



USDA HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY
 Advertised Prices effective through April 24, 2011



Easter/Passover 2011

This report provides a detailed breakdown of supermarket holiday promotions by region, state, and grocery chain including brand names, prices, and any special conditions for whole turkeys, turkey breasts, roaster chickens, capons, Cornish hens, gizzards, livers, ducklings, geese, baking hens, shell eggs, and liquid eggs.

Shell Egg and Egg Product Promotions - National

Whole Turkeys - Eastern U.S.	9 pages
Whole Turkeys - Central U.S.	7 pages
Whole Turkeys - Western U.S.	3 pages
Miscellaneous Poultry	22 pages
<input checked="" type="checkbox"/> Shell Eggs and Egg Products	24 pages



Prices in U.S. dollars per pound unless otherwise noted.
 All information from publicly available sources including store circulars, newspaper ads, and retailer websites.
 Note: BOGO = Buy one, get one free



HOLIDAY RETAIL PROMOTIONS FEATURING EGGS

(advertised prices April 09-24, 2011)

(information from publicly available sources (store circulars, newspaper ads, and retailer websites))

Easter/Passover 2011

Shell Eggs & Egg Products

Market	Outlet	Label	Shell Eggs								Egg Products		Conditions						
			Large White		Extra Large White		Large Brown		Medium White		15 oz.	32 oz.							
			12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	12 pack	18 pack									
EASTERN U.S. - CT,DE,DC,FL,GA,MA,ME,MD,NC,NH,NJ,NY,PA,RI,SC,VA,VT,WV																			
Connecticut	A&P Stores	Eggland's Best		1.99														Omega-3	
		Horizon							4.99									organic/also XL	
		Smart Balance		1.99														Omega-3	
		Egg Beaters													2.50				
	Adams	Better'n Eggs															4.49		
	Big Y	Egg Beaters													2.50				
	Bravo	Born Free							4.98										organic
		Nature's Yoke							*										Jumbo @ 3.00/dz
		Egg Innovations							2.99										cage-free
		Egg Beaters												0.99				5.99	
		no label																	
	Compare Foods	Eggland's Best				2.50													Omega-3
	C-Town	Egg Innovations							2.99										cage-free/veg-fed
		Egg Innovations							3.99										organic
	Nature's Yoke							*										Jumbo veg-fed @2.99	
	Nature's Yoke							3.59										cage-free/veg-fed	
	Egg Beaters													2.99					
Food Basics	ISE		*															2.5 dz @ 2.88	
Grand Union	Nellie's								3.39									cage-free	
	Egg Beaters													2.50					
Highland Park	Land O Lakes								2.50									veg-fed	
Price Chopper	Land O Lakes		3.00		3.00				3.00									Omega-3 & veg-fed	
	Egg Beaters													2.50					
ShopRite	4-Grain		2.50															Omega-3	
	4-Grain		2.50						2.50									veg-fed	
	4-Grain								2.50									cage-free	
	Eggland's Best		2.49															Omega-3	
	Organic Valley								4.69									organic	
	Organic Valley		4.39															organic	
	ShopRite		2.50															Omega-3	
	ShopRite		*															2.5 dz @ 3.99 each	
	ShopRite			1.49															
Stop & Shop	Eggland's Best		1.88															Omega-3	
	Better'n Eggs													2.50					
Whole Foods	Nestfresh			4.00														cg-fr, Omega-3, veg-fed	



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			Large White		Extra Large White		Large Brown		Medium White		15 oz.	32 oz.		
			12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	12 pack	18 pack				
Washington, DC	A&P Stores	Eggland's Best Horizon Smart Balance Egg Beaters		1.99				4.99				2.50		Omega-3 organic/also XL Omega-3
	Giant Landover	Eggland's Best Better'n Eggs	1.88									2.50		Omega-3
	Harris Teeter	Harris Teeter HT Naturals Harris Teeter	*					2.99				2.17		organic 30-count @ \$2.57 each
Delaware	ACME	Eggland's Best			2.69									Omega-3
	A&P Stores	Eggland's Best Horizon Smart Balance Egg Beaters		1.99				4.99				2.50		Omega-3 organic/also XL Omega-3
	Food Lion	Food Lion	free											limit 1 w/ roll purchase
	Fresh Grocer	Fresh Grocer Better'n Eggs	1.50									2.00		
	Giant Landover	Eggland's Best Better'n Eggs	1.88									2.50		Omega-3
	GreatVALU	Better'n Eggs										2.99		
	Harris Teeter	Harris Teeter HT Naturals Harris Teeter	*					2.99				2.17		organic 30-count @ \$2.57 each
	Pathmark	ISE Eggland's Best Smart Balance Better'n Eggs	*											2.5 dz @ 2.99 Omega-3 Omega-3
	Redner's	no label Land O Lakes Land O Lakes Land O Lakes Smart Balance	0.99 2.50 2.50 1.50						2.00 2.69					Omega-3 veg=fed cage-free Omega-3



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			12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	12 pack	18 pack			
Delaware (continued)	ShopRite	4-Grain	2.50										Omega-3 veg-fed cage-free Omega-3 organic organic Omega-3 2.5 dz @ 3.99 each
		4-Grain	2.50				2.50						
		4-Grain					2.50						
		Eggland's Best	2.49										
		Organic Valley					4.69						
		Organic Valley	4.39										
		ShopRite	2.50										
		ShopRite	*										
Florida	Albertson's LLC	Albertson's										3.50	
	Bravo	Better'n Eggs									2.29		
	Food Lion	Food Lion	free										limit 1 w/ roll purchase
	GFS Marketplace	no label	0.99										
	Greer's	Best Choice	free										30-cnt w/ \$50 purchase
	Harris Teeter	Harris Teeter HT Naturals Harris Teeter					2.99				2.17		organic 30-count @ \$2.57 each
	Piggly Wiggly	Best Choice							free				30-cnt; lmt 1 w/ \$50 prch
	Sedano's	4-Grain Shurfresh Better'n Eggs	BOGO				2.00						veg-fed
	Super Target	no label	1.19										
	Sweetbay	My Essentials	free										w/ candy purchase
	Winn-Dixie	Winn-Dixie					2.99						cage-free
Georgia	Food Lion	Food Lion	free										limit 1 w/ roll purchase
	Harris Teeter	Harris Teeter HT Naturals Harris Teeter					2.99				2.17		organic 30-count @ \$2.57 each
	Super Target	no label	1.19										
	Winn-Dixie	Winn-Dixie					2.99						cage-free
Maine	Shaw's	Egg Beaters Land O Lakes					2.99				2.99		veg-fed
Maryland	ACME	Eggland's Best			2.69								Omega-3
	A&P Stores	Eggland's Best		1.99									Omega-3
		Horizon					4.99						organic/also XL
		Smart Balance Egg Beaters		1.99							2.50		Omega-3
	Bottom Dollar	Hannaford	free										limit 1 w/ biscuit prchse
Food Lion	Food Lion	free										limit 1 w/ roll purchase	
Foodland	Foodland	1.00										5 for \$5.00	



