



**USDA Weekly Retail Shell Egg Feature Activity**  
**Advertised Prices for Shell Eggs to Consumers at Major Retail Supermarket Outlets during the period of 12/23 thru 12/29.**  
 (prices in dollars per carton)

Fri. Dec 23, 2005

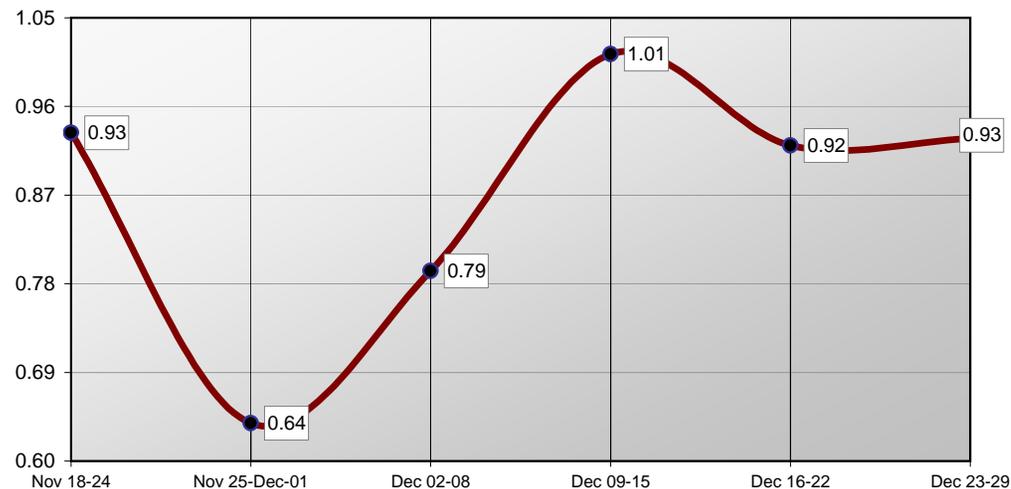
NATIONAL SUMMARY									
Feature Rate	THIS WEEK				PREVIOUS WEEK				
	25.5% of 16,700 stores				35.1% of 16,700 stores				
	X LARGE		LARGE		X LARGE		LARGE		
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
<b>REGULAR</b>	<b>USDA GRADE AA</b>								
	White 12 pack	20	0.96	580	1.00	60	1.09	210	0.95
	White 18 pack			1,000	1.45			880	1.34
	<b>USDA GRADE A</b>								
White 12 pack	230	0.88	960	0.81	310	1.04	840	0.94	
White 18 pack	110	1.00	410	1.53	60	1.00	1,530	1.38	
	<b>USDA ORGANIC</b>								
White 12 pack			420	2.55			960	3.15	
	<b>OMEGA-3</b>								
White 12 pack	110	2.00	670	1.96	630	2.28	870	2.23	
Brown 12 pack			360	2.33			140	2.99	
	<b>CAGE-FREE</b>								
White 12 pack			390	2.23			1,240	2.48	
<b>ACTIVITY INDEX SUMMARY</b>		<b>THIS WEEK</b>		<b>LAST WEEK</b>		<b>INVENTORY 5/</b>			
Regular Shell Eggs (XL/LG; AA/A; W/B)		3,310		3,890		Large Eggs on			
Specialty Shell Eggs		1,950		3,840		Dec-19-2005			
<b>Total (including Medium)</b>		5,360		7,730		381			
Special Rate 4/:		3.0%		3.2%		down 21%			

