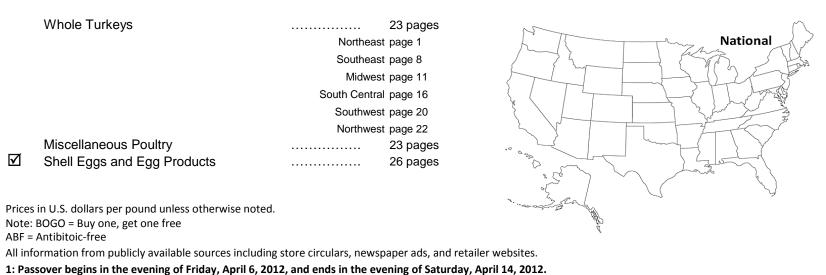


## USDA HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY

Advertised Prices effective through April 08, 2012

# Easter and Passover<sup>1</sup> 2012

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 and bone-in turkey breasts; roaster chickens; capons; Cornish hens; chicken gizzards and livers; ducks and ducklings; geese; baking hens; shell eggs and liquid eggs.



### Shell Eggs and Liquid Egg Product Promotions - National

USDA Agricultural Marketing Service, Poultry Market News & Analysis Division (202) 720-6911 - PYMN@ams.usda.gov

Prices effective March 30-April 8, 2012

State	Supermarket	Brand					SHELL EGGS						d Egg	
			Large V		Extra Lar	-	Large Brown		n White		12 pack	Proc	ducts	Conditions
			12 pack	18 pack	12 pack	18 pack	12 pack 18 pack	12 pack	18 pack	White	Brown	16 oz.	32 oz.	
NORTHEASTERN U.S CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT														
г	A&P Stores	4 Grain	2.50											Omega-3
		America's Choice										2.49		
	Adams	Egg Beaters												
	Big Y	Better'n Eggs										2.49		
	Bravo	no label						0.99						limit 3 w/ \$10 purchase
		Nature's Yoke					*							Extra Large organic \$3.99/do
		Egg Beaters											4.99	egg whites
		Better'n Eggs										2.99		
	Compare Foods	Eggland's Best	2.69											Omega-3
	C-Town	Egg Innovations					2.99							cage-free or vegetarian-fed
		Nature's Yoke	*											cage-free 1/ doz @ 2 for \$3
		Eggland's Best	2.99											Omega-3
		Egg Beaters										3.99		whites
	Fairway Foods	Quaker State		*		*				*				25% off
	Geissler's	Better'n Eggs										2.50		2 for \$5
		Pete & Gerry's						1.50						2 for \$3
	Grand Union	Pete & Gerry's					3.99							organic
	Price Chopper	Price Chopper	*											1/2 price; limit 3
	ShopRite	ShopRite		1.47										
		ShopRite	*											30-pack @ \$2.99
	Stop & Shop	Stop & Shop	free											limit 1 w/ butter purchase
	Super Walmart	Egg Beaters											3.48	
	Target Fresh	no label	1.19											
C	Giant Hyattsville	Giant	free											limit 1 w/ butter purchase
	Harris Teeter	Harris Teeter	1.69											
		Harris Teeter	*											30-pack @ \$3.27; limit 2
	Target Fresh	no label	1.19											
Ε	A&P Stores	4 Grain	2.50											Omega-3
		America's Choice										2.49		
	Fresh Grocer	Fresh Grocer	1.50											2 for \$3.00
	Giant Hyattsville	Giant	free											limit 1 w/ butter purchase
	GreatVALU	Richfood		1.88										
	Harris Teeter	Harris Teeter	1.69											
		Harris Teeter	*											30-pack @ \$3.27; limit 2

Prices effective March 30-April 8, 2012

Easter/Passover 2012
SHELL EGGS & LIQUID EGG PRODUCTS

	Supermarket	Brand		-			Liquid Egg								
State			Large White		Extra La	rge White	Large	Brown	Mediur	n White	Jumbo	12 pack		ducts	Conditions
			12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	White	Brown	16 oz.	32 oz.	
DE	Pathmark	Eggland's Best	2.50		2.50										Omega-3; 2 for \$5
(cont)		Horizon					4.49								organic
	Redner's	Redner's	0.98												limit 4
	ShopRite	ShopRite		1.47											
		ShopRite	*												30-pack @ \$2.99
	Shurfine	Shurfine		1.99											
	Super Walmart	Egg Beaters												3.48	
	Target Fresh	no label	1.19												
MA	Big Y	Better'n Eggs											2.49		
	C-Town	Egg Innovations					2.99								cage-free or vegetarian-fed
		Nature's Yoke	*												cage-free 1/ doz @ 2 for \$3
		Eggland's Best	2.99												Omega-3
		Egg Beaters											3.99		whites
	Foodmaster	Egg Beaters											2.50		
	Geissler's	Better'n Eggs											2.50		2 for \$5
		Pete & Gerry's							1.50						2 for \$3
	Grand Union	Pete & Gerry's					3.99								organic
	Price Chopper	Price Chopper	*												1/2 price; limit 3
	Shaw's/Star	4-Grain	2.50												Omega-3; 2 for \$5
		Safest Choice	2.50												pasteurized; 2 for \$5
	Stop & Shop	Stop & Shop	free												limit 1 w/ butter purchase
	Super Walmart	Egg Beaters												3.48	· · · · · · · · · · · · · · · · · · ·
	Target Fresh	no label	1.19												
MD	A&P Stores	4 Grain	2.50												Omega-3
		America's Choice											2.49		-
	Bottom Dollar	My Essentials	0.98												
	Foodland	Foodland	1.00												5 for \$5
	Giant Hyattsville	Giant	free												limit 1 w/ butter purchase
	Graul's	Egg Beaters												3.69	whites
		Eggland's Best			2.69										Omega-3
	GreatVALU	Richfood		1.88											
	Harris Teeter	Harris Teeter	1.69												
		Harris Teeter	*												30-pack @ \$3.27; limit 2
	Magruder's	no label	1.50								1.99			1	
	Redner's	Redner's	0.98											1	limit 4
	Shopper's Food	Richfood	free												limit 1 w/ biscuit purchase

Prices effective March 30-April 8, 2012

Easter/Passover 2012
SHELL EGGS & LIQUID EGG PRODUCTS

State	Supermarket	Brand					Liquid Egg								
			Large White		Extra La	rge White	Large	Brown	Mediun	n White	Jumbo	12 pack		lucts	Conditions
			12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	White	Brown	16 oz.	32 oz.	
MD	ShopRite	ShopRite		1.47											
cont)		ShopRite	*												30-pack @ \$2.99
	Shurfine	Shurfine		1.99											
	Super Walmart	Egg Beaters												3.48	
	Target Fresh	no label	1.19												
ME	Bravo	no label							0.99						limit 3 w/ \$10 purchase
		Nature's Yoke					*								Extra Large organic \$3.99/doz
		Egg Beaters												4.99	egg whites
		Better'n Eggs											2.99		
	Compare Foods	Eggland's Best	2.69												Omega-3
	Shaw's	4-Grain	2.50												Omega-3; 2 for \$5
		Safest Choice	2.50												pasteurized; 2 for \$5
	Super Walmart	Egg Beaters												3.48	
	Target Fresh	no label	1.19												
ΝH	Price Chopper	Price Chopper	*												1/2 price; limit 3
	Shaw's	4-Grain	2.50												Omega-3; 2 for \$5
		Safest Choice	2.50												pasteurized; 2 for \$5
	Stop & Shop	Stop & Shop	free												limit 1 w/ butter purchase
	Super Walmart	Egg Beaters												3.48	
	Target Fresh	no label	1.19												
NJ	A&P Stores	4 Grain	2.50												Omega-3
		America's Choice											2.49		
	Associated	Egg Innovations					3.49								cage-free or vegetarian-fed
		Safest Choice	2.99												pasteurized
		Egg Beaters												5.99	
	Bottom Dollar	My Essentials	0.98												
	Bravo	no label							0.99						limit 3 w/ \$10 purchase
		Nature's Yoke					*								Extra Large organic \$3.99/doz
		Egg Beaters												4.99	egg whites
		Better'n Eggs											2.99		
	C-Town	Egg Innovations					2.99								cage-free or vegetarian-fed
		Nature's Yoke	*												cage-free 1/ doz @ 2 for \$3
		Eggland's Best	2.99												Omega-3
		Egg Beaters											3.99		whites
	Fairway Foods	Quaker State		*		*					*				25% off

