



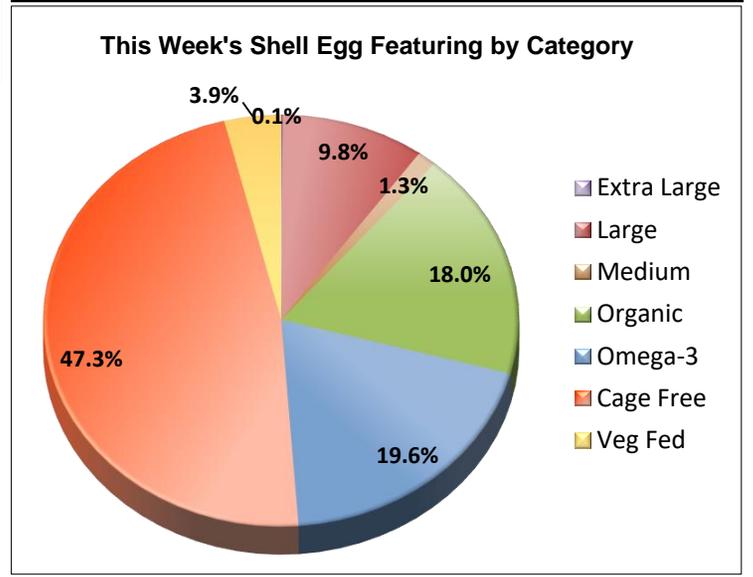
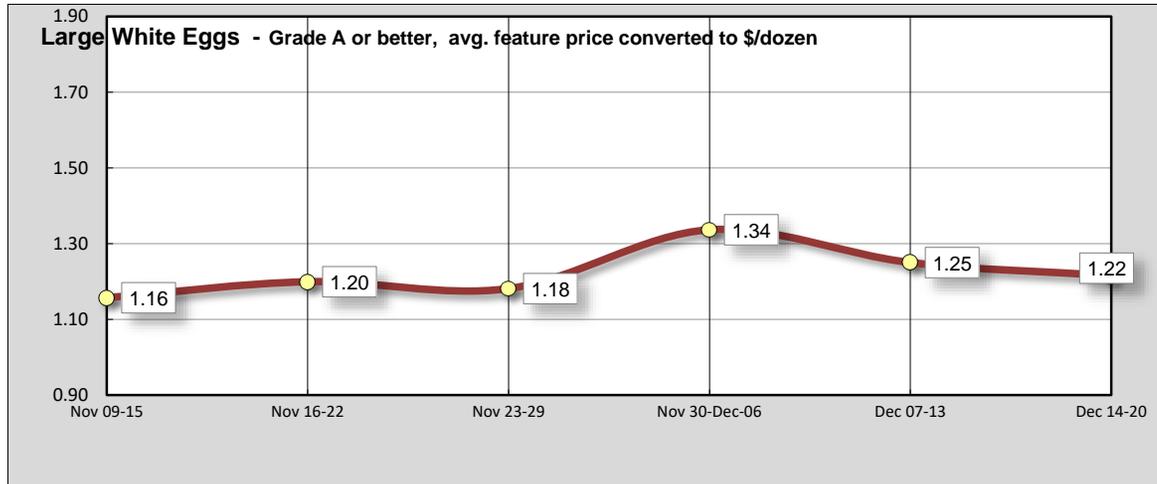
SHELL EGG NATIONAL SUMMARY												
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
	45.9% of 29,100 stores				33.6% of 29,100 stores				36.8% of 29,100 stores			
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE	
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	<b>USDA GRADE AA</b>											
	White 12 pack		549 0.93				250 1.47				97 2.29	
	White 18 pack		452 1.97				834 2.04					
Brown 12 pack						28 2.44						
REGULAR	<b>USDA GRADE A</b>											
	White 12 pack		3 4.59		119 1.90		51 1.39		1,616 1.12		138 1.94	
	White 18 pack		193 2.08				305 2.17		16 1.99		9 2.99	
Brown 12 pack		12 2.49		63 1.50				15 1.46				
SPECIALTY	<b>USDA ORGANIC</b>											
	White 12 pack										313 3.14	
	Brown 12 pack		35 3.99		2,494 3.80		35 3.90		2,361 3.78		20 3.97	
										2,236 3.90		
SPECIALTY	<b>OMEGA-3</b>											
	White 12 pack		608 3.23		1,917 2.53		36 2.84		2,208 2.33		334 2.52	
	Brown 12 pack				230 4.99				108 2.98		1,757 2.20	
SPECIALTY	<b>CAGE-FREE</b>											
	White 12 pack				271 2.88		20 2.50		446 1.86		29 3.10	
	Brown 12 pack		43 3.13		6,325 2.47				3,803 2.42		8 2,909 2.91	
SPECIALTY	<b>VEGETARIAN FED</b>											
	White 12 pack											
	Brown 12 pack				544 2.29				309 2.36		55 2.50	

