



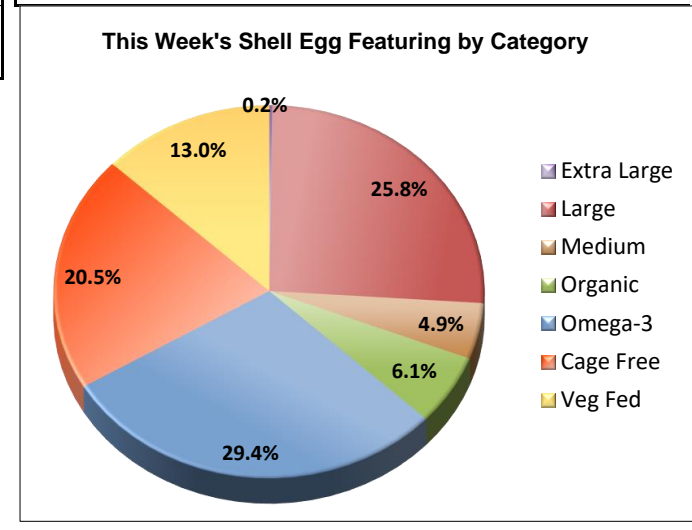
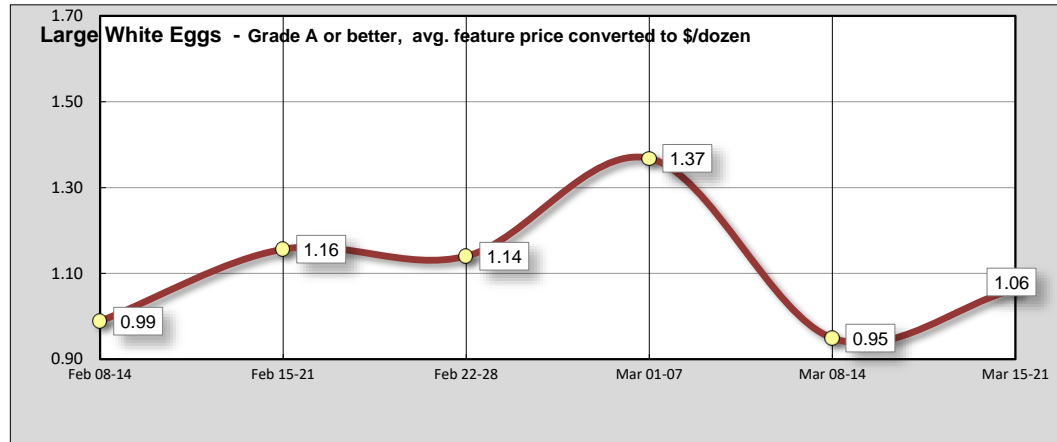
SHELL EGG NATIONAL SUMMARY													
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	18.6% of 29,200 stores				36.8% of 29,200 stores				19.4% of 29,100 stores				
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE		
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
REGULAR	USDA GRADE AA												
	White 12 pack			710	0.82			1,104	0.66			321	1.89
	White 18 pack			237	2.11			798	1.65			443	3.01
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack			269	1.03			2,988	0.98	6	3.00	436	1.02
White 18 pack	13	2.99	271	2.17			345	1.85			107	1.99	
Brown 12 pack			15	1.99			24	1.89			215	2.02	
SPECIALTY	USDA ORGANIC												
	White 12 pack			37	3.99			77	2.66	32	4.99	47	4.24
	Brown 12 pack			318	3.90	520	3.22	285	3.67	63	4.99	539	4.23
	OMEGA-3												
	White 12 pack			1,700	2.54			2,228	2.44	143	2.02	1,650	2.54
	Brown 12 pack			13	2.50			153	3.20			6	2.79
	CAGE-FREE												
	White 12 pack			86	1.50			102	2.87	59	3.49	412	2.46
	Brown 12 pack			1,108	2.92			1,886	2.83			2,423	2.96
	VEGETARIAN FED												
	White 12 pack							165	2.91			46	2.19
	Brown 12 pack			758	2.15			61	2.50	59	2.79	574	2.91

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,515	5,259	1,528	Large Eggs on Mar-11-2019
Specialty	4,020	5,477	6,053	
Total (includes MD)	5,818	11,018	7,663	653.0
Special Rate 4/:	0.2%	4.6%	0.9%	down 2.7%

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

SHELL EGG and EGG PRODUCTS FEATURING

Promotional activity for regular shell eggs is off from last week's high level, but more on par with last year's activity. The average price of Grade A, or better Large White eggs to consumers is trending slightly higher, while the frequency of "no price" specials is limited and sporadic. Advertisements for Medium eggs are active, however ads for Extra Large remain very hard to find. Promotional activity on specialty shell eggs is less than last week. Outlets promoting vegetarian fed eggs increase in number. Other varieties of specialty eggs are not as visible as a week ago. Promotions for liquid egg products increase in number are mostly found on the East Coast and Midwest and South Central regions.