Prices effective March 30-April 8, 2012

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

						SHELL	EGGS					Liqui	d Egg		
Supermarket	Brand	Large	White	Extra Lar	ge White	Large	Brown	Mediun	n White	Jumbo	12 pack	Proc	lucts	Conditions	
		12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	White	Brown	16 oz.	32 oz.		
Fine Fare	Nature's Yoke					2.99					2.99			cage-free, vegetarian-fed	
	Egg Innovations					3.99								organic	
	Parade							0.99							
Food Bazaar	Esbenshade							0.99							
Foodtown	Eggland's Best	2.99												Omega-3	
	Eggland's Best			2.50										Omega-3; 2 for \$5	
	Foodtown	0.99												3 days only	
	Foodtown	1.69													
	Foodtown					3.00								cage-free; 2 for \$6	
	Foodtown	2.99												Omega-3	
	Egg Innovations					3.99								organic	
	Nature's Yoke									4.29				organic	
	Better'n Eggs											2.50		whites	
GreatVALU	Richfood		1.88												
King's	Safest Choice	2.99												pasteurized	
	Horizon					4.99								organic	
	Egg Beaters											3.00		whites, 2 for \$6	
Met Foods	Nature's Yoke					3.99								cage-free	
	Better'n Eggs											2.99		whites	
	Egg Starts											1.99			
Morton Williams	no label	1.69													
Murphy's	Eggland's Best			2.99										Omega-3	
	Puglisi		1.79												
Pathmark	Eggland's Best	2.50		2.50										Omega-3; 2 for \$5	
	Horizon					4.49								organic	
ShopRite	ShopRite		1.47												
	ShopRite	*												30-pack @ \$2.99	
Stop & Shop	Stop & Shop	free												limit 1 w/ butter purchase	

2.99

NY

Super Walmart

Target Fresh

Thriftway

A&P Stores

NJ (cont)

Egg Beaters

Egg Innovations

America's Choice

Better'n Eggs

1.19

2.50

no label

4 Grain

#### Easter/Passover 2012 SHELL EGGS & LIQUID EGG PRODUCTS

3.48

2.49

2.49

whites

Omega-3

cage-free or vegetarian-fed

Prices effective March 30-April 8, 2012

NY (cont)

Easter/Passover 2012	2
SHELL EGGS & LIQUID EGG PRODUCTS	3

		Brand	SHELL EGGS												
State	Supermarket		Large	White	Extra Lar	ge White	Large	Brown	Mediun	n White	Jumbo	12 pack	Proc	lucts	Conditions
			12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	White	Brown	16 oz.	32 oz.	
	Associated	Egg Innovations					3.49								cage-free or vegetarian-fed
nt)		Safest Choice	2.99												pasteurized
		Egg Beaters												5.99	
	Best Yet	Mitlitsky's									1.29				
		Pete & Gerry's					3.88								organic
	Bravo	no label							0.99						limit 3 w/ \$10 purchase
		Nature's Yoke					*								Extra Large organic \$3.99/doz
		Egg Beaters												4.99	egg whites
		Better'n Eggs											2.99		
	Compare Foods	Eggland's Best	2.69												Omega-3
	C-Town	Egg Innovations					2.99								cage-free or vegetarian-fed
		Nature's Yoke	*												cage-free 1/ doz @ 2 for \$3
		Eggland's Best	2.99												Omega-3
		Egg Beaters											3.99		whites
	D'Agostino's	Egg Innovations					3.99								cage-free and vegetarian-fed
		Eggland's Best	2.99												Omega-3
		Better'n Eggs											2.99		
	DeCiccio's	Egg Innovations					2.99								cage-free or vegetarian-fed
		Eggland's Best	2.79												Omega-3
		Nature's Yoke	*												cage-free 1/ doz @ 2 for \$3
		Pete & Gerry's							*						organic MD Brwn 2 for \$4
		Egg Beaters											2.79		
	Fairway Foods	Quaker State		*		*					*				25% off
	Fine Fare	Nature's Yoke					2.99					2.99			cage-free, vegetarian-fed
		Egg Innovations					3.99								organic
		Parade							0.99						
	Food Bazaar	Esbenshade							0.99						
	Foodtown	Eggland's Best	2.99												Omega-3
		Eggland's Best			2.50										Omega-3; 2 for \$5
		Foodtown	0.99												3 days only
		Foodtown	1.69												
		Foodtown					3.00								cage-free; 2 for \$6
		Foodtown	2.99												Omega-3
		Egg Innovations					3.99								organic
		Nature's Yoke									4.29				organic
		Better'n Eggs											2.50		whites

Prices effective March 30-April 8, 2012

Easter/Passover 2012
SHELL EGGS & LIQUID EGG PRODUCTS

	Supermarket	Brand		<u> </u>			Liquid Egg								
State			Large	White	Extra Larg	ge White	Large	Brown	Medium	White	Jumbo	12 pack		lucts	Conditions
			12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	White	Brown	16 oz.	32 oz.	1
NY	Grand Union	Pete & Gerry's					3.99								organic
(cont)	Key Food	Egg Beaters											3.00		2 for \$3
	King Kullen	Egg Innovations					3.59								cage-free or vegetarian-fed
	Met Foods	Nature's Yoke					3.99								cage-free
		Better'n Eggs											2.99		whites
		Egg Starts											1.99		
	Morton Williams	no label	1.69												
	Pathmark	Eggland's Best	2.50		2.50										Omega-3; 2 for \$5
		Horizon					4.49								organic
	Pioneer Foods	Born Free					2.99								vegetarian-fed
		Nature's Yoke					*					3.99			organic/Extra Large @ \$3.99
		Safest Choice	2.99												pasteurized
		Eggland's Best			2.99										Omega-3
	Price Chopper	Price Chopper	*												1/2 price; limit 3
	ShopRite	ShopRite		1.47											
		ShopRite	*												30-pack @ \$2.99
	Stop & Shop	Stop & Shop	free												limit 1 w/ butter purchase
	Super Walmart	Egg Beaters												3.48	
	Target Fresh	no label	1.19												
	Tops	Tops	2.00												Omega-3; 2 for \$4
		Eggland's Best	2.50												Omega-3; 2 for \$5
		Better'n Eggs											2.50		2 for \$5
PA	A&P Stores	4 Grain	2.50												Omega-3
		America's Choice											2.49		
	Bottom Dollar	My Essentials	0.98												
	Boyer	no label	1.25												4 for \$5
	Bravo	no label							0.99						limit 3 w/ \$10 purchase
		Nature's Yoke					*								Extra Large organic \$3.99/doz
		Egg Beaters												4.99	egg whites
		Better'n Eggs											2.99		
	C-Town	Egg Innovations					2.99								cage-free or vegetarian-fed
		Nature's Yoke	*												cage-free 1/ doz @ 2 for \$3
		Eggland's Best	2.99												Omega-3
		Egg Beaters											3.99		whites
	Family Owned	Family Owned	1.50												2 for \$3.00