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			12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	12 pack	18 pack					
Maryland (continued)	Giant Carlisle	Eggland's Best	1.88										Omega-3		
	Giant Eagle	Crystal Farms										4.50			
	Giant Landover	Eggland's Best Better'n Eggs	1.88									2.50	Omega-3		
	GreatVALU	Better'n Eggs										2.99			
	Harris Teeter	Harris Teeter HT Naturals Harris Teeter	*				2.99					2.17		organic 30-count @ \$2.57 each	
	Magruder's	no label	1.50												
	Mars	Egg Beaters										2.50			
	Redner's	no label Land O Lakes Land O Lakes Land O Lakes Smart Balance	0.99 2.50 2.50 1.50				2.00 2.69							Omega-3 veg=fed cage-free Omega-3	
	Shopper's Food	Hillandale	*											30-count @ 3.99 each	
	ShopRite	4-Grain 4-Grain 4-Grain Eggland's Best Organic Valley Organic Valley ShopRite ShopRite	2.50 2.50 2.49 4.39 2.50 *				2.50 2.50 4.69							Omega-3 veg-fed cage-free Omega-3 organic organic Omega-3 2.5 dz @ 3.99 each	
	Weis	Eggland's Best			1.99									Omega-3	
	Massachusetts	Big Y	Egg Beaters										2.50		
		Compare Foods	Eggland's Best			2.50									Omega-3
		C-Town	Egg Innovations					2.99							cage-free/veg-fed
Egg Innovations							3.99							organic	
Nature's Yoke							*							Jumbo veg-fed @2.99	
Nature's Yoke							3.59							cage-free/veg-fed	
Donelan's		Egg Beaters										2.99			
Grand Union		Nellie's Egg Beaters					3.39					2.50		cage-free	
Price Chopper		Land O Lakes	3.00		3.00		3.00							Omega-3 & veg-fed	
	Egg Beaters										2.50				
Shaw's/Star	Egg Beaters Land O Lakes					2.99					2.99		veg-fed		



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			12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	12 pack	18 pack				
Massachusetts (continued)	Stop & Shop	Eggland's Best Better'n Eggs	1.88								2.50		Omega-3	
New Hampshire	Price Chopper	Land O Lakes Egg Beaters	3.00		3.00		3.00				2.50		Omega-3 & veg-fed	
	Shaw's	Egg Beaters Land O Lakes					2.99				2.99		veg-fed	
	Stop & Shop	Eggland's Best Better'n Eggs	1.88								2.50		Omega-3	
New Jersey	ACME	Eggland's Best			2.69								Omega-3	
	A&P Stores	Eggland's Best		1.99			4.99						Omega-3	
		Horizon Smart Balance Egg Beaters		1.99							2.50		organic/also XL Omega-3	
	Associated	Egg Innovations Eggland's Best		3.99			3.49						organic Omega-3	
	Bottom Dollar	Hannaford	free										limit 1 w/ biscuit prchse	
	Bravo	Born Free Nature's Yoke Egg Innovations Egg Beaters no label					4.98 *							organic Jumbo @ 3.00/dz cage-free
							2.99			0.99		5.99		
	Compare Foods	Eggland's Best			2.50									Omega-3
	C-Town	Egg Innovations Egg Innovations Nature's Yoke Nature's Yoke Egg Beaters					2.99 3.99 *							cage-free/veg-fed organic Jumbo veg-fed @2.99 cage-free/veg-fed
							3.59				2.99			
Extra Supermarkets	no label		0.99						0.99					
Fine Fare	Egg Innovations Egg Innovations no label Better'n Eggs					3.69 3.99							cage-free/veg-fed organic Jumbo @ 1.29/dz	
						*				2.99				
Food Basics	ISE		*										2.5 dz @ 2.88	
Foodtown	Eggland's Best Foodtown		2.99		3.00								Omega-3	
			3.29										Omega-3	
	Foodtown Egg Innovations Egg Beaters					3.29 3.99							veg-fed organic	
										2.99				
GreatVALU	Better'n Eggs									2.99				



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New Jersey (continued)	King's	Eggland's Best Smart Balance Egg Beaters Horizon Pete & Gerry's	1.99	3.99					3.99				3.00		Omega-3 Omega-3 organic Ameraucana 1/2 dz 1.49
	Met Foods	Egg Innovations Nature's Yoke Nature's Yoke Egg Beaters White Rose			2.50				3.99	*			2.99 2.50		organic cage-free XL organic @ 3.99/doz
	Pathmark	ISE Eggland's Best Smart Balance Better'n Eggs	*			2.99								2.99	2.5 dz @ 2.99 Omega-3 Omega-3
	Price Chopper	Land O Lakes Egg Beaters	3.00		3.00				3.00					2.50	Omega-3 & veg-fed
	ShopRite	4-Grain 4-Grain 4-Grain Eggland's Best Organic Valley Organic Valley ShopRite ShopRite	2.50 2.50 2.49 4.39 2.50 *						2.50 2.50 4.69						Omega-3 veg-fed cage-free Omega-3 organic organic Omega-3 2.5 dz @ 3.99 each
	Stop & Shop	Eggland's Best Better'n Eggs	1.88											2.50	Omega-3
	Thriftway	Egg Innovations Egg Beaters							3.49					2.99	organic
	Weis	Eggland's Best			1.99										Omega-3
	Whole Foods	Nestfresh		4.00											cg-fr, Omega-3, veg-fed
	New York	A&P Stores	Eggland's Best Horizon Smart Balance Egg Beaters		1.99 1.99					4.99				2.50	
Associated		Egg Innovations Eggland's Best						3.49							organic Omega-3
Best Yet		Egg Beaters											2.50		



