



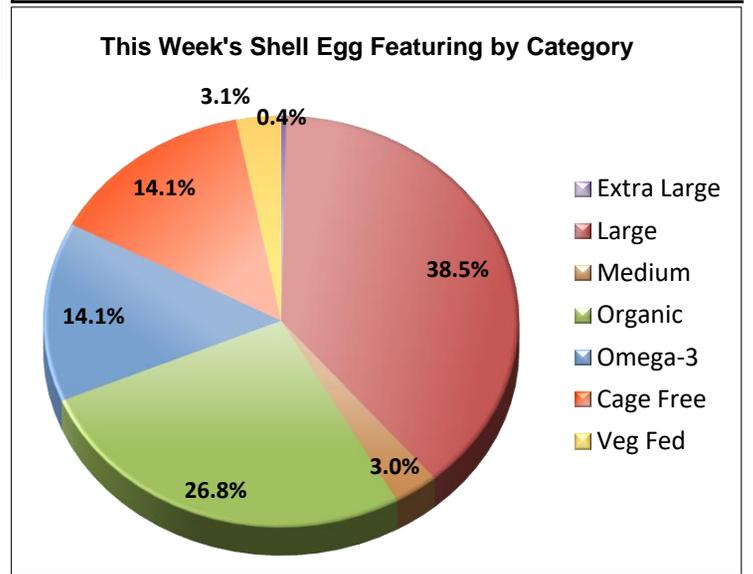
SHELL EGG NATIONAL SUMMARY												
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
	25.7% of 29,100 stores				31.7% of 29,100 stores				25.3% of 29,100 stores			
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE	
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	USDA GRADE AA											
	White 12 pack		935 1.16		933 1.06		465 1.72					
	White 18 pack		29 2.99 818 1.86		33 4.16 288 2.37		529 2.90					
	Brown 12 pack											
	USDA GRADE A											
	White 12 pack		1,374 1.07		60 1.76 391 1.31		6 2.00 78 1.49					
White 18 pack		30 1.56		517 2.05		17 2.29						
Brown 12 pack		26 1.99										
SPECIALTY	USDA ORGANIC											
	White 12 pack		64 3.15		15 1.99		345 3.23					
	Brown 12 pack		2,149 4.02		195 3.98 631 4.30		303 4.60 1,414 4.23					
	OMEGA-3											
	White 12 pack		262 2.49 906 2.88		1,374 2.36		377 2.16 1,106 2.58					
	Brown 12 pack						202 2.08					
	CAGE-FREE											
	White 12 pack						507 2.31		61 1.67			
	Brown 12 pack		32 3.49 1,138 3.12		143 3.40 3,691 2.30		4,573 2.57					
	VEGETARIAN FED											
White 12 pack				230 2.50								
Brown 12 pack		254 2.58				304 1.99						

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	3,212	2,222	1,095	Large Eggs on Dec-24-2018
Specialty	4,805	6,786	8,685	
Total (includes MD)	8,269	9,019	9,807	519.7
Special Rate 4/:	0.7%	5.4%	1.9%	down 12.0%

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

SHELL EGG and EGG PRODUCTS FEATURING

Feature activity on regular shell eggs is up significantly during this interlude between the Christmas and New Year's Day holidays. The average sale price of Grade A, or better Large White eggs to consumers is trending lower. Grocers have backed off offering "no price" incentives thus making bargains hard to find for the shoppers this week. Medium shell eggs enjoy an increase in ad space, however featuring of Extra Large regular shell eggs remain limited. Feature activity on specialty shell eggs declined. USDA Organic brown egg ads increase in visibility, while ads for cage-free eggs reflect a dramatic decline. Omega-3 and vegetarian fed eggs are maintaining a somewhat steady pace in circulars. Liquid egg promotions are steady, however egg nog features are declining.



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/}		26.0% of 5,500 sampled outlets Activity Index = 1,778 (includes Medium)						27.5% of 7,400 sampled outlets Activity Index = 2,544 (includes Medium)						16.5% of 6,100 sampled outlets Activity Index = 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				1.48	84	1.48				1.48	42	1.48							1.99	1	1.99
	White 18 pack										1.99	4	1.99									
	Brown 12 pack																					
	MEDIUM			White 12 pack	0.88	161	0.88			White 12 pack						White 12 pack						
USDA GRADE A	White 12 pack				1.48	18	1.48				0.88 - 1.38	481	0.96							0.88 - 1.38	486	0.93
	White 18 pack																					
	Brown 12 pack																					
	MEDIUM			White 12 pack	0.99	21	0.99			White 12 pack	0.78 - 0.99	55	0.79			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	37	3.99													1.99	27	1.99
	Brown 12 pack				3.33 - 5.79	320	3.63				3.49 - 3.99	1,399	3.99							3.99 - 4.79	205	4.69
	OMEGA-3																					
	White 12 pack	2.50	16	2.50	1.99 - 3.00	463	2.52	2.50	35	2.50	1.99 - 2.68	81	2.16	2.50	8	2.50	2.33 - 2.99	69	2.88			
	Brown 12 pack																					
	CAGE-FREE																					
White 12 pack																						
Brown 12 pack	3.49	32	3.49	2.99 - 4.99	626	3.28				2.79 - 3.00	447	2.89							2.50	4	2.50	
VEGETARIAN FED																						
White 12 pack																						
Brown 12 pack																						
																				2.59	180	2.59
		SOUTH CENTRAL U.S. (AR,CO,KS,LA,MO,NM,OK,TX)						SOUTHWEST U.S. (AZ,CA,NV,UT)						NORTHWEST U.S. (ID,MT,OR,WA,WY)								
Feature Rate ^{1/} Activity Index ^{2/}		21.8% of 4,900 sampled outlets Activity Index = 1,149 (includes Medium)						34.1% of 3,800 sampled outlets Activity Index = 1,094 (includes Medium)						45.1% of 1,300 sampled outlets Activity Index = 668 (includes Medium)								
USDA GRADE AA	White 12 pack				0.88 - 0.99	279	0.95				2.99	29	2.99	0.98 - 2.99	342	1.30				0.99 - 1.19	188	1.03
	White 18 pack				1.77 - 1.99	254	1.86							1.77 - 2.99	90	1.95				1.49 - 1.99	468	1.85
	Brown 12 pack																					
	MEDIUM			White 12 pack						White 12 pack	1.50	15	1.50			White 12 pack						
USDA GRADE A	White 12 pack				0.88 - 1.48	207	1.25							1.49	200	1.49						
	White 18 pack				1.67	12	1.67															
	Brown 12 pack				1.99	26	1.99															
	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 - 4.79	53	4.59							3.99	172	3.99						
	Brown 12 pack																					
	OMEGA-3																					
	White 12 pack	2.48 - 2.50	193	2.49	2.33	20	2.33				3.66	246	3.66	2.50	10	2.50						
	Brown 12 pack																					
	CAGE-FREE																					
White 12 pack																						
Brown 12 pack				2.50 - 2.99	31	2.91													2.50	2	2.50	
VEGETARIAN FED																						
White 12 pack																						
Brown 12 pack				2.49 - 2.59	74	2.54																

