

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

Christmas/Hannukah 2014
SHELL EGGS & LIQUID EGG PRODUCTS

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs						Liquid Egg Products				Conditions				
			JM	XL	LG	MD	White					Omega-3		Organic		Cage-Free		Veg-Fed		Liquid Egg (cartoned)			Egg Nog (non-alcoholic)			
							12	18	20	30	60	12	18	12	12 pack	12 pack	12 pack	16 oz.	32 oz.	32 oz.	64 oz.					
																							White	B	W	B
NORTHEASTERN U.S. - CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT																										
CT	Adams IGA	Better'n Eggs																		2.50						
		Guida's																						4.99		
		Hood																						4.99		
		AG New England	Shurfine				x																			brown \$1.67/doz
		ALDI	Goldenhen				x	1.39																		
		Associated	Nature's Yoke				x											3.99								
			Safest Choice				x	2.99																		
			Egg Beaters																		1.99					
		Big Y	Big Y																						3.99	
			Hood																						4.99	
		Bravo	Hood																						1.99	
			Nature's Yoke				x											3.99								
		Compare Foods	Better'n Eggs																		2.99					
		C-Town	Hood																						1.99	
			Safest Choice				x	2.99																		
		Food Bazaar	Nature's Yoke				x											2.99								
			Turkey Hill																							3.99
		Geissler's	Better'n Eggs																		2.50					
		Key Food	Egg Beaters																		2.99					
			Eggland's Best																			4.99				
		Marc's	Guida's																							3.99
		Mrs. Green's	Mountainside Farms				x											2.99	2.99							
			Ronny Brook																							5.88
		Pioneer	Nature's Yoke				x					3.99														
		Nature's Yoke				x											3.99									
		Nature's Yoke	x														3.99									
		Safest Choice				x	2.99																			
		Better'n Eggs																		2.99						
		Turkey Hill																							4.99	
		Hood																							2.99	
	Price Chopper	Hood																							2.99	
		Price Chopper																							2.99	
		Price Chopper																							3.99	
	ShopRite	Eggland's Best				x					2.99															
		ShopRite																							1.99	
		Turkey Hill																							3.99	
																									4.59	

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			JM	XL	LG	MD	White					Omega-3		Organic		Cage-Free		Veg-Fed		Liquid Egg (cartoned)			Egg Nog (non-alcoholic)			
							12	18	20	30	60	White	B	W	B	W	B	W	B	W	B		16 oz.	32 oz.	32 oz.	64 oz.
														12 pack	12 pack	12 pack										
MD (cont)	Giant Eagle	Giant Eagle																					3.99	whites 2 for \$4.00; limit 2 2 for \$4.00 18-pack 2 for \$3.00 whites organic		
	Graul's	Eggland's Best																		2.69						
	Harris Teeter	Harris Teeter			x			2.00														2.00				
	Harris Teeter	Harris Teeter																								
	Martin's Food	Egg Beaters																		2.79			4.49			
	Safeway Eastern	Lucerne																								
		Open Nature			x												5.00									
	ShopRite	Eggland's Best			x							2.99								1.99			3.99			
	ShopRite	ShopRite																					4.59			
	Turkey Hill	Turkey Hill																								
	Shurfine	Shurfine			x		1.49																			
	Target	n/i			x		1.50																			
	n/i			x		1.79																				
Walmart	n/i			x					4.48																	
Wegman's	Wegman's			x										3.99												
Weis	Crystal Farms																			4.69						
	Horizon																		4.49							
	Eggland's Best		x	x							2.50															
	Weis																				2.99	4.99				
ME	AG New England	Shurfine				x																		brown \$1.67/doz 2 for \$3.00 organic		
	Hannaford	Eggland's Best			x							2.99														
	Market Basket	Hood																					3.49			
	Shaw's	Garelick Farms																					3.99			
	Target	n/i			x		1.50																			
		n/i			x		1.79																			
	Walmart	n/i			x					4.48																
Whole Foods NATl	Organic Valley																				3.99					
NH	AG New England	Shurfine				x																		brown \$1.67/doz 3.49 2.99 3.99 3.99		
	ALDI	Goldenhen			x		1.39																			
	Hannaford	Eggland's Best			x							2.99														
	Market Basket	Hood																					3.49			
	Price Chopper	Hood																				2.99				
		Price Chopper																				2.99	3.99			
Shaw's	Garelick Farms																					3.99				

