

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Prices in \$US per unit, effective December 07-25, 2014

Easter/Passover 2015

SHELL EGGS

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs						Conditions		
			JM	XL	LG	MD	White					Omega-3		Organic		Cage-Free			Veg-Fed	
							12	18	20	30	60	White	Brown	White	Brown	White	Brown		White	Brown
NORTHEASTERN U.S. - CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT																				
CT	A&P Stores	4 Grain			x												2.99			
	Associated	Eggland's Best			x						2.99									
	Big Y	4 Grain			x												2.50			
	Bravo	Nature's Yoke			x								4.49							
	Compare Foods	Eggland's Best			x						2.99									
	Food Bazaar	Nature's Yoke			x												2.99			
	King's	Eggland's Best			x						3.00							2 for \$3.00		
	Mrs. Green's	Mountainside			x								3.99							
	NSA Supermarket	Eggland's Best			x						2.99									
	Pioneer	4 Grain			x						2.50							2.50	2 for \$5.00	
		Eggland's Best			x						2.50								2 for \$5.00	
	ShopRite	Eggland's Best			x						2.50								2 for \$5.00	
		ShopRite			x				2.47											
		The Happy Egg			x												3.99			
Target	Market Pantry			x				2.50										2 for \$5.00		
	Market Pantry			x			0.99													
	Walmart	n/i			x													3.75		
DC	Harris Teeter	Harris Teeter			x															
		Harris Teeter			x			2.00												
	Target	Market Pantry			x			2.50												
		Market Pantry			x			0.99												
	Walmart	n/i			x													3.75		
DE	A&P Stores	4 Grain			x													2.99		
	Fresh Grocer	Eggland's Best			x					2.50										
		ShopRite			x			2.49												
	Harris Teeter	Harris Teeter			x							3.67								
		Harris Teeter			x			2.00												
	Pathmark	4 Grain			x												2.49			
	Redner's	Redner's			x			1.50										2 for \$3.00		
	ShopRite	Eggland's Best			x					2.50								2 for \$5.00		
		ShopRite			x				2.47											
		The Happy Egg			x											3.99				
Shurfine	Best Yet			x			2.29													

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			JM	XL	LG	MD	White					Omega-3		Organic		Cage-Free		Veg-Fed		
							12	18	20	30	60	White	Brown	White	Brown	White	Brown	White		Brown
DE <i>(cont)</i>	Target	Market Pantry			x			2.50												2 for \$5.00
	Market Pantry				x		0.99													
	Walmart	n/i			x					3.75										
MA	Big Y	4 Grain			x												2.50			2 for \$5.00 2 for \$5.00 2 for \$5.00
	Compare Foods	Eggland's Best		x								2.99								
	Market Basket	Land O Lakes			x													1.99		
	Met Foods	4 Grain			x							2.50							2.50	
		Eggland's Best		x								2.50								
	NSA Supermarket	Eggland's Best			x							2.99								
	Target	Market Pantry			x			2.50												
		Market Pantry			x		0.99													
	Walmart	n/i			x					3.75										
Wegman's	Wegman's			x										3.99						
MD	A&P Stores	4 Grain			x														2.99	2 for \$4.00; limit 2 2 for \$5.00 2 for \$3.00 2 for \$5.00 2 for \$5.00
	Associated	Eggland's Best		x								2.99								
	Harris Teeter	Harris Teeter			x					3.67										
		Harris Teeter			x			2.00												
	Mars	Land O Lakes			x													2.50		
	Redner's	Redner's			x		1.50													
	ShopRite	Eggland's Best			x							2.50								
		ShopRite			x			2.47												
		The Happy Egg			x												3.99			
	Shurfine	Best Yet			x			2.29												
	Target	Market Pantry			x			2.50												
		Market Pantry			x		0.99													
	Walmart	n/i			x					3.75										
Wegman's	Wegman's			x										3.99						
Weis				x																
ME	Market Basket	Land O Lakes			x														1.99	2 for \$5.00
	Target	Market Pantry			x			2.50												
		Market Pantry			x		0.99													
	Walmart	n/i			x					3.75										
NH	Market Basket	Land O Lakes			x														1.99	2 for \$5.00
	Target	Market Pantry			x			2.50												
		Market Pantry			x		0.99													

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							White					Omega-3			Organic		Cage-Free		Veg-Fed			
			JM	XL	LG	MD	12	18	20	30	60	White	Brown	White	Brown	White	Brown	White	Brown			
												12	18	12	12 pack		12 pack		12 pack			
NH <i>(cont)</i>	Walmart Weis	n/i Eggland's Best			x															2 for \$5.00		
NJ	A&P Stores	4 Grain			x															2.99		
	Associated	Eggland's Best		x							2.99											
	Bravo	Nature's Yoke			x								4.49									
	Compare Foods	Eggland's Best		x							2.99											
	Extra Supermarket	n/i				x	1.78															
	Food Bazaar	Nature's Yoke			x										2.99							
	Foodtown	Land O Lakes		x																2.99		
		Eggland's Best		x							3.59											
	King's	Eggland's Best			x						3.00										2 for \$3.00	
	Met Foods	4 Grain			x						2.50										2 for \$5.00	
		Eggland's Best			x						2.50										2 for \$5.00	
	Mrs. Green's	Mountainside			x									3.99								
	Pathmark	4 Grain			x																2.49	
	Pioneer	4 Grain			x						2.50										2.50	2 for \$5.00
		Eggland's Best			x						2.50											2 for \$5.00
	ShopRite	Eggland's Best			x						2.50											2 for \$5.00
		ShopRite			x			2.47														
		The Happy Egg			x											3.99						
Target	Market Pantry			x				2.50													2 for \$5.00	
	Market Pantry			x		0.99																
	Thriftway	4 Grain			x						2.49										2.49	
	Walmart	n/i			x																3.75	
	Wegman's	Wegman's			x																3.99	
	Weis	Eggland's Best		x							2.50										2 for \$5.00	
NY	A&P Stores	4 Grain			x																2.99	
	Associated	Eggland's Best		x							2.99											
	Bravo	Nature's Yoke			x								4.49									
	Compare Foods	Eggland's Best		x							2.99											
	D'Agostino's	Land O Lakes		x																	2.99	
	Food Bazaar	Nature's Yoke			x										2.99							
	Foodtown	Land O Lakes			x																2.99	
		Eggland's Best		x							3.59											

