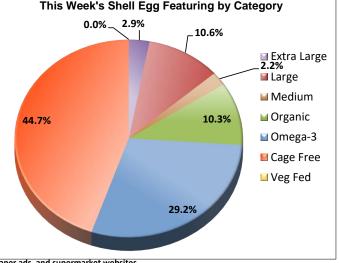


USDA National Retail Report - Shell Egg and Egg Products

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 10/30 thru 11/05. (prices in dollars per carton)

SHELL EGG NATIONAL SUMMARY												Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5							
THIS WEEK PREVIOUS WEEK Feature Rate 29.0% of 29,200 stores 26.8% of 29,200 stores										PREVIC	US YEAR	2	Regular	1,327	1,615	3,114	Large Eggs or						
Feature Rate	29	.0% of 29	,200 stor	es	26	.8% of 29	9,200 stor	es	36	6.4% of 2	9,200 sto	res	Specialty										
										11,926	894.1												
	Stores	Avg		Avg	Stores	Avg		Avg	Stores	Avg	Stores	Avg	Special Rate 4/:	1.2%	1.6%	2.9%	up 9.5%						
USDA GRADE AA													5/: 1,000's of 30-doz of	ases									
White 12 pack							629	1.06	68	1.44	415	1.16	SHELL	EGG and E	GG PRODUC	TS FEATU	RING						
White 18 pack			170	2.73			104	2.99			830	1.11											
Brown 12 pack													Promotional activit	ty for regular shell eggs is lackluster as the number									
USDA GRADE A														ggs are less than the previous week. The avera									
White 12 pack	288	2.19	798	1.10			459	0.99	3	0.98	1,491	0.86	price of Large Wh	ite eggs to consumers, Grade A, or better is trend									
White 18 pack			71	2.26			423	1.70	98	1.49	209	1.49	higher. The occur	currence of "no price" incentives continues barely visil									
Brown 12 pack													this ad cycle. Ad	d cycle. Advertisements for Extra Large and Medium eggs a ng up more frequently in circulars. Promotions for specialty she									
USDA ORGANIC													showing up more f										
White 12 pack	10	3.99			76	2.50	26	3.43			81	2.99	eggs are higher	in number,	especially	for cage-fre	e brown eg						
Brown 12 pack			996	4.08			1,033	3.89	322	3.43	3,073	3.29	Omega-3 and US										
OMEGA-3													in flyer, however a	•	00	•	•						
White 12 pack	326	2.50	2,390	2.23	172	2.25	2,798	2.54	402	2.50	1,629	2.27	for liquid eggs incr										
Brown 12 pack			141	3.04			92	3.69					Coast.										
CAGE-FREE																							
White 12 pack			533	2.11			52	2.74			406	2.31											
Brown 12 pack			3,842	2.12			1,551	2.80	142	3.72	2,330	2.84											
VEGETARIAN FED																							
White 12 pack													Th:- 14/-			in a hu Cat							
Brown 12 pack					92	2.50	387	2.03	23	1.84	167	2.54		ek's Snell	Egg Featu	ing by Ca	legory						
Large White Egg	15 - Gr	ade A or	better, a	vg. feat	ture price	convert	ed to \$/do	ozen						0.0%_2.9	% Г	10.6%							





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.)