Prices effective March 30-April 8, 2012

Easter/Passover 2012
SHELL EGGS & LIQUID EGG PRODUCTS

	Supermarket	Brand		<u> </u>			Liquid Egg								
State			Large White		Extra La	rge White	Large	Brown	Mediur	n White	Jumbo	12 pack		lucts	Conditions
			12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	White	Brown	16 oz.	32 oz.	1
PA	Fine Fare	Nature's Yoke					2.99					2.99			cage-free, vegetarian-fed
(cont)		Egg Innovations					3.99								organic
		Parade							0.99						
	Foodland	Foodland	1.00												5 for \$5
	Foodtown	Eggland's Best	2.99												Omega-3
		Eggland's Best			2.50										Omega-3; 2 for \$5
		Foodtown	0.99												3 days only
		Foodtown	1.69												
		Foodtown					3.00								cage-free; 2 for \$6
		Foodtown	2.99												Omega-3
		Egg Innovations					3.99								organic
		Nature's Yoke									4.29				organic
		Better'n Eggs											2.50		whites
	Fresh Grocer	Fresh Grocer	1.50												2 for \$3.00
	GreatVALU	Richfood		1.88											
	Kuhn's	Kuhn's				1.49									
	Pathmark	Eggland's Best	2.50		2.50										Omega-3; 2 for \$5
		Horizon					4.49								organic
	Price Chopper	Price Chopper	*												1/2 price; limit 3
	Redner's	Redner's	0.98												limit 4
	ShopRite	ShopRite		1.47											
		ShopRite	*												30-pack @ \$2.99
	Shurfine	Shurfine		1.99											
	Super Walmart	Egg Beaters												3.48	
	Target Fresh	no label	1.19												
	Thriftway	Egg Innovations					2.99								cage-free or vegetarian-fed
		Better'n Eggs											2.49		whites
	Tops	Tops	2.00												Omega-3; 2 for \$4
		Eggland's Best	2.50												Omega-3; 2 for \$5
		Better'n Eggs											2.50		2 for \$5
RI	Bravo	no label							0.99						limit 3 w/ \$10 purchase
		Nature's Yoke					*								Extra Large organic \$3.99/doz
		Egg Beaters												4.99	egg whites
		Better'n Eggs											2.99		

Prices effective March 30-April 8, 2012

Easter/Passover 2012
SHELL EGGS & LIQUID EGG PRODUCTS

				· · ·	SHELL EGGS	,				Liqui	d Egg	
State	Supermarket	Brand	Large White	Extra Large White	Large Brown	Medium	n White	Jumbo	12 pack		lucts	Conditions
			12 pack 18 pack	12 pack 18 pack	12 pack 18 pack	12 pack		White	Brown	16 oz.	32 oz.	
રા	C-Town	Egg Innovations			2.99							cage-free or vegetarian-fed
cont)		Nature's Yoke	*									cage-free 1/ doz @ 2 for \$3
		Eggland's Best	2.99									Omega-3
		Egg Beaters								3.99		whites
	Dave's Marketplace	Better'n Eggs								2.50		
		Davidson's	2.00									pasteurized; 2 for \$4
	Shaw's	4-Grain	2.50									Omega-3; 2 for \$5
		Safest Choice	2.50									pasteurized; 2 for \$5
	Stop & Shop	Stop & Shop	free									limit 1 w/ butter purchase
	Super Walmart	Egg Beaters									3.48	
	Target Fresh	no label	1.19									
Τ	Grand Union	Pete & Gerry's			3.99							organic
	Price Chopper	Price Chopper	*									1/2 price; limit 3
	Shaw's	4-Grain	2.50									Omega-3; 2 for \$5
		Safest Choice	2.50									pasteurized; 2 for \$5
			SC	UTHEASTERN U.S.	- AL,FL,GA,MS,NC	,SC,TN,V	A,WV					
\L	Bruno's	Land O Lakes	0.98		0.98						-	
	Food Giant	no label	1.88									
	Food World	Land O Lakes	2.50		2.50							vegetarian-fed; 2 for \$5
	Greer's	Best Choice	*									60-pack @ \$5.98; limit 2
	Kroger Atlanta	Kroger	0.98									
	J J	Simple Truth	2.50		2.50							cage-free; 2 for \$5
	Piggly Wiggly	no label					free					limit 1 w/ \$50 purchase
	Publix	Eggland's Best	2.29									Omega-3
	SuperTarget	no label	1.19									
	Super Walmart	Egg Beaters									3.48	
	Target Fresh	no label	1.19									
Ľ	Albertson's LLC	4 Grain	0.99		0.99							Omega-3 or vegetarian-fed
		Albertson's									3.99	
	Food World	Land O Lakes	2.50		2.50							vegetarian-fed; 2 for \$5
	Greer's	Best Choice	*									60-pack @ \$5.98; limit 2
	Harris Teeter	Harris Teeter	1.69									
		Harris Teeter	*									30-pack @ \$3.27; limit 2
	Publix	Eggland's Best	2.29									Omega-3
	Sedano's	Sunups	0.50									limit 1
		Born Free			2.50							cage-free; 2 for \$5

Prices effective March 30-April 8, 2012

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

				<u> </u>	· ·		SHELL EGGS	,		Liqu	id Egg	
State	Supermarket	Brand	Large	White	Extra La	rge White	Large Brown	Medium White	Jumbo 12 pad	-	ducts	Conditions
			12 pack	18 pack	12 pack	18 pack	12 pack 18 pack	12 pack 18 pack	White Brow	n 16 oz.	32 oz.	1
FL	SuperTarget	no label	1.19									
(cont)	Super Walmart	Egg Beaters									3.48	
	Target Fresh	no label	1.19									
	Whole Foods	Nest Fresh						2.00				cage-free; 2 for \$4
GA	Bi-Lo	Land O Lakes	2.50									Omega-3; 2 for \$5
	Harris Teeter	Harris Teeter	1.69									
		Harris Teeter	*									30-pack @ \$3.27; limit 2
	Kroger Atlanta	Kroger	0.98									
		Simple Truth	2.50				2.50					cage-free; 2 for \$5
	Piggly Wiggly	Piggly Wiggly	1.25									4 for \$5 w/ \$20 purchase
	Publix	Eggland's Best	2.29									Omega-3
	SuperTarget	no label	1.19									
	Super Walmart	Egg Beaters									3.48	
	Target Fresh	no label	1.19									
	Wayfield's	Flavorite						0.99				
MS	Food Giant	no label		1.88								
	Greer's	Best Choice	*									60-pack @ \$5.98; limit 2
	Kroger Delta	Kroger		1.77								
		Simple Truth	2.99				2.99					cage-free
	Piggly Wiggly	no label						free				limit 1 w/ \$50 purchase
	Ramey's Market	Best Choice	1.00									5 for \$5
	Rouse's	Land O Lakes	2.50									Omega-3
	Super Walmart	Egg Beaters									3.48	
	Target Fresh	no label	1.19									
NC	Bi-Lo	Land O Lakes	2.50									Omega-3; 2 for \$5
	Bottom Dollar	My Essentials	0.98									
	Farmer's Foods	no label						0.88				
	GreatVALU	Richfood	1.50									2 for \$3
		Better'n Eggs									3.99	
	Harris Teeter	Harris Teeter	1.69									
		Harris Teeter	*									30-pack @ \$3.27; limit 2
	Kroger Mid-Atlantic	Kroger		1.77								
		Simple Truth	2.49				2.49					cage-free
	Lowes Foods	Lowes Foods	2.29									
	SuperTarget	no label	1.19									

Prices effective March 30-April 8, 2012

	T			·			SHELL		,				Liqui	d Egg	
State	Supermarket	Brand	Large	White	Extra La	rge White	Large	Brown	Mediur	n White	Jumbo	12 pack		ducts	Conditions
			12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	White	Brown	16 oz.	32 oz.	
C	Super Walmart	Egg Beaters												3.48	
ont)	Target Fresh	no label	1.19												
<b>;</b>	Bi-Lo	Land O Lakes	2.50												Omega-3; 2 for \$5
	Harris Teeter	Harris Teeter	1.69												
		Harris Teeter	*												30-pack @ \$3.27; limit 2
	Kroger Atlanta	Kroger	0.98												
		Simple Truth	2.50				2.50								cage-free; 2 for \$5
	Lowes Foods	Lowes Foods	2.29												
	Piggly Wiggly	Piggly Wiggly	1.25												4 for \$5 w/ \$20 purchase
	Publix	Eggland's Best	2.29												Omega-3
	Super Walmart	Egg Beaters												3.48	
	Target Fresh	no label	1.19												
	Bi-Lo	Land O Lakes	2.50												Omega-3; 2 for \$5
	E.W. James	Eggland's Best	2.25		2.25										Omega-3; 2 for \$4.50
	Food City	Eggland's Best	2.29												Omega-3
		Land O Lakes	2.50												Omega-3
		Full Circle					3.39								cage-free
		Food Club							0.79						U U
	Food Country	Food Country							1.00						5 for \$5
	Food Giant	no label		1.88											
	Harris Teeter	Harris Teeter	1.69												
		Harris Teeter	*												30-pack @ \$3.27; limit 2
	Hometown IGA	IGA	BOGO												
	Kroger Atlanta	Kroger	0.98												
	-	Simple Truth	2.50				2.50								cage-free; 2 for \$5
	Kroger Delta	Kroger		1.77											
	-	Simple Truth	2.99				2.99								cage-free
	Kroger Mid-Atlantic	Kroger		1.77											- U
	-	Simple Truth	2.49				2.49								cage-free
	Kroger Mid-South	Kroger	1.00												10 for \$10
	-	Simple Truth	2.50				2.50								cage-free; 2 for \$5
	Publix	Eggland's Best	2.29												Omega-3
	SuperTarget	no label	1.19												
	Super Walmart	Egg Beaters												3.48	
	Target Fresh	no label	1.19												
	Town and Country	Best Choice	1.18												

