



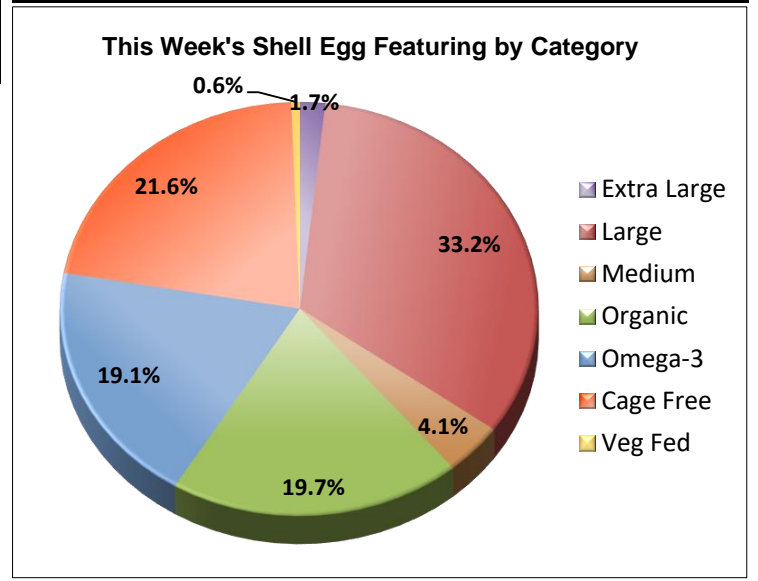
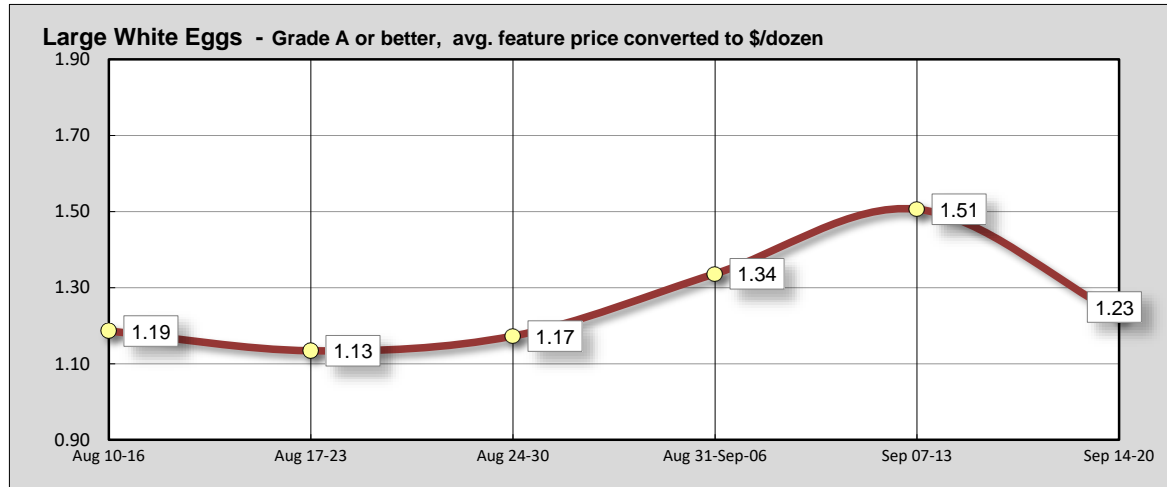
SHELL EGG NATIONAL SUMMARY													
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	27.3% of 29,100 stores				31.3% of 29,100 stores				27.5% of 29,100 stores				
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE		
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
REGULAR	<b>USDA GRADE AA</b>												
	White 12 pack	9	2.49	1,097	1.18			570	1.22	3	4.59	411	0.92
	White 18 pack			812	2.39			1,128	2.61	47	2.16	218	1.70
	Brown 12 pack												
	<b>USDA GRADE A</b>												
	White 12 pack	57	1.45	1,068	1.02	54	1.67	381	1.30	5	1.79	916	0.89
White 18 pack			266	1.79			178	2.06			53	2.74	
Brown 12 pack	108	3.99	148	2.99					26	1.33			
SPECIALTY	<b>USDA ORGANIC</b>												
	White 12 pack			73	2.46			147	3.99				
	Brown 12 pack			1,939	3.98			2,047	3.62			2,723	3.78
	<b>OMEGA-3</b>												
	White 12 pack	457	2.39	1,482	2.37	21	2.64	996	2.50	227	2.45	1,518	2.10
	Brown 12 pack			9	2.50			269	4.58			16	2.19
	<b>CAGE-FREE</b>												
	White 12 pack			458	2.78			281	3.32			174	2.47
	Brown 12 pack	62	2.99	1,690	2.62	255	2.99	4,392	2.76			1,743	2.61
	<b>VEGETARIAN FED</b>												
White 12 pack													
Brown 12 pack			60	2.50			258	2.06	161	2.29	271	2.32	