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

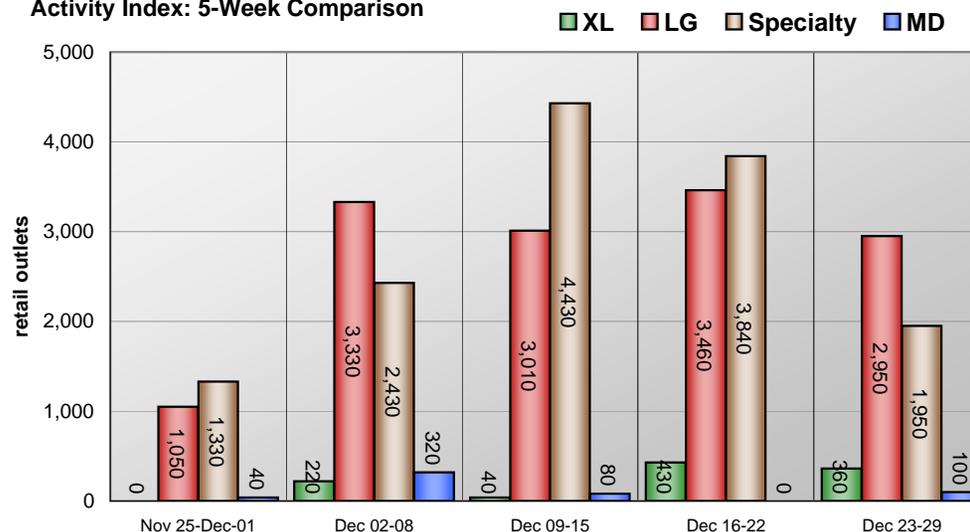
**Shell Egg Featuring - 12/23 thru 12/29**

Promotional activity is down sharply on regular shell eggs. Specialty eggs ads reflect a decrease of about 51% when compared to the previous report. The majority of sampled outlets with features this week are in the Midwest to Northwest regions, whereas last week the Northeast and Southeast were more active.

**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		25.8% of 3,800 sampled outlets						7.5% of 5,000 sampled outlets						51.9% of 2,400 sampled outlets					
2/ Activity Index		Activity Index = 1,300 (includes Medium)						Activity Index = 800 (includes Medium)						Activity Index = 1,450 (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				0.95	10	0.95										0.88	20	0.88
	White 18 pack																		
	Brown 12 pack																		
	<b>MEDIUM</b>		White 12 pack					White 12 pack						White 12 pack			0.47	20	0.47
USDA GRADE A	White 12 pack	0.79	10	0.79	0.39 - 1.19	290	0.92	0.77 - 1.00	100	0.87	0.39 - 1.00	400	0.77	0.88	100	0.88	0.39 - 0.88	210	0.72
	White 18 pack				1.29 - 1.67	150	1.63				1.00	110	1.00				0.99 - 2.00	240	1.48
	Brown 12 pack																		
	<b>MEDIUM</b>		White 12 pack					White 12 pack			0.72	80	0.72				White 12 pack		
			White 30 pack					White 30 pack									White 30 pack		
SPECIALTY	<b>USDA ORGANIC</b>																		
		White 12 pack				2.99	110	2.99			2.69	80	2.69				2.29	190	2.29
		Brown 12 pack																	
		<b>OMEGA-3</b>										1.67	10	1.67				1.67 - 2.25	550
	White 12 pack	2.00	110	2.00	2.00	100	2.00												
	Brown 12 pack				2.04 - 3.00	360	2.33												
	<b>CAGE-FREE</b>																		
	White 12 pack				2.50 - 3.00	160	2.68				2.00	130	2.00				2.00	10	2.00
	Brown 12 pack																		
		<b>SOUTH CENTRAL U.S.</b> (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)						<b>SOUTHWEST U.S.</b> (CA,NV)						<b>NORTHWEST U.S.</b> (ID,MT,OR,WA,WY)					
1/ Feature Rate		21.8% of 2,600 sampled outlets						21.6% of 2,000 sampled outlets						71.2% of 900 sampled outlets					
2/ Activity Index		Activity Index = 590 (includes Medium)						Activity Index = 460 (includes Medium)						Activity Index = 760 (includes Medium)					
USDA GRADE AA	White 12 pack				0.99 - 1.00	390	1.00	0.96	20	0.96	0.99	80	0.99				0.99 - 1.00	100	0.99
	White 18 pack				0.99	80	0.99				0.99 - 2.00	360	1.90				0.88 - 1.50	540	1.24
	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	0.69 - 1.00	60	0.78										1.50	20	1.50
	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		
SPECIALTY	<b>USDA ORGANIC</b>					2.29	40	2.29											
		White 12 pack									2.38	2.38					2.38	10	2.38
		Brown 12 pack																	
		<b>CAGE-FREE</b>																	
	White 12 pack																		
	Brown 12 pack																1.79	90	1.79

Note: See page 1 for explanatory notes.