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,391	3,099	648	Large Eggs on Dec-10-2018
Specialty	12,467	9,326	7,661	
Total (includes MD)	14,040	12,434	8,327	690.3
Special Rate 4/:	10.8%	1.6%	6.9%	up 0.3%

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

**SHELL EGG and EGG PRODUCTS FEATURING**

Feature activity for regular shell eggs is down considerably compared to last week, losing over half of the share of ad space they had occupied. Consumers are getting a needed boost to their buying power as the average price of Grade A or better, Large white eggs continues to move downward and the percentage of retailers offering "no price" specials is sharply higher. Ads for regular Extra Large and Medium eggs remain hard to find. Promotional activity for specialty shell eggs is on the rise and these eggs are enjoying good exposure in circulars throughout the US. Cage-free brown eggs are still commanding the most ad space in flyers. Liquid egg promotional activity doubles this week with most activity in the Southeast region. Feature activity of egg nog is significantly higher with some stores promoting a variety of sizes and flavors.



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 <sup>1/</sup> Activity Index <sup>2/</sup>		44.2% of 5,500 sampled outlets Activity Index = 2,154 (includes Medium)						52.8% of 7,400 sampled outlets Activity Index = 4,108 (includes Medium)						36.6% of 6,100 sampled outlets Activity Index = 3,052 (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										0.99	4	0.99				0.88 - 0.99	9	0.89
	White 18 pack																1.69	30	1.69
	Brown 12 pack																		
	<b>MEDIUM</b>	White 12 pack			0.99	161	0.99	White 12 pack			White 12 pack			White 12 pack					
USDA GRADE A	White 12 pack																0.99 - 1.99	119	1.90
	White 18 pack				1.88	28	1.88												
	Brown 12 pack																		
	<b>MEDIUM</b>	White 12 pack						White 12 pack			White 12 pack			White 12 pack			White 30 pack		
S P E C I A L T Y	<b>USDA ORGANIC</b>																		
	White 12 pack																		
	Brown 12 pack	3.99	15	3.99	2.99 - 4.99	485	3.64				3.99 - 4.99	310	4.06	3.99	20	3.99	2.99 - 5.00	585	3.92
	<b>OMEGA-3</b>																		
White 12 pack	2.00 - 2.50	20	2.40	1.99 - 2.50	206	2.39	2.50 - 4.49	531	3.39	1.97 - 3.00	1,241	2.32	2.00	57	2.00				
Brown 12 pack										4.99	230	4.99							
<b>CAGE-FREE</b>																			
White 12 pack				2.50	59	2.50										2.50 - 2.79	18	2.63	
Brown 12 pack	3.00	25	3.00	2.49 - 3.99	851	2.54				1.99 - 3.00	1,792	2.45				1.99 - 3.00	2,034	2.43	
<b>VEGETARIAN FED</b>																			
White 12 pack				2.50	304	2.50										1.99	180	1.99	
