

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Prices in \$US per unit, effective November 07-27, 2014

Thanksgiving 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	White	B	W	B	W	B	W	B	W	B		16 oz.	32 oz.	32 oz.	64 oz.
NORTHEASTERN U.S. - CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT																										
CT	A&P Stores	Borden Better'n Eggs																				5.49	4.69	w/ card		
		America's Choice			x		1.99																			
	Adams IGA	Hood																					4.99			
	AG New England	Garelick Farms																					3.99			
	Associated	Nature's Yoke		x								3.99														
		Nature's Yoke			x										2.99											
		Safest Choice			x		2.99																	pasteurized		
		Hood																				3.49	3.49			
		Egg Beaters																				3.49	5.99	or whites		
		Better'n Eggs																					5.49			
	Best Market	Land O Lakes		x	x														2.49							
		Mitlitsky's			x		2.77																			
		Better'n Eggs																				4.77				
	Big Y	Big Y			x					4.99													3.99			
		Safest Choice			x		2.50																	pasteurized		
		Hood																					4.99			
	Bravo	n/i		x			1.67																	3 for \$5.00		
		Hood																					2.49			
		Nature's Design			x		2.49																			
	Compare Foods	Eggland's Best			x						2.49															
		Barn Yard			x														3.99							
		Egg Beaters																				5.99				
	C-Town	Nature's Design			x		2.59																			
		Nature's Yoke		x												2.99	2.99									
		Nature's Yoke		x								3.99														
		Hood																					2.49			
	Food Bazaar	Nature's Yoke			x											2.99										
		Dutch Farms																				2.00				
		Turkey Hill																					3.99			
	King's	Eggland's Best			x						3.99															
		Safest Choice			x		2.99																	pasteurized		
	Marc's	Land O Lakes	x	x															1.98							
		Guida's																					3.99			
	Mrs. Green's	Ronnybrook																				5.99		local		

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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.
CT <i>(cont)</i>	NSA Supermarket	Better'n Eggs																		2.00						
	Pioneer	Egg Beaters																		3.00						
		n/i		x			1.67																			2.99
		Hood																								
	Price Chopper	Nature's Yoke		x																						
		Nature's Yoke			x																					5.99
		Turkey Hill																								
		Better'n Eggs																								5.49
		4 Grain			x							2.50														
		Price Chopper																								3.99
	Price Rite	n/i			x																					
	ShopRite	Better'n Eggs																								4.59
		Eggland's Best			x																					
		ShopRite			x		B2GO																			
Land O Lakes				x							2.50															
Stew Leonard's	Turkey Hill																							3.99		
	Stew Leonard's			x																						
Target	n/i			x		1.50																				
The Fresh Market	Homestead																							5.49		
	TFM																							4.99		
Walmart	n/i			x																				4.88		
DC	Giant Food	Egg Beaters																							3.00	
	Harris Teeter	Harris Teeter			x			2.00																		
	Safeway	Lucerne																							4.69	
	Target	n/i			x		1.50																			
	Walmart	n/i			x																				4.88	
Whole Foods MAT	Nature Fed																							3.69		
DE	A&P Stores	Borden																								
		Better'n Eggs																								
	ACME Markets	America's Choice			x			1.99																		
		ACME			x		BOGO																			
		Nature's Design			x																				4.49	
	Fresh Grocer	Nature's Design			x																				3.99	
		Better'n Eggs																								
Lehigh Valley																										
ShopRite			x		B2GO																		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)					
												White	B	W	B	W	B	W	B	16 oz.	32 oz.	32 oz.		64 oz.			
							12	18	20	30	60	12	18	12	12 pack	12 pack	12 pack										
DE (cont)	Giant Food	Egg Beaters																									
	Great Valu Market	Henny Penny			x		1.47																				
	Harris Teeter	Harris Teeter			x			2.00																limit 2			
	Pathmark	Borden																									
		Better'n Eggs																					5.49		4.69	whites	
	Redner's	America's Choice			x				1.99																		
		Land O Lakes			x											2.29			2.29							4.69	
	Safeway	Lucerne																									
	ShopRite	Better'n Eggs																					4.59				
		Eggland's Best			x							2.99															
	Shurfine	ShopRite			x		B2GO																				
		Land O Lakes			x							2.50														3.99	
	Target	Turkey Hill																								2 for \$3.00	
	n/i			x				1.99																			
	n/i			x				1.50																			
	n/i			x																					4.88		
MA	Adams IGA	Hood																							4.99		
	AG New England	Garelick Farms																								3.99	
	Big Y	Big Y			x																					3.99	
		Safest Choice			x		2.50																			4.99	
	Compare Foods	Hood																									4.99
		Eggland's Best			x							2.49															4.99
	Crosby's	Barn Yard			x																						4.99
		Egg Beaters																									4.99
	C-Town	4-Grain			x								2.89														4.99
		Eggland's Best																					2.49				whites
	Donelan's	Egg Beaters																					2.50				whites
		Nature's Design			x		2.59																				2.49
	Hannaford	Nature's Yoke			x																						2.99
		Nature's Yoke			x											3.99		2.99	2.99								2.49
	Hood																								2.99		
	Garelick Farms																								2.99	3.99	
	Hood																								2.99	3.99	
	Southern Comfort																								2.99	3.99	
	Eggland's Best			x							2.99															2.99	
	Hood																									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.
MA (cont)	Market Basket	Hood																					3.49	whites		
	Met Foods	Nature's Yoke		x																						
		Nature's Yoke			x								3.99													
		Egg Beaters																			5.99					
		Better'n Eggs																			4.99					
		Hood																				2.99				
		Turkey Hill																					5.99			
	NSA Supermarket	Better'n Eggs																			2.00					
		Egg Beaters																			3.00					
		n/i		x			1.67																			
	Price Chopper	4 Grain			x							2.50														
		Price Chopper																2.50					3.99			
	Price Rite	n/i			x					3.99																
	Roche Bros.	Better'n Eggs																			3.99					
		Garelick Farms																					3.99			
		Hood																					4.69			
	Shaw's	Garelick Farms																					4.49			
	Hood																					4.99				
	Shaw's			x		0.99																				
Target	n/i			x		1.50																				
The Fresh Market	Homestead																				5.49					
	TFM																				4.99					
Trucchi's	Eggland's Best			x								1.99														
	Hood																					4.29				
Walmart	n/i			x					4.88																	
MD	A&P Stores	Borden																				4.69		w/ card		
		Better'n Eggs																			5.49					
		America's Choice			x		1.99																			
	ACME Markets	ACME			x		BOGO																			
		Nature's Design			x					4.49																
		Nature's Design			x					3.99																
		Better'n Eggs																			2.50					
		Lehigh Valley																					3.99			
	AG New England	Garelick Farms																					3.99			
	Associated	Nature's Yoke		x										3.99												
	Nature's Yoke			x													2.99									