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							White					Omega-3		Organic		Cage-Free		Veg-Fed		Liquid Egg (cartoned)			Egg Nog (non-alcoholic)	
			JM	XL	LG	MD	12	18	20	30	60	White	B	W	B	W	B	W	B	16 oz.	32 oz.		32 oz.	64 oz.
NY (cont)	Great American	Hood																				2.99		
		Garelick Farms																					3.99	
		Gristede's	Eggland's Best			x						3.59												
		Hannaford	Eggland's Best			x						2.99												
		Key Food	Egg Beaters																	2.99				
			Eggland's Best																		4.99			whites
		King Kullen	Dutch Farms																	2.00				
			Better'n Eggs																	2.50				
			Tuscan																			1.99		
			Safest Choice			x		2.99																pasteurized
			Eggland's Best																		5.99			
			Egg Beaters																	4.99				
		Met Foods	Nature's Yoke	x													3.99							
			Nature's Yoke			x								3.98										
			Nature's Yoke	x													3.99							
			Better'n Eggs																2.99				whites	
			Hood																		2.99			
			Turkey Hill																			4.99		
		Metropolitan	Nature's Yoke			x						3.99				3.99								
			Nature's Yoke		x											3.99								
			Nature's Yoke	x												3.99								
			Better'n Eggs																2.99				whites	
		Mrs. Green's	Mountainside Farms			x										2.99	2.99							
		Ronny Brook																			5.88	local		
	North Shore	n/i			x									2.99										
		Hood																			1.99			
	Pioneer	Nature's Yoke			x						3.99													
		Nature's Yoke		x	x								3.99											
		Nature's Yoke	x												3.99									
		Safest Choice			x		2.99															pasteurized		
		Better'n Eggs																2.99				whites		
		Turkey Hill																			4.99			
		Hood																		2.99				
	Price Chopper	Hood																		2.99				
		Price Chopper																		2.99	3.99			

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			JM	XL	LG	MD	White					Omega-3		Organic		Cage-Free		Veg-Fed		Liquid Egg (cartoned)		Egg Nog (non-alcoholic)				
							12	18	20	30	60	White	B	W	B	W	B	W	B	W	B	16 oz.	32 oz.		32 oz.	64 oz.
RI <i>(cont)</i>	Dave's	Hood																						4.99	whites 4.99 3.99 2 for \$3.00 organic	
		Better'n Eggs																		2.50						
		Eggland's Best																		2.50						
	Shaw's	Garelick Farms																								
	Target	Garelick Farms																								
	Walmart	n/i			x		1.50																			
		n/i			x		1.79																			
	Walmart	n/i			x																			4.48		
	Whole Foods Natl	Organic Valley																						3.99		
VT	AG New England	Shurfine				x																			brown \$1.67/doz whites 2 for \$3.00	
	Hannaford	Eggland's Best			x							2.99														
	Price Chopper	Hood																						2.99		
		Price Chopper																						2.99		
	Shaw's	Garelick Farms																						3.99		
	Tops Market	Better'n Egg																						3.99		
		Eggland's Best																						4.99		
		Eggland's Best			x																			4.99		
		Upstate Farms																						3.00		
		Tops				x	1.50																	4.99		
	Tops																						4.29			