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			JM	XL	LG	MD	White					Omega-3		Organic		Cage-Free		Veg-Fed		
							12	18	20	30	60	White	Brown	White	Brown	White	Brown	White		Brown
NY <i>(cont)</i>	Gourmet Garage	McMahon			x												3.49			pasteurized 2 for \$3.00 2 for \$5.00 2 for \$5.00 2 for \$5.00 2 for \$5.00 2 for \$5.00 2 for \$5.00 2 for \$5.00 2 for \$5.00 2 for \$5.00 20% off; local 2 for \$5.00 2 for \$5.00 2 for \$5.00 2 for \$5.00 2 for \$5.00 2 for \$5.00 2 for \$5.00 2 for \$5.00
	King Kullen	Safest Choice			x		2.99													
	King's	Eggland's Best			x							3.00								
	Met Foods	4 Grain			x							2.50							2.50	
		Eggland's Best			x							2.50								
	Metropolitan	Eggland's Best			x							2.50								
		4 Grain			x							2.50							2.50	
	Mrs. Green's	Mountainside			x											3.99				
	North Shore	Sauder's			x											2.99				
	NSA Supermarket	Eggland's Best			x							2.99								
	Pathmark	4 Grain			x														2.49	
	Peck's	Brey's Farm			x		*													
	Pioneer	4 Grain			x							2.50							2.50	
		Eggland's Best			x							2.50								
	ShopRite	Eggland's Best			x							2.50								
		ShopRite			x			2.47												
		The Happy Egg			x												3.99			
	Target	Market Pantry			x			2.50												
		Market Pantry			x		0.99													
Tops Market	Eggland's Best			x							3.00							2 for \$3.00		
	Tops			x							2.50							2 for \$5.00		
Uncle Giuseppe's	Land O Lakes			x														2.99		
Walmart	n/i			x					3.75											
Wegman's	Wegman's			x											3.99					
Weis	Eggland's Best			x							2.50							2 for \$5.00		
PA	A&P Stores	4 Grain			x														2.99	
	Associated	Eggland's Best			x							2.99								
	Boyer Food	Land O Lakes			x												2.97			
		Eggland's Best			x							2.50							2 for \$5.00	
		n/i			x		1.50												2 for \$3.00	
	Bravo	Nature's Yoke			x											4.49				
	Compare Foods	Eggland's Best			x							2.99								
	Foodtown	Land O Lakes			x														2.99	
		Eggland's Best			x							3.59								
	Fresh Grocer	Eggland's Best			x							2.50							2 for \$5.00	
	ShopRite			x			2.49													

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			JM	XL	LG	MD	White					Omega-3			Organic		Cage-Free		Veg-Fed								
							12	18	20	30	60	White		Brown	White	Brown	White	Brown	White		Brown						
												12	18	12								12 pack		12 pack		12 pack	
PA <i>(cont)</i>	GFS Marketplace	GFS			x																						
	Kuhn's	Kuhn's		x																							
	Pathmark	4 Grain			x																			2.49			
	Redner's	Redner's			x																			1.50	2 for \$3.00		
	ShopRite	Eggland's Best			x																			2.50	2 for \$5.00		
	ShopRite	ShopRite			x																				2.47		
	ShopRite	The Happy Egg			x																					3.99	
	Shurfine	Best Yet			x																					2.29	
	ShurSave	n/i			x																					2.29	
	Target	Market Pantry			x																					2.50	2 for \$5.00
	Target	Market Pantry			x																				0.99		
	Thriftway	4 Grain			x																					2.49	
	Tops Market	Eggland's Best			x																					2.49	2 for \$3.00
	Tops Market	Tops			x																					2.50	2 for \$5.00
Walmart	n/i			x																					3.75		
Wegman's	Wegman's			x																						3.99	
Weis	Eggland's Best			x																					2.50	2 for \$5.00	
RI	Associated	Eggland's Best		x																						2.99	
	Bravo	Nature's Yoke			x																						4.49
	Target	Market Pantry			x																					2.50	2 for \$5.00
	Target	Market Pantry			x																				0.99		
Walmart	n/i			x																					3.75		
VT	Tops Market	Eggland's Best			x																					3.00	2 for \$3.00
	Tops Market	Tops			x																					2.50	2 for \$5.00

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							White					Omega-3		Organic		Cage-Free			Veg-Fed	
			JM	XL	LG	MD	12	18	20	30	60	White	Brown	White	Brown	White	Brown		White	Brown
												12	18	12	12 pack	12 pack	12 pack			
SOUTHEASTERN U.S. - AL,FL,GA,MS,NC,SC,TN,VA,WV																				
AL	Dollar General Mkt	n/i			x		1.65													
	Food Giant	Best Choice				x	1.50											2 for \$3.00		
	Kroger Atlanta	Kroger			x		1.25												4 for \$5.00	
		Kroger	Simple Truth			x			1.99							2.50	2.50		2 for \$5.00	
		Kroger Nashville	Kroger			x		1.25								2.50	2.50		4 for \$5.00	
	Kroger Nashville	Simple Truth			x											2.50	2.50		2 for \$5.00	
		Piggly Wiggly HAC	Crystal Farms			x		1.88												
	Sprout's	Sprout's			x					2.50						2.50				
	Target	Market Pantry			x				2.50										2 for \$5.00	
		Market Pantry			x		0.99													
	Vowell's	Best Choice				x		1.99												
Walmart	n/i			x				3.75												
Winn-Dixie	Egglan's Best		x						2.50											
FL	Albertsons Sthrn	Egglan's Best			x					2.49										
	Dollar General Mkt	n/i			x		1.65													
	Food Giant	Best Choice				x	1.50											2 for \$3.00		
	GFS Marketplace	GFS			x				3.49											
		Harris Teeter	Harris Teeter			x				3.67										
	Harris Teeter	Harris Teeter			x				2.00										2 for \$4.00; limit 2	
		Hitchcock's	Essential Everyday			x		1.99												
	J.H. Harvey	Egglan's Best		x						2.50										
	Lucky's Market	4 Grain			x					2.50								2 for \$5.00		
	Sedano's	Nellie's		x	x											2.50			2 for \$5.00	
		Target	Market Pantry			x			2.50										2 for \$5.00	
	Target	Market Pantry			x		0.99													
		Walmart	n/i			x					3.75									
Western Beef	Essential Everyday			x		1.50											2 for \$3.00			
Winn-Dixie	Egglan's Best		x						2.50											
GA	Bi-Lo	Egglan's Best		x						2.50										
	Dollar General Mkt	n/i			x		1.65													
	Food Giant	Best Choice				x	1.50											2 for \$3.00		
	Harris Teeter	Harris Teeter			x				3.67											
		Harris Teeter			x				2.00										2 for \$4.00; limit 2	
IGA	KJ Farms			x		1.50											2 for \$3.00			

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			JM	XL	LG	MD	White					Omega-3			Organic		Cage-Free		Veg-Fed			
							12	18	20	30	60	White		Brown	White	Brown	White		Brown	White	Brown	
												12	18	12								12 pack
GA (cont)	Kroger Atlanta Kroger Simple Truth J.H. Harvey Piggly Wiggly HAC Sprout's Target Walmart Winn-Dixie	Kroger			x		1.25														4 for \$5.00	
		Kroger			x			1.99														
		Simple Truth			x													2.50	2.50			2 for \$5.00
		Eggland's Best		x							2.50											
		Crystal Farms			x		1.88															
		Sprout's			x						2.50			3.99	3.99			2.50				
		Market Pantry			x						2.50											2 for \$5.00
		Market Pantry			x		0.99															
n/i			x																	3.75		
		Eggland's Best		x						2.50												
MS	AG Baton Rouge Dollar General Mkt Food Giant Kroger Delta Kroger Kroger Simple Truth Target Market Pantry Market Pantry Vowell's Walmart Winn-Dixie	Shurfine			x		0.99														limit 2	
		Shurfine			x		1.79															additional quantities
		n/i			x		1.65															
		Best Choice				x	1.50															2 for \$3.00
		Kroger			x		1.25															4 for \$5.00
		Kroger			x						2.49											
		Simple Truth			x												2.50	2.50				2 for \$5.00
		Market Pantry			x						2.50											2 for \$5.00
		Market Pantry			x		0.99															
		Best Choice				x	1.99															
		n/i		x																	3.75	
		Eggland's Best		x						2.50												
NC	Bi-Lo Dollar General Mkt Farm Fresh Farm Fresh Wild Harvest Great Valu Markets Harris Teeter Harris Teeter IGA Kroger MdAtlntc Kroger Kroger Simple Truth Piggly Wiggly Rtl	Eggland's Best		x								2.50										
		n/i			x		1.65															
		Farm Fresh			x		0.99															
		Farm Fresh			x																	
		Wild Harvest			x							2.99										2.99
		Essential Everyday			x		1.79															
		Harris Teeter			x																	
		Harris Teeter			x																	
		Harris Teeter			x																	
		KJ Farms			x		1.50															2 for \$4.00; limit 2
Kroger			x																	2 for \$3.00		
Kroger			x																			
Kroger			x																			
Simple Truth			x													2.50	2.50				2 for \$5.00	
Piggly Wiggly				x	1.33																3 for \$4.00	