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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.
MD <i>(cont)</i>	<i>(continued)</i>	Safest Choice Hood			x		2.99																	3.49		pasteurized
		Egg Beaters																				5.99				or whites
		Better'n Eggs																						5.49		
		Family Owned Rutter's																						4.99		
		Family Owned Egg Beaters			x		1.50																			2 for \$3.00
		Giant Food Egg Beaters				x	1.47															3.00				
		Great Valu Market Henny Penny				x	1.47																			
		Harris Teeter Harris Teeter				x					2.00															limit 2
		Mars Mars				x	1.29																			limit 1
		Mars Mars				x	2.09																			no limit
		Land O Lakes Egg Beaters				x														2.59						
		Martin's Food Giant				x	1.89														3.00					limit 1
		Price Rite n/i				x					3.99															
		Redner's Land O Lakes				x												2.29		2.29						
		Safeway Lucerne																							4.69	
		ShopRite Better'n Eggs																					4.59			
		Eggland's Best				x						2.99														
		ShopRite				x	B2GO																			
		Land O Lakes				x						2.50									2.50					
		Turkey Hill																							3.99	
Shurfine n/i				x					1.99																	
Target n/i				x	1.50																			2 for \$3.00		
The Fresh Market Homestead																							5.49	ABF		
TFM																							4.99			
Walmart n/i				x					4.88																	
Weis Eggland's Best				x						2.50														2 for \$5.00		
Weis																							2.99			
Whole Foods MAT Nature Fed																	3.69			3.69				cage-free		
ME	AG New England	Garelick Farms																					3.99			
		Hannaford Eggland's Best				x						2.99														
		Hood																					2.50			
Market Basket	Hood																					3.49				

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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.
ME <i>(cont)</i>	Shaw's	Garelick Farms Hood																				4.49	brown eggs; limit 1	
	Walmart	Shaw's n/i			x		0.99															4.99		
NH	AG New England	Garelick Farms																				3.99	brown eggs; limit 1 2 for \$3.00 ABF	
	Hannaford	Egglard's Best Hood			x						2.99											2.50		
	Market Basket	Hood																				3.49		
	Price Chopper	4 Grain Price Chopper			x						2.50											3.99		
	Shaw's	Garelick Farms Hood					0.99															4.49		
	Target	Shaw's n/i			x		1.50															4.99		
	The Fresh Market	Homestead TFM																				5.49		
Walmart	n/i			x				4.88													4.99			
NJ	A&P Stores	Borden																				4.69	w/ card	
	ACME Markets	Better'n Eggs																				5.49	w/ prchse of 6	
		America's Choice			x		1.99																	
		ACME			x		BOGO																	
		Nature's Design			x				4.49															
	Associated	Nature's Design			x				3.99															
		Better'n Eggs																				2.50		
		Lehigh Valley																					3.99	
		Nature's Yoke			x							3.99												
		Nature's Yoke				x										2.99								
Safest Choice				x		2.99																3.49		
Best Market	Hood																					5.99		
	Egg Beaters																					3.49		
	Better'n Eggs																					5.49		
	Land O Lakes			x	x												2.49							
	Mitlitsky's				x		2.77																	
	Better'n Eggs																				4.77			

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			JM	XL	LG	MD	White					Omega-3		Organic		Cage-Free		Veg-Fed		Liquid Egg (cartoned)			Egg Nog (non-alcoholic)	
												White	B	W	B	W	B	W	B	W	B		16 oz.	32 oz.
							12	18	20	30	60	12	18	12	12 pack	12 pack	12 pack							
NJ	Bravo	n/i		x			1.67																3 for \$5.00	
(cont)		Hood																			2.49			
	Compare Foods	Nature's Design			x		2.49																	
		Eggland's Best			x					2.49														
		Barn Yard			x												3.99							
		Egg Beaters																	5.99					
	C-Town	Nature's Design			x		2.59																	
		Nature's Yoke		x										2.99	2.99									
		Nature's Yoke		x								3.99												
		Hood																			2.49			
	Extra Supermrkt	n/i		x			1.48																	
		n/i	x				1.78																	
	Fine Fare	Turkey Hill																				4.99		
		n/i		x			1.67																3 for \$5.00	
	Foodtown	Eggland's Best	x							3.69														
		Eggland's Best			x					2.50									3.49					
		Nature's Yoke			x																			
		Nellie's			x							3.49							3.49					
		Better'n Eggs																		4.99			whites	
	Food Bazaar	Nature's Yoke			x														2.99					
		Dutch Farms																			2.00			
		Turkey Hill																				3.99		
	Great Valu Market	Henny Penny			x		1.47																	
	Key Food	Egg Beaters																			2.99			
		Better'n Eggs																				4.99	whites	
		Eggland's Best			x						2.99													
		Nellie's		x																		3.19		
		Nellie's			x							2.99										2.99		
	King's	Eggland's Best			x						3.99													
		Safest Choice			x		2.99																pasteurized	
	Met Foods	Nature's Yoke		x																				
		Nature's Yoke			x							3.99												
		Egg Beaters																			5.99			
		Better'n Eggs																			4.99		whites	

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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										
NJ <i>(cont)</i>	<i>(continued)</i>	Hood																				2.99				
		Turkey Hill																				5.99	local			
		Mrs. Green's	Ronnybrook																				5.99			
		Murphy's	Lehigh Valley																				1.99			
		Pathmark	Better'n Eggs																				3.99			
			Borden																				4.69			
		Pioneer	Better'n Eggs																				5.49	whites		
			America's Choice			x		1.99															2.99			
		Price Rite	Hood	x																						
			Nature's Yoke			x										4.99										
		ShopRite	Nature's Yoke			x										5.99										
			Turkey Hill																				5.99			
		Target	Better'n Eggs																				5.49			
			n/i			x		3.99															4.59			
		The Fresh Market	Better'n Eggs																							
			Eggland's Best			x							2.99													
		Thriftway	ShopRite			x		B2GO																		
			Land O Lakes			x							2.50													
		Walmart	Turkey Hill																				3.99			
			n/i			x		1.50																2 for \$3.00		
Weis	Homestead																				5.49	ABF				
	TFM																				4.99					
Whole Foods MAT	Safest Choice			x		2.79																pasteurized				
	Better'n Eggs																				4.99					
NY	A&P Stores	n/i			x	4.88																				
		Eggland's Best			x							2.50										2 for \$5.00				
NY	Associated	Weis																			2.99					
		n/i			x	1.99																cage-free				
NY	Associated	Nature Fed																			3.69					
		Hood																			3.69					
NY	Associated	Borden																			4.69	w/ card				
		Better'n Eggs																			5.49					
NY	Associated	America's Choice			x	1.99																				
		Nature's Yoke		x										3.99												
NY	Associated	Nature's Yoke			x												2.99									
		Safest Choice			x	2.99																pasteurized				
NY	Associated	Hood																			3.49					

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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	12	18	12	12 pack	12 pack	12 pack	16 oz.	32 oz.	32 oz.	64 oz.			
																							White	B
NY <i>(cont)</i>	Associated <i>(continued)</i>	Egg Beaters																		5.99			or whites	
		Better'n Eggs																			5.49			
	Best Market	Land O Lakes		x	x													2.49						
		Mitlitsky's			x				2.77											4.77				
	Bravo	Better'n Eggs																						
		n/i		x			1.67																3 for \$5.00	
	Compare Foods	Hood																			2.49			
		Nature's Design			x				2.49															
		Eggland's Best			x						2.49													
	C-Town	Barn Yard			x													3.99						
		Egg Beaters																		5.99				
		Nature's Design			x				2.59															
	D'Agostino's	Nature's Yoke		x														2.99	2.99					
		Nature's Yoke		x										3.99										
		Hood																			2.49			
	DeCiccio's	Nature's Yoke			x													3.49						
		Eggland's Best			x						2.99													
		Egg Beaters																		3.59				
	Fine Fare	Nature's Design			x				1.99															
		Hood																			1.99			
		Nature's Yoke		x												2.99	2.99							
	Foodtown	Turkey Hill																				4.99		
		n/i		x			1.67																3 for \$5.00	
		Eggland's Best	x								3.69													
	Food Bazaar	Eggland's Best			x						2.50									3.49				
		Nature's Yoke			x													3.49						
		Nellie's			x									3.49				3.49						
		Better'n Eggs																		4.99			whites	
		Nature's Yoke			x													2.99						
		Dutch Farms																		2.00				
		Turkey Hill																					3.99	
	Great American	Garelick Farms																					3.99	
		Hood																			2.99			
Gristede's	Eggland's Best			x						3.59														
Hannaford	Eggland's Best			x						2.99														
	Hood																					2.50		