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	3,565	2,311	1,679	Large Eggs on Sep-10-2018
Specialty	6,230	8,666	6,833	
Total (includes MD)	10,210	11,124	8,592	634.3
Special Rate 4/:	1.1%	3.7%	4.9%	up 1.0%

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

**SHELL EGG and EGG PRODUCTS FEATURING**

An increase in outlets featuring Large eggs near the end of the ad cycle helped to push regular shell egg feature activity sharply higher than a week ago. The average price of Grade A, or better Large White eggs is more enticing to consumers as it falls from last week's high. Shoppers searching for incentives are finding them limited as retailers are using additional purchase gimmicks much more sparingly than last week. There is a noticeable increase in ads for Extra Large and Medium eggs. Featuring of specialty eggs decline including a sharp drop in promotions for cage-free eggs. Omega-3 white egg ads increase in visibility, however remaining types are fewer in number. Promotions for liquid egg products are about on pace with last week.



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>		34.8% of 5,500 sampled outlets Activity Index = 2,583 (includes Medium)						18.2% of 7,400 sampled outlets Activity Index = 2,130 (includes Medium)						18.9% of 6,100 sampled outlets Activity Index = 1,380 (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															0.88 - 1.49	204	0.94		
	White 18 pack															1.99	10	1.99		
	Brown 12 pack																			
	<b>MEDIUM</b>			White 12 pack	0.88	161	0.88			White 12 pack					White 12 pack					
USDA GRADE A	White 12 pack				0.98 - 1.69	141	1.11				0.68 - 1.25	560	1.03		0.99	6	0.99	0.69 - 1.25	329	0.95
	White 18 pack				1.77	161	1.77													
	Brown 12 pack	3.99	108	3.99	2.99	148	2.99													
	<b>MEDIUM</b>			White 12 pack						White 12 pack	0.88 - 1.00	167	0.88			White 12 pack		0.49	9	0.49
				White 30 pack						White 30 pack						White 30 pack				
S P E C I A L T Y	<b>USDA ORGANIC</b>																			
	White 12 pack				1.88 - 3.99	73	2.46													
	Brown 12 pack				2.99 - 4.00	48	3.81				2.99 - 4.99	919	4.53				2.99 - 3.50	402	3.39	
	<b>OMEGA-3</b>																			
	White 12 pack	1.99 - 4.39	122	2.57	1.50 - 4.99	972	2.61	2.50 - 2.58	54	2.52	1.99 - 2.00	216	2.00	2.29 - 2.58	181	2.29	1.99 - 2.99	156	2.42	
	Brown 12 pack				2.50	9	2.50													
	<b>CAGE-FREE</b>																			
	White 12 pack				1.50 - 3.66	91	2.18				3.66	214	3.66				2.50 - 2.88	28	2.72	