Prices effective March 30-April 8, 2012

Easter/Passover 2012
SHELL EGGS & LIQUID EGG PRODUCTS

							SHELL	EGGS					Liqui	d Egg	
State	Supermarket	Brand	Large	White	Extra Lar	rge White	Large	Brown	Mediun	n White	Jumbo	12 pack	Proc	lucts	Conditions
			12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	White	Brown	16 oz.	32 oz.	
VA	Farmer's Foods	no label							0.88						
	Food City	Eggland's Best	2.29												Omega-3
		Land O Lakes	2.50												Omega-3
		Full Circle					3.39								cage-free
		Food Club							0.79						
	Food Country	Food Country							1.00						5 for \$5
	Giant Hyattsville	Giant	free												limit 1 w/ butter purchase
	GreatVALU	Richfood	1.50												2 for \$3
		Better'n Eggs												3.99	
	Harris Teeter	Harris Teeter	1.69												
		Harris Teeter	*												30-pack @ \$3.27; limit 2
	Hometown IGA	IGA	BOGO												
	Kroger Mid-Atlantic	Kroger	0.40	1.77			0.40								
		Simple Truth	2.49				2.49								cage-free
	Lowes Foods	Lowes Foods	2.29								4.00				
	Magruder's	no label	1.50								1.99				
	Shopper's Food	Richfood	free												limit 1 w/ biscuit purchase
	SuperTarget Super Walmart	no label	1.19											3.48	
	Target Fresh	Egg Beaters	1.19											3.40	
wv	Fas-Chek	no label Fas-Chek	1.19						1.00						5 for \$5
VVV	Fas-Criek	Hillandale							1.00		1.69				5 101 \$5
	Foodland	Foodland	1.00												5 for \$5
	Food Fair	no label	0.99												limit 2 w/ additional purchase
	GreatVALU	Richfood	1.50												2 for \$3
		Better'n Eggs												3.99	
	Kroger Columbus	Kroger	1.00												10 for \$10
	-	Simple Truth	2.29				2.29								cage-free
	Kroger Mid-Atlantic	Kroger		1.77											
	-	Simple Truth	2.49				2.49								cage-free
	Riesbeck's	Egg Beaters											2.50		2 for \$5
	Sparkle	Hillandale									1.19				
	Super Walmart	Egg Beaters												3.48	
	Target Fresh	no label	1.19												

Prices effective March 30-April 8, 2012

				-			SHELL						Liqui	d Egg	
State	Supermarket	Brand	Large	White	Extra Lar	ge White	Large	Brown	Mediun	n White	Jumbo	12 pack		lucts	Conditions
			12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	White	Brown	16 oz.	32 oz.	
				MIC	WESTER	N U.S IA	,IL,IN,KY	,MI,MN,N	D,NE,OH,	SD,WI					
IA	County Market	County Market	0.88												
	Dahl's	Dahl's	1.39												
	Econo Foods	Our Family	0.99												
	Fareway	Country Daybreak	0.97												
		Sparboe		1.88											
	Food Pride	E&W	0.99												
	Hometown Foods	Shurfresh	0.99												limit 4
	Hy-Vee	Hy-Vee		1.88									1.99		
		Organic Valley					3.39								organic
	Jewel	Egg Innovations	3.99				3.99								cage-free, veg-fed, or Omega-3
	No Frills	Our Family	0.99												
	Quillin's	Shurfresh	0.99												
	SuperTarget	no label	1.19												
	Super Walmart	Egg Beaters												3.48	
	Target Fresh	no label	1.19												
IL	Berkot's	Mussman	0.88												limit 4
		Mussman	1.29												additional quantities
	Butera	Food Club	BOGO												limit 1
	Caputo's	Eggland's Best	2.50												Omega-3; 2 for \$5
	Carnicerias Jimenez	Dutch Farms	1.25												4 for \$5
	County Market	County Market	0.88												
	Dierberg's	Eggland's Best		2.99											Omega-3; limit 4
	Fairplay Foods	no label		1.58											limit 2 w/ \$10 purchase
		no label									0.88				
	Fareway	Country Daybreak	0.97												
		Sparboe		1.88											
	Food Pride	E&W	0.99												
	Garden Fresh	Dutch Farms	0.99												
	Hometown IGA	IGA	1.49												
	Hy-Vee	Hy-Vee		1.88									1.99		
		Organic Valley					3.39								organic
	Jewel	Egg Innovations	3.99				3.99								cage-free, veg-fed, or Omega-3
	Kirby Foods	IGA	0.99												
	Kroger Central	Kroger	1.25												4 for \$5
		Simple Truth	2.29				2.29								cage-free

Prices effective March 30-April 8, 2012

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

	Supermarket			<u> </u>	· · ·		SHELL EGGS	,				Liqui	d Egg	
State	Supermarket	Brand	Large	White	Extra La	rge White	Large Brown	Mediun	n White	Jumbo	12 pack		lucts	Conditions
			12 pack	18 pack	12 pack	18 pack	12 pack 18 pack	12 pack	18 pack	White	Brown	16 oz.	32 oz.	
L	Kroger Mid-South	Kroger	1.00											10 for \$10
(cont)		Simple Truth	2.50				2.50							cage-free; 2 for \$5
	Meijer	Meijer	0.88											limit 4
	Pete's Market	Hamilton			1.25									4 for \$5
	Piggly Wiggly	no label	BOGO											
	Shop & Save Market	Dutch Farms								1.19				
	Strack & VanTil	Dutch Farms	free											w/ coupon; \$10 purchase
		Rose Acres	free											w/ coupon; \$10 purchase
	SuperTarget	no label	1.19											
	Super Walmart	Egg Beaters											3.48	
	Target Fresh	no label	1.19											
	Tony's	Land O Lakes	2.79											vegetarian-fed
		Egg Beaters										2.99		whites
		no label	0.99											limit 2
	Ultra Foods	Dutch Farms	free											w/ coupon; \$10 purchase
	Walt's	Rose Acres	0.79		0.99					1.19				limit 2 LARGE at \$0.79
		Dutch Farms	0.79		0.99					1.19		1.69		limit 2 LARGE at \$0.79
		Land O Lakes	2.50											vegetarian-fed; 2 for \$5
		Davidson's	2.50											pasteurized; 2 for \$5
		Phil's	2.50											cage-free
		Eggland's Best	2.39											Omega-3
N	Al's Supermarket	Dutch Farms	0.79											limit 1 w/ \$10 purchase
	Buehler's Buy Low	Best Choice	1.49											
	Hometown IGA	IGA	1.49											
	Kirby Foods	IGA	0.99											
	Kroger Central	Kroger	1.25											4 for \$5
		Simple Truth	2.29				2.29							cage-free
	Kroger Cincinnati	Kroger	1.25											4 for \$5
		Kroger	0.99											
		Simple Truth	2.29				2.29							cage-free
	Kroger Mid-South	Kroger	1.00											10 for \$10
		Simple Truth	2.50				2.50							cage-free; 2 for \$5