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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)	Key Food	Egg Beaters																				2.99				
		Better'n Eggs																							4.99	whites
	King Kullen	Eggland's Best			x								2.99													
		Nellie's		x													3.19									
		Nellie's			x									2.99			2.99									
		Eggland's Best		x	x							2.99	3.69									2.50				2 for \$5.00
	King's	Dutch Farms																					4.99			
		Better'n Eggs																								
	Met Foods	Davidson's			x		2.99																			
		Eggland's Best			x								3.99													
	Met Foods	Safest Choice			x		2.99																			
		Nature's Yoke		x												3.99	4.99									
	Metropolitan	Nature's Yoke			x																					
		Egg Beaters												3.99								5.99				
		Better'n Eggs																				4.99				whites
		Hood																						2.99		
	Mrs. Green's	Turkey Hill																							5.99	
		Nature's Yoke		x										3.99			3.99									
	North Shore	Nature's Yoke			x												4.99									
		Hood																						2.99		
	NSA Supermarket	Ronnybrook																						5.99		local
		Hood																						1.99		
	Pathmark	n/i	x				0.99																			limit 2
n/i				x												2.99										
Peck's	Better'n Eggs																				2.00					
	Egg Beaters																				3.00					
Pioneer	n/i		x			1.67																				
	Borden																							4.69		
Pioneer	Better'n Eggs																					5.49			whites	
	America's Choice			x		1.99																				
Pioneer	Hood																							4.88		
	Hood																						2.99			
	Nature's Yoke	x													4.99											

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
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SHELL EGGS & LIQUID EGG PRODUCTS

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs						Liquid Egg Products				Conditions		
							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.
														12 pack		12 pack		12 pack						
NY	Pioneer <i>(cont)</i>	Turkey Hill <i>(continued)</i>																						
	Price Chopper	Better'n Eggs 4 Grain			x						2.50								5.49					
	Price Rite	Price Chopper n/i				x				3.99											3.99			
	ShopRite	Better'n Eggs Eggland's Best				x					2.99								4.59					
		ShopRite Land O Lakes				x			B2GO		2.50										2.50			
	Stew Leonard's	Turkey Hill Stew Leonard's				x										1.99					3.99			
	Target	n/i				x			1.50															
	The Fresh Market	Homestead TFM																			5.49 4.99			
	Tops Markets	Tops				x	1.00														2.29			
		Eggland's Best			x						3.00													
	Uncle Giuseppe's	Eggland's Best			x						2.50										2 for \$3.00			
		Nature's Yoke				x										3.59								
	Walmart	n/i				x					4.88													
	Weis	Eggland's Best				x					2.50													
		Weis																			2.99			
	Western Beef	n/i				x	1.99																	
PA	A&P Stores	Borden Better'n Eggs																			4.69			
		America's Choice				x			1.99												5.49			
	ACME Markets	ACME				x	BOGO																	
		Nature's Design				x					4.49													
		Nature's Design				x					3.99													
		Better'n Eggs																	2.50					
	Associated	Lehigh Valley Nature's Yoke				x								3.99							3.99			
		Egg Beaters																			5.99			
		Safest Choice				x	2.99																	
		Hood																			3.49			
		Nature's Yoke				x										2.99								
		Better'n Eggs																			5.49			

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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	12	18	12	12 pack	12 pack	12 pack	16 oz.	32 oz.	32 oz.	64 oz.				
																							White	B	W
PA <i>(cont)</i>	<i>(continued)</i>	ShopRite			x		B2GO																		
		Land O Lakes			x							2.50							2.50						
		Turkey Hill																					3.99		
		Shurfine	n/i			x					1.99														
		ShurSave	n/i			x					2.28														
		Sparkle	United																			2.29	3.99		
		Target	n/i			x					1.50													2 for \$3.00	
		The Fresh Market	Homestead																				5.49	ABF	
			TFM																				4.99		
		Thriftway	Safest Choice				x				2.79													pasteurized	
			Better'n Eggs																		4.99				
		Tops Markets	Tops				x				1.00												2.29		
			Eggland's Best		x								3.00											2 for \$3.00	
Walmart	n/i			x					4.88																
Weis	Eggland's Best			x							2.50											2 for \$5.00			
	Weis																				2.99				
	Whole Foods MA	Nature Fed															3.69			3.69		cage-free			
RI	Associated	Nature's Yoke		x											3.99										
		Nature's Yoke			x													2.99							
		Safest Choice			x					2.99													pasteurized		
		Hood																				3.49			
		Better'n Eggs																				5.49			
		Egg Beaters																			5.99		or whites		
		Bravo	n/i		x						1.67												3 for \$5.00		
			Hood																			2.49			
			Nature's Design			x					2.49														
		Compare Foods	Eggland's Best			x							2.49												
			Barn Yard			x														3.99					
			Egg Beaters																			5.99			
		Dave's	Hood																				4.99		
		Price Rite	n/i			x					3.99														
Shaw's	Garelick Farms																				4.49				
	Hood																				4.99				
	Shaw's			x					0.99													brown eggs; limit 1			
Target	n/i			x					1.50													2 for \$3.00			
	Walmart	n/i			x					4.88															

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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.									
VT	AG New England Hannaford	Garelick Farms Egglard's Best Hood			x																					3.99									
	Price Chopper	4 Grain Price Chopper			x																												2.50		
	Shaw's	Garelick Farms Hood																																3.99	
	Tops Markets	Shaw's Tops Egglard's Best			x			0.99																										4.49	
								x																										4.99	
																																		2.29	brown eggs; limit 1
																																		2 for \$3.00	

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SHELL EGGS & LIQUID EGG PRODUCTS

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs						Liquid Egg Products				Conditions					
							White					Omega-3		Organic		Cage-Free		Veg-Fed		Liquid Egg (cartoned)			Egg Nog (non-alcoholic)				
			JM	XL	LG	MD	12	18	20	30	60	12	18	12	W	B	W	B	W	B	W		B	16 oz.	32 oz.	32 oz.	64 oz.
															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		1.50																				
	Food Giant	Best Choice				x	1.50			3.47														2.15			
	Ingle's	Sealtest																					1.68				
		Egg Beaters																					2.50				
	Kroger Atlanta	Simple Truth			x										2.50	2.50											
	Kroger Nashville	Simple Truth			x										2.50	2.50											
	Piggly Wiggly Hchr	Best Choice				x	1.50			3.47															2 for \$3.00		
	Piggly Wiggly Inc.	Piggly Wiggly			x		1.50																		2 for \$3.00		
	Publix	Publix																						3.00			
		Eggland's Best			x						3.50															2 for \$3.00	
	Target	n/i			x		1.50																			2 for \$3.00	
The Fresh Market	Homestead																						5.49		ABF		
	TFM																						4.99				
Walmart	n/i			x						4.88																	
Winn-Dixie	Winn-Dixie			x			2.79																				
FL	Albertsons Sthrn	Albertsons			x		1.69																			limit 2	
	Bravo of FL	Southern Comfort																						2.69			
	Dollar General Mkt	n/i			x		1.50																				
	Food Giant	Best Choice				x	1.50			3.47																	
	Harris Teeter	Harris Teeter			x		2.00																			limit 2	
	Piggly Wiggly Hchr	Best Choice				x	1.50			3.47																	
	Presidente	McArthur																						3.98			
	Publix	Publix																						3.00			
		Eggland's Best			x						3.50																
	Sedano's	Eggland's Best			x						2.99																
	Target	n/i			x		1.50																			2 for \$3.00	
	The Fresh Market	Homestead																						5.49		ABF	
		TFM																						4.99			
Walmart	n/i			x						4.88																	
Western Beef	n/i				x	free																			w/ \$60 purchase		
	n/i			x		0.99																					
Winn-Dixie	Winn-Dixie			x			2.79																				
GA	Bi-Lo	Southern Home			x		2.50																			2 for \$5.00	
	Dollar General Mkt	n/i			x		1.50																				
	Food Depot	Country Delite																					1.89	3.29			