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New York (continued)	Bravo	Born Free Nature's Yoke Egg Innovations Egg Beaters no label					4.98 *						5.99	organic Jumbo @ 3.00/dz cage-free		
	Compare Foods	Eggland's Best			2.50									Omega-3		
	C-Town	Egg Innovations Egg Innovations Nature's Yoke Nature's Yoke Egg Beaters					2.99								cage-free/veg-fed organic Jumbo veg-fed @2.99 cage-free/veg-fed	
							3.99						2.99			
							3.59									
	D'Agostino's	Better'n Eggs Giving Nature					3.99						2.99	includes XL; organic		
	DeCiccio's	Egg Innovations					3.59							cage-free or veg-fed		
	Fine Fare	Egg Innovations Egg Innovations no label Better'n Eggs					3.69								cage-free/veg-fed organic Jumbo @ 1.29/dz	
			*				3.99						2.99			
	Food Basics	ISE		*											2.5 dz @ 2.88	
	Foodtown	Eggland's Best Foodtown Foodtown Egg Innovations Egg Beaters		3.29		3.00									Omega-3 Omega-3 veg-fed organic	
							3.29									
							3.99							2.99		
Grand Union	Nellie's Egg Beaters					3.39							2.50	cage-free		
Key Foods	Nature's Yoke Egg Beaters					3.99								cage-free/veg-fed		
												3.00				
King Kullen	Eggland's Best Egg Innovations Egg Innovations Egg Beaters		1.69											Omega-3 Omega-3 cage-free or veg-fed		
			3.49													
						3.49							2.99			
Met Foods	Egg Innovations Nature's Yoke Nature's Yoke Egg Beaters White Rose				2.50			3.99						organic cage-free XL organic @ 3.99/doz		
								*				2.99				
												2.50				
Morton Williams	no label		1.50													



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			12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	12 pack	18 pack			
New York (continued)	Pathmark	ISE	*										2.5 dz @ 2.99 Omega-3 Omega-3
		Eggland's Best	2.99		2.99								
		Smart Balance	2.99										
		Better'n Eggs									2.99		
	Pioneer	Nature's Yoke					*						Jumbo cage-free @ 2.99 JMBO/XL organic @ 3.99 Omega-3 organic
		Nature's Yoke					*						
		Nature's Yoke			2.99								
		Egg Innovations Egg Beaters					3.99				2.99		
	ShopRite	4-Grain	2.50										Omega-3 veg-fed cage-free Omega-3 organic organic Omega-3 2.5 dz @ 3.99 each
		4-Grain	2.50				2.50						
4-Grain						2.50							
Eggland's Best		2.49											
Organic Valley						4.69							
Organic Valley		4.39											
ShopRite	2.50												
ShopRite	*												
Stop & Shop	Eggland's Best Better'n Eggs	1.88								2.50		Omega-3	
Top's	Eggland's Best Better'n Eggs	2.00									4.99	Omega-3	
	Tops	2.00										Omega-3	
Weis	Eggland's Best			1.99								Omega-3	
Western Beef	Eggland's Best Nature's Yoke			2.99				*				Omega-3 Jumbo @ 2.99/dz	
Whole Foods	Nestfresh		4.00									cg-fr, Omega-3, veg-fed	
North Carolina	Bottom Dollar	Hannaford	free										limit 1 w/ biscuit prchse
	Compare Foods	Simpson							*				30-count @ 2.99 each
	Food Lion	Food Lion	free										limit 1 w/ roll purchase
	Harris Teeter	Harris Teeter									2.17		organic 30-count @ \$2.57 each
		HT Naturals Harris Teeter	*				2.99						
	Kroger Mid-Atlantic	Kroger		1.99									
	Lowe's Foods	Lowe's Best			2.19								
	Super Target	no label	1.19										



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			12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	12 pack	18 pack				
Pennsylvania	ACME	Eggland's Best			2.69								Omega-3	
	A&P Stores	Eggland's Best Horizon Smart Balance Egg Beaters		1.99 1.99				4.99				2.50	Omega-3 organic/also XL Omega-3	
	Bottom Dollar	Hannaford	free										limit 1 w/ biscuit prchse	
	Boyer	no label Better'n Eggs	1.00										3.97	
	Bravo	Born Free Nature's Yoke Egg Innovations Egg Beaters no label						4.98 * 2.99			0.99		5.99	organic Jumbo @ 3.00/dz cage-free
	C-Town	Egg Innovations Egg Innovations Nature's Yoke Nature's Yoke Egg Beaters						2.99 3.99 * 3.59					2.99	cage-free/veg-fed organic Jumbo veg-fed @ 2.99 cage-free/veg-fed
	Family Owned	Family Owned	1.29											
	Fine Fare	Egg Innovations Egg Innovations no label Better'n Eggs		*				3.69 3.99					2.99	cage-free/veg-fed organic Jumbo @ 1.29/dz
	Food Basics	ISE		*										2.5 dz @ 2.88
	Food Lion	Food Lion	free											limit 1 w/ roll purchase
	Foodland	Foodland	1.00											5 for \$5.00
	Foodtown	Eggland's Best Foodtown Foodtown Egg Innovations Egg Beaters	3.29		3.00			3.29 3.99					2.99	Omega-3 Omega-3 veg-fed organic
	Fresh Grocer	Fresh Grocer Better'n Eggs	1.50										2.00	
	GFS Marketplace	no label	0.99											
	Giant Carlisle	Eggland's Best	1.88											Omega-3
	Giant Eagle	Crystal Farms												4.50
Grand Union	Nellie's Egg Beaters						3.39					2.50	cage-free	
GreatVALU	Better'n Eggs											2.99		



