



**USDA Weekly Retail Shell Egg Feature Activity**  
**Advertised Prices for Shell Eggs to Consumers at Major Retail Supermarket Outlets during the period of 10/14 thru 10/20.**  
 (prices in dollars per carton)

Fri. Oct 14, 2005

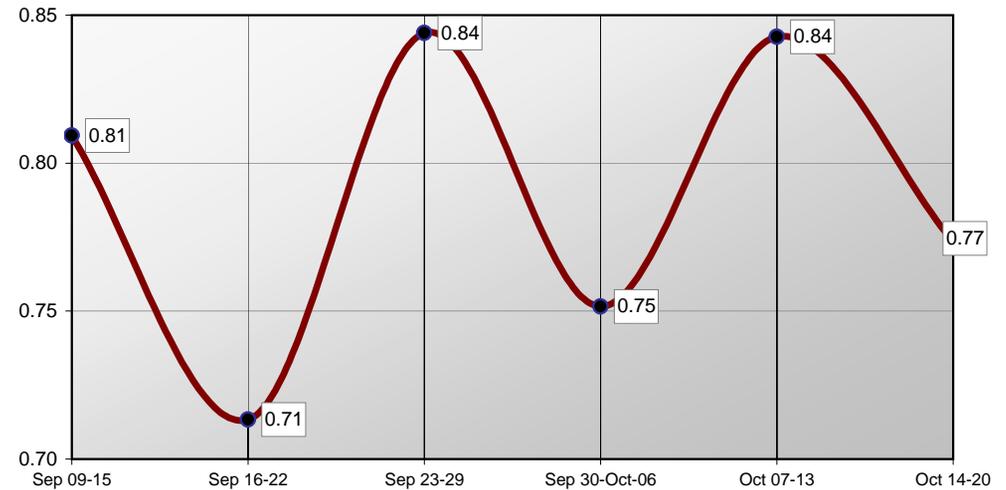
NATIONAL SUMMARY									
Feature Rate	THIS WEEK				PREVIOUS WEEK				
	33.1% of 16,700 stores				28.0% of 16,700 stores				
	X LARGE		LARGE		X LARGE		LARGE		
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
REGULAR	<b>USDA GRADE AA</b>								
	White 12 pack	240	0.88	100	0.97	20	0.90	620	0.92
	White 18 pack			510	1.03			120	1.50
	Brown 12 pack							130	0.79
	<b>USDA GRADE A</b>								
	White 12 pack	100	0.96	970	0.80	50	1.39	2,170	0.79
White 18 pack			240	1.13			420	1.44	
Brown 12 pack			120	1.24			740	1.10	
SPECIALTY	<b>USDA ORGANIC</b>								
	White 12 pack						20	3.49	
	Brown 12 pack			900	3.67			300	3.30
LARGE	<b>OMEGA-3</b>								
	White 12 pack	410	2.43	1,370	2.08	190	2.00	1,240	2.29
	Brown 12 pack			470	2.62	140	2.50	300	2.41
TINY	<b>CAGE-FREE</b>								
	White 12 pack			140	2.49				
	Brown 12 pack			510	2.56			60	2.29
<b>ACTIVITY INDEX SUMMARY</b>		<b>THIS WEEK</b>		<b>LAST WEEK</b>		<b>INVENTORY 5/</b>			
Regular Shell Eggs (XL/LG; AAA; W/B)		2,280		4,270		Large Eggs on			
Specialty Shell Eggs		3,800		2,250		<b>Oct-10-2005</b>			
<b>Total (including Medium)</b>		6,120		6,930		518.9			
Special Rate 4/:		10.0%		3.2%		down 9%			

5/: Inventory in thousands of 30-dozen cases.

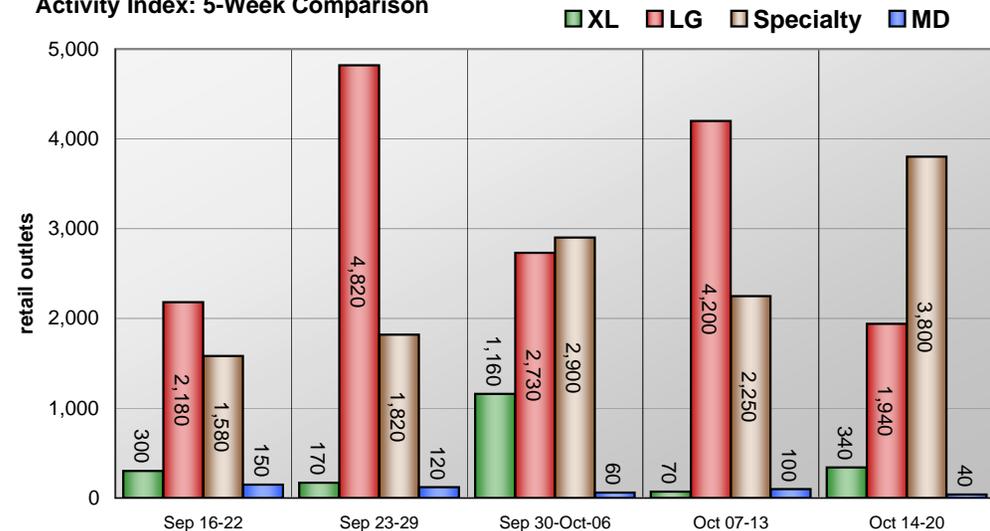
**Shell Egg Featuring during the period of 10/14 thru 10/20**