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SHELL EGGS & LIQUID EGG PRODUCTS

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs						Liquid Egg Products				Conditions		
							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 <i>(cont)</i>	Food Giant	Best Choice				x	1.50			3.47													limit 2 2 for \$3.00 ABF	
	Harris Teeter	Harris Teeter				x		2.00																
	Ingle's	Sealtest																						
		Egg Beaters																						
	Kroger Atlanta	Simple Truth				x									2.50	2.50								
	Piggly Wiggly Hchn	Best Choice				x	1.50			3.47														
	Publix	Publix																						
		Eggland's Best				x																		
	Sprout's Market	Sprout's				x																		
	Target	n/i				x	1.50																	
	The Fresh Market	Homestead																						
	TFM																							
Walmart	n/i				x																			
Wayfield's	Essential Everyday				x	1.29																		
Winn-Dixie	Winn-Dixie				x		2.79																	
MS	AG Baton Rouge	Shurfine				x	1.49																2 for \$3.00 ABF	
	Dollar General Mrkt	n/i				x	1.50																	
	Food Giant	Best Choice				x	1.50			3.47														
	Kroger Delta	Simple Truth				x									2.50	2.50								
	Mac's Fresh	Best Choice				x		2.49																
		Jordan				x		2.49																
	Piggly Wiggly Hchn	Best Choice				x	1.50			3.47														
	Target	n/i				x	1.50																	
	The Fresh Market	Homestead																						
		TFM																						
	Walmart	n/i				x																		
Winn-Dixie	Winn-Dixie				x		2.79																	
NC	Bi-Lo	Southern Home				x		2.50															2 for \$5.00 limit 1 limit 2 2 for \$4.00	
	Carlie C's IGA	Sealtest																						
	Dollar General Mrkt	n/i				x	1.50																	
	Farm Fresh	Farm Fresh				x		1.99																
	Great VALU	Essential Everyday				x	1.49																	
	Harris Teeter	Harris Teeter				x		2.00																
	Ingle's	Sealtest																						
		Egg Beaters																						
Just \$ave Foods	Eggland's Best				x																			

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 SHELL EGGS & LIQUID EGG PRODUCTS

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs						Liquid Egg Products				Conditions		
							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.
NC <i>(cont)</i>	Kroger Mid-Atlntc	Kroger			x		1.89																	
		Simple Truth			x											2.50	2.50							
	Lowe's Food Publix	Eggland's Best Publix			x					2.00											3.00			
	Target	Eggland's Best			x						3.50													
	The Fresh Market	n/i			x		1.50															2 for \$3.00		
	Walmart	Homestead TFM																			5.49	4.99		
	Walmart	n/i			x				4.88															
SC	Bi-Lo	Southern Home			x		2.50															2 for \$5.00		
	Dollar General Mkt	n/i			x		1.50																	
	Harris Teeter	Harris Teeter			x		2.00															limit 2		
	Ingle's	Sealtest																			1.68			
		Egg Beaters																2.50						
	Kroger Atlanta	Simple Truth			x										2.50	2.50								
	Lowe's Food Publix	Eggland's Best Publix			x					2.00												2 for \$4.00		
	Target	Eggland's Best			x						3.50													
	The Fresh Market	n/i			x		1.50															2 for \$3.00		
	Walmart	Homestead TFM																			5.49	4.99		
	Walmart	n/i			x				4.88															
TN	Bi-Lo	Southern Home			x		2.50															2 for \$5.00		
	Dollar General Mkt	n/i			x		1.50																	
	Food City	Food Club																			1.99			
		Mayfield																			3.49			
		Egg Beaters																2.49						
		Food Club																			1.99			
	Food Country USA	Green Valley	x				1.50															locally grown		
	Food Giant	Best Choice				x	1.50																	
	Harris Teeter	Harris Teeter			x		2.00															limit 2		
	Houchen's IGA	Prairie Farms																				2 for \$5.00		
Ingle's	Sealtest																			2.50				
	Egg Beaters																			1.68				
	Kroger Delta	Simple Truth			x										2.50	2.50								

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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.
TN (cont)	Kroger Mid-Atlntc	Kroger			x			1.89																		
		Simple Truth			x													2.50	2.50							
	Kroger Nashville	Simple Truth			x													2.50	2.50							
	Osborne's	Egg Beaters																			2.50					
		Land O Lakes			x															2.29						
		Best Choice																					2.00			
	Publix	Publix																					3.00			
		Eggland's Best			x								3.50													
	Super Dollar	Valu Time				x		1.99																		
		Food Club																						1.99		
	Target	n/i			x			1.50																	2 for \$3.00	
	The Fresh Market	Homestead																						5.49	ABF	
		TFM																						4.99		
Town&Cntry Grc	Land O Lakes			x							1.99															
	Best Choice			x			1.69																			
Walmart	n/i			x					4.88																	
VA	Dollar General Mkt	n/i			x		1.50																			
	Farm Fresh	Farm Fresh			x			1.99																limit 1		
	Food City	Food Club																					1.99			
		Mayfield																						3.49		
		Egg Beaters																			2.49					
		Food Club																						1.99		
	Food Country USA	Green Valley	x				1.50																		locally grown	
	Giant Food	Egg Beaters																					3.00			
	Grant's	n/i	x				1.25																		4 for \$5.00	
	Great VALU	Essential Everyday			x		1.49																			
	Harris Teeter	Harris Teeter			x			2.00																	limit 2	
	Ingle's	Sealtest																						1.68		
		Egg Beaters																						2.50		
	Kroger Mid-Atlntc	Kroger			x			1.89																		
		Simple Truth			x														2.50	2.50						
	Lowe's Food	Eggland's Best			x						2.00														2 for \$4.00	
Martin's Food	Egg Beaters																						3.00			
	Giant			x		1.89																		limit 1		
Safeway	Lucerne																						4.69			

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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	12	18	12	W	B	W	B	W	B	W	B	16 oz.		32 oz.	32 oz.	64 oz.	
VA (cont)	Super Dollar Target The Fresh Market Walmart Whole Foods MAT	Valu Time Food Club n/i Homestead TFM n/i Nature Fed				x		1.99																	1.99 5.49 4.99		2 for \$3.00 ABF cage-free	
WV	Dollar General Mkt Fas-Chek Foodland Food Fair Grant's Great VALU Kroger Columbus Kroger Mid-Atlntc Martin's Food Riesbeck's Sparkle Target Walmart Weis	n/i Hillandale Essential Everyday United Broughton n/i Essential Everyday Simple Truth Kroger Simple Truth Egg Beaters Giant Broughton United United n/i n/i Eggland's Best Weis				x		1.50 1.33 2.49 1.25 1.49 1.89 1.89 1.50																		2.19 1.99 3.00 1.99 2.99 2.99 2.29 3.99	3.49 4 for \$5.00 2 for \$5.00 limit 1	3 for \$4.00 4 for \$5.00 2 for \$5.00 2 for \$3.00 2 for \$5.00

