



United States
Department of
Agriculture

Agricultural
Marketing
Service

Livestock,
Poultry and
Seed Program

Agricultural
Analytics
Division

Feature Advertising by U.S. Supermarkets Annual Summary

Shell Eggs 2014-2016



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Explanatory Notes

The information summarized in this report was extracted from the *Weekly National Retail Shell Egg* report and provides a useful way to measure, analyze, anticipate, and react to trends in retail marketing and consumer preference. Data for the Retail report is gathered and summarized from a weekly survey of publicly available online ad circulars from supermarket chains across the 50 United States.

Ad prices are sourced from these online ads for a select set of the most commonly marketed types and pack sizes of shell eggs. For each ad price, the number of stores offering that price is included and reflects the “feature activity.” The feature activity indicates a measurable comparison of prevalence between offerings of each shell egg type, an indication of the relative consumer preference for each.

Reported Shell Egg Types:

Conventional - shell eggs produced by layers in battery cage production systems.

Specialty - shell eggs produced by layers in either cage or cage-free systems and fed a conventional or special diet to produce a nutritional outcome in the shell egg.

Reported specialty types include:

Cage-Free - shell eggs produced by layers in non-caged production systems. These systems may include barn, aviary, free-range, and pasture systems, each with a distinct price point.

Organic - shell eggs produced in accordance with the National Organic Standards.

Omega-3 - shell eggs produced from hens fed a special diet resulting in a higher concentration of Omega-3 fatty acids in the egg.

Veg-Fed - shell eggs produced from hens fed an all-vegetable diet.

Weight Classes - reported weight classes include Extra Large, Large, and Medium

Pack Size - reported pack sizes include 12 and 18 with a 30 pack for some Medium eggs.

Shell Color - white or brown

Quick Overview

The following tables provide an annual overview of key aspects of supermarket shell egg feature activity from 2014-2016. Supermarket Featuring of Conventional Shell Eggs compares the relative feature activity of the various weight classes, grades, shell colors, and pack sizes based on the number of stores featuring shell eggs in their store circulars through the year. Supermarket Featuring of Conventional/Specialty Shell Eggs compares conventional and specialty Large shell eggs annual feature activity and compares market share for white and brown shell eggs within the conventional and specialty categories and for the combined categories. Supermarket Avg. Annual Ad Prices of Shell Eggs summarizes annual weighted average advertised sale prices for 12-pack units of shell eggs by type, weight class, and grade.

The effects of the loss of over 10 percent of table egg layers (34 MM) during April-May 2015 due to outbreaks of highly pathogenic avian influenza and the retail grocery sector response can clearly be seen in comparisons between annual volumes and prices. The impact of the rapid recovery into early 2016 and resulting production imbalance can also be seen not only in the advertised price of shell eggs but in the rapid increase in the frequency of specialty shell egg featuring – especially cage-free types.

More detailed information on feature activity and ad price can be found in the tables that follow. Note: in a few cases, an extremely small test for some items during the year may result in anomalous data. It is displayed nonetheless.

Supermarket Featuring of Conventional Shell Eggs

Annual Feature Breakdown by Weight Class

CLASS	2014	2015	2016
Extra Large	2%	3%	3%
Large	91%	90%	93%
Medium	7%	7%	5%

Feature Breakdown by Grade

GRADE	2014	2015	2016
A	68%	70%	65%
AA	32%	30%	35%

Feature Breakdown by Shell Color (all weight classes)

COLOR	2014	2015	2016
White	99%	98%	98%
Brown	1%	2%	2%

(includes all pack sizes)

Supermarket Featuring of Conventional/Specialty Shell Eggs

Annual Feature Breakdown by Type

LARGE CLASS	2014	2015	2016
Conventional	44%	29%	33%
Specialty	56%	71%	67%
Conventional			
White	99%	98%	98%
Brown	1%	2%	2%
Specialty			
White	55%	46%	36%
Brown	45%	54%	64%
Combined			
White	74%	61%	57%
Brown	26%	39%	43%

Supermarket Avg. Annual Ad Prices of Shell Eggs

12-pack Sizes

	2014	2015	2016
CONVENTIONAL			
Grade A, White			
Extra Large	1.87	1.93	1.17
Large	1.43	1.59	1.00
Medium	1.17	1.68	0.94
Grade AA, White			
Extra Large	2.40	2.83	1.23
Large	1.60	1.97	1.18
Medium	1.17	1.75	0.87
Grade A, Brown			
Extra Large	3.99	2.81	2.01
Large	1.86	2.52	1.29
Grade AA, Brown			
Extra Large	--	0.99	1.50
Large	1.74	3.28	1.24
SPECIALTY			
Grade A White			
Cage-Free	2.74	2.95	2.67
Organic	3.99	3.90	3.76
Omega-3	2.50	2.61	2.41
Veg-Fed	2.37	2.62	2.31
Grade A Brown			
Cage-Free	3.00	3.11	2.91
Organic	4.16	4.14	4.01
Omega-3	3.17	3.31	2.71
Veg-Fed	2.71	2.60	2.50