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Pennsylvania (continued)	Kuhn's	Kuhn's				1.69								
	Pathmark	ISE	*										2.5 dz @ 2.99	
		Eggland's Best	2.99		2.99								Omega-3	
		Smart Balance	2.99								2.99		Omega-3	
		Better'n Eggs												
	Price Chopper	Land O Lakes Egg Beaters	3.00		3.00		3.00				2.50		Omega-3 & veg-fed	
	Redner's	no label	0.99											
		Land O Lakes	2.50											Omega-3
		Land O Lakes					2.00							veg=fed
		Land O Lakes Smart Balance	1.50				2.69							cage-free Omega-3
	Shop'n Save	Egg Beaters Flavorite	0.98								3.00			
ShopRite	4-Grain	2.50											Omega-3	
	4-Grain	2.50				2.50							veg-fed	
	4-Grain					2.50							cage-free	
	Eggland's Best	2.49											Omega-3	
	Organic Valley					4.69							organic	
	Organic Valley ShopRite ShopRite	4.39 2.50 *											organic Omega-3 2.5 dz @ 3.99 each	
Thriftway	Egg Innovations Egg Beaters					3.49							organic	
Top's	Eggland's Best Better'n Eggs	2.00											Omega-3	
	Tops	2.00										4.99	Omega-3	
Weis	Eggland's Best			1.99									Omega-3	
Rhode Island	Bravo	Born Free					4.98						organic	
		Nature's Yoke					*						Jumbo @ 3.00/dz	
		Egg Beaters Egg Innovations no label					2.99			0.99		5.99	cage-free	
	Compare Foods	Eggland's Best			2.50								Omega-3	
C-Town	Egg Innovations					2.99							cage-free/veg-fed	
	Egg Innovations					3.99							organic	
	Nature's Yoke					*							Jumbo veg-fed @2.99	
	Nature's Yoke Egg Beaters					3.59					2.99		cage-free/veg-fed	



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			12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	12 pack	18 pack				
Rhode Island (continued)	Dave's	Better'n Eggs Pete & Gerry's					3.99					3.99	organic	
	Shaw's	Egg Beaters Land O Lakes					2.99					2.99	veg-fed	
	Stop & Shop	Eggland's Best Better'n Eggs	1.88									2.50	Omega-3	
South Carolina	Food Lion	Food Lion	free										limit 1 w/ roll purchase	
	Harris Teeter	Harris Teeter HT Naturals Harris Teeter	*				2.99					2.17	organic 30-count @ \$2.57 each	
	Lowe's Foods Reid's	Lowe's Best Food Lion	free		2.19								limit 1 w/ purchase	
Vermont	Price Chopper	Land O Lakes Egg Beaters	3.00		3.00		3.00					2.50	Omega-3 & veg-fed	
	Shaw's	Egg Beaters Land O Lakes					2.99					2.99	veg-fed	
Virginia	Bottom Dollar	Hannaford	free										limit 1 w/ biscuit prchse	
	Farmer's Foods	no label	0.99											
	Farm Fresh	Farm Fresh	free										limit 1 w/ purchase	
	Food City	Born Free Family Valu Time Full Circle					1.99			1.49				Omega-3
							1.99							cage-free
	Food Country USA	Food Country							1.00				5 for \$5.00	
	Food Lion	Food Lion	free										limit 1 w/ roll purchase	
	Giant Landover	Eggland's Best Better'n Eggs	1.88									2.50	Omega-3	
	GreatVALU	Better'n Eggs										2.99		
	Harris Teeter	Harris Teeter HT Naturals Harris Teeter	*				2.99					2.17	organic 30-count @ \$2.57 each	
	Kroger Mid-Atlantic	Kroger		1.99										
	Lowe's Foods	Lowe's Best			2.19									
	Magruder's	no label	1.50											
Shopper's Food	Hillandale	*										30-count @ 3.99 each		
Super Target	no label	1.19												
West Virginia	Fas Check	Better'n Eggs Hillandale										1.99		
	Food Lion	Food Lion	free										limit 1 w/ roll purchase	
	Foodland	Foodland	1.00										5 for \$5.00	



HOLIDAY RETAIL PROMOTIONS FEATURING EGGS

(advertised prices April 09-24, 2011)

(information from publicly available sources (store circulars, newspaper ads, and retailer websites))

Easter/Passover 2011

Shell Eggs & Egg Products

Market	Outlet	Label	Shell Eggs								Egg Products		Conditions
			Large White		Extra Large White		Large Brown		Medium White		15 oz.	32 oz.	
			12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	12 pack	18 pack			
West Virginia (continued)	Giant Eagle	Crystal Farms										4.50	
	GreatVALU	Better'n Eggs									2.99		
	Kroger Columbus	Kroger	0.77										limit 10
	Kroger Mid-Atlantic	Kroger		1.99									
	Shop'n Save	Egg Beaters Flavorite	0.98								3.00		
	Sparkle	Sparkle	1.25										4 for \$5.00



HOLIDAY RETAIL PROMOTIONS FEATURING EGGS

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Easter/Passover 2011

Shell Eggs & Egg Products

Market	Outlet	Label	Shell Eggs								Egg Products		Conditions
			Large White		Extra Large White		Large Brown		Medium White		15 oz.	32 oz.	
			12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	12 pack	18 pack			
CENTRAL U.S. - AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND,NE,OH,OK,SD,TN,TX,WI													
Alabama	Greer's	Best Choice	free										30-cnt w/ \$50 purchase
	Piggly Wiggly	Best Choice							free				30-cnt; lmt 1 w/ \$50 prch
	Super Target	no label	1.19										
	Winn-Dixie	Winn-Dixie					2.99						cage-free
Arkansas	Brookshires	Food Club Food Club	*	2.00									buy 2 get 1 free
	Kroger Delta	Kroger		1.77									
	Piggly Wiggly	Best Choice							free				30-cnt; lmt 1 w/ \$50 prch
	Super 1 Foods	Food Club								1.50			
Illinois	Berkot's	Better'n Eggs Mussman's Eggland's Best	0.79	2.99								1.99	Omega-3
	Butera	Food Club	0.89										Limit 1 w/ coupon
	Caputo's	Eggland's Best Dutch Farms	0.99				3.29						organic
	Carnicerias Jimenez	no label	*										Jumbo @ 1.50/dz
	County Market	County Market County Market	free 0.79										limit 1 w/ \$100 purchase
	Cub Foods	Egg Beaters									2.00		
	Dierberg's	Dierberg's	1.25										4 for \$5.00
	Fairplay Foods	no label no label Land O Lakes Dutch Farms Dutch Farms	2.50 1.58		0.68 0.99 1.68		1.69						limit 2 w/ \$10 purchase no limit Omega-3 cage-free
	Food Pride	Our Family	BOGO										
	Garden Fresh	Dutch Farms Mussman's	0.99 *										Jumbo @ .89/dz
	GFS Marketplace	no label	0.99										
	Hy-Vee	Hy-Vee Sparboe	2.19									1.99	Omega-3
	Jewel	Egg Innovations Egg Innovations Egg Innovations Eggland's Best Jewel	3.79 2.50 free				3.79 4.49						Omega-3 cage-free or veg-fed organic Omega-3 limit 1 w/ spcl purchase
	Kirby Foods	IGA	1.29										