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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	12	18	12	W	B	W	B	W	B	W		B	16 oz.	32 oz.	32 oz.	64 oz.			
																												White		B
MIDWESTERN U.S. - IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI																														
IA	Dahl's	Anderson-Erickson																							2.50		2 for \$5.00			
	Family Foods	Our Family			x		1.89																							
	Fareway	Sparboe Farms			x			1.88																						
	Hometown Foods	Shurfine			x		1.50																							
	Hy-Vee	Hy-Vee			x		1.88	2.48																		3.77		2 for \$3.00 whites		
		Full Circle			x						2.68																			
	Jewel-Osco	Phil's			x													3.59												
	Maynards	Shurfine			x		1.59																							
		Land O Lakes																								2.19				
	Schnuck's	Schnuck's			x		free																							w/ bacon purchase
	Sunshine Foods	Land O Lakes																								2.29				
	Target	n/i			x		1.50																							2 for \$3.00
	Walmart	n/i			x				4.88																					
Whole Foods MW	Everyday Value			x												3.99														
	Nature Fed																								3.69				whites	
IL	Angelo Caputo	Deans																							2.99					
		Oberweis																							3.79	5.99				
	Brookhaven	Land O Lakes			x													2.50												
		Dutch Farms			x		1.50																							
	Butera Market	n/i			x		1.49																							
		Egg Beaters																								2.49				
	Cermak	Dutch Farms	x				2.00																							
	Dierberg's	Dean's																											3.99	
	El Guero	n/i			x		1.50																							
	Fareway	Sparboe Farms			x			1.88																						
	Fresh Thyme	Safest Choice			x		2.99																							
		Dutch Farms			x		1.99																							
	Garden Fresh	Dutch Farms			x		1.29																							
	Houchen's IGA	Prairie Farms																								2.50		2 for \$5.00 whites		
	Hy-Vee	Hy-Vee			x		1.88	2.48																		3.77				
		Full Circle			x						2.68																			
	Jewel-Osco	Phil's			x													3.59												
Joe Caputo	Organic Valley																								3.99				organic	
Kirby IGA	Better'n Eggs																								2.50					
	Prairie Farms																								1.99					

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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.
IL (cont)	Kroger Central	Kroger			x		0.99																	limit 4 2 for \$3.00		
		Kroger			x		1.50																			
	Kroger Louisville	Simple Truth			x												2.50	2.50						w/ bacon purchase 2 for \$5.00 2 for \$3.00 ABF and whites		
		Simple Truth			x												2.50	2.50								
	Mariano's Fresh	Eggland's Best			x								3.25													
	Meijer	Meijer		x											3.79											
	Pete's Fresh	Egg Innovations			x										4.49	4.49										
		Eggland's Best			x							2.50														
	Piggly Wiggly MW	Egg Beaters																		2.49						
		Dean's																				3.69				
	Schnuck's	Schnuck's			x		free																			
	Shop'n Save	Shoppers Value				x		1.50																		
	Shop & Save	Dutch Farms	x				1.49																			
	Strack & Van Til	Oberweis																				3.00	5.99			
		Eggland's Best			x							2.49														
	Sullivan's	Better'n Eggs																		2.50						
		Deans																				2.49				
	Sunset Foods	Dutch Farms			x		1.29																			
		Land O Lakes			x														2.49							
	Ultra Foods	Egg Beaters																		2.99						
		Phil's Fresh			x												2.49									
		C.F. Burger			x																	1.49				
	Target	n/i			x		1.50																			
The Fresh Market	Homestead																				5.49					
	TFM																				4.99					
Tony's Foods	Eggland's Best			x							2.49				4.69											
	Better'n Eggs																		1.99							
Walmart	Oberweis																					5.78				
	Dutch Farms			x		1.48																				
	Egg Innovations			x													2.98									
	Eggland's Best			x							1.98															
Walt's Food	n/i			x					4.88																	
	Dean's																				2.50					
	Dutch Farms			x													2.50									
	Eggland's Best			x							2.50															
	Better'n Eggs																		2.19							

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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.	
IN <i>(cont)</i>	Walt's Food	Dean's																							2.50		2 for \$5.00
		Dutch Farms			x													2.50									
	Walt's Food <i>(continued)</i>	Eggland's Best			x							2.50															
		Better'n Eggs																					2.19				
	Wesselman's	Country Fresh				x	1.33																				
	Whole Foods MW	Everyday Value			x												3.99										
		Nature Fed																					3.69				whites
KY	Dollar General	Mrkt n/i			x		1.50																				2 for \$5.00
	Foodland	Essential Everyday			x			2.49																			
		United																							2.19	3.49	
	Food City	Food Club																							1.99		
		Mayfield																							3.49		
		Egg Beaters																					2.49				
		Food Club																							1.99		
	Food Fair	Broughton																							1.99		
	Food Giant	Best Choice				x	1.50			3.47																	
	Houchen's IGA	Prairie Farms																							2.50		
	IGA SprtNash	IGA			x			1.99																			
	Kroger Cincinnati	Simple Truth			x													2.50	2.50								
	Kroger Delta	Simple Truth			x													2.50	2.50								
	Kroger Louisville	Simple Truth			x													2.50	2.50								
	Kroger Mid-Atlntc	Kroger			x			1.89																			
		Simple Truth			x													2.50	2.50								
	Kroger Nashville	Simple Truth			x													2.50	2.50								
	Meijer	Meijer		x																							
	Piggly Wiggly Hchn	Best Choice				x	1.50			3.47																	
	Remke Markets	Eggland's Best			x							2.00															
	Super Dollar	Valu Time				x		1.99																			
		Food Club																							1.99		
	Target	n/i			x		1.50																				
The Fresh Market	Homestead																							5.49			
	TFM																							4.99			
Town&Cntry Grc	Land O Lakes			x							1.99																
	Best Choice			x		1.69																					
Walmart	n/i			x					4.88																		
	Whole Foods MA	Nature Fed																				3.69		3.69		cage-free	

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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.
MI	Affiliated Fds MW	Shurfine			x		1.59																			
	Busch's	Busch's			x		0.88																			
	Food Pride	Our Family			x			1.99																		
	(cont)	Country Fresh																				2.50			2 for \$5.00	
	Kroger Central	Kroger			x		0.99																		limit 4	
		Kroger			x		1.50																		2 for \$3.00	
		Simple Truth			x											2.50	2.50									
	Kroger Columbus	Simple Truth			x											2.50	2.50								2 for \$5.00	
	Kroger Michigan	Simple Truth			x											2.50	2.50								2 for \$5.00	
	Martin's	Martin's			x		1.29																			
		Prairie Farms																					2.50			
	Meijer	Meijer		x											3.79											
	Plumbs/Duthlers	Dean's																					2.99			
	Polly's Market	Eggland's Best			x							1.90													locally grown	
	Ric's Food Center	Tasty Fresh			x			1.67																	3 for \$5.00	
	Super One Foods	n/i			x			free																	w/ purchase; limit 1	
		Kemp's																					2.49			
		Better'n Eggs																				4.89			whites	
Target	n/i			x		1.50																		2 for \$3.00		
Tom's/Oleson's	Spartan			x			1.88																			
Valu Land	Spartan			x		1.59																				
Walmart	n/i			x						4.88																
Whole Foods MW	Everyday Value			x											3.99											
	Nature Fed																				3.69			whites		
MN	Affiliated Fds MW	Shurfine			x		1.59																			
	Coborn's	Full Circle			x												2.99									
	Econofoods	Our Family			x			2.00																		
	Fareway	Sparboe Farms			x			1.88																		
	Food Pride	Our Family			x			1.99																		
	Hornbacher's	Cass Clay																					1.98			
	Hugo's	Our Family			x		1.39																	limit 1		
	Hy-Vee	Hy-Vee			x		1.88	2.48														3.77		whites		
		Full Circle			x							2.68														
	Marketplace Food	Land O Lakes																					2.59			
	Maynards	Shurfine			x		1.59																			
	Land O Lakes																					2.19				