Conventional Shell Egg Feature Activity - Large White

Supermarket Featuring of Conventional Large White Eggs

Activity Breakdown by Reported Type; Annual and Quarterly Basis

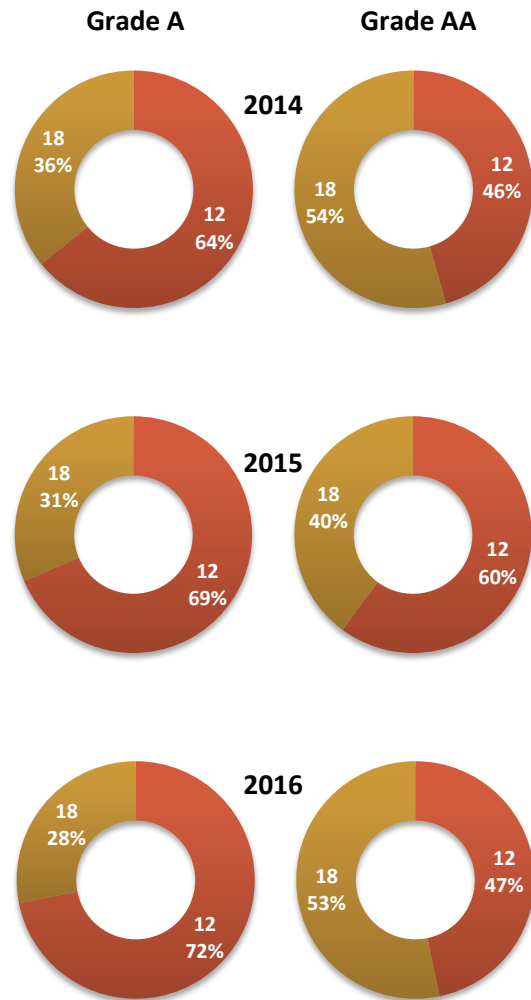
Conventional Large WHITE Shell Eggs						
ANNUAL	2014		2015		2016	
Grade A	Activity	%	Activity	%	Activity	%
	120,340	68%	64,341	70%	112,541	65%
12-pack	77,180	64%	44,141	69%	80,881	72%
18-pack	43,160	36%	20,200	31%	31,660	28%
Grade AA	56,490	32%	28,005	30%	61,411	35%
12-pack	25,760	46%	16,841	60%	28,700	47%
18-pack	30,730	54%	11,164	40%	32,711	53%
		W%		W%		W%
Totals	176,830	99%	92,346	98%	173,952	98%

Conventional Large WHITE Shell Eggs						
QUARTERLY	2014		2015		2016	
Grade A	Activity	%	Activity	%	Activity	%
12-pack	77,180		44,141		80,881	
Q1	17,020	22%	15,460	35%	15,460	19%
Q2	18,300	24%	18,417	42%	19,210	24%
Q3	20,780	27%	2,190	5%	23,982	30%
Q4	21,080	27%	8,074	18%	22,229	27%
18-pack	43,160		20,200		31,660	
Q1	7,290	17%	8,019	40%	8,273	26%
Q2	9,870	23%	7,540	37%	9,517	30%
Q3	11,020	26%	1,642	8%	6,680	21%
Q4	14,980	35%	2,999	15%	7,190	23%
Grade AA	Activity	%	Activity	%	Activity	%
12-pack	25,760		16,841		28,700	
Q1	7,580	29%	3,377	20%	4,939	17%
Q2	5,300	21%	4,437	26%	6,897	24%
Q3	6,470	25%	3,280	19%	8,395	29%
Q4	6,410	25%	5,747	34%	8,469	30%
18-pack	30,730		11,164		32,711	
Q1	4,610	15%	3,981	36%	5,125	16%
Q2	9,650	31%	3,566	32%	7,960	24%
Q3	6,940	23%	1,187	11%	8,982	27%
Q4	9,530	31%	2,430	22%	10,644	33%

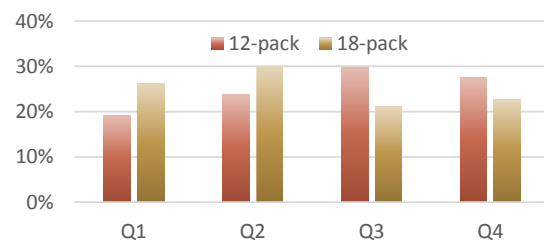
Notes: activity = numbers of stores featuring an item in their ad circulars.

Activity Share by Pack Size

12 and 18 packs



2016 Grade A Pack Share by Quarter



Conventional Shell Egg Feature Activity - Large Brown

Supermarket Featuring of Conventional Large Brown Eggs

Activity Breakdown by Reported Type; Annual and Quarterly Basis

Conventional Large BROWN Shell Eggs						
ANNUAL	2014		2015		2016	
Grade A	Activity	%	Activity	%	Activity	%
	1,270	97%	1,809	94%	2,293	84%
12-pack	1,270		1,809		2,293	
18-pack	n/a		n/a		n/a	
Grade AA	40	3%	107	6%	426	16%
12-pack	40		107		426	
18-pack	n/a		n/a		n/a	
		B%		B%		B%
Totals	1,310	1%	1,916	2%	2,719	2%

Conventional Large BROWN Shell Eggs						
QUARTERLY	2014		2015		2016	
Grade A	Activity	%	Activity	%	Activity	%
12-pack	1,270		1,809		2,293	
Q1	220	17%	388	21%	397	17%
Q2	340	27%	471	26%	478	21%
Q3	310	24%	645	36%	581	25%
Q4	400	31%	305	17%	837	37%
18-pack						
Q1	n/a		n/a		n/a	
Q2	n/a		n/a		n/a	
Q3	n/a		n/a		n/a	
Q4	n/a		n/a		n/a	
Grade AA	Activity	%	Activity	%	Activity	%
12-pack	40		107		426	
Q1	20	50%	--		20	5%
Q2	20	50%	--		33	8%
Q3	--		45	42%	260	61%
Q4	--		62	58%	113	27%
18-pack						
Q1	n/a		n/a		n/a	
Q2	n/a		n/a		n/a	
Q3	n/a		n/a		n/a	
Q4	n/a		n/a		n/a	

Notes: activity = numbers of stores featuring an item in their ad circulars.