		(CT,DE,MA,MD,ME	EAST U.S. E,NH,NJ,NY,PA,RI,VT)		(AL,FL,GA,MS,M	E AST U.S. NC,SC,TN,VA,W∖	,	MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)				
	ture Rate ^{1/} vity Index 4	Activity Index = 2,91	sampled outlets 15 (includes Medium)		Activity Index = 1,6		lium)	Activity Index = 1,76		,		
(CLASS	EXTRA LARGE	LARGE	_	EXTRA LARGE		RGE	EXTRA LARGE	LAF			
USDA GRADE	White 12 pack White 18 pack Brown 12 pack	Price Range Stores Avg 3/	Price Range Stores A	wg 3/	Price Range Stores Avg 3/	Price Range	Stores Avg 3/	Price Range Stores Avg 3/	Price Range	Stores Avg 3/		
AA	MEDIUM	White 12 pack	0.88 207	0.88	White 12 pack			White 12 pack				
USDA GRADE	White 12 pack White 18 pack Brown 12 pack	2.19 288 2.19	0.89 - 0.90 112	0.90		0.89	10 0.89		0.99 - 1.29 1.69	386 1.03 34 1.69		
A	MEDIUM	White 12 pack White 30 pack			White 12 pack White 30 pack			White 12 pack White 30 pack				
USE	DA ORGANIC											
S P	White 12 pack Brown 12 pack	3.99 10 3.99	3.99 - 4.99 373	4.20		3.99	218 3.99		3.99	201 3.99		
E C	EGA-3 White 12 pack Brown 12 pack	2.50 292 2.50	1.77 - 2.50 1,083 2.50 - 3.49 141			2.33 - 2.66	419 2.50		1.99 - 2.50	120 2.42		
A CAC	GE-FREE White 12 pack Brown 12 pack		2.00 - 2.49 229 2.50 - 2.99 180	2.44 2.81		2.00 1.88 - 2.99	218 2.00 794 2.28		1.50 1.88 - 2.00	86 1.50 939 1.89		
Y VEG	ETARIAN FED White 12 pack Brown 12 pack											
			ENTRAL U.S			VEST U.S.			VEST U.S.			
	1/		A,MO,NM,OK,TX)			A,NV,UT)		(ID,MT,OR,WA,WY)				
	ture Rate ^{1/} vity Index ^{2/}		sampled outlets 66 (includes Medium)		33.4% of 3,800 Activity Index = 1,20	sampled outlets		67.5% of 1,300 sampled outlets Activity Index = 877 (includes Medium)				
	White 12 pack	Activity index = 1,20			Activity Index = 1,2	55 (includes met	lally	Activity index = 07	(includes media	anny		
USDA GRADE	White 18 pack Brown 12 pack					2.97 - 2.99	127 2.98		1.98	43 1.98		
AA	MEDIUM	White 12 pack			White 12 pack			White 12 pack	0.88	11 0.88		
USDA GRADE	White 12 pack White 18 pack Brown 12 pack					0.99 2.79	270 0.99 37 2.79					
Α	MEDIUM	White 12 pack White 30 pack			White 12 pack White 30 pack			White 12 pack White 30 pack				
USE	DA ORGANIC	· · ·			·							
s	White 12 pack Brown 12 pack		3.99 38	3.99		3.32 - 4.99	166 4.09					
P OMI E C	EGA-3 White 12 pack Brown 12 pack	2.50 24 2.50	2.25 - 2.29 71					2.50 10 2.50	1.99 - 2.50	697 2.00		
L	GE-FREE White 12 pack		1.88 - 2.98 1,133	2.25		1.66 - 1.88	669 1.87		1.88 - 1.99	116 1 07		
T Y VEG	Brown 12 pack ETARIAN FED White 12 pack Brown 12 pack		1.00 - 2.90 1,133	2.20		1.00 - 1.68	1.87		1.00 - 1.99	116 1.97		

