



USDA Weekly Retail Shell Egg Feature Activity
Advertised Prices for Shell Eggs to Consumers at Major Retail Supermarket Outlets during the period of 11/11 thru 11/17.
 (prices in dollars per carton)

Fri. Nov 11, 2005

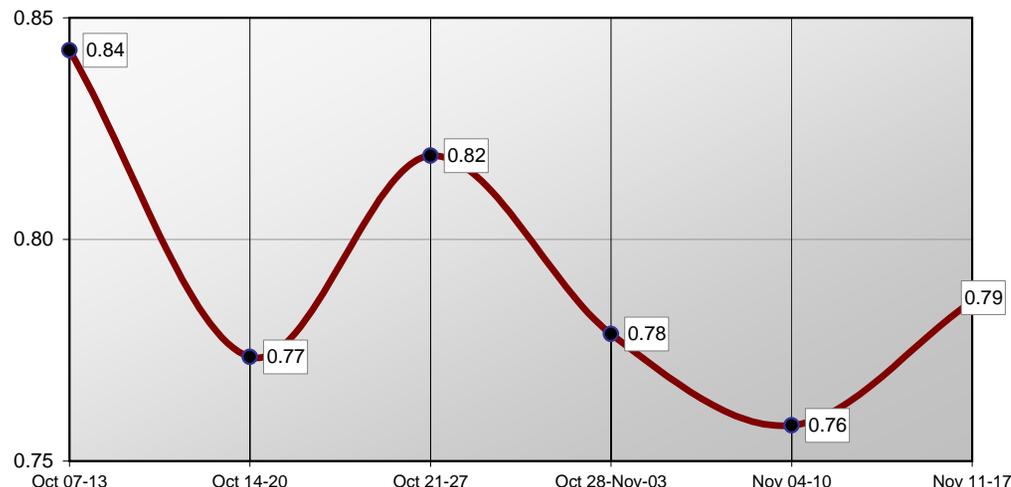
NATIONAL SUMMARY									
Feature Rate	THIS WEEK				PREVIOUS WEEK				
	52.7% of 16,700 stores				27.9% of 16,700 stores				
	X LARGE		LARGE		X LARGE		LARGE		
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
REGULAR	USDA GRADE AA								
	White 12 pack	100	1.29	750	0.98	20	1.00	80	0.60
	White 18 pack			1,150	1.14			700	1.07
	Brown 12 pack								
	USDA GRADE A								
	White 12 pack	230	1.03	2,280	0.77	60	1.00	980	0.77
White 18 pack	40	0.99	1,570	1.10			940	1.19	
Brown 12 pack	560	1.99	880	1.99	60	2.50	610	1.31	
SPECIALTY	USDA ORGANIC								
	White 12 pack								
	Brown 12 pack			200	3.50			90	3.17
LARGE	OMEGA-3								
	White 12 pack			550	1.96	470	1.59	1,990	1.68
	Brown 12 pack	200	2.39	340	2.93	560	1.99	680	2.08
TINY	CAGE-FREE								
	White 12 pack								
Brown 12 pack	200	2.39	720	2.69			1,170	2.19	
ACTIVITY INDEX SUMMARY		THIS WEEK		LAST WEEK		INVENTORY 5/			
Regular Shell Eggs (XL/LG; AAA; W/B)		7,560		3,450		Large Eggs on			
Specialty Shell Eggs		2,210		4,960		Nov-07-2005			
Total (including Medium)		10,250		3,440		513.1			
Special Rate 4/:		3.3%		10.0%		unchanged			