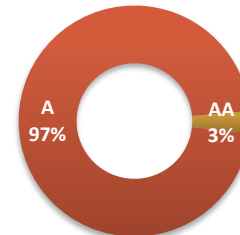
n/a = not reported

Activity Share by Grade

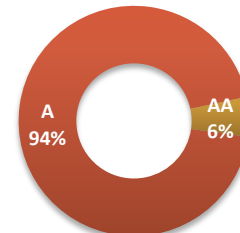
Grade A

Grade AA

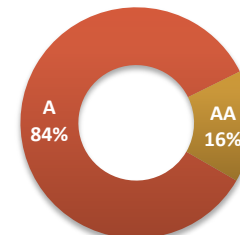
2014



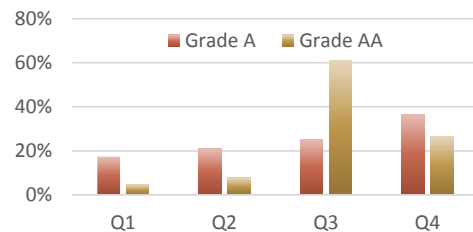
2015



2016



2016 Grade A Pack Share by Grade



Conventional Shell Egg Feature Activity – Extra Large White

Supermarket Featuring of Conventional Extra Large White Eggs

Activity Breakdown by Reported Type; Annual and Quarterly Basis

ANNUAL	Conventional Extra Large WHITE Shell Eggs					
	2014		2015		2016	
Grade A	Activity	%	Activity	%	Activity	%
	2,380	52%	2,089	70%	2,497	55%
12-pack	2,310	97%	1,737	83%	2,055	82%
18-pack	70	3%	352	17%	442	18%
Grade AA	2,220	48%	913	30%	2,082	45%
12-pack	500	23%	191	21%	1,440	69%
18-pack	1,720	77%	722	79%	642	31%
		W%		W%		W%
Totals	4,600	99.8%	3,002	90%	4,579	87%

QUARTERLY	Conventional Extra Large WHITE Shell Eggs					
	2014		2015		2016	
Grade A	Activity	%	Activity	%	Activity	%
12-pack	2,310		1,737		2,055	
Q1	800	35%	383	22%	235	11%
Q2	420	18%	722	42%	834	41%
Q3	610	26%	236	14%	344	17%
Q4	480	21%	396	23%	642	31%
18-pack	70		352		442	
Q1	40	57%	7	2%	59	13%
Q2	10	14%	79	22%	20	5%
Q3	--	--	14	4%	7	2%
Q4	20	29%	252	72%	356	81%
Grade AA	Activity	%	Activity	%	Activity	%
12-pack	500		191		1,440	
Q1	180	36%	3	2%	190	13%
Q2	40	8%	77	40%	470	33%
Q3	120	24%	--	--	253	18%
Q4	160	32%	111	58%	527	37%
18-pack	1,720		722		642	
Q1	470	27%	245	34%	260	40%
Q2	590	34%	197	27%	156	24%
Q3	500	29%	--	--	138	21%
Q4	160	9%	280	39%	88	14%

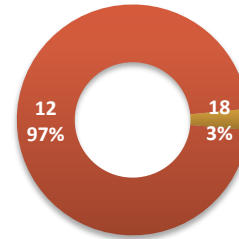
Notes: activity = numbers of stores featuring an item in their ad circulars.

Activity Share by Pack Size

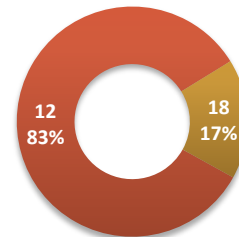
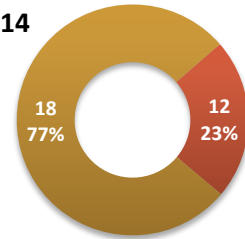
12 and 18 packs

Grade A

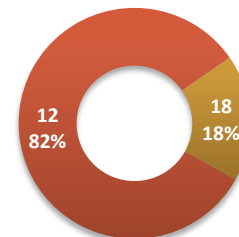
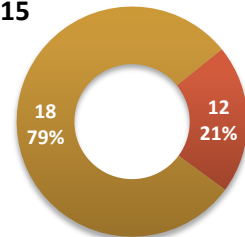
Grade AA



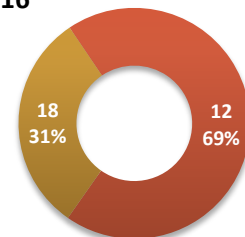
2014



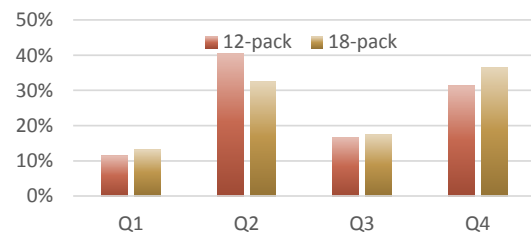
2015



2016



2016 Grade A Pack Share by Quarter



Conventional Shell Egg Feature Activity – Extra Large Brown

Supermarket Featuring of Conventional Extra Large Brown Eggs

Activity Breakdown by Reported Type; Annual and Quarterly Basis

Conventional Extra Large BROWN Shell Eggs							
ANNUAL		2014		2015		2016	
Grade A	Activity	%	Activity	%	Activity	%	
	10	100%	205	60%	557	81%	
12-pack	10		205		557		
18-pack	n/a		n/a		n/a		
Grade AA		0%	137	40%	127	19%	
12-pack	--	--	137		127		
18-pack	n/a		n/a		n/a		
		B%		B%		B%	
Totals	10	0.2%	342	10%	684	13%	

Conventional Extra Large BROWN Shell Eggs							
QUARTERLY		2014		2015		2016	
Grade A	Activity	%	Activity	%	Activity	%	
12-pack	10		205		557		
Q1	--	--	9	4%	48	9%	
Q2	--	--	137	67%	72	13%	
Q3	--	--	--	--	151	27%	
Q4	10	100%	59	29%	286	51%	
18-pack							
Q1	n/a		n/a		n/a		
Q2	n/a		n/a		n/a		
Q3	n/a		n/a		n/a		
Q4	n/a		n/a		n/a		
Grade AA	Activity	%	Activity	%	Activity	%	
12-pack			137		127		
Q1	--	--	--	--	--	--	
Q2	--	--	--	--	10	8%	
Q3	--	--	--	--	49	39%	
Q4	--	--	137	100%	68	54%	
18-pack							
Q1	n/a		n/a		n/a		
Q2	n/a		n/a		n/a		
Q3	n/a		n/a		n/a		
Q4	n/a		n/a		n/a		

Notes: activity = numbers of stores featuring an item in their ad circulars.