3.99

Sunny Morn

Marsh

Egg Innovations

Eggland's Best

1.25

3.99

2.00

1.99

Jay C

Jewel

Marsh

Martin's

### Easter/Passover 2012 SHELL EGGS & LIQUID EGG PRODUCTS

4 for \$5

w/ store card

Omega-3; 2 for \$4

cage-free, veg-fed, or Omega-3

Prices effective March 30-April 8, 2012

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

							SHELL EGGS					Liqui	d Egg	
State	Supermarket	Brand	Large	White	Extra Large V	Vhite	Large Brown	Mediur	n White	Jumbo	12 pack		ducts	Conditions
			12 pack	18 pack	12 pack 18	pack	12 pack 18 pack	12 pack	18 pack	White	Brown	16 oz.	32 oz.	
	Meijer	Meijer	0.88											limit 4
ont)	New Market	Eggland's Best	2.50											Omega-3; 2 for \$5
	Strack & VanTil	Dutch Farms	free											w/ coupon; \$10 purchase
		Rose Acres	free											w/ coupon; \$10 purchase
	SuperTarget	no label	1.19											
	Super Walmart	Egg Beaters											3.48	
	Target Fresh	no label	1.19											
	Ultra Foods	Dutch Farms	free											w/ coupon; \$10 purchase
	Walt's	Rose Acres	0.79		0.99					1.19				limit 2 LARGE at \$0.79
		Dutch Farms	0.79		0.99					1.19		1.69		limit 2 LARGE at \$0.79
		Land O Lakes	2.50											vegetarian-fed; 2 for \$5
		Davidson's	2.50											pasteurized; 2 for \$5
		Phil's	2.50											cage-free
		Eggland's Best	2.39											Omega-3
	Wesselman's	no label						0.88						
	Wise Way	Land O Lakes					3.00							cage-free
		Organic Valley					4.50							organic; 2 for \$9
		Phil's	2.50											cage-free; 2 for \$5
	Foodland	Foodland	1.00											5 for \$5
	Food City	Eggland's Best	2.29											Omega-3
		Land O Lakes	2.50											Omega-3
		Full Circle					3.39							cage-free
		Food Club						0.79						-
	Food Fair	no label	0.99											limit 2 w/ additional purchase
	Food Giant	no label		1.88										
	Houchen's	IGA	BOGO											
	Kroger Cincinnati	Kroger	1.25											4 for \$5
		Kroger	0.99											
		Simple Truth	2.29				2.29							cage-free
	Kroger Delta	Kroger		1.77										
		Simple Truth	2.99				2.99							cage-free
	Kroger Mid-Atlantic	Kroger		1.77										-
		Simple Truth	2.49				2.49							cage-free
	Kroger Mid-South	Kroger	1.00											10 for \$10
		Simple Truth	2.50				2.50							cage-free; 2 for \$5

#### Easter/Passover 2012 SHELL EGGS & LIQUID EGG PRODUCTS

Meijer

Meijer

0.88

limit 4

Prices effective March 30-April 8, 2012

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

				<u> </u>		<u></u>	SHELL		,				Liqui	d Egg	
State	Supermarket	Brand	Large	White	Extra Lar	ge White	Large	Brown	Mediur	n White	Jumbo	12 pack		lucts	Conditions
			12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	White	Brown	16 oz.	32 oz.	1
КҮ	Remke/Bigg's	Remke/Bigg's	free		free										limit 1 w/ additional purchase
(cont)	Super Walmart	Egg Beaters												3.48	
	Target Fresh	no label	1.19												
МІ	Busch's	Busch's		1.59											limit 3
		Eggland's Best			2.19										Omega-3
	Econo Foods	Our Family	0.99												
	Food Pride	Our Family	0.99												
	Hiller's	Hamilton	0.99												limit 5
	Hollywood	Hamilton	0.88												limit 2
		Hamilton	0.50												2 for \$1 w/ \$10 purchase; lmt 2
	Kroger Michigan	Kroger	0.77												limit 10
		Simple Truth	2.29				2.29								cage-free
	Martin's	Eggland's Best	2.00												Omega-3; 2 for \$4
	Meijer	Meijer	0.88												limit 4
	Plumb's	Dutch Farms							0.69						
		Eggland's Best			1.99										Omega-3
	Polly's Market	Eggland's Best	2.00												Omega-3
		Dutch Farms	1.00												
	SuperOne Foods	Luoma					1.99								
		Dutch Girl	free												limit 1 w/ biscuit purchase
	Super Walmart	Egg Beaters												3.48	
	Target Fresh	no label	1.19												
	Tom's	Eggland's Best			2.29										Omega-3
	VG's	Eggland's Best			2.29										Omega-3
MN	Cash Wise	Food Club	free												limit 1 w/ \$30 purchase
	Coborn's	Food Club	0.88												
	Econo Foods	Our Family	0.99												
	Fareway	Country Daybreak	0.97												
		Sparboe		1.88											
	Food Pride	Our Family	0.99												
	Hy-Vee	Hy-Vee		1.88									1.99		
		Organic Valley					3.39								organic
	Marketplace	Crystal Farms	0.99												limit 2
	Rainbow Foods	Roundy's	0.99												limit 2
	Quillin's	Shurfresh	0.99												

Prices effective March 30-April 8, 2012

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

uperOne Foods uperTarget uper Walmart arget Fresh ash Wise arketplace un Mart uperOne Foods uperTarget	Brand Our Family Egg Beaters Luoma Dutch Girl no label Egg Beaters no label Food Club Crystal Farms Our Family Egg Beaters Luoma Dutch Girl no label	12 pack 0.99 free 1.19 1.19 free 0.99 0.99 free	White 18 pack		rge White 18 pack	-	Brown 18 pack	Mediun 12 pack		Jumbo White	12 pack Brown		d Egg ducts 32 oz. 3.48	Conditions 3 for \$5 limit 1 w/ biscuit purchase limit 1 w/ \$30 purchase limit 2
uperOne Foods uperTarget uper Walmart arget Fresh ash Wise arketplace un Mart uperOne Foods uperTarget	Egg Beaters Luoma Dutch Girl no label Egg Beaters no label Food Club Crystal Farms Our Family Egg Beaters Luoma Dutch Girl no label	0.99 free 1.19 1.19 free 0.99 0.99 free	18 pack	12 pack	18 pack		18 pack	12 pack	18 pack	White	Brown			limit 1 w/ biscuit purchase
uperOne Foods uperTarget uper Walmart arget Fresh ash Wise arketplace un Mart uperOne Foods uperTarget	Egg Beaters Luoma Dutch Girl no label Egg Beaters no label Food Club Crystal Farms Our Family Egg Beaters Luoma Dutch Girl no label	free 1.19 1.19 free 0.99 0.99 free				1.99						2.50	3.48	limit 1 w/ biscuit purchase
uperOne Foods uperTarget uper Walmart arget Fresh ash Wise arketplace un Mart uperOne Foods uperTarget	Luoma Dutch Girl no label Egg Beaters no label Food Club Crystal Farms Our Family Egg Beaters Luoma Dutch Girl no label	1.19 1.19 free 0.99 0.99 free				1.99						2.50	3.48	limit 1 w/ biscuit purchase
uperTarget uper Walmart arget Fresh ash Wise arketplace un Mart uperOne Foods uperTarget	Dutch Girl no label Egg Beaters no label Food Club Crystal Farms Our Family Egg Beaters Luoma Dutch Girl no label	1.19 1.19 free 0.99 0.99 free				1.99							3.48	limit 1 w/ \$30 purchase
uperTarget uper Walmart arget Fresh ash Wise arketplace un Mart uperOne Foods uperTarget	no label Egg Beaters no label Food Club Crystal Farms Our Family Egg Beaters Luoma Dutch Girl no label	1.19 1.19 free 0.99 0.99 free											3.48	limit 1 w/ \$30 purchase
uper Walmart arget Fresh ash Wise arketplace un Mart uperOne Foods uperTarget	Egg Beaters no label Food Club Crystal Farms Our Family Egg Beaters Luoma Dutch Girl no label	1.19 free 0.99 0.99 free											3.48	
arget Fresh ash Wise arketplace un Mart uperOne Foods uperTarget	no label Food Club Crystal Farms Our Family Egg Beaters Luoma Dutch Girl no label	free 0.99 0.99 free											3.48	
ash Wise arketplace un Mart uperOne Foods uperTarget	Food Club Crystal Farms Our Family Egg Beaters Luoma Dutch Girl no label	free 0.99 0.99 free												
arketplace un Mart uperOne Foods uperTarget	Crystal Farms Our Family Egg Beaters Luoma Dutch Girl no label	0.99 0.99 free												
un Mart uperOne Foods uperTarget	Our Family Egg Beaters Luoma Dutch Girl no label	0.99 free												limit 2
uperOne Foods uperTarget	Egg Beaters Luoma Dutch Girl no label	free											1	
uperOne Foods uperTarget	Luoma Dutch Girl no label													
uperTarget	Dutch Girl no label											2.50		3 for \$5
uperTarget	no label					1.99								
														limit 1 w/ biscuit purchase
uper Walmart		1.19												
uper waiman	Egg Beaters												3.48	
arget Fresh	no label	1.19												
ag'n Save	Egg Beaters											2.50		2 for \$5
illon's	Dillon's	1.00												10 for \$10
	Simple Truth	2.50				2.50								cage-free; 2 for \$5
areway	Country Daybreak	0.97												
	Sparboe		1.88											
ood Pride	Our Family	0.99												
y-Vee	Hy-Vee		1.88									1.99		
	Organic Valley					3.39								organic
o Frills	Our Family	0.99												
uss Market	Clearly Organic					*								Extra Large organic 2.99/doz.
	Best Choice	1.19												
un Mart	Our Family	0.99												
	Egg Beaters											2.50		3 for \$5
					1.68									cage-free
	no label	1.19												
uper Walmart	Egg Beaters												3.48	
		1.19												
-	Acme	0.99												
ottom Dollar	My Essentials	0.98												
arr oocoo uus	get Fresh g'n Save on's reway od Pride Vee Frills ss Market n Mart perSaver perTarget per Walmart rget Fresh me Fresh	rget Freshno labelg'n SaveEgg Beaterson'sDillon'sSimple TruthrewayCountry Daybreakod PrideOur Familyod PrideOur Familyod PrideOur FamilyVeeHy-VeeOrganic ValleyFrillsOur Familyss MarketClearly OrganicBest Choicen MartOur FamilyEgg BeatersperSaverBest ChoiceperTargetno labelper WalmartEgg Beatersrget Freshno labelme FreshAcme	rget Freshno label1.19gin SaveEgg Beaters	reshno label1.19Image: constraint of the second se	get Freshno label1.19Image: constraint of a constra	get Freshno label1.19Image: constraint of the second seco	get Freshno label1.19Image: constraint of the second seco	get Freshno label1.19Image: constraint of the second seco	get Freshno label1.19Image: second s	get Freshno label1.19Image: second s	get Freshno label1.19Image: second s			

