



USDA Weekly Retail Shell Egg Feature Activity
Advertised Prices for Shell Eggs to Consumers at Major Retail Supermarket Outlets during the period of 10/21 thru 10/27
 (prices in dollars per carton)

Fri. Oct 21, 2005

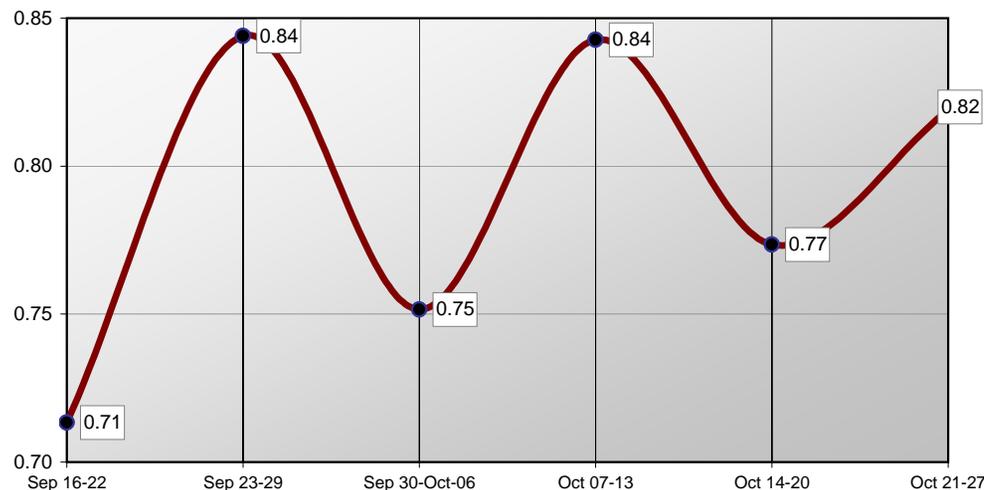
NATIONAL SUMMARY									
Feature Rate	THIS WEEK				PREVIOUS WEEK				
	39.3% of 16,700 stores				33.1% of 16,700 stores				
	X LARGE		LARGE		X LARGE		LARGE		
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
REGULAR	USDA GRADE AA								
	White 12 pack			440	0.91	240	0.88	100	0.97
	White 18 pack			1,410	1.32			510	1.03
REGULAR	USDA GRADE A								
	White 12 pack	100	0.96	1,160	0.85	100	0.96	970	0.80
	White 18 pack			1,290	1.03			240	1.13
SPECIALTY	USDA ORGANIC								
	White 12 pack							900	3.67
	Brown 12 pack			410	3.68				3.67
REGULAR	OMEGA-3								
	White 12 pack	470	1.99	1,600	1.87	410	2.43	1,370	2.08
	Brown 12 pack	110	1.99	310	2.00			470	2.62
REGULAR	CAGE-FREE								
	White 12 pack							140	2.49
	Brown 12 pack			1,270	2.13			510	2.56
ACTIVITY INDEX SUMMARY		THIS WEEK		LAST WEEK		INVENTORY 5/			
Regular Shell Eggs (XL/LG; AAA; W/B)		4,400		2,280		Large Eggs on			
Specialty Shell Eggs		4,170		3,800		Oct-17-2005			
Total (including Medium)		8,710		6,120		479.3			
Special Rate 4/:		1.3%		10.0%		down 8%			