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			JM	XL	LG	MD	White					Omega-3		Organic		Cage-Free			Veg-Fed				
							12	18	20	30	60	12	18	12	White	Brown	White		Brown	White	Brown	White	Brown
NC <i>(cont)</i>	Target	Market Pantry			x			2.50													2 for \$5.00		
		Market Pantry			x		0.99																
	Walmart	n/i			x					3.75													
SC	Bi-Lo	Eggland's Best		x							2.50										2 for \$4.00; limit 2 2 for \$3.00 4 for \$5.00 2 for \$5.00 2 for \$5.00		
	Dollar General Mkt	n/i			x		1.65																
	Harris Teeter	Harris Teeter			x					3.67													
		Harris Teeter			x			2.00															
	IGA	KJ Farms			x		1.50																
	Kroger Atlanta	Kroger			x		1.25																
		Kroger			x			1.99															
		Simple Truth			x										2.50	2.50							
	J.H. Harvey	Eggland's Best		x							2.50												
Target	Market Pantry			x			2.50																
	Market Pantry			x			0.99																
	Walmart	n/i			x					3.75													
TN	Bi-Lo	Eggland's Best		x							2.50										2 for \$3.00 2 for \$4.00; limit 2 4 for \$5.00 2 for \$5.00 4 for \$5.00 2 for \$5.00 4 for \$5.00 2 for \$5.00 2 for \$5.00		
	Dollar General Mkt	n/i			x		1.65																
	Food City	Food Club			x			2.98															
	Food Giant	Best Choice				x	1.50																
	GFS Marketplace	GFS			x					3.49													
	Harris Teeter	Harris Teeter			x					3.67													
		Harris Teeter			x				2.00														
	Kroger Delta	Kroger			x		1.25																
		Kroger			x			2.49															
		Simple Truth			x										2.50	2.50							
	Kroger MdAtlntc	Kroger			x			1.79															
		Kroger			x			1.99															
		Simple Truth			x										2.50	2.50							
	Kroger Nashville	Kroger			x		1.25																
		Kroger			x			1.99															
		Simple Truth			x										2.50	2.50							
	Super Dollar	Valu Time				x		2.49															
	Target	Market Pantry			x			2.50															
	Market Pantry			x			0.99																
Twn&Cntry Grocer	Best Choice			x			1.69																
	Walmart	n/i			x					3.75													

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			JM	XL	LG	MD	White					Omega-3		Organic		Cage-Free			Veg-Fed								
							12	18	20	30	60	White	Brown	White	Brown	White	Brown		White	Brown							
																					12	18	12	12 pack		12 pack	
VA	Associated	Egglard's Best		x								2.99															
	Dollar General Mkt	n/i			x		1.65																				
	Farm Fresh	Farm Fresh			x		0.99			3.99																	
		Wild Harvest			x							2.99							2.99								
	Food City	Food Club			x			2.98																			
	Food Country USA	Dutt & Wagner	x				1.99																				
	Grant's	n/i				x	1.25																		4 for \$5.00		
	Great Valu Markets	Essential Everyday			x		1.79																				
	Harris Teeter	Harris Teeter			x					3.67																	
		Harris Teeter			x			2.00																		2 for \$4.00; limit 2	
	Kroger MdAtlntc	Kroger			x		1.79																				
		Kroger			x		1.99																				
		Simple Truth			x													2.50	2.50							2 for \$5.00	
	Super Dollar	Valu Time				x	2.49																				
	Target	Market Pantry			x		2.50																			2 for \$5.00	
	Market Pantry			x		0.99																					
Walmart	n/i			x					3.75																		
Wegman's	Wegman's			x												3.99											
WV	Dollar General Mkt	n/i			x		1.65																				
	Food Country USA	Dutt & Wagner	x				1.99																				
	Foodland	Hillandale				x	1.99																				
	Grant's	n/i				x	1.25																			4 for \$5.00	
	Great Valu Markets	Essential Everyday			x		1.79																				
	Kroger Columbus	Simple Truth			x												2.50	2.50								2 for \$5.00	
		Kroger			x		1.99																				
	Kroger MdAtlntc	Kroger			x		1.79																				
		Kroger			x		1.99																				
		Simple Truth			x													2.50	2.50							2 for \$5.00	
	Target	Market Pantry			x		2.50																			2 for \$5.00	
		Market Pantry			x		0.99																				
	Walmart	n/i			x					3.75																	
Weis	Egglard's Best			x							2.50														2 for \$5.00		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Prices in \$US per unit, effective December 07-25, 2014

Easter/Passover 2015

SHELL EGGS

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs							Conditions	
							White					Omega-3		Organic		Cage-Free		Veg-Fed		
			JM	XL	LG	MD	12	18	20	30	60	White	Brown	White	Brown	White	Brown	White		Brown
												12	18	12	12 pack	12 pack	12 pack			
MIDWESTERN U.S. - IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI																				
IA	Affiliated MW	Shurfine			x					0.98										
	Fareway	Sparboe Farms			x					0.99									limit 2	
	Hometown Foods	Shurfresh			x					0.99										
	Hy-Vee	Hy-Vee			x						1.28									limit 2
		Full Circle			x								2.77							
	Jewel-Osco	Jewel			x						free									w/ bacon purchase
		Eggland's Best			x									3.99						
		Safest Choice			x						3.00									pasteurized
	Maynard's	Shurfine			x						0.99									
	Quillin's	Shurfresh			x						0.99									
	Sunshine Foods	Shurfine			x						0.98									limit 4
	Target	Market Pantry			x							2.50								2 for \$5.00
	Market Pantry			x						0.99										
	Walmart	n/i			x														3.75	
IL	Affiliated MW	Shurfine			x					0.98										
	Angelo Caputo's	Eggland's Best			x								3.99							
	Borowiak's IGA	IGA				x				0.88									limit 3	
	Brookhaven	Dutch Farms			x					1.69										
	Butera Market	n/i			x						1.99								limit 1	
	Cermak's	Dutch Farms		x						2.00									2 for \$4.00	
	Cub Foods	Cub			x						1.99									
	Dierberg's	Eggland's Best			x								2.50						2 for \$5.00	
	Fairplay Foods	Dutch Farms			x						1.69									
		Dutch Farms				x					1.49									
		Dutch Farms		x							1.79									
		Dutch Farms		x							1.99									
	Fareway	Sparboe Farms			x						0.99									limit 2
	Food 4 Less	Kroger			x						1.25									4 for \$5.00
	Fresh Thyme	Dutch Farms			x						1.99									or brown
	Garden Fresh	Dutch Farms		x							1.69									
	GFS Marketplace	GFS			x								3.49							
Heinen's	Heinen's			x											2.49					
Hy-Vee	Hy-Vee			x						1.28									limit 2	
	Full Circle			x									2.77							

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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Easter/Passover 2015