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							White					Omega-3		Organic		Cage-Free		Veg-Fed		Liquid Egg (cartoned)		Egg Nog (non-alcoholic)		
			JM	XL	LG	MD	12	18	20	30	60	White	B	W	B	W	B	W	B	16 oz.	32 oz.	32 oz.	64 oz.	
GA	ALDI	Goldenhen			x		1.39																	
	Bi-Lo	Southern Home																		3.00			2 for \$6.00	
	Dollar General	n/i			x		1.25																limit 4	
		n/i			x		1.95																	
	Food Depot	Country Delight																				1.89	3.29	
	Harris Teeter	Harris Teeter				x		2.00															2 for \$4.00; limit 2	
		Harris Teeter																					2.00	2 for \$4.00
	Ingle's	Sealtest																						2.98
	Kroger Atlanta	Kroger				x		1.25																4 for \$5.00
		Kroger																						3.49
		Horizon																						3.99
	Piggly Wiggly Hchn	Best Choice				x		1.77																2.43
	Publix	Publix				x		3.50																2 for \$7.00
		Crystal Farms																		3.99				whites
Sprout's Market	Sprouts			x	x						3.99	3.99											2 for \$3.00	
Target	n/i				x		1.50																	
	n/i				x		1.79																	
Walmart	n/i				x				4.48															
Winn-Dixie	Winn-Dixie				x											2.99								
MS	ALDI	Goldenhen			x		1.39																	
	AG Baton Rouge	Eggland's Best				x					1.99													
	Dollar General	n/i			x		1.25																limit 4	
		n/i			x		1.95																	
	Greer's Markets	Best Choice																				2.49		
	Kroger Delta	Kroger				x		1.50															2 for \$3.00	
		Kroger				x			1.99														3.49	
	Piggly Wiggly Hchn	Best Choice					1.77																2.43	
	Rouses	Brown's Dairy																					2.69	
		Eggland's Best				x						1.88												local
Target	n/i				x		1.50																2 for \$3.00	
	n/i				x		1.79																	
Walmart	n/i				x				4.48															
Winn-Dixie	Winn-Dixie				x											2.99								
NC	ALDI	Goldenhen			x		1.39																	
	Bi-Lo	Southern Home																				3.00	2 for \$6.00	

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			JM	XL	LG	MD	White					Omega-3		Organic		Cage-Free		Veg-Fed		Liquid Egg (cartoned)			Egg Nog (non-alcoholic)			
							12	18	20	30	60	White	B	W	B	W	B	W	B	W	B		16 oz.	32 oz.	32 oz.	64 oz.
MN (cont)	Hy-Vee	Hy-Vee			x			2.88											1.98					2 for \$3.00		
		Full Circle			x										4.29											
	Marketplace	Anderson Erickson																				2.78				
		Cass Clay																				2.69				
		Kemp's																				2.69				
	Sunshine Foods	Land O Lakes																				2.29				
	Super One Foods	Better'n Eggs																	2.49			2.49				
		Kemp's																				2.49				
	Land O Lakes																				2.49					
Target	n/i			x		1.50																				
	n/i			x		1.79																				
Walmart	n/i			x					4.48																	
ND	Albertson's Mtn	Albertson's			x		0.99															2.49	limit 1 2 for \$5.00 2 for \$3.00			
		Meadow Gold																			2.77					
	Cash Wise	Watkins																			2.99					
		Food Club			x		1.86														2.50					
	Coborn's	Watkins																			2.50					
		Kemp's																			2.00					
	Food Pride	Country Fresh																			2.00					
	Hornbacher's	Land O Lakes																			2.49					
		Cass Clay																			2.49					
	Super One Foods	Better'n Eggs																2.49			2.49					
	Kemp's																			2.49						
	Land O Lakes																									
Target	n/i			x		1.50																				
	n/i			x		1.79																				
Walmart	n/i			x					4.48																	
NE	ALDI	Goldenhen			x		1.39															3 for \$4.00 4 for \$5.00				
	Baker's	Baker's			x		1.33																			
		Baker's			X		1.25																			
		Kroger																								
	Fareway	Sparboe			x															1.78						
		Country Daybreak			x		1.99																			
		Anderson Erickson																			2.48					
Food Pride	Country Fresh																			2.50						