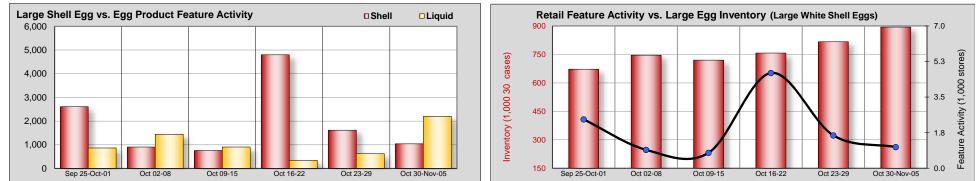
USDA GRADE AA White 12 pack Brown 12 pack White 12 pack White 12 pack USDA GRADE A MEDIUM White 12 pack 5.29 20 5.29 USDA GRADE A MEDIUM White 12 pack 5.29 20 5.29 USDA GRADE A MEDIUM White 12 pack White 12 pack 5.29 20 5.29 VBIDA GRADE A MEDIUM White 12 pack White 12 pack White 30 pack White 30 pack VUSDA ORGANIC VEGETARIAN FED Y White 12 pack MEDIUM White 30 pack White 30 pack White 30 pack	Feature Rate ¹ Activity Index ^{4'} 0.0% of 100 sampled outlets Activity Index ^{4'} 0.0% of 100 sampled outlets Activity Index ^{4'} CLASS EXTRA LARGE LARGE EXTRA LARGE LARGE Wite 12 pack Brown 12 pack White 12 pack White 12 pack Price Range Stores Avg 3/ Stores Avg 3/	Feature Rate " Activity Index " 0.0% of 100 sampled outlets Activity Index = 11 (includes Medium) 0.0% of 100 sampled outlets Activity Index = 20 (includes Medium) EXTRA LARGE LARGE LARGE LARGE USDA GRADE A White 12 pack White 12 pack White 12 pack Brown 12 pack Vhite 30 pack Vhite 30 pack Vhite 30 pack Vhite 30 pack Vhite 12 pack VHITE	Feature Rate ¹ Activity Index " 0.0% of 100 sampled outlets Activity Index = 11 (includes Medium) 0.0% of 100 sampled outlets Activity Index = 20 (includes Medium) CLASS EXTRA LARGE LARGE LARGE LARGE VISDA RADE A White 12 pack White 12 pack Brown 12 pack White 12 pack White 12 pack Price Range Stores Avg 3/ Stores Avg 3/ Price Range Stores Avg 3/ St	Feature Rate */ Activity Index # 0.0% of 100 sampled outlets Activity Index = 11 (includes Medium) 0.0% of 100 sampled outlets Activity Index = 20 (includes Medium) CLASS EXTRA LARGE LARGE LARGE LARGE USDA GRADE AA White 12 pack Brown 12 pack White 12 pack Brown 12 pack Price Range Stores Avg 3/ Stores Avg 3/ Price Range Stores Avg 3/ Stores	Feature Rate ^V Activity Index " 0.0% of 100 sampled outlets Activity Index = 11 (includes Medium) 0.0% of 100 sampled outlets Activity Index = 20 (includes Medium) CLASS EXTRA LARGE LARGE White 12 pack Brown 12 pack Price Range Stores Avg 3/ Price Range Stores Avg 3/ USDA AA White 12 pack Brown 12 pack White 12 pack White 12 pack White 12 pack USDA USDA AA MEDIUM White 12 pack White 12 pack White 12 pack USDA USDA A MEDIUM White 12 pack White 12 pack USDA USDA A White 12 pack White 12 pack USDA White 12 pack A White 12 pack USDA White 12 pack White 12 pack A USDA White 12 pack USDA GRADE A White 12 pack USDA White 12 pack White 12 pack A USDA USDA White 12 pack Y White 12 pack USDA USDA USDA Y USDA USDA USDA USDA USDA				SKA				WAII	
Activity Index ** Activity Index = 11 (includes Medium) Activity Index = 20 (includes Medium) LASS EXTRA LARGE LARGE EXTRA LARGE LARGE <td>Activity Index ** Activity Index = 11 (includes Medium) Activity Index = 20 (includes Medium) CLASS EXTRA LARGE LARGE EXTRA LARGE LARGE Price Range Stores Avg 3/ Stores Avg 3/ Stores Avg 3/ Stores Avg 3/ Stores Avg 3</td> <td>Activity Index *' Activity Index = 11 (includes Medium) Activity Index = 20 (includes Medium) LASS EXTRA LARGE LARGE EXTRA LARGE LARGE<td>Activity Index " Activity Index = 11 (includes Medium) Activity Index = 20 (includes Medium) CLASS EXTRA LARGE LARGE LARGE USDA GRADE AA White 12 pack White 12 pack White 12 pack White 12 pack Price Range Stores Avg 3/ Stores Stores Avg 3/ Stores</td><td>Activity Index " Activity Index = 11 (includes Medium) Activity Index = 20 (includes Medium) CLASS EXTRA LARGE LARGE EXTRA LARGE LARGE USDA GRADE AA White 12 pack White 18 pack Brown 12 pack White 12 pack White 12 pack White 12 pack Price Range Stores Avg 3/ Pr</td><td>Activity Index " Activity Index = 11 (includes Medium) Activity Index = 20 (includes Medium) CLASS EXTRA LARGE LARGE LARGE USDA GRADE AA White 12 pack Brown 12 pack Price Range Stores Avg 3/ Price Range Stores Stores Stores Stores</td><td></td><td>ature Rate ^{1/}</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></td>	Activity Index ** Activity Index = 11 (includes Medium) Activity Index = 20 (includes Medium) CLASS EXTRA LARGE LARGE EXTRA LARGE LARGE Price Range Stores Avg 3/ Stores Avg 3/ Stores Avg 3/ Stores Avg 3/ Stores Avg 3	Activity Index *' Activity Index = 11 (includes Medium) Activity Index = 20 (includes Medium) LASS EXTRA LARGE LARGE EXTRA LARGE LARGE <td>Activity Index " Activity Index = 11 (includes Medium) Activity Index = 20 (includes Medium) CLASS EXTRA LARGE LARGE LARGE USDA GRADE AA White 12 pack White 12 pack White 12 pack White 12 pack Price Range Stores Avg 3/ Stores Stores Avg 3/ Stores</td> <td>Activity Index " Activity Index = 11 (includes Medium) Activity Index = 20 (includes Medium) CLASS EXTRA LARGE LARGE EXTRA LARGE LARGE USDA GRADE AA White 12 pack White 18 pack Brown 12 pack White 12 pack White 12 pack White 12 pack Price Range Stores Avg 3/ Pr</td> <td>Activity Index " Activity Index = 11 (includes Medium) Activity Index = 20 (includes Medium) CLASS EXTRA LARGE LARGE LARGE USDA GRADE AA White 12 pack Brown 12 pack Price Range Stores Avg 3/ Price Range Stores Stores Stores Stores</td> <td></td> <td>ature