SHELL EGGS

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs								Conditions								
			JM	XL	LG	MD	White					Omega-3			Organic		Cage-Free		Veg-Fed									
							12	18	20	30	60	White		Brown	White	Brown	White	Brown	White		Brown							
												12	18	12								12 pack		12 pack		12 pack		
IL <i>(cont)</i>	Kirby Foods IGA	Dutch Farms			x		1.29																					
		IGA			x		1.29																					
	Kroger Louisville	Kroger			x			2.50																	2 for \$5.00			
	Joe Caputo's	Hamilton			x		1.50																		2 for \$3.00			
		IGA			x		0.99																					
	Kroger Central	Kroger			x		1.25																			4 for \$5.00		
		Simple Truth			x													2.50	2.50							2 for \$5.00		
	Kroger Louisville	Kroger			x			1.99																			2 for \$5.00	
		Simple Truth			x													2.50	2.50								2 for \$5.00	
	Mariano's Fresh	Eggland's Best			x								3.25															
	Meijer	Meijer			x		0.99																				limit 4	
		Eggland's Best			x									2.29														
	Piggly Wiggly MW	n/i			x			1.99																				
	Schuetter's	n/i				x	0.99																				limit 1	
	Shop & Save Mrkt	Dutch Farms		x			1.69																					
		Pearl Valley			x		1.69																					
	Shop'n Save	Shoppers Value				x		1.79																				
		Wild Harvest			x																							
	Sunset Foods	Dutch Farms			x		1.69																					
		Dutch Farms			x		1.59																					
		Phil's Fresh			x																							
	Target	Market Pantry			x			2.50																				2 for \$5.00
		Market Pantry			x		0.99																					
	Tony's Finer Food	n/i				x	0.99																					limit 2
	Blue Sky			x																							free range	
Treasure Island	Dutch Farms			x		1.69																						
	Dutch Farms		x			1.99																						
Valli Produce	Eggland's Best			x									2.49															
Walmart	n/i			x					3.75																			
Walt's Food Cntr	Eggland's Best			x										3.79														
	Phil's Fresh			x																							2 for \$5.00	
	Safest Choice			x		2.50																					pasteurized	
	Dutch Farms			x																							2 for \$5.00	
	Rose Acres			x		1.39																					limit 2	
	Rose Acres			x		1.69																					additional	
	Dutch Farms			x		1.39																					limit 2	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 Prices in \$US per unit, effective December 07-25, 2014

Easter/Passover 2015
SHELL EGGS

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs							Conditions		
			JM	XL	LG	MD	White					Omega-3		Organic		Cage-Free		Veg-Fed			
							12	18	20	30	60	White	Brown	White	Brown	White	Brown	White		Brown	
												12 pack		12 pack		12 pack					
IL <i>(cont)</i>	Walt's Food Cntr <i>(continued)</i>	Dutch Farms			x		1.69													additional	
		Rose Acres		x			1.69														
		Rose Acres	x				1.89														
		Dutch Farms		x			1.69														
		Dutch Farms	x				1.89														
IN	Al's Supermarket	Dutch Farms				x	0.99													limit 2	
		Dutch Farms			x		1.50													2 for \$3.00	
	Dollar General Mkt	n/i			x		1.65														
	Food 4 Less	Kroger			x		1.25													4 for \$5.00	
	Fresh Thyme	Dutch Farms			x		1.99													or brown	
	GFS Marketplace	GFS			x					3.49											
	Jay C	Simple Truth			x										2.49	2.49					
	Kirby Foods IGA	Dutch Farms			x		1.29														
		IGA			x		1.29														
	Kroger Central	Kroger			x		1.25													4 for \$5.00	
		Simple Truth			x										2.50	2.50				2 for \$5.00	
	Kroger Cincinnati	Kroger			x		1.25													4 for \$5.00	
		Kroger			x				1.99												
		Simple Truth			x										2.50	2.50				2 for \$5.00	
	Kroger Louisville	Kroger			x				1.99												
	Kroger Louisville	Kroger			x				2.50											2 for \$5.00	
		Simple Truth			x										2.50	2.50				2 for \$5.00	
	Martin's	Eggland's Best		x								2.50								2 for \$5.00	
	Meijer	Meijer			x		0.99													limit 4	
		Eggland's Best			x							2.29									
	New Market	Eggland's Best			x							2.69									
	Target	Market Pantry			x				2.50												2 for \$5.00
		Market Pantry			x		0.99														
Walmart	n/i			x						3.75											
Walt's Food Cntr	Eggland's Best			x							3.79										
	Phil's Fresh			x											2.50				2 for \$5.00		
	Safest Choice			x		2.50													pasteurized		
	Dutch Farms			x											2.50				2 for \$5.00		
	Rose Acres			x		1.39													limit 2		
	Rose Acres			x		1.69													additional		
	Dutch Farms			x		1.39													limit 2		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
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Easter/Passover 2015
SHELL EGGS

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs								Conditions		
			JM	XL	LG	MD	White					Omega-3			Organic		Cage-Free		Veg-Fed			
							12	18	20	30	60	White		Brown	White	Brown	White	Brown	White		Brown	
												12	18	12	12 pack		12 pack		12 pack			
IN <i>(cont)</i>	Walt's Food Cntr <i>(continued)</i>	Dutch Farms			x		1.69													additional		
		Rose Acres		x			1.69															
		Rose Acres		x			1.89															
		Dutch Farms			x		1.69															
		Dutch Farms			x		1.89															
		Wesselman's Country Fresh					x	1.19														
KY	Cox IGA	IGA			x		1.50													2 for \$3.00; limit 2		
	Dollar General Mkt	n/i			x		1.65															
	Food City	Food Club			x		2.98															
	Food Giant	Best Choice				x	1.50														2 for \$3.00	
	Foodland	Hillandale				x	1.99															
	GFS Marketplace	GFS			x						3.49											
	Kroger Cincinnati	Kroger	Kroger			x		1.25														4 for \$5.00
		Kroger	Kroger			x		1.99														
		Kroger	Simple Truth			x									2.50	2.50					2 for \$5.00	
	Kroger Delta	Kroger	Kroger			x		1.25														4 for \$5.00
		Kroger	Kroger			x		2.49														
		Kroger	Simple Truth			x									2.50	2.50					2 for \$5.00	
	Kroger Louisville	Kroger			x		1.99															
	Kroger Louisville	Kroger	Kroger			x		2.50														2 for \$5.00
		Kroger	Simple Truth			x									2.50	2.50					2 for \$5.00	
	Kroger MdAtIntc	Kroger	Kroger			x		1.79														
		Kroger	Kroger			x		1.99														
		Kroger	Simple Truth			x									2.50	2.50					2 for \$5.00	
	Kroger Nashville	Kroger	Kroger			x		1.25														4 for \$5.00
		Kroger	Kroger			x		1.99														
		Kroger	Simple Truth			x									2.50	2.50					2 for \$5.00	
	Lucky's Market	Hillandale			x							2.50									2 for \$5.00	
	Meijer	Meijer	Meijer			x		0.99														limit 4
		Meijer	Eggland's Best			x							2.29									
	Remke Markets	Remke	Eggland's Best			x							2.00									2 for \$4.00
		Remke	Remke			x		1.29														limit 2
	Target	Market Pantry	Market Pantry			x		2.50														2 for \$5.00
Market Pantry		Market Pantry			x		0.99															
Twn&Cntry Grocer	Best Choice	Best Choice			x		1.69															
Walmart	n/i	n/i			x															3.75		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
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Easter/Passover 2015
 SHELL EGGS