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

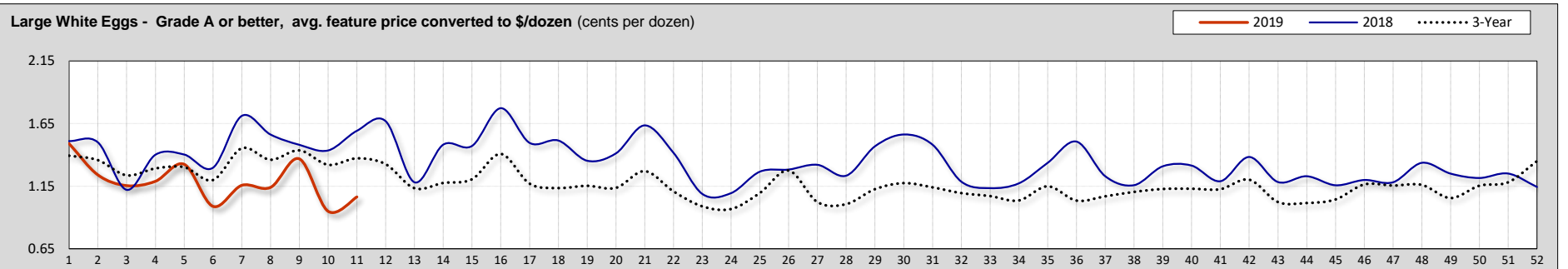
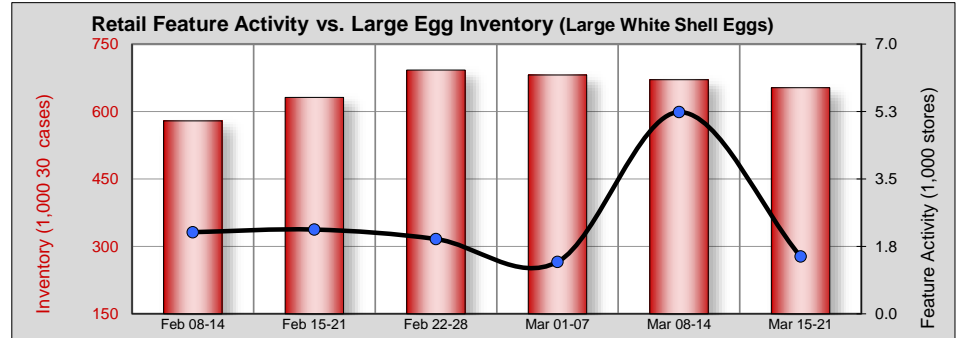
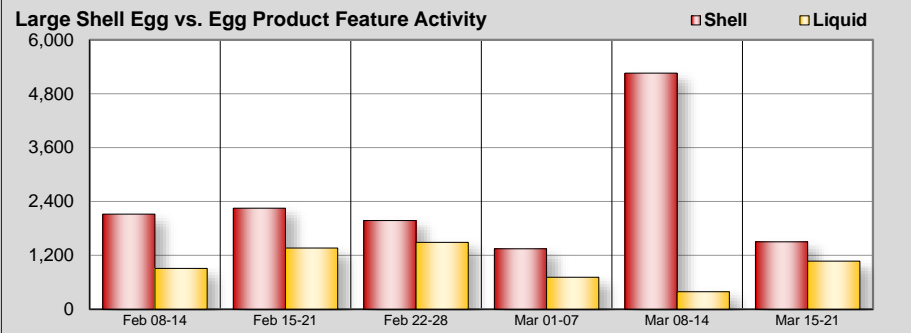
1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. 2/: ACTIVITY INDEX: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer 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/}		35.0% of 5,500 sampled outlets Activity Index = 1,961 (includes Medium)						7.0% of 7,400 sampled outlets Activity Index = 749 (includes Medium)						13.2% of 6,100 sampled outlets Activity Index = 781 (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																			
	White 18 pack																			
	Brown 12 pack																			
	MEDIUM																			
	White 12 pack				0.80 - 0.88	217	0.88													
USDA GRADE A	White 12 pack				0.88 - 1.09	114	1.08				0.88 - 1.00	42	0.97				0.88	44	0.88	
	White 18 pack				1.99 - 2.66	271	2.17													
	Brown 12 pack																			
	MEDIUM																			
S P E C I A L T Y	USDA ORGANIC																			
	White 12 pack																			
	Brown 12 pack				3.50 - 3.99	87	3.62				3.99	218	3.99							
	OMEGA-3																			
	White 12 pack				2.29 - 3.79	400	2.95				1.50 - 2.50	26	2.38				1.50 - 3.79	441	2.52	
	Brown 12 pack				2.50	13	2.50													
	CAGE-FREE																			
	White 12 pack																1.50	86	1.50	
	Brown 12 pack				2.00 - 3.32	221	2.97				2.00 - 3.32	343	2.29				2.99 - 4.89	210	4.18	
	VEGETARIAN FED																			
	White 12 pack				1.77 - 2.99	638	2.14				1.77 - 2.99	120	2.22							
	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 ^{1/} Activity Index ^{2/}		14.4% of 4,900 sampled outlets Activity Index = 730 (includes Medium)						15.0% of 3,800 sampled outlets Activity Index = 688 (includes Medium)						66.2% of 1,300 sampled outlets Activity Index = 861 (includes Medium)						
USDA GRADE AA	White 12 pack										1.48	28	1.48				0.79	682	0.79	
	White 18 pack				1.99	5	1.99				1.99 - 2.99	232	2.11							
	Brown 12 pack																			
	MEDIUM																			
	White 12 pack										0.80 - 1.33	31	0.97				0.80	24	0.80	
USDA GRADE A	White 12 pack				0.97	45	0.97				1.29	24	1.29							
	White 18 pack							2.99	13	2.99							1.99	15	1.99	
	Brown 12 pack																0.99	11	0.99	
	MEDIUM																			
S P E C I A L T Y	USDA ORGANIC																			
	White 12 pack										3.99	37	3.99							
	Brown 12 pack				3.99	5	3.99				3.99	6	3.99							
	OMEGA-3																			
	White 12 pack				1.99 - 2.49	638	2.06				3.32 - 3.79	164	3.42				2.99	16	2.99	
	Brown 12 pack																			
	CAGE-FREE																			
	White 12 pack																			
	Brown 12 pack				2.00 - 2.99	37	2.32				2.50 - 2.66	153	2.58				2.99 - 3.00	113	3.00	
	VEGETARIAN FED																			
	White 12 pack																			
	Brown 12 pack																			