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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										
MN <i>(cont)</i>	Sun Mart	Nash Brothers			x																					
	Sunshine Foods	Land O Lakes																				2.29				
	Super One Foods	n/i			x			free														2.49	w/ purchase; limit 1			
	Kemp's	Better'n Eggs																				4.89	whites			
	Target	n/i			x		1.50																2 for \$3.00			
	Walmart	n/i			x					4.88																
	Whole Foods MW	Everyday Value			x									3.99												
	Nature Fed																		3.69				whites			
ND	Coborn's	Full Circle			x													2.99								
	Econofoods	Our Family			x			2.00															2 for \$4.00			
	Family Fare	Our Family			x		0.97																			
	Food Pride	Our Family			x			1.99																		
	Hornbacher's	Cass Clay																				1.98				
	Hugo's	Our Family			x		1.39																limit 1			
	Leever's	n/i			x			2.19																		
	Marketplace Food	Land O Lakes																				2.59				
	Super One Foods	Better'n Eggs																				4.89	whites			
		n/i			x			free															w/ purchase; limit 1			
		Kemp's																				2.49				
Target	n/i			x		1.50																2 for \$3.00				
Walmart	n/i			x					4.88																	
NE	Affiliated Fds MW	Shurfine			x		1.59																			
	Apple Market	Land O Lakes			x									2.39					2.39							
	Baker's	Simple Truth			x											2.50	2.50									
	Fareway	Sparboe Farms			x			1.88																		
	Food Pride	Our Family			x			1.99																		
	Hy-Vee	Hy-Vee			x		1.88	2.48													3.77		whites			
		Full Circle			x						2.68															
	Russ's Market	Best Choice			x		1.29																			
		Best Choice				x											1.99									
	Safeway	Lucerne			x		free																w/ qualified prchse			
		Lucerne																				3.99				
	Sun Mart	Nash Brothers			x									3.99		2.99										
Target	n/i			x		1.50																2 for \$3.00				
Walmart	n/i			x					4.88																	

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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.				
NE (cont)	Whole Foods MW	Everyday Value			x																						whites			
OH	Acme Fresh	Acme			x		1.50																							
	Buehler's	Buehler's			x		1.50																							2 for \$3.00
		Better'n Eggs																												Small Sized
	Dave's Market	Sauder's								2.99																				
		C.F. Burger																												3.00
	Foodland	Essential Everyday			x				2.49																					2.19
		United																												3.49
	Dollar General Mkt	n/i			x		1.50																							
	Food Fair	Broughton																												1.99
	Fresh Encounter	Twin Pine																												1.50
		Dairymen																												3.00
	Fresh Thyme	Safest Choice			x		2.99																							
		Dutch Farms			x		1.99																							
	IGA SprtNash	IGA			x				1.99																					
	Kroger Central	Kroger			x		0.99																							limit 4
		Kroger			x		1.50																							2 for \$3.00
		Simple Truth			x												2.50	2.50												
	Kroger Cincinnati	Simple Truth			x												2.50	2.50												
	Kroger Columbus	Simple Truth			x												2.50	2.50												2 for \$5.00
	Kroger Mid-Atlntc	Kroger			x				1.89																					
		Simple Truth			x												2.50	2.50												
	Marc's	C.F. Burger																												3.49
	Meijer	Meijer		x											3.79															
	Riesbeck's	Broughton																												1.99
		United																												2.99
	Remke Markets	Eggland's Best			x							2.00																		2 for \$4.00
Sparkle	United																												2.29	
Target	n/i			x		1.50																							3.99	
The Fresh Market	Homestead																												5.49	
	TFM																												4.99	
Walmart	n/i			x				4.88																						
Weis	Eggland's Best			x							2.50																		2 for \$5.00	
	Weis																												2.99	
Whole Foods MA	Nature Fed																3.69								3.69				3.69	

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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.
WI	The Fresh Market	Homestead																				5.49				ABF
<i>(cont)</i>		TFM																				4.99				
	Trig's	Essential Everyday				x			0.99																1.99	
	Walmart	Kemp's																							4.88	
	Walmart	n/i				x																				
	Whole Foods MW	Everyday Value				x																				
		Nature Fed																								
	Woodman's	Prairie Farms																							3.69	
																										3.19

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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	18
AZ <i>(cont)</i>	Fry's	Fry's			x		0.88																					
		Simple Truth			x												2.50	2.50										
	Safeway	Lucerne			x		free																					
		Lucerne																										
	Smith's	Simple Truth			x												2.50	2.50										
		Smith's			x		1.50																					
	Sprout's Market	Sprout's			x							2.99																
Target	n/i			x		1.50																						
Walmart	n/i			x						4.88																		
CO	Affiliated Foods Inc	Shurfine			x			2.50																				
	Albertsons Sthrn	Albertsons			x		0.99																					
		Wild Harvest			x													3.39										
	Clarks Market	Western Family			x		1.50	2.49																				
		Meadow Gold																								2.49		
	King Soopers	Simple Truth			x											2.50	2.50											
	Safeway	Lucerne			x		free																					
		Lucerne																										
	Sprout's Market	Sprout's			x							2.99																
	Sun Mart	Nash Brothers			x													3.99										
Target	n/i			x		1.50																						
Walmart	n/i			x						4.88																		
KS	Affiliated Foods Inc	Shurfine			x			2.50																				
	Dillon's	Simple Truth			x											2.50	2.50											
	G&W Foods	Best Choice			x		1.29																					
		Hiland																									1.88	
	Homeland Stores	Best Choice			x		1.49																					
	Hy-Vee	Hy-Vee			x		1.88	2.48																		3.77		
		Full Circle			x							2.68																
	Marvin's	Best Choice			x		0.98																					
	Price Chopper	Anderson Erickson																										
		Hiland																										
		Land O Lakes			x							2.19															2.19	
		Egg Beaters																										
	Sprout's Market	Sprout's			x							2.99															2.99	
	Sun Fresh	n/i			x		0.99																					
Target	n/i			x		1.50																						

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SHELL EGGS & LIQUID EGG PRODUCTS