Rate ^{1/}</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td>	Activity Index " Activity Index = 11 (includes Medium) Activity Index = 20 (includes Medium) CLASS EXTRA LARGE LARGE LARGE USDA GRADE AA White 12 pack White 12 pack White 12 pack White 12 pack Price Range Stores Avg 3/ Stores Stores Avg 3/ Stores	Activity Index " Activity Index = 11 (includes Medium) Activity Index = 20 (includes Medium) CLASS EXTRA LARGE LARGE EXTRA LARGE LARGE USDA GRADE AA White 12 pack White 18 pack Brown 12 pack White 12 pack White 12 pack White 12 pack Price Range Stores Avg 3/ Pr	Activity Index " Activity Index = 11 (includes Medium) Activity Index = 20 (includes Medium) CLASS EXTRA LARGE LARGE LARGE USDA GRADE AA White 12 pack Brown 12 pack Price Range Stores Avg 3/ Price Range Stores Stores Stores Stores		ature Rate ^{1/}							
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USDA GRADE A White 12 pack White 18 pack Brown 12 pack White 12 pack White 12 pack USDA GRADE A White 12 pack White 12 pack 5.29 20 5.29 VSDA GRADE Forwn 12 pack White 12 pack White 12 pack 5.29 20 5.29 VSDA GRADE Forwn 12 pack MEDIUM White 12 pack White 12 pack 0 0 VSDA ORGANIC Volte 12 pack White 12 pack White 30 pack White 30 pack 0 0 VSDA ORGANIC Volte 12 pack White 12 pack 0 0 0 0 0 VEGETARIAN FED White 12 pack 0 1.99 11 1.99 11 1.99 0 0 0 0 0	USDA BRADE AA White 12 pack Brown 12 pack White 12 pack White 12 pack MEDIUM White 12 pack White 12 pack WISDA BRADE A White 12 pack 5.29 20 MEDIUM White 12 pack 5.29 20 MEDIUM White 12 pack White 12 pack MEDIUM White 12 pack White 12 pack MEDIUM White 12 pack White 30 pack VISDA ORGANIC Brown 12 pack White 30 pack Image: Comparison of the second secon	White 12 pack Stars Sta	USDA GRADE AA White 12 pack White 12 pack White 12 pack USDA AA MEDIUM White 12 pack 5.29 20 5.29 White 12 pack White 12 pack 5.29 20 5.29 VBDA GRADE A White 12 pack White 12 pack 5.29 20 5.29 VBDA GRADE A White 12 pack White 12 pack White 12 pack 5.29 20 5.29 VBDA GRADE A White 12 pack White 12 pack White 12 pack White 30 pack Velocities VBDA F VBDA GRADE Brown 12 pack White 12 pack White 30 pack Velocities Velocities VEGETARIAN FED White 12 pack 1.99 11 1.99 11 1.99	USDA GRADE AA White 12 pack Brown 12 pack White 12 pack White 12 pack White 12 pack Brown 12 pack White 12 pack 5.29 20 5.29 MEDIUM A White 12 pack White 12 pack Brown 12 pack White 12 pack White 12 pack Brown 12 pack White 12 pack White 30 pack White 12 pack White 30 pack White 12 pack White 30 pack VSDA ORGANIC White 12 pack Brown 12 pack White 12 pack White 12 pack Brown 12 pack White 12 pack Brown 12 pack Image: Comparison of the second se	USDA GRADE AA White 12 pack Brown 12 pack White 12 pack White 12 pack White 12 pack White 12 pack Brown 12 pack White 12 pack 5.29 20 5.29 MEDIUM A White 12 pack White 12 pack Brown 12 pack White 12 pack White 12 pack Brown 12 pack White 12 pack White 12 pack White 12 pack White 12 pack White 30 pack White 12 pack White 30 pack S P C C I A V VEGETARIAN FED White 12 pack USDA ORGANIC Brown 12 pack Image: Comparison of the second		CLASS							
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S P USDA ORGANIC White 12 pack Brown 12 pack OMEGA-3 White 12 pack Brown 12 pack CAGE-FREE White 12 pack Brown 12 pack Y VEGETARIAN FED White 12 pack	USDA ORGANIC White 12 pack Brown 12 pack Brown 12 pack OMEGA-3 White 12 pack Brown 12 pack Brown 12 pack CAGE-FREE White 12 pack Brown 12 pack 1.99 VEGETARIAN FED White 12 pack White 12 pack 1.99	VSDA ORGANIC White 12 pack Brown 12 pack Brown 12 pack OMEGA-3 White 12 pack Brown 12 pack CAGE-FREE White 12 pack Brown 12 pack VEGETARIAN FED 1.99 White 12 pack White 12 pack	S USDA ORGANIC White 12 pack Brown 12 pack OMEGA-3 White 12 pack White 12 pack Cage-FREE White 12 pack Source C A L White 12 pack T Y VEGETARIAN FED White 12 pack	S USDA ORGANIC White 12 pack Brown 12 pack OMEGA-3 White 12 pack Brown 12 pack CAGE-FREE White 12 pack Brown 12 pack VUIDE VEGETARIAN FED White 12 pack	S USDA ORGANIC White 12 pack Brown 12 pack OMEGA-3 White 12 pack Brown 12 pack CAGE-FREE White 12 pack CAGE-FREE White 12 pack T Y VEGETARIAN FED White 12 pack	GRADE	White 12 pack White 18 pack Brown 12 pack	 White 12 pack				White 12 pack	5.29	20 5.29
T Brown 12 pack 1.99 11 1.99 Y VEGETARIAN FED White 12 pack White 12 pack Image: Control of the second s	Brown 12 pack 1.99 11 1.99 VEGETARIAN FED White 12 pack Weith 12 pack Weith 12 pack Weith 12 pack	T Brown 12 pack 1.99 11 1.99 Y VEGETARIAN FED White 12 pack White 12 pack Mail Mail	T Brown 12 pack 1.99 11 1.99 Y VEGETARIAN FED White 12 pack White 12 pack Image: Control of the second s	T Brown 12 pack 1.99 11 1.99 Y VEGETARIAN FED White 12 pack White 12 pack Here	T Brown 12 pack 1.99 11 1.99 Y VEGETARIAN FED White 12 pack White 12 pack Image: Control of the second s	S P C I A	White 12 pack Brown 12 pack MEGA-3 White 12 pack Brown 12 pack AGE-FREE	White 30 pack				White 30 pack		
						Т	GETARIAN FED White 12 pack		1.99	11 1.99				