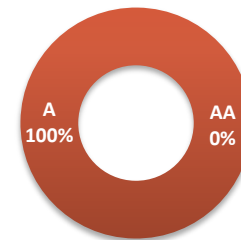
n/a = not reported

Activity Share by Grade

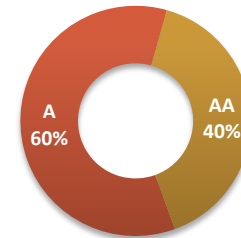
Grade A

Grade AA

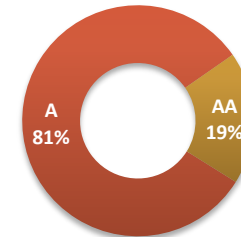
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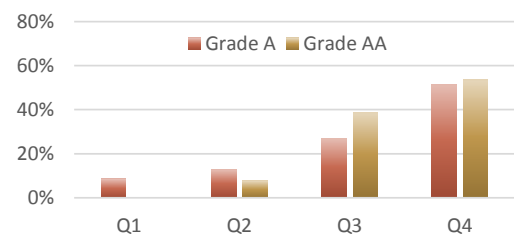
2015



2016



2016 Grade A Pack Share by Grade



Conventional Shell Egg Feature Activity – Medium White

Supermarket Featuring of Conventional Medium White Eggs

Activity Breakdown by Reported Type; Annual and Quarterly Basis

Conventional Medium WHITE Shell Eggs						
ANNUAL	2014		2015		2016	
Grade A	Activity	%	Activity	%	Activity	%
	9,715	74%	5,174	74%	6,273	71%
12-pack	8,872	91%	4,223	82%	5,444	87%
30-pack	843	9%	951	18%	829	13%
Grade AA	3,415	26%	1,841	26%	2,573	29%
12-pack	3,415	100%	1,841	100%	2,573	100%
Totals	13,131		7,015		8,846	

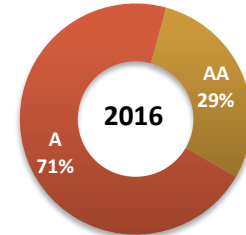
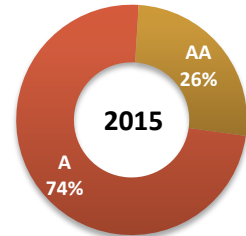
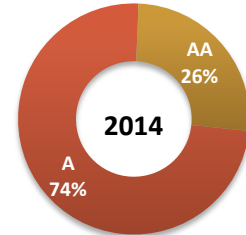
Conventional Medium WHITE Shell Eggs						
QUARTERLY	2014		2015		2016	
Grade A	Activity	%	Activity	%	Activity	%
12-pack	8,872		4,223		5,444	
Q1	2,433	27%	1,017	24%	884	16%
Q2	1,937	22%	1,125	27%	2,021	37%
Q3	2,521	28%	905	21%	1,853	34%
Q4	1,981	22%	1,176	28%	686	13%
30-pack	843		951		829	
Q1	140	17%	741	78%	160	19%
Q2	393	47%	83	9%	74	9%
Q3	150	18%	16	2%	464	56%
Q4	160	19%	111	12%	131	16%
Grade AA	3,415		1,841		2,573	
12-pack	3,415		1,841		2,573	
Q1	370	11%	529	29%	647	25%
Q2	392	11%	375	20%	711	28%
Q3	2,152	63%	572	31%	790	31%
Q4	501	15%	365	20%	425	17%

Notes: activity = numbers of stores featuring an item in their ad circulars.

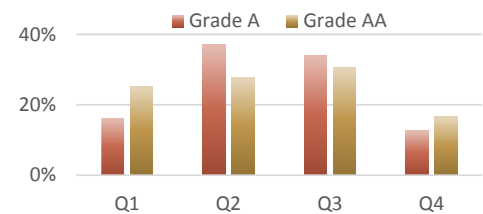
Activity Share by Grade

Grade A

Grade AA



2016 Grade A 12-Pack Share by Grade



Specialty Shell Egg Feature Activity – White

Supermarket Featuring of Specialty White Eggs

Activity Breakdown by Reported Type; Annual and Quarterly Basis

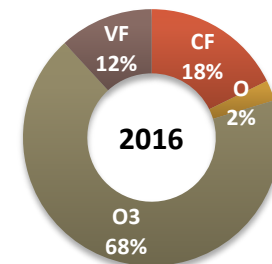
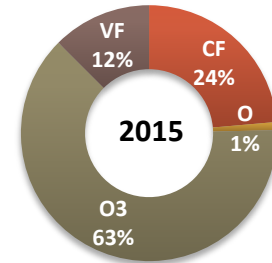
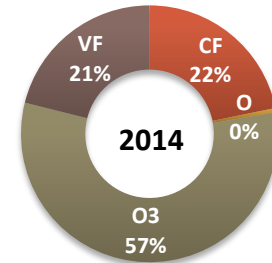
ANNUAL	Specialty Large WHITE Shell Eggs					
	2014		2015		2016	
12-packs	Activity	% W	Activity	% W	Activity	% W
Cage-Free	32,940	35%	40,735	35%	41,525	25%
yearly share	27%		39%		32%	
Organic	160	1%	503	2%	3,095	4%
yearly share	0.1%		0%		2%	
Omega-3	82,200	91%	60,029	94%	83,216	94%
yearly share	66%		58%		64%	
Veg-Fed	8,570	34%	2,929	19%	2,630	16%
yearly share	7%		3%		2%	
		% W		% W		% W
Totals	123,870		104,196		130,466	