Brown 12 pack	2.99	62	2.99	1.99 - 3.00	427	2.11										2.77 - 3.00	55	2.87		
<b>VEGETARIAN FED</b>																				
White 12 pack				2.50	60	2.50														
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>		25.0% of 4,900 sampled outlets Activity Index = 1,333 (includes Medium)						41.0% of 3,800 sampled outlets Activity Index = 1,512 (includes Medium)						65.1% of 1,300 sampled outlets Activity Index = 1,218 (includes Medium)						
USDA GRADE AA	White 12 pack				0.99 - 1.25	286	1.23				0.99 - 2.49	306	1.22		2.49	1	2.49	0.88 - 1.50	290	1.23
	White 18 pack				2.49	37	2.49				1.99 - 2.99	476	2.32				2.49	289	2.49	
	Brown 12 pack																			
	<b>MEDIUM</b>			White 12 pack	1.00	4	1.00			White 12 pack	1.00 - 2.00	13	1.46				White 12 pack			
USDA GRADE A	White 12 pack	1.50	51	1.50	0.88	35	0.88													
	White 18 pack				1.50	60	1.50				2.25	45	2.25							
	Brown 12 pack																			
	<b>MEDIUM</b>			White 12 pack	1.00	56	1.00			White 12 pack							White 12 pack			
				White 30 pack						White 30 pack	1.99	5	1.99				White 30 pack			
S P E C I A L T Y	<b>USDA ORGANIC</b>																			
	White 12 pack																			
	Brown 12 pack				2.99 - 4.99	351	3.58				2.99 - 3.50	119	3.49				2.99 - 3.49	79	3.05	
	<b>OMEGA-3</b>																			
	White 12 pack	2.29	100	2.29	0.99	114	0.99										2.00 - 2.50	24	2.31	
	Brown 12 pack																			
	<b>CAGE-FREE</b>																			
	White 12 pack				3.00 - 3.33	239	3.19				1.99 - 3.33	548	3.04				1.66 - 1.99	125	1.71	
Brown 12 pack																1.99 - 2.79	410	2.23		
<b>VEGETARIAN FED</b>																				
White 12 pack																				
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 = 51 (includes Medium)						0.0% of 100 sampled outlets Activity Index = 3 (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	2.49	8	2.49	1.50	11	1.50						
	White 18 pack												
	Brown 12 pack												
	<b>MEDIUM</b>	White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack										4.39	3	4.39
	White 18 pack												
	Brown 12 pack												
	<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				4.29	21	4.29						
	<b>OMEGA-3</b>												
	White 12 pack												
	Brown 12 pack												
	<b>CAGE-FREE</b>												
	White 12 pack												
	Brown 12 pack				2.79	11	2.79						
	<b>VEGETARIAN FED</b>												
	White 12 pack												
	Brown 12 pack												