Prices effective March 30-April 8, 2012

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

				-			SHELL	EGGS					Liqui	d Egg	
State	Supermarket	Brand	Large	White	Extra La	rge White	Large	Brown	Mediur	n White	Jumbo	12 pack			Conditions
			12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	White	Brown		1	
ОН	Buehler's	Buehler's	1.25												4 for \$5
(cont)		Egg Beaters											2.50		2 for \$5
	Dave's Market	Rose Acres		1.49											
	Foodland	Foodland	1.00												5 for \$5
	Food Fair	no label	0.99												limit 2 w/ additional purchase
	Fresh Encounters	Our Family							1.00						10 for \$10
	Geyer's	Geyer's	0.99												
	Hometown IGA	IGA	1.49												
	Kroger Cincinnati	Kroger	1.25												4 for \$5
		Kroger	0.99												
		Simple Truth	2.29				2.29								cage-free
	Kroger Columbus	Kroger	1.00												10 for \$10
		Simple Truth	2.29				2.29								cage-free
	Kroger Mid-Atlantic	Kroger		1.77											
		Simple Truth	2.49				2.49								cage-free
	Marsh	Marsh		1.99											w/ store card
	Meijer	Meijer	0.88												limit 4
	Remke/Bigg's	Remke/Bigg's	free		free										limit 1 w/ additional purchase
	Riesbeck's	Egg Beaters											2.50		2 for \$5
	Sparkle	Hillandale									1.19				
	Super Walmart	Egg Beaters												3.48	
	Target Fresh	no label	1.19												
SD	Coborn's	Food Club	0.88												
	Econo Foods	Our Family	0.99												
	Hy-Vee	Hy-Vee		1.88									1.99		
		Organic Valley					3.39								organic
	Super Walmart	Egg Beaters												3.48	
	Target Fresh	no label	1.19												
WI	Econo Foods	Our Family	0.99												
	Festival	Flavorite	0.68												limit 1
	Hy-Vee	Hy-Vee		1.88									1.99		
		Organic Valley					3.39								organic
	Lena's	no label	BOGO												
	Pick'n Save/Copp's	Roundy's	BTGO												limit 1; buy 2 get 1 free
	Piggly Wiggly	no label	BOGO												

Prices effective March 30-April 8, 2012

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

				0	,		SHELL		,				Liaui	d Egg	
State	Supermarket	Brand	Large	White	Extra Larg	e White	Large	Brown	Mediur	n White	Jumbo	12 pack		ducts	Conditions
			12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	White	Brown	16 oz.	32 oz.	
WI	Quillin's	Shurfresh	0.99												
(cont)	Sendik's	Shurfresh	0.99												
	Sentry Foods	Better'n Eggs											1.99		
		Sentry	0.99												limit 1
	SuperOne Foods	Luoma					1.99								
		Dutch Girl	free												limit 1 w/ biscuit purchase
	SuperTarget	no label	1.19												
	Super Walmart	Egg Beaters												3.48	
	Target Fresh	no label	1.19												
				SOU	TH CENTRA	L U.S	AR,AZ,CO	D,KS,LA,I	MO,NM,O	K,TX,UT	-				•
AR	Brookshire's	Food Club		2.00											2 for \$4
	CV's	Eggland's Best	2.29												Omega-3
	G&W Foods	Best Choice									1.00				2 for \$2; limit 2
		Eggland's Best			2.00										Omega-3; 2 for \$4
		Eggland's Best					2.79								cage-free
	Harp's	Eggland's Best	2.28												Omega-3
	Kroger Delta	Kroger		1.77											
		Simple Truth	2.99				2.99								cage-free
	Piggly Wiggly	no label								free					limit 1 w/ \$50 purchase
	Super1Foods	Food Club								1.50					2 for \$3
	Super Walmart	Egg Beaters												3.48	
	Target Fresh	no label	1.19												
	Town and Country	Best Choice	1.18												
AZ	Albertson's LLC	Albertsons	0.99												limit 1
		Albertsons	1.69												additional quantities
		Wild Harvest	2.50												Omega-3; 2 for \$5
		Land O Lakes					2.29								vegetarian-fed
	Food City	Valu Time							free						w/ additional purchase
		Food City		1.97											limit 3
	Fresh & Easy	Farmer's Gems		2.89											
	Fry's	Fry's	0.98												
		Simple Truth	2.50				2.50								cage-free; 2 for \$5
	Lowe's Big 8	Shurfine	0.98												
	Pro's Ranch	Hickman's		1.79											
	Smith's	Smith's	1.25												4 for \$5
		Simple Truth	2.50				2.50								cage-free; 2 for \$5