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs						Conditions					
			JM	XL	LG	MD	White					Omega-3		Organic		Cage-Free			Veg-Fed				
							12	18	20	30	60	White	Brown	White	Brown	White	Brown		White	Brown			
																					12 pack		
MI	Affiliated MW	Shurfine			x		0.99																
	Busch's	Eggland's Best		x							2.69										locally grown		
	D&W Fresh	Eggland's Best			x						2.50										locally grown		
	GFS Marketplace	GFS			x																		
	Hollywood	Hamilton			x		1.49																
	Kroger Central	Kroger			x		1.25															4 for \$5.00	
		Simple Truth			x												2.50	2.50				2 for \$5.00	
	Kroger Columbus	Simple Truth			x												2.50	2.50				2 for \$5.00	
		Kroger			x			1.99															
	Kroger Michigan	Kroger			x		1.25															4 for \$5.00	
		Kroger			x			1.99															
		Simple Truth			x											2.50	2.50					2 for \$5.00	
	Lucky's Market	Sauder's			x												2.50	2.50				2 for \$5.00	
	Martin's	Eggland's Best		x								2.50										2 for \$5.00	
	Meijer	Meijer			x		0.99															limit 4	
		Eggland's Best			x							2.29											
	Plumbs/Duthlers	Dutch Farms				x	1.25															4 for \$5.00	
		Eggland's Best		x								2.50										2 for \$5.00	
	Polly's	Eggland's Best			x			3.47														locally grown	
Ric's Food Center	Shurfine			x		0.99																	
Target	Market Pantry			x			2.50														2 for \$5.00		
	Market Pantry			x		0.99																	
Walmart	n/i			x																	3.75		
MN	Affiliated MW	Shurfine			x		0.98																
	Cash Wise	Food Club			x		free															w/ \$30 purchase; limit 1	
	Coborn's	Food Club			x		1.29																
	Cub Foods	Cub			x			1.99															
	Fareway	Sparboe Farms			x		0.99															limit 2	
	Hugo's	Our Family			x			2.49														limit 1	
	Hy-Vee	Hy-Vee			x		1.28																limit 2
		Full Circle			x							2.77											
	Maynard's	Shurfine			x		0.99																
	Quillin's	Shurfresh			x		0.99																
	Rainbow Foods	Essential Everyday			x		*															\$0.50 off w/ coupon	
	Sunshine Foods	Shurfine			x		0.98															limit 4	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Prices in \$US per unit, effective December 07-25, 2014

Easter/Passover 2015

SHELL EGGS

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs						Conditions		
			JM	XL	LG	MD	White					Omega-3		Organic		Cage-Free			Veg-Fed	
							12	18	20	30	60	White	Brown	White	Brown	White	Brown		White	Brown
MN (cont)	Target Walmart	Market Pantry Market Pantry n/i			x x x		2.50 0.99													2 for \$5.00
ND	Albertsons Mtn Cash Wise Coborn's Hugo's Target Walmart	Eggland's Best Safest Choice Land O Lakes Food Club Food Club Our Family Market Pantry Market Pantry n/i		x	x x x x x x		4.49 free 1.29 2.49 2.50 0.99					2.49							3.19	pasteurized w/ \$30 purchase; limit 1 limit 1 2 for \$5.00
NE	Affiliated MW Baker's Fareway Hy-Vee Russ's Market Target Walmart	Shurfine Baker's Simple Truth Sparboe Farms Hy-Vee Full Circle Best Choice Eggland's Best Market Pantry Market Pantry n/i			x x x x x x x x x		0.98 0.99 0.99 1.28 1.89 2.50 0.99	1.99				2.77				2.50 2.89				locally grown 2 for \$5.00 limit 2 limit 2 2 for \$5.00
OH	Acme Fresh Mrkt Cub Foods Dollar General Mrkt Foodland Fresh Thyme Geyer's GFS Marketplace Heinen's Kroger Central Kroger Cincinnati Kroger Cincinnati Simple Truth	Acme Cub n/i Hillandale Dutch Farms Essential Everyday GFS Heinen's Kroger Simple Truth Kroger Kroger Simple Truth			x x x x x x x x x x x x		1.50 1.99 1.65 1.99 1.99 1.68 3.49 1.25 1.25 1.99									2.49 2.50 2.50			2 for \$3.00 or brown 4 for \$5.00 2 for \$5.00 4 for \$5.00 2 for \$5.00	

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Easter/Passover 2015

SHELL EGGS

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs								Conditions					
							White					Omega-3			Organic		Cage-Free		Veg-Fed						
			JM	XL	LG	MD	12	18	20	30	60	12	18	12	White	Brown	White	Brown	White		Brown	White	Brown		
															12 pack		12 pack		12 pack						
OH (cont)	Kroger Columbus	Simple Truth			x																		2 for \$5.00		
		Kroger			x					1.99															
	Kroger MdAtlntc	Kroger			x					1.79															
		Kroger			x					1.99															
		Simple Truth			x													2.50		2.50				2 for \$5.00	
	Lucky's Market	Hillandale			x													2.50		2.50				2 for \$5.00	
	Meijer	Meijer			x				0.99															limit 4	
		Eggland's Best			x								2.29												
	Remke Markets	Eggland's Best			x								2.00											2 for \$4.00	
		Remke			x				1.29															limit 2	
	Target	Market Pantry			x				2.50															2 for \$5.00	
	Market Pantry			x				0.99																	
Walmart	n/i			x						3.75															
	Weis	Eggland's Best		x								2.50												2 for \$5.00	
SD	Affiliated MW	Shurfine			x			0.98																	
	Buche Foods	Shurfine			x			0.99																	
	Coborn's	Food Club			x			1.29																	
	Fareway	Sparboe Farms			x			0.99																limit 2	
	Hy-Vee	Hy-Vee			x			1.28																limit 2	
		Full Circle			x							2.77													
	Ken's Super Fair	Shurfine			x			0.99																	
	Maynard's	Shurfine			x			0.99																	
	Sunshine Foods	Shurfine			x			0.98																limit 4	
	Target	Market Pantry			x				2.50															2 for \$5.00	
		Market Pantry			x				0.99																
Walmart	n/i			x						3.75															
WI	Affiliated MW	Shurfine			x			0.98																	
	Festival	Festival			x			0.98																limit 1	
		Phil's Fresh			x												2.39		2.39						
	GFS Marketplace	GFS			x																				
	Gordy's	Essential Everyday			x			0.97																	
	Hy-Vee	Hy-Vee			x			1.28																limit 2	
		Full Circle			x							2.77													
	Pick'n Save	Roundy's			x				1.98																
	Piggly Wiggly MW	n/i			x				1.99																
Quillin's	Shurfresh			x			0.99																		

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Easter/Passover 2015
 SHELL EGGS

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs						Conditions		
			JM	XL	LG	MD	White					Omega-3		Organic		Cage-Free			Veg-Fed	
							12	18	20	30	60	White	Brown	White	Brown	White	Brown		White	Brown
												12 pack		12 pack		12 pack				
WI (cont)	Sendik's Target Trig's Walmart	Shurfine Market Pantry Market Pantry Essential Everyday n/i			x x x x		1.49 2.50 0.99 0.89													2 for \$5.00 limit 2