		ALASKA (AK)						HAWAII (HI)					
Feature Rate ^{1/} Activity Index ^{2/}		0.0% of 100 sampled outlets Activity Index = 28 (includes Medium)						0.0% of 100 sampled outlets Activity Index = 20 (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												
	MEDIUM	White 12 pack			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			White 12 pack White 30 pack					
S P E C I A L T Y	USDA ORGANIC White 12 pack Brown 12 pack				5.99	2	5.99						
	OMEGA-3 White 12 pack Brown 12 pack				2.50	15	2.50						
	CAGE-FREE White 12 pack Brown 12 pack				3.00	11	3.00				2.98	20	2.98
	VEGETARIAN FED White 12 pack Brown 12 pack												



EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST	
1/ Feature Rate	3.7%	1.5%	2.0%	4.1% of 5,500 sampled		5.1% of 7,400 sampled		5.2% of 6,100 sampled		3.1% of 4,900 sampled		0.0% of 3,800 sampled		0.0% of 1,300 sampled	
2/ Activity Index	1,072	391	891	Activity Index = 226		Activity Index = 380		Activity Index = 316		Activity Index = 150		Activity Index = 0		Activity Index = 0	
	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/}
14-16 oz. crtn	689 2.78	391 3.44	590 2.44	2.50 - 3.59	136 3.41	3.59	371 2.77	2.49 - 2.99	115 2.53	2.00	67 2.00				
32 oz. crtn	383 3.46		301 5.45	2.99	90 2.99	4.99	9 4.99	3.29	201 3.29	3.29 - 4.99	83 4.21				
3 - 4 oz. cup															
2 - 8 oz. cup															
EGG PRODUCTS				ALASKA		HAWAII									
1/ Feature Rate				28.0% of 100 sampled		19.0% 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															



Note: See page 1 for explanatory notes.