QUARTERLY	Specialty Large WHITE Shell Eggs					
	2014		2015		2016	
12-packs	Activity	%	Activity	%	Activity	%
Cage-Free	32,940		40,735		41,525	
Q1	4,130	13%	3,786	9%	7,483	18%
Q2	6,240	19%	12,674	31%	10,145	24%
Q3	12,450	38%	11,248	28%	11,467	28%
Q4	10,120	31%	13,027	32%	12,430	30%
Organic	160		503		3,095	
Q1	80	50%		0%	5	0.2%
Q2		0%	39	8%	901	29%
Q3	70	44%	221	44%	1,086	35%
Q4	10	6%	243	48%	1,103	36%
Omega-3	82,200		60,029		83,216	
Q1	23,660	29%	22,303	37%	16,619	20%
Q2	21,980	27%	26,713	45%	22,787	27%
Q3	21,190	26%	6,622	11%	23,479	28%
Q4	15,370	19%	4,391	7%	20,331	24%
Veg-Fed	8,570		2,929		2,630	
Q1	2,520	29%	1,979	68%	449	17%
Q2	2,910	34%	697	24%	647	25%
Q3	1,800	21%	5	0.2%	778	30%
Q4	1,340	16%	248	8%	756	29%
All Specialty						
Q1	30,390	25%	28,068	27%	24,556	19%
Q2	31,130	25%	40,123	39%	34,480	26%
Q3	35,510	29%	18,096	17%	36,810	28%
Q4	26,840	22%	17,909	17%	34,620	27%

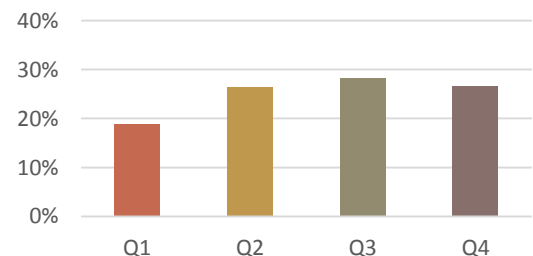
Notes: activity = numbers of stores featuring an item in their ad circulars.

Annual Share by Type

CF = Cage-Free; O = Organic
O3 = Omega-3; VG = Veg-Fed



2016 All Specialty Share by Quarter



Specialty Shell Egg Feature Activity – Brown

Supermarket Featuring of Specialty Brown Eggs

Activity Breakdown by Reported Type; Annual and Quarterly Basis

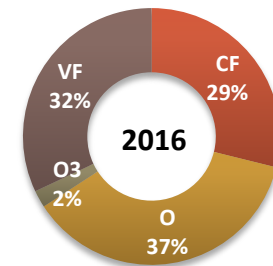
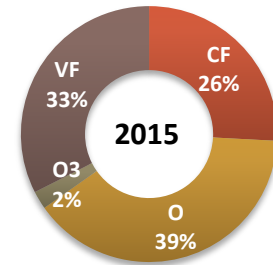
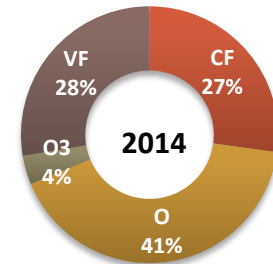
ANNUAL	Specialty Large BROWN Shell Eggs					
	2014		2015		2016	
12-packs	Activity	% B	Activity	% B	Activity	% B
Cage-Free	60,760	65%	74,397	65%	126,828	75%
yearly share	59%		60%		55%	
Organic	18,110	99%	32,442	98%	83,442	96%
yearly share	18%		26%		37%	
Omega-3	7,780	9%	3,646	6%	4,975	6%
yearly share	8%		3%		2%	
Veg-Fed	16,600	66%	12,688	81%	13,346	84%
yearly share	16%		10%		6%	
Totals	103,250	45%	123,173	54%	228,591	64%

QUARTERLY	Specialty Large BROWN Shell Eggs					
	2014		2015		2016	
12-packs	Activity	%	Activity	%	Activity	%
Cage-Free	60,760		74,397		126,828	
Q1	13,250	22%	13,210	18%	17,773	14%
Q2	11,590	19%	24,591	33%	40,714	32%
Q3	19,180	32%	16,924	23%	27,042	21%
Q4	16,740	28%	19,672	26%	41,299	33%
Organic	18,110		32,442		83,442	
Q1	4,440	25%	5,581	17%	8,894	10.7%
Q2	5,990	33%	8,804	27%	23,804	29%
Q3	4,980	27%	11,720	36%	28,137	34%
Q4	2,700	15%	6,337	20%	22,607	27%
Omega-3	7,780		3,646		4,975	
Q1	1,110	14%	977	27%	955	19%
Q2	1,750	22%	1,355	37%	1,519	31%
Q3	4,110	53%	865	24%	1,011	20%
Q4	810	10%	449	12%	1,490	30%
Veg-Fed	16,600		12,688		13,346	
Q1	3,840	23%	3,072	24%	3,298	25%
Q2	3,410	21%	7,704	61%	3,031	23%
Q3	5,370	32%	1,562	12.3%	4,678	35%
Q4	3,980	24%	350	3%	2,339	18%
All Specialty						
Q1	22,640	22%	22,840	19%	30,920	14%
Q2	22,740	22%	42,454	34%	69,068	30%
Q3	33,640	33%	31,071	25%	60,868	27%
Q4	24,230	23%	26,808	22%	67,735	30%

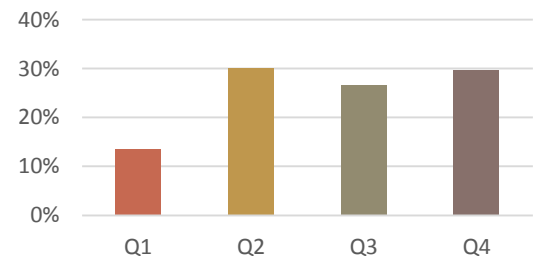
Notes: activity = numbers of stores featuring an item in their ad circulars.