		ALASKA (AK)						HAWAII (HI)					
Feature Rate ^{1/} Activity Index ^{2/}		0.0% of 100 sampled outlets Activity Index = 29 (includes Medium)						0.0% of 100 sampled outlets Activity Index = 27 (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 White 18 pack Brown 12 pack				1.49	1	1.49						
	MEDIUM	White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack White 18 pack Brown 12 pack												
	MEDIUM	White 12 pack White 30 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								4.66	27	4.66		
	CAGE-FREE White 12 pack Brown 12 pack				3.79	28	3.79						
	VEGETARIAN FED White 12 pack Brown 12 pack												



USDA National Retail Report - Shell Egg and Egg Products

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 12/28 thru 01/03.

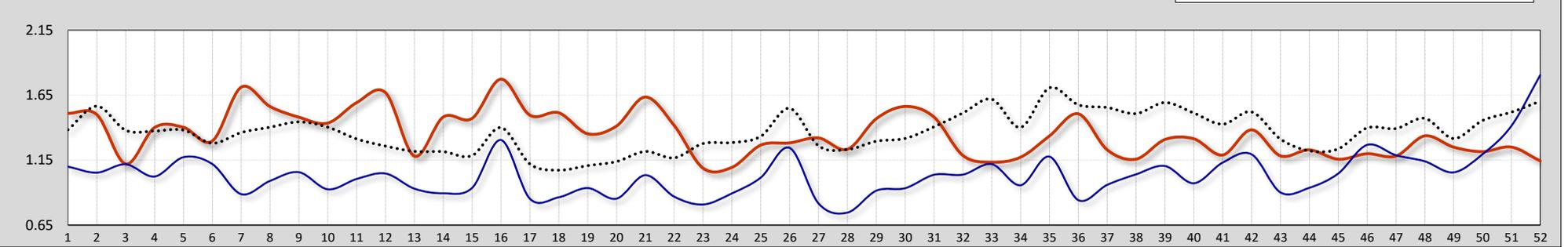
Fri. Dec 28, 2018

(prices in dollars per carton)

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST	
1/ Feature Rate	2.4%	3.4%	4.4%	3.4% of 5,500 sampled		3.5% of 7,400 sampled		3.0% of 6,100 sampled		0.8% of 4,900 sampled		0.0% of 3,800 sampled		0.0% of 1,300 sampled	
2/ Activity Index	1,414	1,485	1,830	Activity Index = 234		Activity Index = 939		Activity Index = 180		Activity Index = 40		Activity Index = 0		Activity Index = 0	
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range	Stores Avg ^{3/}										
14-16 oz. crtn	718 3.47	424 3.15	1,149 2.75	2.99 - 3.99	49 3.48	3.99	428 3.75	2.99	180 2.99	2.99	40 2.99				
32 oz. crtn	696 4.00	1,061 4.50	681 4.69	2.99 - 4.00	185 3.75	3.99 - 5.99	511 4.08								
3 - 4 oz. cup															
2 - 8 oz. cup															
EGG PRODUCTS				ALASKA		HAWAII									
1/ Feature Rate				31.2% of 100 sampled		23.9% of 100 sampled									
2/ Activity Index				Activity Index = 21		Activity Index = 0									
				Price Range	Stores Avg ^{3/}	Price Range	Stores Avg ^{3/}								
14-16 oz. crtn				3.00	21 3.00										
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	9.1%	21.3%	0.0%	3.6% of 4,400 sampled		8.0% of 6,000 sampled		10.0% of 4,000 sampled		12.9% of 4,000 sampled		12.6% of 2,900 sampled		10.3% of 1,200 sampled	
2/ Activity Index	2,940	6,950		Activity Index = 210		Activity Index = 900		Activity Index = 610		Activity Index = 610		Activity Index = 470		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	680 2.46	2,140 2.82		2.00 - 3.50	210 2.92	2.00 - 2.50	430 2.25	2.00	20 2.00			2.50	20 2.50		
64 ounce	2,270 3.15	4,890 3.58				2.50 - 2.99	470 2.91	2.50 - 3.99	590 3.19	2.50 - 3.99	610 3.16	2.99 - 3.50	450 3.26	2.99 - 3.49	140 3.43
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				3.49	10 3.49										
64 ounce															

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



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>