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Easter/Passover 2015

SHELL EGGS

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs						Conditions		
			JM	XL	LG	MD	White					Omega-3		Organic		Cage-Free			Veg-Fed	
							12	18	20	30	60	White	Brown	White	Brown	White	Brown		White	Brown
SOUTH CENTRAL U.S. - AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT																				
AR	Affiliated MW	Shurfine			x		0.99													
	Albertsons Sthrn	Egglard's Best			x							2.49								
	Cranford's	Egglard's Best		x								1.98								
	Food Giant	Best Choice				x	1.50											2 for \$3.00		
	G&W Foods	Clearly Organic		x										3.69						
	Harps	Egglard's Best		x								2.50								
	Hay's	Best Choice			x		1.67											3 for \$5.00		
	Kroger Delta	Kroger			x		1.25											4 for \$5.00		
		Kroger			x			2.49												
		Simple Truth			x										2.50	2.50			2 for \$5.00	
	Target	Market Pantry			x			2.50											2 for \$5.00	
		Market Pantry			x		0.99													
Twn&Cntry Grocer	Best Choice			x		1.69														
Walmart	n/i			x						3.75										
AZ	Albertsons SW	Albertsons			x		1.99													
		Albertsons			x		free											limit 2		
	Basha's	Chino Valley			x										3.99		3.99	w/ qualified purchase		
	El Super	Hickman's				x	2.49													
	Food City	Food City			x		free											w/ qualified purchase		
		Food City				x				7.27										
	Fresh & Easy	Wild Oats			x									2.50	2.50			2 for \$5.00		
	Fry's	Fry's			x		0.99											limit 2		
		Fry's			x		1.99											limit 4		
		Simple Truth			x									2.50	2.50			2 for \$5.00		
	Los Altos	Sunshine			x				1.99											
	Smith's	Smith's			x		1.25											4 for \$5.00		
	Simple Truth			x									2.50	2.50			2 for \$5.00			
Sprout's	Sprout's			x						2.50		3.99	3.99				2.50			
Target	Market Pantry			x			2.50											2 for \$5.00		
	Market Pantry			x		0.99														
Walmart	n/i			x					3.75											
CO	Affiliated Foods	Shurfine			x		1.50													
	Affiliated MW	Shurfine			x		0.98											2 for \$3.00		

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Easter/Passover 2015

SHELL EGGS

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs								Conditions				
			JM	XL	LG	MD	White					Omega-3			Organic		Cage-Free		Veg-Fed					
							12	18	20	30	60	White	Brown	12	White	Brown	White	Brown	White		Brown	White	Brown	
																								12 pack
CO <i>(cont)</i>	Albertsons Mtn	Eggland's Best			x							2.49												pasteurized 2 for \$3.00 3 for \$5.00 2 for \$5.00 2 for \$5.00 2 for \$5.00 2 for \$5.00
		Safest Choice			x		4.49														3.19			
		Land O Lakes			x																			
	Clark's	Western Family			x		1.50																	
	King Soopers	King Soopers			x		1.67																	
		King Soopers			x			2.50																
		Simple Truth			x													2.50	2.50					
	Lucky's Market	Rocky Mountain			x																			
	Sprout's	Sprout's			x							2.50						3.99	3.99					
Target	Market Pantry			x			2.50																	
	Market Pantry			x		0.99																		
	Walmart	n/i			x					3.75														
KS	Affiliated Foods	Shurfine			x		1.50																	2 for \$3.00 locally grown 2 for \$5.00 limit 2 limit 1 2 for \$5.00
	Affiliated MW	Shurfine			x		0.98																	
	Dillon's	Dillon's			x		0.99	1.99																
		Simple Truth			x															2.50	2.50			
	G&W Foods	Clearly Organic			x																			
	Hen House	Hen House			x		1.99																	
	Homeland	Best Choice			x		1.99																	
	Hy-Vee	Hy-Vee			x		1.28																	
		Full Circle			x							2.77												
	Price Chopper	Eggland's Best			x		1.99					1.99												
	Sprout's	Sprout's			x		2.50					2.50												
	Sun Fresh	n/i			x		0.99																	
	Target	Market Pantry			x			2.50																
		Market Pantry			x		0.99																	
	Walmart	n/i			x					3.75														
Woods	Eggland's Best			x		1.99					1.99													
	Best Choice			x		1.49																		
LA	Albertsons Sthrn	Eggland's Best			x							2.49												4 for \$5.00 2 for \$5.00 2 for \$3.00 2 for \$3.00
	Kroger Southwest	Kroger			x		1.25																	
		Kroger			x			1.99																
		Simple Truth			x															2.50	2.50			
	LeBlanc's	LeBlanc's			x		1.50																	
Market Basket	Happy Hen	x				1.50																		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
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Easter/Passover 2015
SHELL EGGS

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs							Conditions		
			JM	XL	LG	MD	White					Omega-3			Organic		Cage-Free			Veg-Fed	
							12	18	20	30	60	White		Brown	White	Brown	White	Brown		White	Brown
												12	18	12	12 pack		12 pack			12 pack	
LA (cont)	Target	Market Pantry			x			2.50												2 for \$5.00	
		Market Pantry			x		0.99														
	Walmart	n/i			x					3.75											
	Winn-Dixie	Eggland's Best		x							2.50										
MO	Affiliated MW	Shurfine			x		0.98													limit 2	
	C&R Supermarket	Shurfine			x		0.98														
	Food Giant	Best Choice				x	1.50												2 for \$3.00		
	G&W Foods	Clearly Organic		x										3.69							
	Gerbe's	Gerbe's			x		0.99	1.99											locally grown		
		Simple Truth			x											2.50	2.50		2 for \$5.00		
	Harps	Eggland's Best		x							2.50								2 for \$5.00		
	Hay's	Best Choice			x		1.67												3 for \$5.00		
	Hen House	Hen House			x		1.99														
	Hy-Vee	Hy-Vee			x		1.28												limit 2		
		Full Circle			x						2.77										
	Kroger Central	Kroger			x		1.25												4 for \$5.00		
		Simple Truth			x											2.50	2.50		2 for \$5.00		
	Kroger Delta	Kroger			x		1.25												4 for \$5.00		
		Kroger			x			2.49													
		Simple Truth			x											2.50	2.50		2 for \$5.00		
	Lucky's Market	Martin Family			x												2.50		2 for \$5.00		
	Price Chopper	Eggland's Best		x							1.99										
	Pyramid Foods	Eggland's Best		x							2.49										
		Land O Lakes			x						2.89										
	Shop'n Save	Shoppers Value				x		1.79													
		Wild Harvest			x													3.49			
	Sprout's	Sprout's			x						2.50			3.99	3.99		2.50				
	Sun Fresh	n/i			x		0.99												limit 1		
Target	Market Pantry			x			2.50											2 for \$5.00			
	Market Pantry			x		0.99															
Twn&Cntry Grocer	Best Choice			x		1.69															
Twn&Cntry Sprmrk	Best Choice			x		1.67												3 for \$5.00; limit 3			
	Best Choice			x		2.49															
Walmart	n/i			x					3.75												
Woods	Eggland's Best		x							1.99											
	Best Choice			x		1.49															

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Easter/Passover 2015
SHELL EGGS