Overall feature activity, while slightly off from last week's rate, shifted dramatically in favor of specialty eggs as Omega-3 types continue to be heavily featured and features for cage-free are increasing as the week has progressed. Feature activity for regular Large white eggs is about half of last week's rate with prices about steady for eggs in 12 packs but off sharply for eggs in 18 packs. Features for Extra Large eggs are at their most active in a month.

**Large White Eggs - Grade A or better, wtd avg. featured price converted to \$/dozen**



**Activity Index: 5-Week Comparison**



**Explanatory Notes**

All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

**1/: FEATURE RATE:** the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)						
1/ Feature Rate		63.1% of 3,800 sampled outlets						9.5% of 5,000 sampled outlets						32.2% of 2,400 sampled outlets						
2/ Activity Index		Activity Index = 3,610 (includes Medium)						Activity Index = 540 (includes Medium)						Activity Index = 900 (includes Medium)						
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	
USDA GRADE AA	White 12 pack				0.85 - 0.99	60	0.96							0.88	20	0.88				
	White 18 pack																			
	Brown 12 pack																			
	<b>MEDIUM</b>			White 12 pack						White 12 pack						White 12 pack				
USDA GRADE A	White 12 pack	0.89	40	0.89	0.67 - 1.29	420	0.86	1.00	40	1.00	0.67 - 1.00	470	0.76				0.67 - 0.79	60	0.73	
	White 18 pack						1.25						1.25				0.98 - 1.00	110	0.98	
	Brown 12 pack						0.88 - 1.29			120	1.24									
	<b>MEDIUM</b>			White 12 pack			0.50 - 0.69			40	0.66					White 12 pack				
				White 30 pack						White 30 pack						White 30 pack				
S P E C I A L T Y	<b>USDA ORGANIC</b>																			
		White 12 pack						2.99 - 3.98	650	3.54			4.00	10	4.00			4.00	240	4.00
		Brown 12 pack																		
		<b>OMEGA-3</b>												1.99	20	1.99			1.99	270
	White 12 pack	2.50	360	2.50	1.88 - 2.50	970	2.18									1.87 - 1.99	270	1.91		
	Brown 12 pack						2.00 - 3.69	380	2.53									2.99	90	2.99
	<b>CAGE-FREE</b>																			
	White 12 pack						2.49	140	2.49											
	Brown 12 pack						2.28 - 2.99	300	2.67									2.99	90	2.99
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)						SOUTHWEST U.S. (CA,NV)						NORTHWEST U.S. (ID,MT,OR,WA,WY)						
1/ Feature Rate		34.9% of 2,600 sampled outlets						31.7% of 2,000 sampled outlets						37.9% of 900 sampled outlets						
2/ Activity Index		Activity Index = 610 (includes Medium)						Activity Index = 20 (includes Medium)						Activity Index = 440 (includes Medium)						
USDA GRADE AA	White 12 pack										0.98	20	0.98	0.88	220	0.88	0.98	20	0.98	
	White 18 pack				0.99	400	0.99										0.88 - 1.25	110	1.17	
	Brown 12 pack																			
	<b>MEDIUM</b>			White 12 pack						White 12 pack						White 12 pack				
USDA GRADE A	White 12 pack	1.00	20	1.00	1.00	20	1.00													
	White 18 pack																			
	Brown 12 pack																			
	<b>MEDIUM</b>			White 12 pack						White 12 pack						White 12 pack				
				White 30 pack						White 30 pack						White 30 pack				
S P E C I A L T Y	<b>USDA ORGANIC</b>																			
		White 12 pack																		
		Brown 12 pack																		
		<b>OMEGA-3</b>																		
	White 12 pack	1.89	30	1.89	1.50 - 1.87	110	1.71													
	Brown 12 pack																			
	<b>CAGE-FREE</b>																			
	White 12 pack																			
	Brown 12 pack						1.89	30	1.89									1.99	90	1.99

Note: See page 1 for explanatory notes.