA GRADE A	White 12 pack	1.39	51	1.39	0.77 - 1.98	367	1.00			1.99	45	1.99										
	White 18 pack				1.88 - 2.50	126	2.39			2.49	7	2.49										
	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	54	3.99			1.99 - 3.99	187	2.18									
	Brown 12 pack																					
	OMEGA-3																					
	White 12 pack		2.46	11	2.46	1.99 - 2.58	273	2.10			1.99	1	1.99				1.99	2	1.99			
	Brown 12 pack																					
	CAGE-FREE																					
	White 12 pack										0.99 - 1.99	74	1.64	2.50	20	2.50		1.99	39	1.99		
Brown 12 pack					1.77 - 3.79	615	2.20			1.49 - 3.79	579	2.66				1.77 - 1.99	204	1.92				
VEGETARIAN FED																						
White 12 pack																						
Brown 12 pack					2.50	19	2.50															

		ALASKA (AK)						HAWAII (HI)					
Feature Rate ^{1/} Activity Index ^{2/}		0.0% of 100 sampled outlets Activity Index = 16 (includes Medium)						0.0% of 100 sampled outlets Activity Index = 6 (includes Medium)					
CLASS		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/
USDA GRADE AA	White 12 pack				1.79	5	1.79						
	White 18 pack												
	Brown 12 pack												
	MEDIUM	White 12 pack			White 12 pack								
USDA GRADE A	White 12 pack									3.00	6	3.00	
	White 18 pack												
	Brown 12 pack												
	MEDIUM	White 12 pack			White 12 pack			White 12 pack			White 30 pack		
S P E C I A L T Y	USDA ORGANIC												
	White 12 pack												
	Brown 12 pack												
	OMEGA-3												
White 12 pack													
Brown 12 pack													
CAGE-FREE													
White 12 pack				1.99			11			1.99			
Brown 12 pack													
VEGETARIAN FED													
White 12 pack													
Brown 12 pack													



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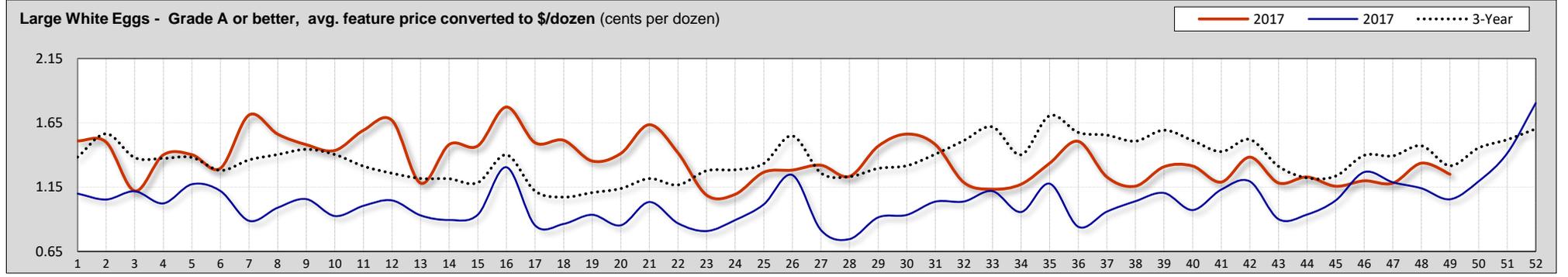
Fri. Dec 07, 2018

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 12/07 thru 12/13.

(prices in dollars per carton)

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST	
1/ Feature Rate	1.8%	1.5%	1.1%	1.9% of 5,500 sampled		4.8% of 7,400 sampled		0.5% of 6,100 sampled		0.0% of 4,900 sampled		0.0% of 3,800 sampled		0.0% of 1,300 sampled	
2/ Activity Index	1,014	700	259	Activity Index = 132		Activity Index = 837		Activity Index = 30		Activity Index = 15		Activity Index = 0		Activity Index = 0	
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range	Stores Avg ^{3/}										
14-16 oz. crtn	557 2.81	453 3.07	234 2.87	2.50 - 3.59	99 3.20	2.99	428 2.75	2.50	30 2.50						
32 oz. crtn	442 5.19	247 5.35	25 5.67	4.77 - 5.39	33 5.07	4.98 - 5.39	409 5.19								
3 - 4 oz. cup															
2 - 8 oz. cup	15 1.96									1.96	15 1.96				
EGG PRODUCTS				ALASKA		HAWAII									
1/ Feature Rate				17.2% of 100 sampled		5.3% of 100 sampled									
2/ Activity Index				Activity Index = 0		Activity Index = 0									
				Price Range	Stores Avg ^{3/}	Price Range	Stores Avg ^{3/}								
14-16 oz. crtn															
32 oz. crtn															
3 - 4 oz. cup															
2 - 8 oz. cup															

EGG NOG	THIS WEEK	THIS WEEK	LAST YEAR	NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST	
1/ Feature Rate	10.1%	3.7%	13.6%	13.6% of 4,400 sampled		15.7% of 6,000 sampled		2.6% of 4,000 sampled		10.4% of 4,000 sampled		4.0% of 2,900 sampled		10.0% of 1,200 sampled	
2/ Activity Index	3,180	1,780	4,340	Activity Index = 870		Activity Index = 1,340		Activity Index = 160		Activity Index = 520		Activity Index = 150		Activity Index = 140	
	Stores Avg ^{3/}	Stores Avg ^{3/}	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/}	Price Range	Stores Avg ^{3/}
32 ounce	1,150 2.71	1,030 2.30	2,760 2.99	2.50 - 3.69	420 2.86	1.81 - 2.50	250 2.40	1.88 - 2.99	100 2.19	2.29 - 3.88	290 3.02	3.50	20 3.50	1.79 - 2.99	70 2.18
64 ounce	2,040 3.50	810 3.66	1,650 4.30	4.99 - 5.99	450 5.30	3.00 - 3.79	1,090 3.01	2.99 - 3.99	60 3.54	2.99 - 3.79	230 3.34	2.00	130 2.00	2.99	70 2.99
EGG NOG				ALASKA		HAWAII									
1/ Feature Rate				11.8% of 100 sampled		0.0% of 100 sampled									
2/ Activity Index				Activity Index = 10		Activity Index = 0									
				Price Range	Stores Avg ^{3/}	Price Range	Stores Avg ^{3/}								
32 ounce															
64 ounce				3.49	10 3.49										



Note: See page 1 for explanatory notes.

Source: USDA Agricultural Marketing Service, Livestock, Poultry & Seed Market News - (515) 284-4460 <http://www.ams.usda.gov/LPSMarketNewsPage>