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

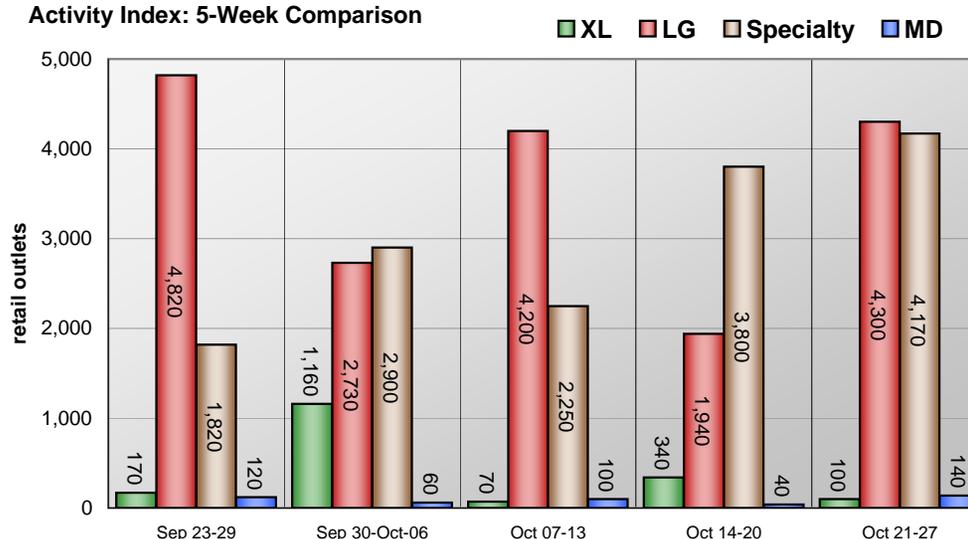
Shell Egg Featuring during the period of 10/21 thru 10/27

Overall shell egg feature activity is higher when compared to last week. There is a significant increase in promotions on regular shell eggs. Notably 18 pack large eggs are more active. Specialty eggs, Omega-3 and Cage-Free, are up slightly in volume with ads at most major chains.

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		48.8% of 3,800 sampled outlets						25.6% of 5,000 sampled outlets						48.5% of 2,400 sampled outlets							
2/ Activity Index		Activity Index = 2,700 (includes Medium)						Activity Index = 2,330 (includes Medium)						Activity Index = 1,230 (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				0.99	10	0.99								0.44	20	0.44				
	White 18 pack																				
	Brown 12 pack																				
	MEDIUM	White 12 pack						White 12 pack						White 12 pack							
USDA GRADE A	White 12 pack	0.89	40	0.89	0.79 - 1.00	720	0.87	1.00	40	1.00	0.49 - 1.00	140	0.80		0.49 - 0.79	120	0.62	0.99 - 1.35	610	1.06	
	White 18 pack										0.99 - 1.00	430	1.00								
	Brown 12 pack																				
	MEDIUM	White 12 pack			0.47 - 0.50 130 0.47			White 12 pack						White 12 pack			0.38 10 0.38				
		White 30 pack						White 30 pack						White 30 pack							
S P E C I A L T Y	USDA ORGANIC																				
		White 12 pack				3.56 - 4.00	280	3.97													
		Brown 12 pack																			
		OMEGA-3																			
	White 12 pack	1.99	470	1.99	1.99	470	1.99				1.79	860	1.79		1.87 - 1.99	230	1.89				
	Brown 12 pack	1.99	110	1.99	1.99 - 2.00	310	2.00														
	CAGE-FREE																				
	White 12 pack				2.50 - 2.99	160	2.88				1.79	860	1.79		1.99 - 3.00	240	2.83				
	Brown 12 pack																				
		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		35.4% of 2,600 sampled outlets						38.9% of 2,000 sampled outlets						62.1% of 900 sampled outlets							
2/ Activity Index		Activity Index = 1,080 (includes Medium)						Activity Index = 790 (includes Medium)						Activity Index = 580 (includes Medium)							
USDA GRADE AA	White 12 pack				1.00	280	1.00								0.69 - 1.00	140	0.81				
	White 18 pack				0.99 - 1.00	290	1.00				0.99 - 1.90	790	1.39		1.00 - 1.58	320	1.47				
	Brown 12 pack																				
	MEDIUM	White 12 pack						White 12 pack						White 12 pack							
USDA GRADE A	White 12 pack	1.00	20	1.00	0.88 - 1.00	180	0.99														
	White 18 pack				0.99 - 1.00	250	1.00														
	Brown 12 pack																				
	MEDIUM	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	USDA ORGANIC																				
		White 12 pack				3.76	10	3.76								2.99	120	2.99			
		Brown 12 pack																			
		OMEGA-3																			
	White 12 pack				1.87	40	1.87														
	Brown 12 pack																				
	CAGE-FREE																				
	White 12 pack				1.88	10	1.88														
	Brown 12 pack																				

Note: See page 1 for explanatory notes.