Prices effective March 30-April 8, 2012

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

	T .			•			SHELL	EGGS					Liqui	d Egg	
State	Supermarket	Brand	Large	White	Extra La	rge White	Large	Brown	Mediur	m White	Jumbo	12 pack		ducts	Conditions
			12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	White	Brown	16 oz.	32 oz.	
λZ	Sprout's/Henry's	Sprout's	*				*								Omega-3; 20% off
cont)		Sprout's	1.29												
	Sunflower	Hickman's		2.29											
	SuperTarget	no label	1.19												
	Super Walmart	Egg Beaters												3.48	
	Target Fresh	no label	1.19												
0	Albertson's LLC	Albertsons	0.99												limit 1
		Albertsons	1.69												additional quantities
		Wild Harvest	2.50												Omega-3; 2 for \$5
		Land O Lakes					2.29								vegetarian-fed
	King Sooper	King Sooper	1.00												10 for \$10
		Simple Truth	2.29				2.29								cage-free
	Lowe's Big 8	Shurfine	0.98												
	Sprout's/Henry's	Sprout's	*				*								Omega-3; 20% off
		Sprout's	1.29												
	Sun Mart	Our Family	0.99												
		Egg Beaters											2.50		3 for \$5
	Sunflower	Hickman's		2.29											
	SuperTarget	no label	1.19												
	Super Walmart	Egg Beaters												3.48	
	Target Fresh	no label	1.19												
٢S	Country Mart	Eggland's Best	2.19		2.19										Omega-3
	Dillon's	Dillon's	1.00												10 for \$10
		Simple Truth	2.50				2.50								cage-free; 2 for \$5
	G&W Foods	Best Choice									1.00				2 for \$2; limit 2
		Eggland's Best			2.00										Omega-3; 2 for \$4
		Eggland's Best					2.79								cage-free
	Hen House	Hen House	0.99												
	Hy-Vee	Hy-Vee		1.88									1.99		
		Organic Valley					3.39								organic
	SuperTarget	no label	1.19												
	Super Walmart	Egg Beaters												3.48	
	Target Fresh	no label	1.19												
	Wood's	Best Choice	1.15												limit 6
A	Albertson's LLC	4 Grain	0.99				0.99								Omega-3 or vegetarian-fed
		Albertson's												3.99	

Dillon's

no label

IGA

Hy-Vee

Kroger

Simple Truth

Best Choice

Eggland's Best

Eggland's Best

Eggland's Best

Organic Valley

Simple Truth

**Best Choice** 

Best Choice

**Best Choice** 

Egg Beaters

Best Choice

Best Choice

Albertsons

Albertsons

Wild Harvest

Land O Lakes

no label

no label

1.00

2.50

2.28

0.99

1.25

2.29

0.99

0.49

1.50

1.19

1.19

1.18

1.15

0.99

1.69

2.50

1.88

1.88

2.00

	İ İ		-			SHELL	EGGS					Liqui	d Egg	
Supermarket	Brand	Large	White	Extra Lar	ge White	Large	Brown	Medium	n White	Jumbo	12 pack	-	ducts	Conditions
		12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	White	Brown	16 oz.	32 oz.	
Brookshire's	Food Club		2.00						Ī					2 for \$4
Kroger Southwest	Kroger	0.88												
	Simple Truth	2.00				2.00								cage-free; 2 for \$4
LeBlanc's	LeBlanc's		1.47											limit 3
	LeBlanc's		1.99											no limit
Rouse's	Land O Lakes	2.50												Omega-3
Super1Foods	Food Club								1.50					2 for \$3
SuperTarget	no label	1.19												
Super Walmart	Egg Beaters												3.48	
Target Fresh	no label	1.19												
County Market	County Market	0.88												
Dierberg's	Eggland's Best		2.99											Omega-3; limit 4

1.00

2.50

2.79

3.39

2.29

2.29

мо

NM

State

Food Giant

G&W Foods

Hickman's IGA

Kroger Central

Summer Fresh

Super Walmart

Town and Country

Albertson's LLC

Target Fresh

Wood's

SuperTarget

Dillon's

Harp's

Hy-Vee

Moser's

Patricia's

LA

(cont)

Source: USDA AMS Poultr	v Market News and Analysis	(202) 720-6011	nymn@ams usda gov
Source. USDA ANIS FOUNT	y waitel news and Analysis	(202) / 20-0311	pynnneanis.usua.yov

# Easter/Passover 2012

10 for \$10

cage-free; 2 for \$5

Omega-3; 2 for \$4

2 for \$2; limit 2

cage-free

Omega-3

organic

4 for \$5

2 for \$3

limit 6

limit 1

3.48

cage-free

limit 2 w/ coupon

additional quantities

Omega-3; 2 for \$5

vegetarian-fed

1.99

Prices effective March 30-April 8, 2012

Easter/Passover 201	12
SHELL EGGS & LIQUID EGG PRODUCT	ГS

							SHELL	EGGS					Liqui	d Egg	
State	Supermarket	Brand	Large	White	Extra La	rge White	Large	Brown	Mediun	n White	Jumbo	12 pack	Proc	lucts	Conditions
			12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	White	Brown	16 oz.	32 oz.	
М	John Brooks	Shurfine	0.99												
cont)	Lowe's Big 8	Shurfine	0.98												
	Pro's Ranch	Hickman's		1.79											
	Smith's	Smith's	1.25												4 for \$5
		Simple Truth	2.50				2.50								cage-free; 2 for \$5
	Sunflower	Hickman's		2.29											
	Super Walmart	Egg Beaters												3.48	
	Target Fresh	no label	1.19												
ĸ	Buy for Le\$\$	Eggland's Best	1.77												Omega-3
	Country Mart	Eggland's Best	2.19		2.19										Omega-3
	Harp's	Eggland's Best	2.28												Omega-3
	Homeland/United	Best Choice	1.39												
		Hiland											2.69		
	Reasor's	Best Choice	1.25												4 for \$5
		Eggland's Best	2.37												Omega-3
		Eggland's Best	free												limit 1 w/ sausage purchase
	Sunflower	Hickman's		2.29											• •
	SuperTarget	no label	1.19												
	Super Walmart	Egg Beaters												3.48	
	Target Fresh	no label	1.19												
	William's	Best Choice	*												buy 2 and save \$0.50
х	Albertson's LLC	4 Grain	0.99				0.99								Omega-3 or vegetarian-fed
	Dallas Division	Albertson's												3.99	
	Albertson's LLC	Albertsons	0.99												limit 1
	Southwest Division	Albertsons	1.69												additional quantities
		Land O Lakes					2.29								vegetarian-fed
	Brookshire's	Food Club		2.00											2 for \$4
	El Rancho	Rosemary Farm			1.28										w/ \$10 purchase
		Rosemary Farm			2.29										regular price
	Kroger Southwest	Kroger	0.88												
	-	Simple Truth	2.00				2.00								cage-free; 2 for \$4
	La Fiesta	Maxim's	0.99												-
	Lowe's Big 8	Shurfine	0.98												
	-	Hickman's		1.79											
	Seller's Bros.	Kleke's	0.99												limit 1 w/ additional purchase

Prices effective March 30-April 8, 2012

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

				<u> </u>	· ·		SHELL	EGGS	,				Liqui	d Egg	
State	Supermarket	Brand	Large	White	Extra La	rge White	Large	Brown	Mediur	n White	Jumbo	12 pack			Conditions
			12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	White	Brown	16 oz.	Products	
Х	Sprout's/Henry's	Sprout's	*				*								Omega-3; 20% off
cont)		Sprout's	1.29												
	Sunflower	Hickman's		2.29											
	Super1Foods	Food Club								1.50					2 for \$3
	SuperTarget	no label	1.19												
	Super Walmart	Egg Beaters												3.48	
	Target Fresh	no label	1.19												
	United/Market St.	Red River				2.37									
JT	Albertson's LLC	Albertsons	0.99												limit 1
		Albertsons	1.69												additional quantities
		Wild Harvest	2.50												Omega-3; 2 for \$5
		Land O Lakes					2.29								vegetarian-fed
	Fresh Market	Western Family	0.99	1.99											
	Harmon's	Harmon's	0.88												
	Macey's	Western Family	0.99	1.99											
	Ridley's	Western Family	0.78	1.98											
	Smith's	Smith's	1.25												4 for \$5
		Simple Truth	2.50				2.50								cage-free; 2 for \$5
	Sunflower	Hickman's		2.29											
	SuperTarget	no label	1.19												
	Super Walmart	Egg Beaters												3.48	
	Target Fresh	no label	1.19												
					S	OUTHWE	STERN U.	.S CA,H	I,NV						
A	Cardenas	no label	*												30-pack @ \$2.99
	El Tapatio	no label	*												20-pack @ 2 for \$5
		no label							*						20-pack @ \$1.99
	Fresh & Easy	Farmer's Gems		2.89											
	Holiday	NuLaid		2.69											
	Jon's Marketplace	no label			*										20-pack @ \$2.99; limit 2
	KV Mart	First Light	*												60-pack @ \$5.99
	Lucky	Sunnyside Farms		1.79											limit 1
	Mollie Stone's	Clover					2.79								cage-free
		Clover					3.69								organic
		Mollie Stone	BOGO												-
		Egg Beaters											2.49		
	Northgate Market	California Ranch	*												30-pack @ 2 for \$5