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			JM	XL	LG	MD	White					Omega-3		Organic		Cage-Free		Veg-Fed		Liquid Egg (cartoned)			Egg Nog (non-alcoholic)				
							12	18	20	30	60	White	B	W	B	W	B	W	B	W	B		16 oz.	32 oz.	32 oz.	64 oz.	
CO (cont)	Clark's	Western Family			x			1.99																			
		Meadow Gold			x																			2.39			
	King Soopers	Simple Truth			x												2.50	2.50								2 for \$5.00	
		King Soopers			x			1.33																		3 for \$4.00	
		Kroger																								3.49	
	Safeway Denver	Lucerne																								3.99	
		Open Nature			x																					18 pack	
	Sprout's Market	Sprouts		x	x									3.99	3.99			5.00									
Target	n/i			x			1.50																			2 for \$3.00	
	n/i			x			1.79																				
	Walmart	n/i			x																					4.48	
KS	Affiliated MW	Land O Lakes																								2.29	
	ALDI	Goldenhen			x			1.39																			
	Dillon's	Dillon's			x			1.33																			
		Dillon's			X			1.25																			
		Kroger																								3.49	
	G&W Foods	Eggland's Best			x								1.79														
	Hen House	Anderson Erickson																								2.79	
	Homeland Stores	Best Choice			x			.50 off																		w/ coupon; limit 1	
	Hy-Vee	Hy-Vee			x																						
		Full Circle			x																						
		Anderson Erickson																									2.78
	Marvin's	Hiland																								3.79	
	Price Chopper	Anderson Erickson																									2.79
		Hiland																									2.29
	Sprout's Market	Sprouts		x	x									3.99	3.99												
Sun Fresh	n/i			x																						2.29	
Target	n/i			x			1.50																			2 for \$3.00	
	n/i			x			1.79																				
	Walmart	n/i			x																					4.48	
LA	Albertson's Sthrn	Eggland's Best			x								1.99														
	AG Baton Rouge	Eggland's Best			x								1.99														
	Breaux	Eggland's Best			x								1.79														
	Brookshire's	Brookshire's			x																					2.99	
	Kroger Southwest	Kroger			x			1.50																			
		Kroger																									1.50

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			JM	XL	LG	MD	White					Omega-3		Organic		Cage-Free		Veg-Fed		Liquid Egg (cartoned)		Egg Nog (non-alcoholic)				
							12	18	20	30	60	White	B	W	B	W	B	W	B	W	B	16 oz.	32 oz.		32 oz.	64 oz.
MO (cont)	Target	n/i			x		1.50																	2 for \$3.00		
		n/i			x		1.79																			
	Town&Cntry Spmkt	Hiland																				2.29				
	Walmart	Eggland's Best			x							2.00														
	Walmart	n/i			x					4.48																
NM	Albertsons SW	Albertsons			x			2.50																2 for \$5.00 limit 4		
	Dollar General	n/i			x		1.25																			
		n/i			x		1.95																			
	John Brooks	Plains																				2.50				
	King Soopers	Simple Truth			x											2.50	2.50								2 for \$5.00	
		King Soopers			x		1.33																		3 for \$4.00	
		Kroger																				3.49				
	Lawrence Bros.	Gandy's																				2.50			2 for \$5.00	
		Oak Farms																				2.50			2 for \$5.00	
		Price's																				2.50			2 for \$5.00	
		Gandy's																				4.99				
		Oak Farms																				4.99				
		Price's																				4.99				
	Safeway Denver	Lucerne																				3.99				
		Open Nature			x																	5.00			18 pack	
	Smith's	Simple Truth			x											2.50	2.50								2 for \$5.00	
	Smith's			x		1.25																		4 for \$5.00		
Sprout's Market	Sprouts		x	x										3.99	3.99											
Target	n/i			x		1.50																	2 for \$3.00			
	n/i			x		1.79																				
	Walmart	n/i			x					4.48																
OK	Affiliated MW	Land O Lakes																				2.29		limit 4 w/ coupon; limit 1		
	ALDI	Goldenhen			x		1.39																			
	Dollar General	n/i			x		1.25																			
		n/i			x		1.95																			
	Harp's	Hiland																				3.99				
		Prairie Farms																				3.99				
	Homeland Stores	Best Choice			x		.50 off																			
	La Michoacana	La Michoacana			x		1.59																			
	Market Square	Plains																				2.50				
	Marvin's	Hiland																				3.79				