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs							Conditions						
			JM	XL	LG	MD	White					Omega-3			Organic		Cage-Free			Veg-Fed					
							12	18	20	30	60	White		Brown	White	Brown	White	Brown		White	Brown				
												12	18	12	12 pack		12 pack			12 pack					
NM	Affiliated Foods	Shurfine			x		1.50																2 for \$3.00		
	Albertsons SW	Albertsons			x			1.99															limit 2		
		Albertsons			x		free																w/ qualified purchase		
	Basha's	Chino Valley			x																		3 for \$5.00		
	Dollar General Mkt	n/i			x		1.65																2 for \$5.00		
	King Soopers	King Soopers			x		1.67																2 for \$5.00		
		King Soopers			x			2.50															2 for \$5.00		
		Simple Truth			x													2.50	2.50					2 for \$5.00	
	Los Altos	Sunshine			x				1.99															4 for \$5.00	
	Smith's	Smith's			x		1.25																	2 for \$5.00	
		Simple Truth			x													2.50	2.50					2 for \$5.00	
	Sprout's	Sprout's			x							2.50						3.99	3.99					2 for \$5.00	
Target	Market Pantry			x			2.50																2 for \$5.00		
	Market Pantry			x		0.99																			
	Walmart	n/i			x																		3.75		
OK	Affiliated Foods	Shurfine			x		1.50																2 for \$3.00		
	Affiliated MW	Shurfine			x		0.98																		
	Buy for Le\$\$	Shurfine			x		0.98																	limit 3	
	Dollar General Mkt	n/i			x		1.65																		
	Harps	Eggland's Best			x							2.50												2 for \$5.00	
	Homeland	Best Choice			x		1.99																		
	John Brooks	Shurfine			x		1.50																	2 for \$3.00	
	Market Square	Shurfine			x		1.50																	2 for \$3.00	
	Nichol's	Best Choice			x		.50 off																	on two dozen	
	Pyramid Foods	Eggland's Best			x							2.49													
		Land O Lakes			x							2.89													
	Reasor's	Eggland's Best			x							2.19													
		Shurfine			x		1.25																		4 for \$5.00
	Sprout's	Sprout's			x							2.50						3.99	3.99			2.50			
	Target	Market Pantry			x				2.50																2 for \$5.00
		Market Pantry			x		0.99																		
	Terry's Market	Parade				x																			w/\$10 purchase; limit 2
Walmart	n/i			x																					
Williams	Best Choice			x		.50 off																		on two dozen	

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Easter/Passover 2015
 SHELL EGGS

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs							Conditions			
			JM	XL	LG	MD	White					Omega-3			Organic		Cage-Free			Veg-Fed		
							12	18	20	30	60	White		Brown	White	Brown	White	Brown		White	Brown	
												12	18	12	12 pack		12 pack			12 pack		
TX	Affiliated Foods	Shurfine			x		1.50														2 for \$3.00	
	Albertsons Sthrn	Eggland's Best			x						2.49											
	Albertsons SW	Albertsons			x			1.99														limit 2
		Albertsons			x		free															w/ qualified purchase
	Brookshire Bros.	Brookshire Bros.			x		1.99															
	El Rancho	El Rancho				x				2.99												
	Food Town	Happy Hen	x				1.66															
	Foodarama	Maxim's			x		1.49															
	Homeland	Best Choice			x		1.99															
	Los Altos	Sunshine			x				1.99													
	Kroger Southwest	Kroger			x		1.25															4 for \$5.00
		Kroger			x			1.99														
		Simple Truth			x											2.50	2.50					2 for \$5.00
	Market Basket	Happy Hen	x				1.50															2 for \$3.00
	Market Square	Shurfine			x		1.50															2 for \$3.00
	Minyard's	Best Choice	x				1.25															4 for \$5.00
	Sellers Bros.	Kieke's			x			2.77														
Sprout's	Sprout's			x						2.50			3.99	3.99		2.50						
Target	Market Pantry			x				2.50													2 for \$5.00	
	Market Pantry			x		0.99																
The United Family	Red River			x		1.97																
Walmart	n/i			x					3.75													
UT	Albertsons Mtn	Eggland's Best			x						2.49											pasteurized
		Safest Choice			x		4.49															3.19
		Land O Lakes		x																		
	Albertsons SW	Albertsons			x			1.99														limit 2
		Albertsons			x		free															w/ qualified purchase
	Associated Food	Western Family			x		1.25															4 for \$5.00
	Clark's	Western Family			x		1.50															2 for \$3.00
	Harmon's	Harmon's			x		1.67															3 for \$5.00
		Harmon's			x		1.25															4 for \$5.00
	King Soopers	King Soopers			x		1.67															3 for \$5.00
		King Soopers			x			2.50														2 for \$5.00
	Simple Truth			x											2.50	2.50					2 for \$5.00	
Rancho Markets	Oakdell				x				2.99													

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Easter/Passover 2015
 SHELL EGGS

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs								Conditions							
			JM	XL	LG	MD	White					Omega-3			Organic		Cage-Free		Veg-Fed								
							12	18	20	30	60	White		Brown	White	Brown	White	Brown	White		Brown						
												12	18	12								12 pack		12 pack		12 pack	
UT (cont)	Ream's	Western Family			x		free																		w/ qualified purchase		
		Western Family			x		1.09																				
		Smith's	Smith's			x		1.25																			4 for \$5.00
			Simple Truth			x												2.50	2.50								2 for \$5.00
		Sprout's	Sprout's			x					2.50					3.99	3.99										
		Target	Market Pantry			x				2.50																	2 for \$5.00
	Walmart	Market Pantry n/i			x		0.99																				

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
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Easter/Passover 2015
 SHELL EGGS

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs							Conditions	
							White					Omega-3			Organic		Cage-Free			Veg-Fed
			JM	XL	LG	MD	12	18	20	30	60	White	Brown	White	Brown	White	Brown	White		Brown
														12 pack	12 pack			12 pack		
SOUTHWESTERN U.S. - CA,HI,NV																				
CA	Big Saver	Trafficanda				x				4.49										
	Bristol Farms	California Ranch			x				2.99											
	Cardenas	n/i		x						3.79										
	Chavez	Chavez			x				3.99											
	Dollar General Mkt	n/i			x				2.85											
	El Super	n/i				x				2.97										
	El Tapatio	n/i				x			1.69											
	Foodland Mercado	n/i			x					2.79										
	Fresh & Easy	Wild Oats			x								2.50	2.50				2 for \$5.00		
	Jon's Marketplace	n/i			x				2.99									limit 2		
		n/i			x				3.49											
	K.V. Mart	California Ranch				x				2.50								2 for \$5.00		
	La Bonita	La Bonita		x						3.49										
	Lucky	Sunnyside			x				3.99											
	Mar-Val Food	Mar-Val			x				2.50									2 for \$5.00		
		Nulaid			x				2.50									2 for \$5.00		
	Mi Pueblo	California Ranch				x				3.49										
	Mollie Stone's	Mollie Stone's			x				BOGO											
	Murphy's	Petaluma Farms				x			1.79											
	Nugget Markets	Olivera			x					3.50								2 for \$7; local		
	R-Ranch	n/i				x			2.50									2 for \$5.00		
	Ralph's	Simple Truth			x								3.49	3.49				w/ store card		
		Kroger			x					3.49										
	Rancho San Miguel	n/i			x				1.98											
	Save Mart	Sunnyside			x				free									w/ qualified purchase		
	Sprout's	Sprout's			x						2.50		3.99	3.99		2.50				
	Super A Foods	Farmer's Gems			x				3.99											
	Super King	n/i			x					2.99								limit 2		
	Superior	n/i		x					2.99											
	Target	Market Pantry			x				3.50									2 for \$7.00		
		Market Pantry			x				1.49											
	Walmart	n/i			x						4.95									
HI	Don Quijote	Ka-Lei		x					4.99									Island		
	Foodland	Safest Choice			x				4.99									Mainland; pasteurized		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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Easter/Passover 2015