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Easter/Passover 2011

Shell Eggs & Egg Products

Market	Outlet	Label	Shell Eggs								Egg Products		Conditions	
			Large White		Extra Large White		Large Brown		Medium White		15 oz.	32 oz.		
			12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	12 pack	18 pack				
Illinois (continued)	Kroger Central	Kroger	1.25										4 for \$5.00	
	Kroger Mid-Sth	Kroger	1.00										10 for \$10.00	
	Meijer	Meijer	0.99											
	Pete's Market	Hamilton	0.99										limit 2	
	Piggly Wiggly	Food Club	0.79										limit 1 w/ \$5.00 purchase	
	Shop & Save	Dutch Farms			0.99									
		Dutch Farms					1.99							veg-fed
		Eggland's Best	1.69											Omega-3
	Strack & VanTil	Rose Acres	0.69											limit 2
		Rose Acres	1.19											additional quantities
		Dutch Farms	0.69											limit 2
		Dutch Farms	1.19											additional quantities
	Sullivan's	Pearl Valley	0.99											
	Super Target	no label	1.19											
	Tony's	Dutch Farms			0.99									limit 2
		no label	*											Jumbo @ .99/dz; limit 2
Land O Lakes		2.69											Omega-3	
Treasure Island	Eggland's Best										2.00		veg-fed	
	Better'n Eggs												cage-free	
	Dutch Farms	0.99											limit 2	
Ultra Foods	Rose Acres	0.68											limit 2	
	Rose Acres	1.19											additional quantities	
	Dutch Farms	0.68											limit 2	
	Dutch Farms	1.19											additional quantities	
Walt's	Dutch Farms	0.99											limit 2	
	Dutch Farms	1.19		1.29									Jumbo @ 1.59/dz	
Indiana	Al's	Dutch Farms	0.79										limit 2	
	Buehler's Buy Low	Egg Beaters									2.99			
	GFS Marketplace	no label	0.99											
	Jay C	Sunny Morn	1.25										4 for \$5.00	
	Jewel	Egg Innovations	3.79											Omega-3
		Egg Innovations					3.79							cage-free or veg-fed
		Egg Innovations					4.49							organic
		Eggland's Best	2.50											Omega-3
Jewel	free											limit 1 w/ spcl purchase		
Kirby Foods	IGA	1.29												
Kroger Central	Kroger	1.25										4 for \$5.00		



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Easter/Passover 2011

Shell Eggs & Egg Products

Market	Outlet	Label	Shell Eggs								Egg Products		Conditions	
			Large White		Extra Large White		Large Brown		Medium White		15 oz.	32 oz.		
			12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	12 pack	18 pack				
Indiana (continued)	Kroger Mid-Sth	Kroger	1.00										10 for \$10.00	
	Marsh	Egg Beaters									2.50			
	Martin's	Martin's Eggland's Best	1.29	2.99									Omega-3	
	Meijer	Meijer	0.99											
	New Market	Flavorite	1.00										10 for \$10	
	Strack & VanTil	Rose Acres	Rose Acres	0.69										limit 2 additional quantities
		Rose Acres	Dutch Farms	1.19										limit 2 additional quantities
		Dutch Farms	Dutch Farms	0.69										limit 2 additional quantities
		Dutch Farms	Dutch Farms	1.19										limit 2 additional quantities
	Super Target	no label	1.19											
Ultra Foods	Rose Acres	Rose Acres	0.68										limit 2 additional quantities	
	Rose Acres	Dutch Farms	1.19										limit 2 additional quantities	
	Dutch Farms	Dutch Farms	0.68										limit 2 additional quantities	
	Dutch Farms	Dutch Farms	1.19										limit 2 additional quantities	
Wesselman's	no label							0.99						
Iowa	County Market	County Market	free										limit 1 w/ \$100 purchase	
		County Market	0.79											
	Dahl's	Dahl's	1.29											
	Food Pride	Our Family	BOGO											
	Heartland Food	Egg Beaters									2.00			
	Hometown Foods	Shurfresh	1.39											
	Hy-Vee	Hy-Vee	Hy-Vee									1.99		
		Sparboe	Sparboe	2.19										Omega-3
	Jewel	Egg Innovations	Egg Innovations	3.79					3.79					Omega-3 cage-free or veg-fed
		Egg Innovations	Egg Innovations						4.49					organic
Eggland's Best		Eggland's Best	2.50										Omega-3	
Jewel		Jewel	free										limit 1 w/ spcl purchase	
No Frills	Our Family	Our Family	0.99										limit 2 additional quantities	
	Our Family	Our Family	1.25										limit 1 w/ coupon	
Quillin's	Our Family	0.59												
Super Target	no label	1.19												
Kansas	Heartland Food	Egg Beaters									2.00			
	Hen House	Hen House	1.49											
	Hy-Vee	Hy-Vee	Hy-Vee								1.99			
		Sparboe	Sparboe	2.19										Omega-3
Price Chopper	Best Choice	0.99										limit 3		



HOLIDAY RETAIL PROMOTIONS FEATURING EGGS

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Easter/Passover 2011
Shell Eggs & Egg Products

