



IMPORTANT NOTICE TO URNER BARRY EGG SUBSCRIBERS

October 3, 2019, Toms River, NJ – Urner Barry, the leading provider of protein market news and information for the food industry, is announcing an update regarding the benchmark relationships used to report the shell egg market.

In keeping with Urner Barry's mission to provide timely, accurate and unbiased market information to our customers, these adjustments aim to update the pricing mechanism and realign the benchmarks with modern day trading relationships. The results are a product of leveraging various data sets, studies, and models in conjunction with extensive, independent research and interviews with industry participants across the supply chain.

The proposed relationships will be used in conjunction with Urner Barry's Price Reporting Methodologies to report the daily benchmark quotations. Urner Barry's shell egg reporting methodologies can be found [here](#).

To view the updated benchmarks, overview and implementation schedules, please [click here](#).

Please direct any questions to eggreporter@urnerbarry.com