SHELL EGGS

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs								Conditions
			JM	XL	LG	MD	White					Omega-3		Organic		Cage-Free		Veg-Fed		
							12	18	20	30	60	White	Brown	White	Brown	White	Brown	White	Brown	
HI	Target	Market Pantry			x			4.50												2 for \$9.00
		Market Pantry			x		3.29													Mainland
	Times Supermarket	Sunnyside			x		2.29													Mainland
NV	Albertsons Mtn	Eggland's Best			x							2.49								pasteurized limit 2 w/ qualified purchase 4 for \$5.00 2 for \$5.00 2 for \$5.00 2 for \$5.00
		Safest Choice			x		4.49													
		Land O Lakes		x															3.19	
	Albertsons SW	Albertsons			x		1.99													
		Albertsons			x		free													
	Associated Food	Western Family			x		1.25													
	Dollar General Market	n/i			x		1.65													
	El Super	n/i			x					3.49										
	Fresh & Easy	Wild Oats			x											2.50	2.50			
	Scolari's	Willamette			x		BOGO													
	Smith's	Smith's			x		1.25													
		Simple Truth			x											2.50	2.50			
	Sprout's	Sprout's			x							2.50			3.99	3.99		2.50		
Target	Market Pantry			x			2.50													
	Market Pantry			x		0.99														
Walmart	n/i			x					3.75											

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SHELL EGGS

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs							Conditions	
							White					Omega-3			Organic		Cage-Free			Veg-Fed
			JM	XL	LG	MD	12	18	20	30	60	White	Brown	White	Brown	White	Brown	White		Brown
												12	18	12	12 pack	12 pack	12 pack			
NORTHWESTERN U.S. - AK,ID,MT,OR,WA,WY																				
AK	AC Value Center	Essential Everyday			x					2.98										
	Alaskan & Proud	Western Family			x				1.78											
	Fred Meyer	Fred Meyer			x				2.50										2 for \$5.00	
		Simple Truth			x									2.79	2.79					
	IGA Hometown	IGA			x				1.69											
	Juneau Foodland	IGA			x				1.69											
	Sea Mart	Western Family			x				3.50										2 for \$7.00	
	Target	Market Pantry			x				4.50											2 for \$9.00
		Market Pantry			x				3.29											
	Walmart	n/i			x			2.08												
ID	Albertsons Mtn	Eggland's Best			x									2.49						
		Safest Choice			x				4.49											
		Land O Lakes		x														3.19	pasteurized	
	Albertsons NW	Wild Harvest			x									2.99						
	Associated Food	Western Family			x				1.25										4 for \$5.00	
	Fred Meyer	Fred Meyer			x				2.00										2 for \$4.00	
		Simple Truth			x									2.50	2.50				2 for \$5.00	
	Harvest Foods	Western Family			x				1.48										limit 2	
	IGA Markets	IGA			x				1.59											
	Paul's Market	Western Family			x				0.98										limit 2	
		Western Family			x				1.33											
	Smith's	Smith's			x				1.25										4 for \$5.00	
		Simple Truth			x									2.50	2.50				2 for \$5.00	
	Stokes Market	Western Family			x				1.25										4 for \$5.00	
	Target	Market Pantry			x				2.50										2 for \$5.00	
	Market Pantry			x				0.99												
	Walmart	n/i			x													3.75		
MT	Albertsons Mtn	Eggland's Best			x									2.49						
		Safest Choice			x				4.49											
		Land O Lakes		x														3.19	pasteurized	
	Associated Food	Western Family			x				1.25										4 for \$5.00	
	Harvest Foods	Western Family			x				1.48										limit 2	
	IGA Markets	IGA			x				1.59											
	Lucky's Market	Naturally Nested			x									2.50					2 for \$5.00	
Reynold's	Western Family			x				1.25										4 for \$5.00		

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Easter/Passover 2015
SHELL EGGS

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs								Conditions	
			JM	XL	LG	MD	White					Omega-3			Organic		Cage-Free		Veg-Fed		
							12	18	20	30	60	White		Brown	White	Brown	White	Brown	White		Brown
												12	18	12							
MT <i>(cont)</i>	Smith's	Smith's			x		1.25														4 for \$5.00
		Simple Truth			x												2.50	2.50			2 for \$5.00
	Stokes Market	Western Family			x		1.25														4 for \$5.00
	Target	Market Pantry			x			2.50													2 for \$5.00
		Market Pantry			x		0.99														
	Walmart	n/i			x					3.75											
OR	Albertsons NW	Wild Harvest			x							2.99									
	Fred Meyer	Fred Meyer			x			2.00													2 for \$4.00
		Simple Truth			x												2.50	2.50			2 for \$5.00
	Haggen	Alfresco			x													4.99			
		Naturally Nested			x													2.99			
	Harvest Foods	Western Family			x		1.48														limit 2
	IGA Markets	IGA			x		1.59														
	Lamb's Market	Willamette			x		1.50														2 for \$3.00; limit 2
	Market of Choice	Wilcox																	1.99		
	McKay's	Willamette			x			2.99													
	New Seasons	New Seasons			x												2.50				
		Stiebrs			x		1.50														2 for \$3.00
	Quality Food	QFC			x		1.79														w/ store card
		QFC			x			2.49													w/ store card
		Simple Truth			x												2.50	2.50			2 for \$5.00
		Naturally Nested			x													2.50			2 for \$5.00
	Red Apple/Thrtwy	n/i			x		2.00														2 for \$4.00
Roth's	Willamette			x		2.00														2 for \$4.00; local	
Target	Market Pantry			x			2.50													2 for \$5.00	
	Market Pantry			x		0.99															
	Walmart	n/i			x					3.75											
	Whole Foods NW	Nature Fed			x												3.50				2 for \$7.00
WA	Albertsons NW	Wild Harvest			x							2.99									
	Fred Meyer	Fred Meyer			x			2.00													2 for \$4.00
		Simple Truth			x												2.50	2.50			2 for \$5.00
	Haggen	Alfresco			x													4.99			
		Naturally Nested			x													2.99			
	Harvest Foods	Western Family			x		1.48														limit 2
	IGA Markets	IGA			x		1.59														
	Meyers Group IGA	IGA			x		1.59														

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SHELL EGGS

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs							Conditions	
			JM	XL	LG	MD	White					Omega-3		Organic		Cage-Free		Veg-Fed		
							12	18	20	30	60	White	Brown	White	Brown	White	Brown	White		Brown
WA <i>(cont)</i>	New Seasons	New Seasons			x															2 for \$3.00 w/ store card w/ store card 2 for \$5.00 2 for \$5.00 2 for \$4.00 limit 2 2 for \$5.00 2 for \$7.00
		Stiebrs			x		1.50										2.50			
	Quality Food	QFC			x		1.79													
		QFC			x			2.49												
		Simple Truth			x											2.50	2.50			
		Naturally Nested			x												2.50			
	Red Apple/Thrtwy	n/i			x		2.00													
	Saars Market	Oakdell				x					6.97									
	Target	Market Pantry			x			2.50												
		Market Pantry			x		0.99													
The Markets	n/i				x	BOGO														
Walmart	n/i			x					3.75											
Whole Foods NW	Nature Fed			x												3.50				
WY	Albertsons Mtn	Egglan's Best			x							2.49								pasteurized 4 for \$5.00 3 for \$5.00 2 for \$5.00 2 for \$5.00 2 for \$4.00 4 for \$5.00 2 for \$5.00
		Safest Choice			x		4.49												3.19	
		Land O Lakes		x																
	Associated Food	Western Family			x		1.25													
	King Soopers	King Soopers			x		1.67													
		King Soopers			x			2.50												
		Simple Truth			x											2.50	2.50			
	Lucky's Market	Naturally Nested			x							2.00								
	Smith's	Smith's			x		1.25													
		Simple Truth			x											2.50	2.50			
Walmart	n/i			x					3.75											