Market	Outlet	Label	Shell Eggs								Egg Products		Conditions
			Large White		Extra Large White		Large Brown		Medium White		15 oz.	32 oz.	
			12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	12 pack	18 pack			
Kansas (continued)	Super Target	no label	1.19										
	Wood's	Best Choice	0.98										
Kentucky	Food City	Born Free Family Valu Time Full Circle					1.99		1.49				Omega-3 cage-free
	Food Lion	Food Lion	free										limit 1 w/ roll purchase
	Foodland	Foodland	1.00										5 for \$5.00
	GFS Marketplace	no label	0.99										
	Houchen's	IGA Egg Beaters	0.99								2.99		
	Kroger Delta	Kroger		1.77									
	Kroger Mid-Atlantic	Kroger		1.99									
	Kroger Mid-Sth	Kroger	1.00										10 for \$10.00
	Meijer	Meijer	0.99										
Remke/Bigg's	Remke's	1.00										10 for \$10	
Louisiana	Albertson's LLC	Albertson's										3.50	
	Breaux Mart	Shurfresh	0.89										
	Brookshires	Food Club Food Club	*	2.00									buy 2 get 1 free
	Mac's	Egg Beaters									2.99		
	Rouse's	no label					2.29						cage-free
	Super Target	no label	1.19										
	Super 1 Foods	Food Club								1.50			
Michigan	Busch's	Busch's	1.98										
	Econo Foods	Our Family	1.50										
	GFS Marketplace	no label	0.99										
	Harding's	Harding's	1.00										
	Hollywood	Hamilton Hamilton	0.99 1.29										limit 2 add'l quantities
	Kroger Michigan	Kroger	0.77										limit 10
	Martin's	Martin's Eggland's Best	1.29	2.99									Omega-3
	Meijer	Meijer	0.99										
	Plumb's	Spartan Eggland's Best	0.99	2.99							2.00		Omega-3
	SuperOne Foods	Luoma Eggland's Best Egg Beaters	1.99				1.99					2.49	Omega-3



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Easter/Passover 2011

Shell Eggs & Egg Products

Market	Outlet	Label	Shell Eggs								Egg Products		Conditions	
			Large White		Extra Large White		Large Brown		Medium White		15 oz.	32 oz.		
			12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	12 pack	18 pack				
Michigan (continued)	Tom's/Oleson's	Egg Mates Eggland's Best		2.99							2.00		Omega-3	
	VG's	Spartan Eggland's Best	1.00	3.29									10 for \$10 Omega-3	
Minnesota	Coborn	Food Club	free										limit 1 w/ coupon	
	Cub Foods	Egg Beaters									2.00			
	Econo Foods	Our Family	1.50											
	Hugo's	Our Family	0.99											
	Hy-Vee	Hy-Vee Sparboe	2.19								1.99		Omega-3	
	Quillin's	Our Family	0.59										limit 1 w/ coupon	
	Rainbow	Roundy's Roundy's	0.78 free											w/ purchase
	Sun Mart	Our Family Better'n Eggs	1.50								2.99			
	SuperOne Foods	Luoma Eggland's Best Egg Beaters	1.99				1.99					2.49		Omega-3
Super Target	no label	1.19												
Mississippi	Greer's	Best Choice	free										30-cnt w/ \$50 purchase	
	Kroger Delta	Kroger		1.77										
	Mac's	Egg Beaters									2.99			
	Piggly Wiggly	Best Choice							free				30-cnt; lmt 1 w/ \$50 prch	
	Rouse's	no label					2.29						cage-free	
	Winn-Dixie	Winn-Dixie					2.99						cage-free	
Missouri	Dierberg's	Dierberg's	1.25										4 for \$5.00	
	Harter House	Best Choice	0.99										limit 2	
	Heartland Food	Egg Beaters									2.00			
	Hickman's IGA	IGA	1.29											
	Hy-Vee	Hy-Vee Sparboe	2.19								1.99		Omega-3	
	Kroger Central	Kroger	1.25										4 for \$5.00	
	Moser's	Best Choice	0.99										limit 2	
	Patricia's	Best Choice	0.87										limit 2 w/ coupon	
	Price Chopper	Best Choice	0.99										limit 3	
	Summer Fresh	Best Choice	1.00										limit 2 w/ \$10 purchase	
	Super Target	no label	1.19											
	Wood's	Best Choice	0.98											



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Easter/Passover 2011

Shell Eggs & Egg Products

Market	Outlet	Label	Shell Eggs								Egg Products		Conditions
			Large White		Extra Large White		Large Brown		Medium White		15 oz.	32 oz.	
			12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	12 pack	18 pack			
Nebraska	Heartland Food	Egg Beaters									2.00		
	Hy-Vee	Hy-Vee Sparboe	2.19								1.99		
	No Frills	Our Family	0.99										
		Our Family	1.25										
	Russ Market	Clearly Organic Best Choice	1.17				*						
	Sun Mart	Our Family Better'n Eggs	1.50								2.99		
	SuperSaver	Best Choice		1.58									
	Super Target	no label	1.19										
North Dakota	Hugo's	Our Family	0.99										
	Sun Mart	Our Family Better'n Eggs	1.50								2.99		
	SuperOne Foods	Luoma Eggland's Best Egg Beaters	1.99				1.99				2.49		Omega-3
	Super Target	no label	1.19										
Ohio	Acme Fresh	Acme Food Club	1.29								2.00		
	Buehler's	Buehler's	1.25										4 for \$5.00
	Dave's Market	Rose Acres	0.99										limit 4
	Foodland	Foodland	1.00										5 for \$5.00
	Fresh Encounter	Our Family							1.00				limit 2
	Geyer's	Geyer's	1.18										
	GFS Marketplace	no label	0.99										
	Giant Eagle	Crystal Farms										4.50	
	Kroger Columbus	Kroger	0.77										limit 10
	Kroger Mid-Atlantic	Kroger		1.99									
	Marc's	Egg Beaters Eggland's Best	1.88								2.50		Omega-3
	Marsh	Egg Beaters									2.50		
	Meijer	Meijer	0.99										
	Remke/Bigg's	Remke's	1.00										10 for \$10
Shop'n Save	Egg Beaters Flavorite	0.98								3.00			
Sparkle	Sparkle	1.25										4 for \$5.00	