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							White					Omega-3		Organic		Cage-Free		Veg-Fed		Liquid Egg (cartoned)			Egg Nog (non-alcoholic)		
			JM	XL	LG	MD	12	18	20	30	60	White	B	W	B	W	B	W	B	16 oz.	32 oz.		32 oz.	64 oz.	
MT <i>(cont)</i>	IGA Markets	Meadow Gold																				2.29			
	Reynold's	Western Family			x		1.39																		
	Rosauer's	Naturally Nested			x												2.50								
		Darigold																					3.99		
	Safeway NW	Lucerne																					3.49		
		Open Nature			x																				
	Smith's	Simple Truth			x												2.50	2.50							
		Smith's			x		1.25																		
Target	n/i			x		1.50																			
	n/i			x		1.79																			
	Walmart	n/i			x				4.48																
OR	Albertsons NW	Darigold																					4.79		
	Family Foods	Darigold																					4.99		
	Fred Meyer	All Whites																					3.99		
		Simple Truth			x												2.50	2.50							
		Mountain Dairy																					3.49		
	IGA Markets	Meadow Gold																					2.29		
	IGA Market Fresh	Darigold																					4.39		
	Lamb's Market	Umpqua																					2.49		
	Market of Choice	Eggland's Best			x																				
		Nest Best				x	1.99																		
	McKay's	Umpqua																					1.99	2.99	
		Eggland's Best			x																			2.29	
	New Seasons	Alpenrose																						3.99	
		New Seasons																						2.99	
	QFC	Simple Truth			x												2.50	2.50							
		Naturally Nested			x																			2.99	
		Alfresco			x																			4.99	
		Mountain Dairy																						3.49	
	Ray's Food	Umpqua																						2.50	3.50
		Eberhard's																						2.50	
Red Apple/Thriftwy	Eggland's Best			x																			2.50		
	Darigold																							3.99	
Rosauer's	Naturally Nested			x																				2.50	
	Darigold																							3.99	
Roth's	Eggland's Best			x																				2.88	

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 SHELL EGGS & LIQUID EGG PRODUCTS

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs						Liquid Egg Products				Conditions				
			JM	XL	LG	MD	White					Omega-3		Organic		Cage-Free		Veg-Fed		Liquid Egg (cartoned)			Egg Nog (non-alcoholic)			
							12	18	20	30	60	White	B	W	B	W	B	W	B	W	B		16 oz.	32 oz.	32 oz.	64 oz.
														12 pack	12 pack	12 pack										
OR <i>(cont)</i>	Safeway NW	Lucerne																					3.49	18 pack 2 for \$3.00		
		Open Nature			x												5.00									
	Target	n/i			x		1.50																			
	Walmart	n/i			x		1.79																4.48			
WA	Albertsons NW	Darigold																					4.79	whites 2 for \$5.00 local pasture-raised		
	Family Foods	Darigold																					4.99			
	Fred Meyer	All Whites																					3.99			
		Simple Truth			x											2.50	2.50									
		Mountain Dairy																							3.49	
	IGA Markets	Meadow Gold																					2.29			
	IGA Market Fresh	Darigold																					4.39			
	Metropolitan	n/i			x												3.49									
	New Seasons	Alpenrose																					3.99			
		New Seasons																					2.99			
	QFC	Simple Truth			x											2.50	2.50									
		Naturally Nested			x													2.99								
		Alfresco			x													4.99								
		Mountain Dairy																					3.49			
	Red Apple/Thriftwy	Eggland's Best			x							2.50														
		Darigold																					3.99			
	Rosauer's	Naturally Nested			x													2.50								
		Darigold																					3.99			
	Saar's	Darigold																					3.99			
	Safeway NW	Lucerne																					3.49			
		Open Nature			x													5.00								
Target	n/i			x		1.50																				
	n/i			x		1.79																				
The Markets	Eggland's Best			x							BOGO															
	n/i				x	1.77																				
Walmart	n/i			x																		4.48				