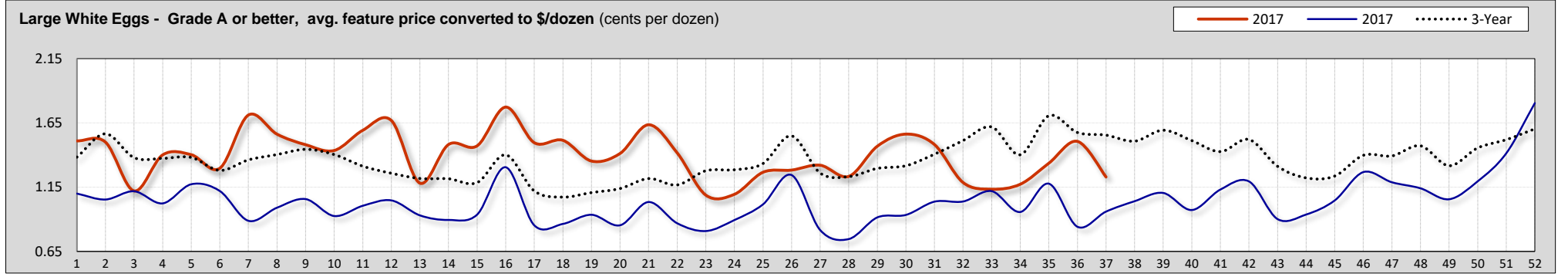
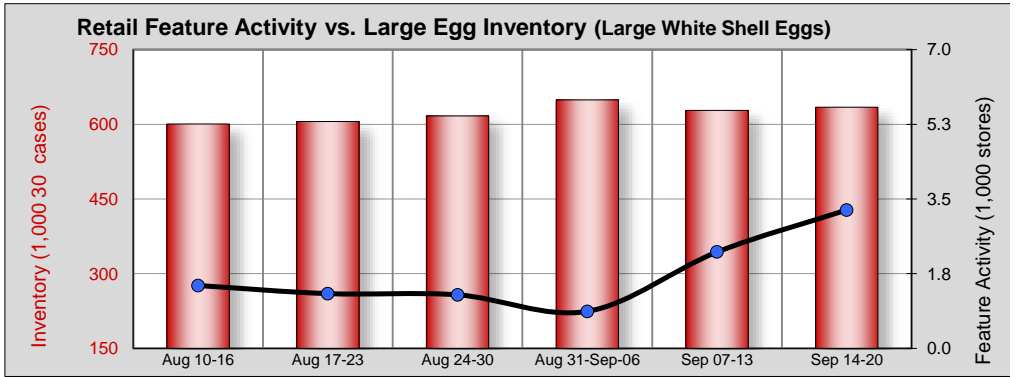
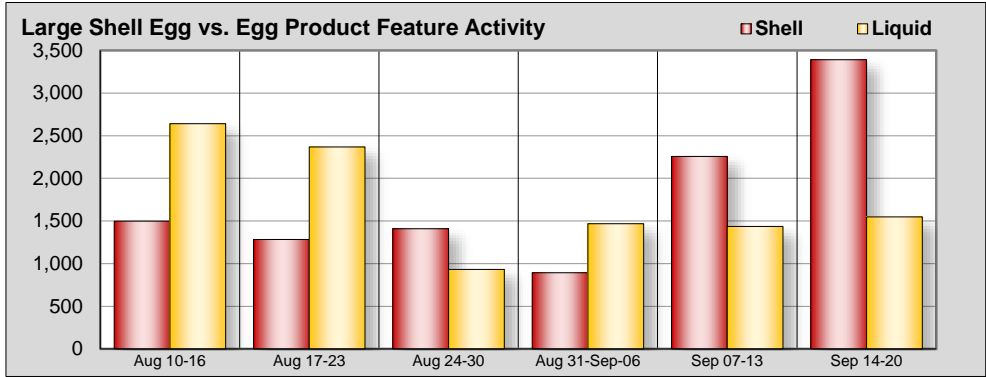
**USDA National Retail Report - Shell Egg and Egg Products**

Fri. Sep 14, 2018

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 09/14 thru 09/20.

(prices in dollars per carton)

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST	
1/ Feature Rate	3.6%	4.7%	2.2%	3.9% of 5,500 sampled		3.6% of 7,400 sampled		5.2% of 6,100 sampled		5.2% of 4,900 sampled		0.0% of 3,800 sampled		0.4% of 1,300 sampled	
2/ Activity Index	1,548	1,436	875	Activity Index = 225		Activity Index = 730		Activity Index = 331		Activity Index = 257		Activity Index = 0		Activity Index = 5	
	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	1,188	1,008	596	2.00 - 3.99	200	2.75	3.99	494	3.36	2.50 - 3.69	331	2.88	2.79 - 3.00	158	2.95
32 oz. crtn	360	428	279	3.99 - 5.39	25	4.89	5.39 - 5.99	236	5.45				4.48	99	4.48
3 - 4 oz. cup															
2 - 8 oz. cup															
<b>EGG PRODUCTS</b>				<b>ALASKA</b>		<b>HAWAII</b>									
1/ Feature Rate				45.2% of 100 sampled		2.7% of 100 sampled									
2/ Activity Index				Activity Index = 0		Activity Index = 0									
				Price Range	Stores	Avg <sup>3/</sup>	Price Range	Stores	Avg <sup>3/</sup>						
14-16 oz. crtn															
32 oz. crtn															
3 - 4 oz. cup															
2 - 8 oz. cup															



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>