Prices effective March 30-April 8, 2012

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

				-		· ·	SHELL		,				Liqui	d Egg	
State	Supermarket	Brand	Large	White	Extra Lar	ge White	Large	Brown	Mediur	n White	Jumbo	12 pack		lucts	Conditions
			12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	White	Brown	16 oz.	32 oz.	
CA	Nugget	Olivera		1.99											locally-grown
(cont)	Raley's	Raley's		2.18											
		Raley's	free												limit 1 w/ sausage purchase
		Egg Beaters											2.50		2 for \$5
	Ralph's	Ralph's	0.88												
		Simple Truth	2.99				2.99								cage-free
	Ray's Food Place	Ray's	0.99												
	Save Mart	Sunnyside Farms	free												limit 1 w/ sausage purchase
		Sunnyside Farms		1.79											limit 1
	Scolari's	Willamette							0.99						limit 4
	Spencer's IGA			1.99											
	Sprout's/Henry's	Sprout's	*				*								Omega-3; 20% off
		Sprout's	1.29												
	Stater Bros.	Valu Time	*												60-pack @ \$5.99
		Stater Bros.	free												limit 1 w/ additional purchase
	Sunflower	Hickman's		2.29											
	Super-A-Foods	no label							0.89						
	Superior	no label				2.50									2 for \$5
		no label							*						60-pack @ \$ 5.99
	SuperTarget	no label	1.19												
	Super Walmart	Egg Beaters												3.48	
	Target Fresh	no label	1.19												
	Vallarta	Trafficanda	*												20-pack @ 2 for \$5
н	Foodland	Hawaiian Maid							*						30-pack @ \$4.99
		Farm Pack		3.66											Mainland shell-treated
	KTA Stores	Willamette	2.00												3 for \$6; Mainland shell-treated
	Target Fresh	no label	1.19												
	Times Supermarket	SunnySide	1.59												Mainland shell-treated
NV	Fresh & Easy	Farmer's Gems		2.89											
	MarketOn	Тір Тор			*										20-pack; 2 for \$5.00
	Raley's	Raley's		2.18											
		Raley's	free												limit 1 w/ sausage purchase
		Egg Beaters											2.50		2 for \$5
	Ralph's	Ralph's	0.88												
		Simple Truth	2.99				2.99								cage-free
	Ridley's	Western Family	0.78	1.98											

Prices effective March 30-April 8, 2012

Easter/Passover 2012
SHELL EGGS & LIQUID EGG PRODUCTS

			1	<u> </u>		-1-1	SHELL EGGS				Liqui	d Egg	
State	Supermarket	Brand	Large	White	Extra Lar	ge White	Large Brown	Medium White	Jumbo 12	pack		lucts	Conditions
				18 pack	12 pack	18 pack	12 pack 18 pack	12 pack 18 pack		Brown	16 oz.	32 oz.	
NV	Scolari's	Willamette						0.99					limit 4
cont)	Smith's	Smith's	1.25										4 for \$5
		Simple Truth	2.50				2.50						cage-free; 2 for \$5
	Sunflower	Hickman's		2.29									
	Super Walmart	Egg Beaters										3.48	
	Target Fresh	no label	1.19										
			· ·		NORTH	WESTERN	NU.S AK,ID,MT,C	R,WA,WY			-		
λK	AC Value Center	Flavorite		2.50									2 for \$5
		Flavorite		4.98									northern locations
	Fred Meyer	Fred Meyer	0.99										limit 4
		Simple Truth	2.00										cage-free; 2 for \$4
	Super Walmart	Egg Beaters										3.48	<b>.</b>
	Target Fresh	no label	1.19										
D	Broulim's	Western Family	0.99	1.82									
	Fred Meyer	Fred Meyer	0.99										limit 4
		Simple Truth	2.00										cage-free; 2 for \$4
	Harvest Foods	Western Family	0.98										5
	Paul's Market	Western Family	0.79										limit 2
	Ridley's	Western Family	0.78	1.98									
	Rosauer's	Rosauer's		1.67									3 for \$5; limit 3
	Smith's	Smith's	1.25										4 for \$5
		Simple Truth	2.50				2.50						cage-free; 2 for \$5
	Super1Foods	Western Family	0.48										limit 1 w/ coupon
	Super Walmart	Egg Beaters										3.48	·
	Target Fresh	no label	1.19										
	Yoke's	Naturally Organic					2.50						organic; 2 for \$5
IT	Harvest Foods	Western Family	0.98										
	Rosauer's	Rosauer's		1.67									3 for \$5; limit 3
	Smith's	Smith's	1.25										4 for \$5
		Simple Truth	2.50				2.50						cage-free; 2 for \$5
	Super1Foods	Western Family	0.48										limit 1 w/ coupon
	Super Walmart	Egg Beaters										3.48	
	Target Fresh	no label	1.19										
DR	Fred Meyer	Fred Meyer	0.99										limit 4
		Simple Truth	2.00										cage-free; 2 for \$4
	Haggen/Tops	Haggen						0.88					

Prices effective March 30-April 8, 2012

State

OR (cont)

WA

Metropolitan

Rosauer's

Super1Foods

Target Fresh

Yoke's

Super Walmart

Thriftway of OR

QFC

						SHELL	EGGS					Liquic	d Egg	
Supermarket	Brand	Large	White	Extra Lar	ge White	Large	Brown	Mediun	n White	Jumbo	12 pack	Prod	ucts	Conditions
		12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	White	Brown	16 oz.	32 oz.	
Harvest Foods	Western Family	0.98												
McKay's	Nest Best		2.69											
	no label	free												limit 1 w/ biscuit purchase
New Seasons	Stiebrs	1.50												2 for \$3
QFC	Simple Truth	2.29				2.29								cage-free
	QFC	1.25												4 for \$5
Ray's Food Place	Ray's	0.99												
Rosauer's	Rosauer's		1.67											3 for \$5; limit 3
Roth's	Willamette		2.50											2 for \$5
	Willamette	free												limit 1 w/ biscuit purchase
Super Walmart	Egg Beaters												3.48	
Target Fresh	no label	1.19												
Thriftway of OR	Willamette		1.88											limit 2
	Nest Best		1.88											limit 2
	Western Family		1.88											limit 2
	Chris'		1.88											limit 2
Fred Meyer	Fred Meyer	0.99												limit 4
	Simple Truth	2.00												cage-free; 2 for \$4
Haggen/Tops	Haggen							0.88						
Harvest Foods	Western Family	0.98												

2.29

2.50

0.99

#### Easter/Passover 2012 SHELL EGGS & LIQUID EGG PRODUCTS

cage-free

3 for \$5; limit 3

limit 1 w/ coupon

organic; 2 for \$5

4 for \$5

limit 2

limit 2

limit 2

limit 2

3.48

Wilcox

QFC

Simple Truth

Rosauer's

Egg Beaters

Willamette

Nest Best

Chris'

no label

Western Family

Western Family

Naturally Organic

2.29

1.25

0.48

1.19

1.67

1.88

1.88

1.88

1.88

Prices effective March 30-April 8, 2012

Easter/Passover 2012
SHELL EGGS & LIQUID EGG PRODUCTS

		Brand	SHELL EGGS											d Egg	
State	Supermarket		Large	White	Extra Large White		Large Brown		Medium White		Jumbo 12 pack		Products		Conditions
			12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	White	Brown	16 oz.	32 oz.	1
WY	King Sooper	King Sooper	1.00												10 for \$10
		Simple Truth	2.29				2.29								cage-free
	Ridley's	Western Family	0.78	1.98											
	Smith's	Smith's	1.25												4 for \$5
		Simple Truth	2.50				2.50								cage-free; 2 for \$5
	Super Walmart	Egg Beaters												3.48	
	Target Fresh	no label	1.19												