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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.
KS <i>(cont)</i>	The Fresh Market	Homestead																				5.49		ABF		
		TFM																				4.99				
	Walmart Woods	n/i Hiland			x					4.88													3.79			
LA	AG Baton Rouge	Shurfine			x		1.49																	limit 2 2 for \$5.00 3 doz @ \$3.99 2 for \$3.00 ABF non-GMO whites		
	Albertsons Sthrn	Albertsons			x		1.69					2.50														
		Egglan's Best			x																	3.00				
	Brookshire's	Brookshire's			x				2.50																	
	Kroger SW	Simple Truth			x											2.50	2.50									
	LeBlanc's	Sunups			x		1.33																			
		LeBlanc's			x		1.38																			
	Super 1 Foods	Brookshire's			x						3.97															
	Target	n/i			x		1.50															5.49				
	The Fresh Market	Homestead																				4.99				
	TFM																									
	Walmart	n/i			x					4.88																
	Whole Foods SW	Nature Fed																		3.99						
	Winn-Dixie	Winn-Dixie			x				2.79																	
MO	Affiliated Fds MW	Shurfine			x		1.59																	limit 2 limit 2 whites limit 4 2 for \$3.00		
	Dierberg's	Dean's																				3.99				
	Food Giant	Best Choice				x	1.50			3.47																
	G&W Foods	Best Choice			x		1.29																			
		Hiland																				1.88				
	Gerbe's	Simple Truth			x											2.50	2.50									
	Harp's	Hiland																				3.99				
		Prairie Farms																				3.99				
		Land O Lakes			x							2.28														
	Hy-Vee	Hy-Vee			x		1.88	2.48													3.77					
		Full Circle			x							2.68														
	Kroger Central	Kroger			x		0.99																			
		Kroger			x		1.50																			
	Simple Truth			x											2.50	2.50										
Kroger Delta	Simple Truth			x											2.50	2.50										
Mac's Fresh	Best Choice			x				2.49																		
	Jordan			x				2.49																		

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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 <i>(cont)</i>	Price Chopper	Anderson Erickson																							2.79		w/ bacon purchase limit 1 2 for \$3.00 2 for \$3.00 whites
		Hiland																							2.49		
		Land O Lakes			x							2.19											2.69				
		Egg Beaters																									
	Pyramid Foods	Best Choice			x		1.69																				
	Schnuck's	Schnuck's			x		free																				
	Shop'n Save	Shoppers Value				x	1.50																				
	Sun Fresh	n/i			x		0.99																				
	Target	n/i			x		1.50																				
	Town&Cntry Grc	Land O Lakes			x							1.99															
		Best Choice			x		1.69																				
	Town&Cntry Smrkt	Best Choice			x		1.50																				
	Walmart	n/i			x					4.88																	
Whole Foods MW	Everyday Value			x										3.99								3.69					
	Nature Fed																										
Woods	Hiland																								3.79		
NM	Affiliated Foods Inc	Shurfine			x		2.50																			locally grown	
	Albertsons SW	Albertsons			x		1.88																			w/ qualified prchse	
		Albertsons			x		free																				
		Eggland's Best			x							1.99												3.99			
		Shamrock Farms																									
	Dollar General Mrkt	n/i			x		1.50																				
	King Soopers	Simple Truth			x												2.50	2.50									
	Lawrence Bros.	Gandy's																						2.50	4.99		
		Oak Farms																						2.50	4.99		
		Price's																						2.50	4.99		
	Safeway	Lucerne			x		free																			w/ qualified prchse	
		Lucerne																							3.99		
	Smith's	Simple Truth			x												2.50	2.50									
	Smith's			x		1.50																			2 for \$3.00		
Sprout's Market	Sprout's			x							2.99						2.99								2 for \$3.00		
Target	n/i			x		1.50																			2 for \$3.00		
Walmart	n/i			x					4.88																		
OK	Affiliated Foods Inc	Shurfine			x		2.50																		locally grown		
	Buy for Le\$\$	Best Choice			x		1.48																				
	CV's Family Foods	Best Choice			x		0.98																		limit 1		

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**Thanksgiving 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	W	B
TX <i>(cont)</i>	Minyard's	Parade			x				3.68																			
		Borden																				2.38						
	Randall/Tom Thumb	Lucerne			x			free																	w/ purchase			
		Lucerne																							3.49			
	Sellers Bros.	Kieke's			x				1.67																	3 for \$5.00		
	Sprout's Market	Sprout's			x					2.99							2.99											
	Super 1 Foods	Brookshire's			x																							
	Target	n/i			x			1.50																			2 for \$3.00	
	The Fresh Market	Homestead																					5.49				ABF	
	TFM																					4.99						
	The United Family	Red River Farms			x				2.27																			
	Walmart	n/i			x																							
	Whole Foods SW	Nature Fed																				3.99				non-GMO whites		
UT	Albertsons Sthrn	Albertsons			x			0.99																		limit 2		
		Wild Harvest			x												3.39											
	Albertsons SW	Albertsons			x			1.88																				
		Albertsons			x			free																			w/ qualified prchse	
		Eggland's Best			x							1.99																
		Shamrock Farms																							3.99			
	Associated Food	Western Family			x			1.25	1.99																			
	Clarks Market	Western Family			x			1.50	2.49																			
		Meadow Gold																									2.49	
	Harmon's	Hood																									2 for \$6.00	
		Southern Comfort																										2 for \$6.00
	King Soopers	Simple Truth			x											2.50	2.50											
	Rancho Markets	Oakdell				x								2.99	5.99													
	Ream's	Western Family			x				1.88																			
	Smith's	Simple Truth			x											2.50	2.50											
		Smith's			x			1.50																				2 for \$3.00
	Sprout's Market	Sprout's			x													2.99										
	Target	n/i			x			1.50																				2 for \$3.00
	Walmart	n/i			x					4.88																		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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SHELL EGGS & LIQUID EGG PRODUCTS

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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	12	18	12	W	B	W	B	W	B	W		B	16 oz.	32 oz.	32 oz.	64 oz.
													White	B	W	B	W	B	W	B							
SOUTHWESTERN U.S. - CA, HI, NV																											
CA	99 Ranch	Rosemary Farm			x		1.68																				
	Albertsons SthCA	Albertsons			x		free																				w/ purchase
	Big Saver	Trafficanda																									
	Dollar General Mkt	n/i			x		1.50																				
	El Super	California Ranch			x		2.49																				
	El Tapatio	n/i				x		2.77																			
	Foodland IGA	Southern Comfort																						3.49			
	Fresh & Easy	Wild Oats			x										3.99	3.99											
		Fresh & Easy																							3.50	2 for \$7.00	
	Gelsons	Broguier's																						6.99			
		Gelsons 72 Hour			x		3.69																				
	Holiday Market	Nulaid			x		3.00																				2 for \$6.00
	Jons Marketplace	n/i			x		2.99																				
	K.V. Mart	California Ranch				x					6.99																
	Lucky	Sunnyside			x		2.99																	1.50			
	Lunardi's	Clover																						4.49			organic
		Clover																						2.99			
	Mar-Val	Nulaid			x		2.79																				
	Mollies Stones	Mollies Stones			x		BOGO																				
	Northgate	California Ranch			x		2.99																				
	Nugget Markets	Eggland's Best			x						3.99																
	R-Ranch Markets	n/i				x	1.50																				2 for \$3.00
	Ralph's	Simple Truth			x										2.50	2.50											
	Ray's Food Place	Umpqua																						2.50			
		Eberhard																						2.50			
	Rio Ranch	California Ranch			x		1.99																				
	Safeway	Lucerne			x		free																				w/ qualified prchse
		Lucerne																							3.99		
	Save Mart	Eggland's Best			x						2.99																
		Sunnyside Farms			x		2.99																				3.99
	Sprout's Market	Sprout's			x						2.99						2.99										
	Super A Foods	Farmer's Gems			x		2.99																				
	Superior Grocers	Eggland's Best			x						2.00																2 for \$4.00
		n/i			x		2.50																				2 for \$5.00
	Target	n/i			x		1.50																				2 for \$3.00