Brown 12 pack																			
		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 <sup>1/</sup> Activity Index <sup>2/</sup>		37.6% of 4,900 sampled outlets Activity Index = 2,008 (includes Medium)						54.7% of 3,800 sampled outlets Activity Index = 1,932 (includes Medium)						60.8% of 1,300 sampled outlets Activity Index = 762 (includes Medium)					
USDA GRADE AA	White 12 pack				0.88 - 0.99	224	0.93				0.77 - 1.25	112	0.98				0.79 - 1.25	200	0.90
	White 18 pack				1.69 - 1.77	265	1.74				1.77 - 2.99	157	2.41						
	Brown 12 pack																		
	<b>MEDIUM</b>	White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack					
USDA GRADE A	White 12 pack				1.99 - 2.99	64	2.05				1.25 - 2.99	78	2.41				1.25	23	1.25
	White 18 pack													2.49	12	2.49	1.50	61	1.50
	Brown 12 pack																		
	<b>MEDIUM</b>	White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 30 pack			White 30 pack		
S P E C I A L T Y	<b>USDA ORGANIC</b>																		
	White 12 pack																		
	Brown 12 pack				3.99	239	3.99				3.33 - 3.99	811	3.65				3.99	60	3.99
	<b>OMEGA-3</b>																		
White 12 pack				1.99 - 2.50	209	2.24				3.99	246	3.99				2.50	15	2.50	
Brown 12 pack																			
<b>CAGE-FREE</b>																			
White 12 pack				2.79	121	2.79										2.79 - 3.50	71	3.40	
Brown 12 pack				1.99 - 2.99	826	2.39	3.32	18	3.32	2.49 - 2.99	489	2.67				1.99 - 3.50	320	2.55	
<b>VEGETARIAN FED</b>																			
White 12 pack				1.99 - 2.50	60	2.16													
Brown 12 pack																			

		ALASKA (AK)						HAWAII (HI)					
Feature Rate <sup>1/</sup> Activity Index <sup>2/</sup>		0.0% of 100 sampled outlets Activity Index = 17 (includes Medium)						0.0% of 100 sampled outlets Activity Index = 7 (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												
	<b>MEDIUM</b>			White 12 pack						White 12 pack			
USDA GRADE A	White 12 pack							4.59	3	4.59			
	White 18 pack												
	Brown 12 pack				1.50	2	1.50						
	<b>MEDIUM</b>			White 12 pack						White 12 pack			
				White 30 pack						White 30 pack			
S P E C I A L T Y	<b>USDA ORGANIC</b>												
	White 12 pack												
	Brown 12 pack										3.99	4	3.99
	<b>OMEGA-3</b>												
	White 12 pack												
	Brown 12 pack												
	<b>CAGE-FREE</b>												
	White 12 pack				3.50	2	3.50						
	Brown 12 pack				2.19 - 3.50	13	2.39						
	<b>VEGETARIAN FED</b>												
	White 12 pack												
	Brown 12 pack												



**USDA National Retail Report - Shell Egg and Egg Products**

Fri. Dec 14, 2018

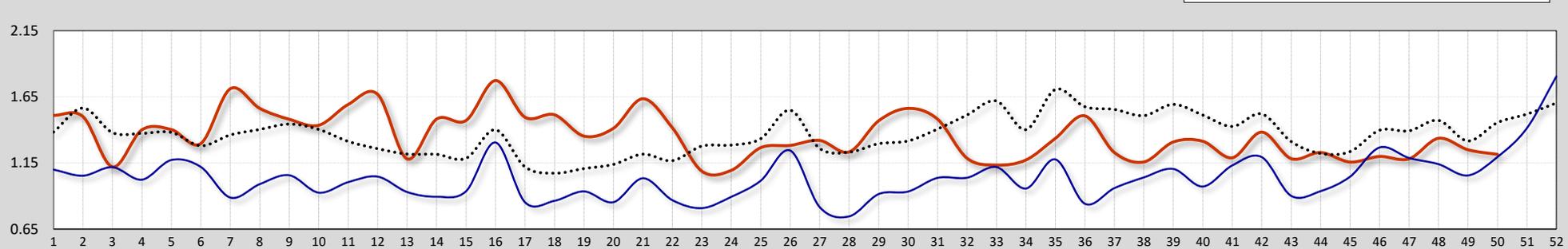
Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 12/14 thru 12/20.