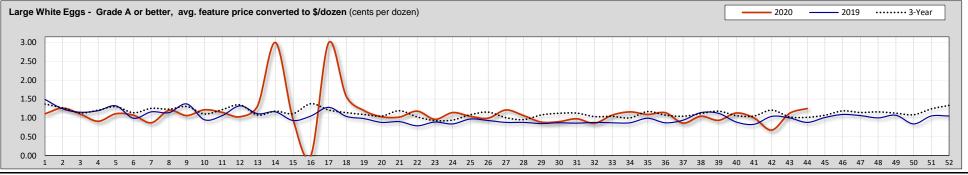


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EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTH	IEAST	SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST	
1/ Feature Rate	6.5%	1.9%	2.4%	12.3% of 5,5	00 sampled	15.4% of 7,4	400 sampled	1.6% of 6,1	00 sampled	0.0% of 4,9	00 sampled	0.0% of 3,8	00 sampled	0.0% of 1,30	0 sampled
2/ Activity Index	2,198	624	1,232	Activity In	dex = 962	Activity In	dex = 1,138	Activity I	ndex = 98	Activity I	ndex = 0	Activity I	Index = 0	Activity I	ndex = 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	1,845 3.44	375 2.59	1,142 2.57	1.99 - 3.00	609 2.56	3.99	1,138 3.98	2.59 - 2.99	98 2.64						
32 oz. crtn	353 5.40	249 3.99	90 4.99	4.99 - 5.49	353 5.40										
3 - 4 oz. cup															
2 - 8 oz. cup															
EGG				A 1 A	SKV	нл	M/A11								
PRODUCTS				ALASKA		HAWAII									
1/ Feature Rate				26.0% of 100 sampled		19.0% of 100 sampled									
2/ Activity Index				Activity I	ndex = 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.

Source: USDA Agricultural Marketing Service, Livestock, Poultry & Grain Market News - (404) 562-5850 https://www.ams.usda.gov/market-news/egg-market-news-reports