Annual Share by Type

CF = Cage-Free; O = Organic
O3 = Omega-3; VG = Veg-Fed



2016 All Specialty Share by Quarter



Conventional Shell Egg Feature Ad Price – Large/Extra Large White

Supermarket Featuring of Conventional Large/Extra Large White Eggs

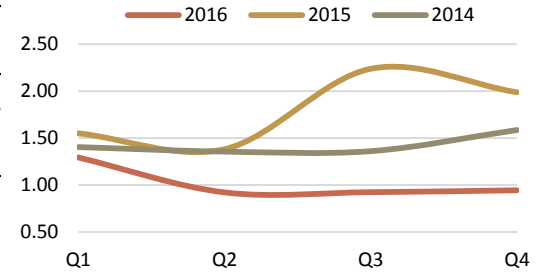
Ad Price Breakdown by Reported Type; Annual and Quarterly Basis

ANNUAL	Large WHITE Shell Eggs			Extra Large WHITE Shell Eggs		
	2014	2015	2016	2014	2015	2016
Grade A	Ad Price (\$/pack)			Ad Price (\$/pack)		
12-pack	1.43	1.59	1.00	1.87	1.93	1.17
18-pack	2.36	2.46	1.70	1.89	2.90	1.31
Grade AA	Ad Price (\$/pack)			Ad Price (\$/pack)		
12-pack	1.60	1.97	1.18	2.40	2.83	1.23
18-pack	2.66	2.87	1.94	2.66	3.42	2.44
Average	1.89	2.01	1.33	2.23	2.46	1.38

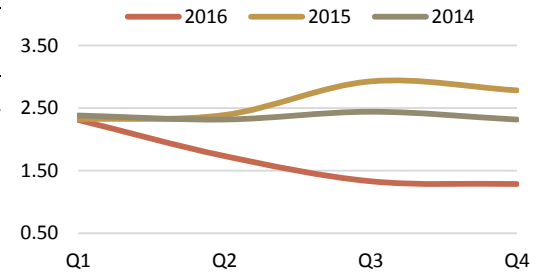
QUARTERLY	Large WHITE Shell Eggs			Extra Large WHITE Shell Eggs		
	2014	2015	2016	2014	2015	2016
Grade A	Ad Price (\$/pack)			Ad Price (\$/pack)		
12-pack						
Q1	1.40	1.55	1.29	1.78	1.91	1.29
Q2	1.35	1.38	0.92	1.77	1.45	1.26
Q3	1.36	2.24	0.92	1.79	3.06	0.87
Q4	1.58	1.99	0.94	2.21	2.12	1.17
18-pack						
Q1	2.38	2.32	2.31	1.99	4.29	2.30
Q2	2.32	2.39	1.73	2.29	2.37	1.58
Q3	2.44	2.93	1.33	--	3.00	0.68
Q4	2.32	2.78	1.29	1.50	3.03	1.15
Grade AA	Ad Price (\$/pack)			Ad Price (\$/pack)		
12-pack						
Q1	1.74	1.74	1.66	2.46	4.99	1.77
Q2	1.62	1.46	1.18	1.67	2.43	1.21
Q3	1.52	2.61	1.05	1.76	--	1.39
Q4	1.50	2.14	1.03	2.99	3.04	0.97
18-pack						
Q1	2.42	2.60	2.77	2.61	3.45	2.94
Q2	2.81	2.56	2.08	2.74	2.82	2.22
Q3	2.67	3.43	1.72	2.53	--	2.18
Q4	2.61	3.51	1.62	2.99	3.82	1.75

Notes: weighted average prices as featured on sale in store ad circulars.

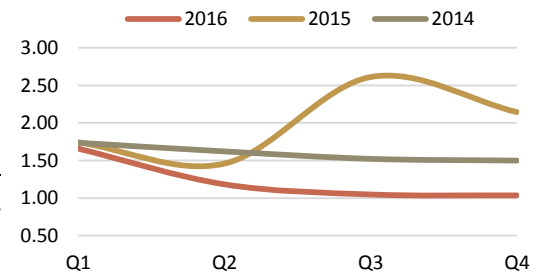
Large White Grade A 12-Pack



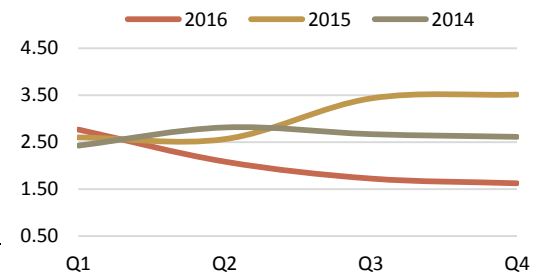
Large White Grade A 18-Pack



Large White Grade AA 12-Pack



Large White Grade AA 18-Pack



Conventional Shell Egg Feature Ad Price – Large/Extra Large Brown

Supermarket Featuring of Conventional Large/Extra Large Brown Eggs

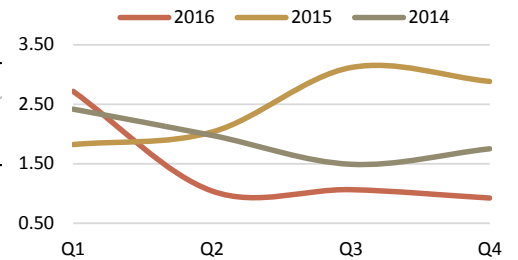
Ad Price Breakdown by Reported Type; Annual and Quarterly Basis