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

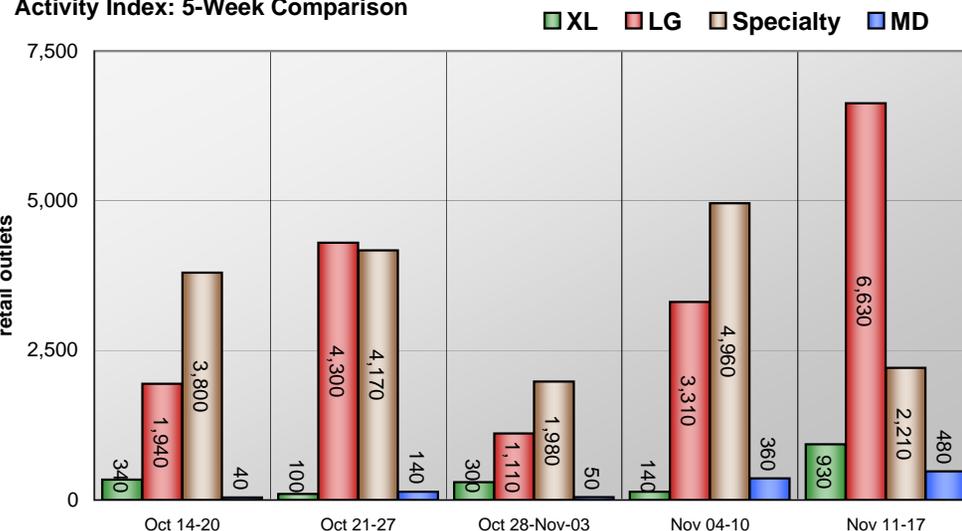
Shell Egg Featuring - 11/11 thru 11/17

Feature activity for shell eggs, especially regular white eggs, is up sharply from last week on higher average ad pricing. More than half of all sampled stores are conducting a feature on shell eggs this week in anticipation of increased Thanksgiving related demand. Specialty egg feature activity has dropped to about half of last week's levels and is evenly distributed across all types. Ads for specialty eggs began to increase late in the ad cycle.

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.)



USDA Weekly Retail Shell Egg Feature Activity
Advertised Prices for Shell Eggs to Consumers at Major Retail Supermarket Outlets during the period of 11/11 thru 11/17
 (prices in dollars per carton)

Fri. Nov 11, 2005

		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		66.4% of 3,800 sampled outlets						38.7% of 5,000 sampled outlets						55.9% of 2,400 sampled outlets						
2/ Activity Index		Activity Index = 4,180 (includes Medium)						Activity Index = 2,070 (includes Medium)						Activity Index = 1,260 (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	1.29	100	1.29	0.89 - 1.19	120	1.16				0.79	30	0.79				0.58	10	0.58	
	White 18 pack																1.00	20	1.00	
	Brown 12 pack																			
	MEDIUM	White 12 pack						White 12 pack						White 12 pack						
USDA GRADE A	White 12 pack	0.79 - 1.59	170	1.04	0.69 - 1.69	310	1.03	0.99	40	0.99	0.69 - 1.00	1,090	0.80				0.49 - 0.69	280	0.57	
	White 18 pack				0.99	300	0.99				0.99 - 1.39	700	1.19				0.99 - 1.25	330	1.08	
	Brown 12 pack	1.99	490	1.99	1.99 - 2.00	810	1.99	1.99	70	1.99	1.99	70	1.99							
	MEDIUM	White 12 pack			0.50 - 0.69	80	0.61	White 12 pack			0.33 - 0.50	50	0.47	White 12 pack			0.33	240	0.33	
		White 30 pack						White 30 pack						White 30 pack						
S P E C I A L T Y	USDA ORGANIC																			
		White 12 pack															2.49 - 3.98	90	3.63	
		Brown 12 pack				2.99 - 3.69	110	3.39												
		OMEGA-3																		
	White 12 pack				1.50 - 2.29	460	1.96				1.99	20	1.99				1.99	70	1.99	
	Brown 12 pack	2.39	200	2.39	2.39 - 3.69	340	2.93													
	CAGE-FREE																			
	White 12 pack																2.49 - 2.50	220	2.50	
	Brown 12 pack	2.39	200	2.39	2.39 - 3.69	490	2.80													
		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		63.6% of 2,600 sampled outlets						34.0% of 2,000 sampled outlets						74.5% of 900 sampled outlets						
2/ Activity Index		Activity Index = 1,660 (includes Medium)						Activity Index = 690 (includes Medium)						Activity Index = 390 (includes Medium)						
USDA GRADE AA	White 12 pack				0.49 - 1.00	400	0.98				0.99	80	0.99				0.49 - 1.00	110	0.84	
	White 18 pack				0.99 - 1.00	250	1.00				0.99 - 1.50	610	1.26				0.99 - 1.29	270	1.01	
	Brown 12 pack																			
	MEDIUM	White 12 pack			0.69	110	0.69	White 12 pack						White 12 pack						
USDA GRADE A	White 12 pack	0.99	20	0.99	0.59 - 0.99	600	0.67													
	White 18 pack	0.99	40	0.99	0.99 - 1.00	240	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																		
		Brown 12 pack																		
		OMEGA-3																		
	White 12 pack																			
	Brown 12 pack																			
	CAGE-FREE																			
	White 12 pack																1.50	10	1.50	
	Brown 12 pack																			

Note: See page 1 for explanatory notes.