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SHELL EGGS & LIQUID EGG PRODUCTS

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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.
CA (cont)	The Fresh Market	Homestead																				5.49		ABF w/ qualified prchse		
	Vons/Pavilions	Lucerne			x		free															4.99				
	Walmart	Lucerne			x					4.88													3.99			
HI	Don Quijote	Picket Fence			x		2.97	3.99																mainland mainland or whites w/ qualified prchse		
	KTA Super Stores	Naturally Omega			x							3.00									5.49					
	Safeway	Lucerne			x		free															4.69				
	Target	Lucerne			x		1.50																			
NV	Times/Big Saver	Egg Beaters			x														3.00				2 for \$3.00			
		Meadow Gold																			2.49		whites			
	99 Ranch	Rosemary Farm			x		1.68																limit 2 w/ qualified prchse			
	Albertsons Sthrn	Albertsons			x		0.99																			
		Wild Harvest			x												3.39									
	Albertsons SW	Albertsons			x			1.88																		
		Albertsons			x		free																			
		Eggland's Best			x						1.99											3.99				
		Shamrock Farms																								
	Associated Food	Western Family			x		1.25	1.99																		
	Dollar General Mrkt	n/i			x		1.50																			
	EI Super	California Ranch			x			2.49																		
	Fresh & Easy	Wild Oats			x										3.99	3.99										
		Fresh & Easy																				3.50				
	Ralph's	Simple Truth			x										2.50	2.50										
	Safeway	Lucerne			x		free																			
	Lucerne																				3.99					
Scolari's	Willamette			x		0.99																				
	Model Dairy																				4.99					
Smith's	Simple Truth			x										2.50	2.50											
	Smith's			x		1.50																				
Sprout's Market	Sprout's			x						2.99						2.99										
Target	n/i			x		1.50																				

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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.
NV <i>(cont)</i>	Vons/Pavilions	Lucerne			x		free																			w/ qualified prchse
	Walmart	Lucerne n/i			x				4.88															3.99		

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SHELL EGGS & LIQUID EGG PRODUCTS

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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										
NORTHWESTERN U.S. - AK,ID,MT,OR,WA,WY																										
AK	AC Value Center	Bolthouse																				6.98		w/ qualified prchse		
		Darigold																				4.98				
	Alaskan&Proud	Darigold																				4.98				
	Carrs/Safeway	Lucerne			x		free															3.99				
	Fred Meyer	Simple Truth				x									2.79	2.79										
	Omni	Fred Meyer				x	1.50															5.99				
Walmart	Darigold																									
	Walmart	n/i				x	2.77																			
ID	Albertsons Sthrn	Albertsons				x	0.99																	limit 2		
		Wild Harvest				x												3.39								
	Albertsons NW	Albertsons				x	1.25																	4 for \$5.00		
		Wild Harvest				x												3.39								
	Associated Food	Western Family				x	1.25	1.99																		
	Family Foods	Darigold																				4.99				
	Fred Meyer	Simple Truth				x									2.50	2.50										
		Fred Meyer				x	1.25																			
	IGA Markets	Meadow Gold																			2.50			2 for \$5.00		
	Paul's Market	Meadow Gold																				3.77				
		Western Family				x	0.98	1.48																		
	Rosauer's	Darigold																				3.79				
	Safeway	Lucerne				x	free															3.49		w/ qualified prchse		
		Lucerne																								
Smith's	Simple Truth				x									2.50	2.50											
	Smith's				x	1.50																	2 for \$3.00			
Super 1 Foods	Meadow Gold																			2.88						
Target	n/i				x	1.50																	2 for \$3.00			
Walmart	n/i				x					4.88																
MT	Albertsons Sthrn	Albertsons				x	0.99																	limit 2		
		Wild Harvest				x												3.39								
	Family Foods	Darigold																				4.99				
	IGA Markets	Meadow Gold																			2.50			2 for \$5.00		
	Reynolds	Western Family				x	1.25	1.99																		
	Howe's				x	0.99																	locally grown			
Rosauer's	Darigold																				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 (cont)	Safeway	Lucerne			x																		w/ qualified prchse	
		Lucerne																				3.49		
	Smith's	Simple Truth			x										2.50	2.50							2 for \$3.00	
	Super 1 Foods	Meadow Gold			x																	2.88	2 for \$3.00	
	Target	n/i			x																			
Walmart	n/i			x				4.88																
OR	Albertsons NW	Albertsons			x																		4 for \$5.00	
		Wild Harvest			x												3.39							
	Family Foods	Darigold																					4.99	
	Fred Meyer	Simple Truth			x										2.50	2.50							4 for \$5.00	
		Fred Meyer			x				1.25														locally grown	
	Haggen/TOP Food	Naturally Nested			x												2.99						4.79	
		Darigold																					2.50	
	IGA Markets	Meadow Gold																					2 for \$5.00	
	IGA Market Fresh	IGA			x				1.25														4 for \$5.00	
		Darigold																					3.99	
	Lamb's Market	Willamette			x				0.99															
	Market of Choice	Eggland's Best			x					1.99														
	McKay's	Umpqua																					1.99	
	QFC	Simple Truth			x										2.50	2.50							3.99	
	Ray's Food Place	Umpqua																					2.50	
		Eberhard																						2.50
	Rosauer's	Darigold																						3.79
	Roth's	Willamette			x				1.50															locally grown
	Safeway	Lucerne			x				free															w/ qualified prchse
	Lucerne																						3.49	
Target	n/i			x				1.50															2 for \$3.00	
Walmart	n/i			x					4.88															
WA	Albertsons NW	Albertsons			x																		4 for \$5.00	
		Wild Harvest			x												3.39							
	Family Foods	Darigold																					4.99	
	Fred Meyer	Simple Truth			x										2.50	2.50								
		Fred Meyer			x				1.25															4 for \$5.00
Haggen/TOP Food	Naturally Nested			x												2.99						locally grown		
	Darigold																						4.79	

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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											
WA (cont)	IGA Markets	Meadow Gold																				2.50				2 for \$5.00	
	IGA Market Fresh	IGA			x		1.25																		4 for \$5.00		
		Darigold																							3.99		
	Metropolitan	Wilcox			x							3.99															
	QFC	Simple Truth			x												2.50	2.50									
	Rosauer's	Darigold																							3.79		
	Saar's	Darigold																							3.99		
	Safeway	Lucerne			x		free																			w/ qualified prchse	
		Lucerne																							3.49		
	Super 1 Foods	Meadow Gold																						2.88			
Target	n/i			x		1.50																			2 for \$3.00		
Town& Country	Egg Beaters																					2.99			and whites		
Walmart	n/i			x																					4.88		
WY	Affiliated Fds MW	Shurfine			x		1.59																				
	Albertsons Sthrn	Albertsons			x		0.99																			limit 2	
		Wild Harvest			x																				3.39		
	Associated Food	Western Family			x		1.25	1.99																			
	IGA Markets	Meadow Gold																						2.50		2 for \$5.00	
	King Soopers	Simple Truth			x												2.50	2.50									
	Safeway	Lucerne			x		free																			w/ qualified prchse	
		Lucerne																								3.99	
	Smith's	Simple Truth			x												2.50	2.50									
		Smith's			x		1.50																				2 for \$3.00
The Markets LLC	n/i			x		0.99																				limit 2	
Walmart	n/i			x																					4.88		