ANNUAL	Large BROWN Shell Eggs			Extra Large BROWN Shell Eggs		
	2014	2015	2016	2014	2015	2016
Grade A	Ad Price (\$/pack)			Ad Price (\$/pack)		
12-pack	1.86	2.52	1.29	3.99	2.81	2.01
18-pack	n/a	n/a	n/a	n/a	n/a	n/a
Grade AA	Ad Price (\$/pack)			Ad Price (\$/pack)		
12-pack	1.74	3.28	1.24	--	0.99	1.50
18-pack	n/a	n/a	n/a	n/a	n/a	n/a
Average	1.86	2.56	1.29	3.99	2.08	1.91

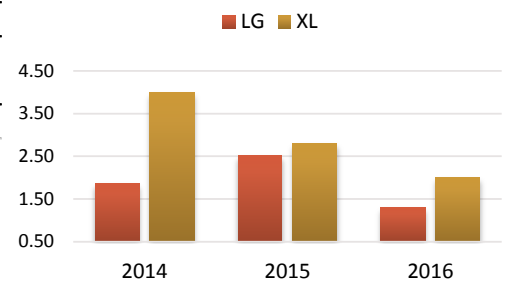
QUARTERLY	Large BROWN Shell Eggs			Extra Large BROWN Shell Eggs		
	2014	2015	2016	2014	2015	2016
Grade A	Ad Price (\$/pack)			Ad Price (\$/pack)		
12-pack						
Q1	2.42	1.82	2.72	--	2.99	2.24
Q2	1.98	2.03	1.04	--	2.99	0.99
Q3	1.49	3.12	1.06	--	--	1.62
Q4	1.75	2.88	0.92	3.99	1.40	2.43
18-pack						
Q1	n/a	n/a	n/a	n/a	n/a	n/a
Q2	n/a	n/a	n/a	n/a	n/a	n/a
Q3	n/a	n/a	n/a	n/a	n/a	n/a
Q4	n/a	n/a	n/a	n/a	n/a	n/a
Grade AA	Ad Price (\$/pack)			Ad Price (\$/pack)		
12-pack						
Q1	2.25	--	2.79	--	--	--
Q2	1.24	3.00	2.45	--	--	1.19
Q3	--	3.49	1.02	--	--	1.75
Q4	--	--	1.12	--	0.99	1.37
18-pack						
Q1	n/a	n/a	n/a	n/a	n/a	n/a
Q2	n/a	n/a	n/a	n/a	n/a	n/a
Q3	n/a	n/a	n/a	n/a	n/a	n/a
Q4	n/a	n/a	n/a	n/a	n/a	n/a

Notes: activity = numbers of stores featuring an item in their ad circulars. n/a = not reported

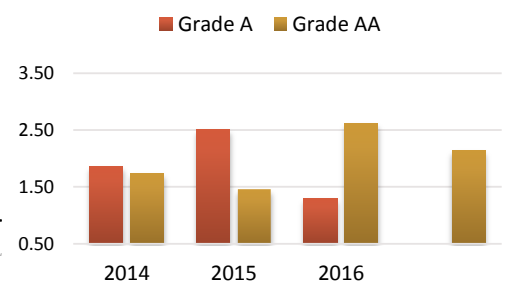
Large Brown Grade A 12-pack



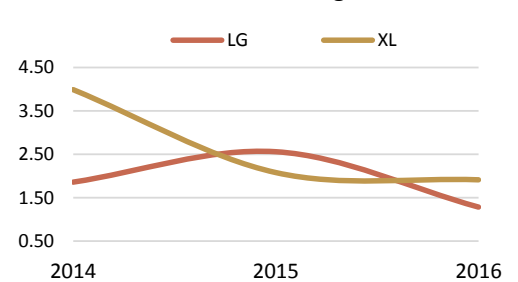
Brown Grade A LG/XL



Large Brown Grade A/AA12-pack



Combined Annual Avg. LG v. XL



Conventional Shell Egg Feature Ad Price – *Medium White*

Supermarket Featuring of Conventional Medium Shell Eggs

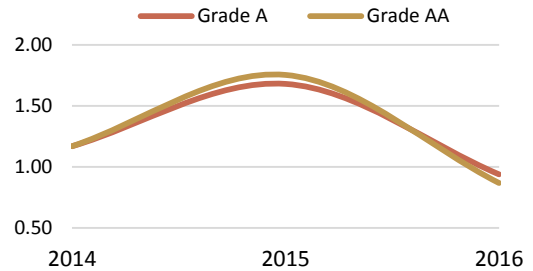
Ad Price Breakdown by Reported Type; Annual and Quarterly Basis

Medium WHITE Shell Eggs			
ANNUAL	2014	2015	2016
Grade A	Ad Price (\$/pack)		
12-pack	1.17	1.68	0.94
30-pack	2.73	3.78	2.27
Grade AA			
12-pack	1.17	1.75	0.87
Average	1.27	1.98	1.04

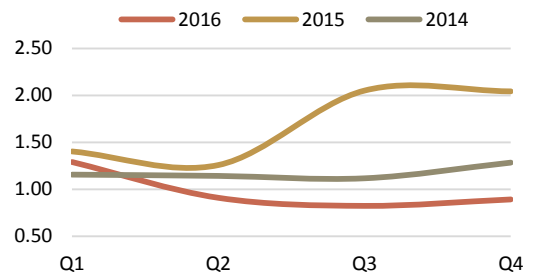
Medium WHITE Shell Eggs			
QUARTERLY	2014	2015	2016
Grade A	Ad Price (\$/pack)		
12-pack			
Q1	1.16	1.40	1.29
Q2	1.14	1.26	0.91
Q3	1.12	2.05	0.82
Q4	1.28	2.04	0.89
30-pack			
Q1	2.81	3.75	2.70
Q2	2.42	3.56	1.96
Q3	2.69	3.49	2.33
Q4	3.43	4.19	1.72
Grade AA	Ad Price (\$/pack)		
12-pack			
Q1	1.44	1.34	1.17
Q2	1.28	1.40	0.97
Q3	1.07	2.08	0.65
Q4	1.30	2.20	0.64

Notes: weighted average prices as featured on sale in store ad circulars.