(prices in dollars per carton)

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST	
1/ Feature Rate	6.7%	1.8%	4.0%	5.3% of 5,500 sampled		15.3% of 7,400 sampled		4.8% of 6,100 sampled		3.0% of 4,900 sampled		0.0% of 3,800 sampled		0.0% of 1,300 sampled	
2/ Activity Index	2,287	1,014	1,123	Activity Index = 235		Activity Index = 1,545		Activity Index = 294		Activity Index = 150		Activity Index = 0		Activity Index = 61	
	Stores Avg <sup>3/</sup>	Stores Avg <sup>3/</sup>	Stores Avg <sup>3/</sup>	Price Range	Stores	Avg <sup>3/</sup>	Price Range	Stores	Avg <sup>3/</sup>	Price Range	Stores	Avg <sup>3/</sup>	Price Range	Stores	Avg <sup>3/</sup>
14-16 oz. crtn	1,720	2.66	557	2.79 - 2.99	118	2.82	2.99	1,315	2.59	2.79	114	2.79	2.98 - 2.99	110	2.98
32 oz. crtn	567	4.58	442	5.99	117	5.99	5.39	230	5.39	2.99	180	2.99			
3 - 4 oz. cup			506			5.48									
2 - 8 oz. cup			15			1.96									
<b>EGG PRODUCTS</b>				<b>ALASKA</b>		<b>HAWAII</b>									
1/ Feature Rate				36.6% of 100 sampled		6.2% of 100 sampled									
2/ Activity Index				Activity Index = 2		Activity Index = 0									
				Price Range	Stores	Avg <sup>3/</sup>	Price Range	Stores	Avg <sup>3/</sup>						
14-16 oz. crtn				3.00	2	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	14.0%	10.1%	16.3%	12.5% of 4,400 sampled		7.9% of 6,000 sampled		10.7% of 4,000 sampled		17.6% of 4,000 sampled		17.2% of 2,900 sampled		46.1% of 1,200 sampled	
2/ Activity Index	4,470	3,180	5,470	Activity Index = 1,530		Activity Index = 600		Activity Index = 450		Activity Index = 820		Activity Index = 520		Activity Index = 550	
	Stores Avg <sup>3/</sup>	Stores Avg <sup>3/</sup>	Stores Avg <sup>3/</sup>	Price Range	Stores	Avg <sup>3/</sup>	Price Range	Stores	Avg <sup>3/</sup>	Price Range	Stores	Avg <sup>3/</sup>	Price Range	Stores	Avg <sup>3/</sup>
32 ounce	1,110	2.91	1,150	2.50 - 4.79	570	3.49	1.50 - 3.99	130	2.70	1.50 - 2.88	80	2.15	1.50 - 2.99	310	2.14
64 ounce	3,440	3.59	2,040	2.50 - 4.99	960	3.90	2.50 - 3.79	470	2.89	2.50 - 3.99	370	3.13	2.99 - 3.99	510	3.51
<b>EGG NOG</b>				<b>ALASKA</b>		<b>HAWAII</b>									
1/ Feature Rate				66.7% of 100 sampled		21.2% of 100 sampled									
2/ Activity Index				Activity Index = 60		Activity Index = 20									
				Price Range	Stores	Avg <sup>3/</sup>	Price Range	Stores	Avg <sup>3/</sup>						
32 ounce				4.29 - 5.99	60	5.12	2.50	20	2.50						
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>