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Shell Eggs & Egg Products

Market	Outlet	Label	Shell Eggs								Egg Products		Conditions
			Large White		Extra Large White		Large Brown		Medium White		15 oz.	32 oz.	
			12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	12 pack	18 pack			
Oklahoma	Buy for Le\$\$	Best Choice Hiland	1.00								1.88		limit 2
	Homeland	Best Choice	0.99										
	Reasor's	Best Choice	0.99										
	Super Target	no label	1.19										
	Terry's	no label	*										30 count @ 3.50 each
	United	Best Choice	0.99										
	Williams	Best Choice	0.25										limit 1 w/ coupon
South Dakota	Coborn	Food Club	free										limit 1 w/ coupon
	Econo Foods	Our Family	1.50										
	Hy-Vee	Hy-Vee Sparboe	2.19								1.99		Omega-3
Tennessee	Food City	Born Free Family Valu Time Full Circle					1.99			1.49			Omega-3
	Food Country USA	Food Country					1.99			1.00			cage-free
	Food Lion	Food Lion	free										5 for \$5.00
	Food Rite	Egg Beaters									2.99		limit 1 w/ roll purchase
	GFS Marketplace	no label	0.99										
	H.G. Hill	Egg Beaters									2.50		
	Harris Teeter	Harris Teeter HT Naturals Harris Teeter	*				2.99				2.17		organic 30-count @ \$2.57 each
	Kroger Delta	Kroger		1.77									
	Kroger Mid-Atlantic	Kroger		1.99									
	Kroger Mid-Sth	Kroger	1.00										10 for \$10.00
Super Target	no label	1.19											
Texas	Albertson's LLC Sth	Albertson's										3.50	
	Albertson's LLC SW	Albertson's										3.99	
	Brookshire Bros.	Brookshire Bros.		1.50									limit 2 w/ \$10 purchase
	Brookshires	Food Club Food Club	*	2.00									buy 2 get 1 free
	David's	Egg Beaters									2.99		
	Diamond Foods	Egg Beaters									2.50		
	El Rancho	Mahard							*				30-count @ 1.98 each
	El Rio Grande	Maxim's	0.99										limit 2
	Lowe's Market	Shurfine		1.79									
	Minyard's	Best Choice							1.19				
	Pro's Ranch	Hickman's	*										20-ct Jumbo @ 1.99



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Shell Eggs & Egg Products

Market	Outlet	Label	Shell Eggs								Egg Products		Conditions
			Large White		Extra Large White		Large Brown		Medium White		15 oz.	32 oz.	
			12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	12 pack	18 pack			
Texas (continued)	Sprout's	Sprout's	*					*					20% off all types
	Sunflower	Sunups	1.39										
	Sun Harvest	Sun Harvest	1.50										
	Super Target	no label	1.19										
	Super S Foods	Shurfine		1.79									
	Super 1 Foods	Food Club							1.50				
	Terry's	no label	*										30 count @ 3.50 each
	United/Market St.	Red River		1.99									
Wisconsin	Cub Foods	Egg Beaters									2.00		
	Econo Foods	Our Family	1.50										
	Festival	Better'n Eggs									2.19		
		Flavorite	0.48										limit 1 w/ coupon
	Hy-Vee	Hy-Vee									1.99		
		Sparboe	2.19										Omega-3
	Lena's	Food Club	0.79										limit 1 w/ coupon
	Marketplace Foods	Crystal Farms	0.99										
		Eggland's Best	1.99										limit 2 Omega-3
	Pick'n Save/Copp's	Roundy's	0.78										
		Roundy's	free										limit 1 limit 1 w/ purchase
	Piggly Wiggly	Food Club	0.79										limit 1 w/ \$5.00 purchase
	Quillin's	Our Family	0.59										limit 1 w/ coupon
	Sendik's	Sparboe	1.19										
	Sentry Foods	Sentry	0.99										limit 1 w/ coupon
SuperOne Foods	Luoma							1.99					
	Eggland's Best Egg Beaters	1.99								2.49		Omega-3	
Super Target	no label	1.19											



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Market	Outlet	Label	Shell Eggs								Egg Products		Conditions
			Large White		Extra Large White		Large Brown		Medium White		15 oz.	32 oz.	
			12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	12 pack	18 pack			
WESTERN U.S. - AZ,CA,CO,ID,MT,NM,NV,OR,UT,WA													
Arizona	Albertson's LLC	Albertson's										3.99	
	Food City	Food City		1.69									
	Fresh & Easy	Farmer's Gems		2.00									each in multiples of two single
		Farmer's Gems		2.89									
	Fry's	Fry's	0.99										limit 2
	Lowe's Market	Shurfine		1.79									
	Pro's Ranch	Hickman's	*										20-ct Jumbo @ 1.99
	Sprout's	Sprout's	*					*					20% off all types
Sunflower	Sunups	1.39											
California	Big Saver	no label			*								20-count @ 1.99 each
	Cardenas	no label							0.99				limit 3 additional quantities
		no label							1.50				
	Chavez	Chavez		1.99									
	El Tapatio	no label	*										20-cnt @ 1.99; Limit 2
		no label	*										
	Fresh & Easy	Farmer's Gems		2.00									each in multiples of two single
		Farmer's Gems		2.89									
	Henry's	Sun Harvest	1.50										
	Jon's	no label			*								20-count 2 for \$5, lmt 2
	KV Mart	California Ranch			*								20-count two for \$5
	Lucky's	Sunnyside Farms		1.89									limit 2 free
		Sunnyside Farms	BOGO										
	Lunardi's	Egg Beaters										2.49	organic
		Clover						3.49					
	Mi Pueblo	Mi Pueblo	*										5 doz @ 6.98 each
	Mollie Stone	Clover							3.99				organic
		Mollie Stone	BOGO										
Northgate Markets	California Ranch					2.50							
Nugget	Olivera		1.99										
R-Ranch Markets	Trafficanda	*										Jumbo @ .99/doz	
Raley's	Full Circle							3.49				organic	
	Raley's	1.98											
	Raley's	*											
Ray's Food Place	Ray's	1.50										limit 1 w/ \$30 purchase	
	Ray's		free										
Save Mart	Sunnyside Farms		1.89									limit 2 free	
	Sunnyside Farms	BOGO											