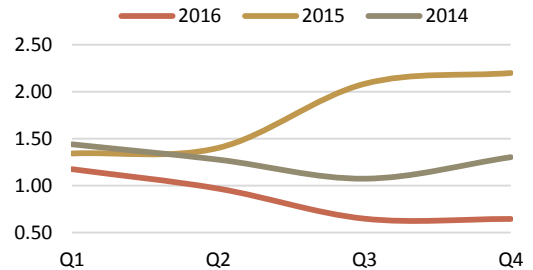
Annual MD Grade A v. Grade AA



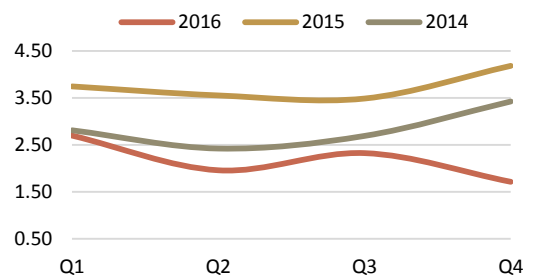
Medium Grade A 12-Pack



Medium Grade AA 12-Pack



Medium Grade A 30-Pack



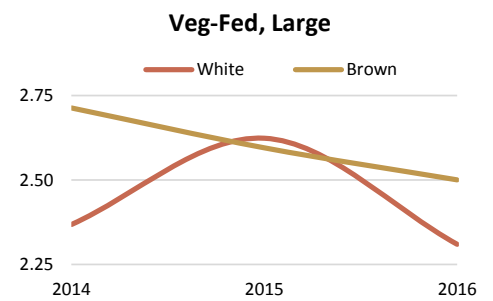
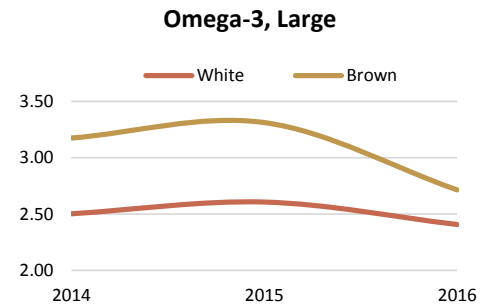
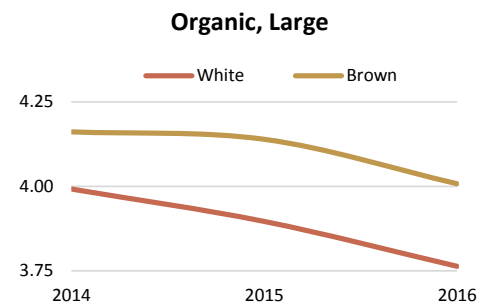
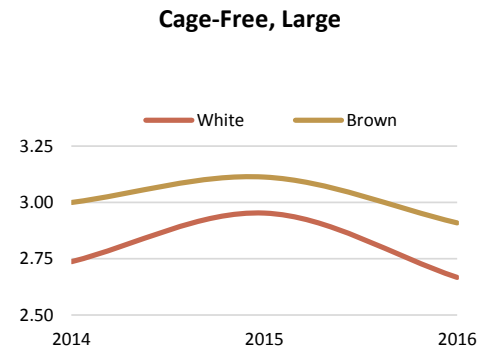
Specialty Shell Egg Feature Ad Price – White and Brown

Supermarket Featuring of Specialty Large Shell Eggs

Ad Price Breakdown by Reported Type; Annual and Quarterly Basis

ANNUAL	Specialty Large WHITE Shell Eggs			Specialty Large BROWN Shell Eggs		
	2014	2015	2016	2014	2015	2016
12-packs	Ad Price (\$/pack)			Ad Price (\$/pack)		
Cage-Free	2.74	2.95	2.67	3.00	3.11	2.91
Organic	3.99	3.90	3.76	4.16	4.14	4.01
Omega-3	2.50	2.61	2.41	3.17	3.31	2.71
Veg-Fed	2.37	2.62	2.31	2.71	2.60	2.50
Average	2.56	2.75	2.52	3.17	3.34	3.28

QUARTERLY	Specialty Large WHITE Shell Eggs			Specialty Large BROWN Shell Eggs		
	2014	2015	2016	2014	2015	2016
12-packs	Ad Price (\$/pack)			Ad Price (\$/pack)		
Cage-Free						
Q1	2.77	2.86	2.88	3.33	3.25	3.08
Q2	2.80	2.73	2.73	3.03	2.96	2.97
Q3	2.66	3.04	2.65	2.85	3.11	2.92
Q4	2.77	3.12	2.50	2.89	3.21	2.78
Organic						
Q1	4.66	--	--	4.17	3.99	3.83
Q2	--	3.39	4.96	4.17	4.10	3.99
Q3	3.29	3.88	3.40	4.12	4.06	4.08
Q4	3.58	3.99	3.15	4.19	4.48	4.01
Omega-3						
Q1	2.42	2.54	2.61	3.64	3.63	2.73
Q2	2.45	2.50	2.53	3.11	3.34	2.92
Q3	2.53	3.06	2.28	2.97	3.33	2.36
Q4	2.67	2.89	2.26	3.72	2.53	2.73
Veg-Fed						
Q1	2.33	2.65	2.29	2.89	2.41	2.65
Q2	2.40	2.27	2.55	2.69	2.56	2.63
Q3	2.40	3.69	2.24	2.62	3.03	2.41
Q4	2.34	3.42	2.19	2.70	3.05	2.31
All Specialty						
Q1	2.47	2.59	2.69	3.43	3.34	3.24
Q2	2.52	2.57	2.65	3.29	3.14	3.31
Q3	2.57	3.06	2.42	3.02	3.47	3.40
Q4	2.69	3.08	2.37	3.03	3.50	3.17



Notes: weighted average prices as featured on sale in store ad circulars.

All Specialty eggs are Grade A or AA.