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Shell Eggs & Egg Products

Market	Outlet	Label	Shell Eggs								Egg Products		Conditions
			Large White		Extra Large White		Large Brown		Medium White		15 oz.	32 oz.	
			12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	12 pack	18 pack			
California (continued)	Scolari's	Willamette							0.99				
	Spencer's IGA	Los Osos Ranch	1.50										
	Sprout's	Sprout's	*					*					20% off all types
	Stater Bros.	Egg Beaters									2.99		
	Sunflower	Sunups	1.39										
	Super-A-Foods	no label							0.99				
	Superior Grocers	no label no label	*						*				20-count @ 2.50 each 60-count @ 5.99 each
	Super Target	no label	1.19										
	Vallarta	Trafficanda			*								20-count @ 2.50 each
Colorado	Albertson's LLC	Albertson's										3.99	
	Clark's Market	Western Family	0.99										
	Heartland Food	Egg Beaters									2.00		
	King Sooper	King Sooper	1.00										10 for \$10
	Sprout's	Sprout's	*					*					20% off all types
	Sunflower	Sunups	1.39										
Idaho	Broulim's	Western Family	0.97	1.78									
	Family Foods	Western Family	free										limit 1 w/ ham purchase
	Fred Meyer	Naturally Preferred Fred Meyer	1.98				1.98						cage-free 3 for \$5.00
	Harvest Foods	Western Family		BOGO									
	Paul's Market	Western Family Western Family	0.89 1.09										first two additional quantities
	Ridley's	Western Family	0.88	1.78									
	Rosauer's	Rosauer's		1.50									
	Smith's	Smith's	1.25										4 for \$5
	Super 1 Foods	no label Western Family	2.98 free										organic one w/ coupon
	Super Target	no label	1.19										
	Yoke's	Yoke's	0.88										limit 3
Montana	Family Foods	Western Family	free										limit 1 w/ ham purchase
	Harvest Foods	Western Family		BOGO									
	Rosauer's	Rosauer's		1.50									
	Smith's	Smith's	1.25										4 for \$5
	Super 1 Foods	no label Western Family	2.98 free										organic one w/ coupon



HOLIDAY RETAIL PROMOTIONS FEATURING EGGS

(advertised prices April 09-24, 2011)

(information from publicly available sources (store circulars, newspaper ads, and retailer websites))

Easter/Passover 2011

Shell Eggs & Egg Products

Market	Outlet	Label	Shell Eggs								Egg Products		Conditions
			Large White		Extra Large White		Large Brown		Medium White		15 oz.	32 oz.	
			12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	12 pack	18 pack			
Nevada	Fresh & Easy	Farmer's Gems		2.00									each in multiples of two single
		Farmer's Gems		2.89									
	King Ranch	Tip Top			*								20 ct. @ 2.50
	Raley's	Full Circle					3.49						organic
		Raley's		1.98									
		Raley's		*									buy 2 get 1 free
	Ridley's	Western Family		0.88	1.78								
	Scolari's	Willamette							0.99				
	Smith's	Smith's		1.25									4 for \$5
	Sunflower	Sunups		1.39									
New Mexico	Albertson's LLC	Albertson's										3.99	
	John Brooks	Shurfine		1.99									
	Lowe's Market	Shurfine		1.79									
	Pro's Ranch	Hickman's		*									20-ct Jumbo @ 1.99
	Smith's	Smith's		1.25									4 for \$5
	Sunflower	Sunups		1.39									
	Super Target	no label		1.19									
Oregon	Family Foods	Western Family		free									limit 1 w/ ham purchase
	Fred Meyer	Naturally Preferred		1.98			1.98						cage-free
		Fred Meyer			1.67								3 for \$5.00
	Haggen's	Wilcox					2.99						cage-free
	Harvest Foods	Western Family			BOGO								
	Market of Choice	Nest Best		*									Jumbo @ 1.50/dz
	McKay's Markets	Nest Best			2.50								
	New Seasons	Stiebrs		1.99									cage-free
	QFC	Naturally Preferred					3.49						Omega-3
	Ray's Food Place	Ray's		1.50									limit 1 w/ \$30 purchase
		Ray's			free								
	Rosauer's	Rosauer's			1.50								
Roth's	Willamette		BOGO									first two	
	Willamette		0.99										
	Western Family		0.99										
Utah	Albertson's LLC	Albertson's										3.99	
	Associated Food	Western Family		0.79	1.78								
	Fresh Market	Western Family		0.99	1.78								
	Harmon's	Harmon's		0.79	2.00								
	Ream's	Ream's		0.69									
	Ridley's	Western Family		0.88	1.78								
	Smith's	Smith's		1.25									4 for \$5



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Easter/Passover 2011

Shell Eggs & Egg Products

Market	Outlet	Label	Shell Eggs								Egg Products		Conditions	
			Large White		Extra Large White		Large Brown		Medium White		15 oz.	32 oz.		
			12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	12 pack	18 pack				
Utah (continued)	Sunflower	Sunups	1.39											
	Super Target	no label	1.19											
Washington	Family Foods	Western Family	free										limit 1 w/ ham purchase	
	Fred Meyer	Naturally Preferred Fred Meyer	1.98	1.67			1.98						cage-free 3 for \$5.00	
	Haggen's/Top Food	Wilcox					2.99						cage-free	
	Harvest Foods	Western Family		BOGO										
	Metropolitan	Wilcox							0.99					
	QFC	Naturally Preferred					3.49							Omega-3
	Red Apple	Red Apple	1.49											
	Rosauer's	Rosauer's		1.50										
	Super 1 Foods	no label Western Family	2.98 free											organic one w/ coupon
	The Markets	Northwest Choice		1.47										limit 1
	Thriftway	Thriftway	1.49											
	Thriftway OR	Willamette Western Family	0.99 0.99											
Yoke's	Yoke's	0.88											limit 3	
Wyoming	Heartland Food	Egg Beaters									2.00			
	King Sooper	King Sooper	1.00										10 for \$10	
	Ridley's	Western Family		1.78										
	Smith's	Smith's	1.25										4 for \$5	