



**USDA Weekly Retail Shell Egg Feature Activity**  
**Advertised Prices for Shell Eggs to Consumers at Major Retail Supermarket Outlets during the period of 06/30 thru 07/06.**  
 (prices in dollars per carton)

Fri. Jun 30, 2006

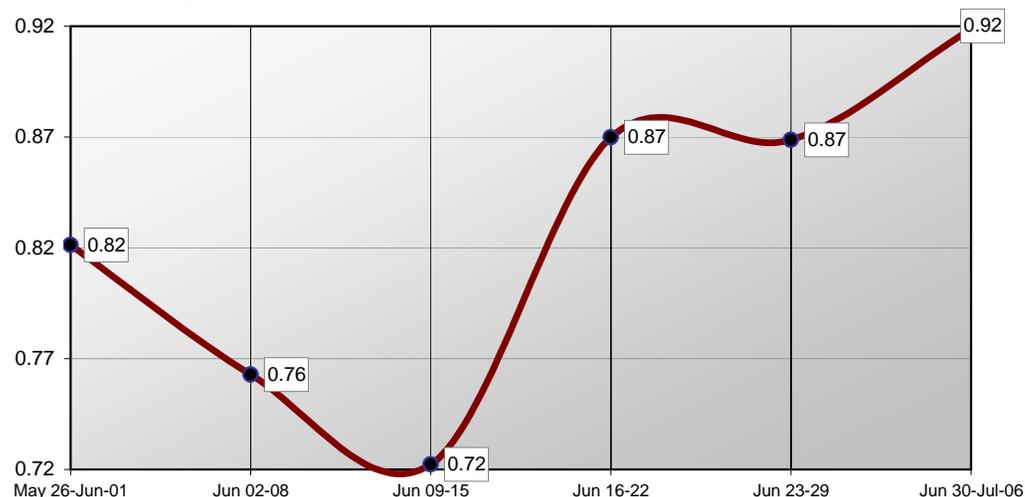
NATIONAL SUMMARY									
Feature Rate	THIS WEEK				PREVIOUS WEEK				
	28.0% of 17,000 stores				37.5% of 17,000 stores				
	X LARGE		LARGE		X LARGE		LARGE		
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
<b>REGULAR</b>	<b>USDA GRADE AA</b>								
	White 12 pack		110	1.19	170	0.75			
	White 18 pack				1,400	1.46			
	<b>USDA GRADE A</b>								
White 12 pack	20	0.67	1,090	0.87	70	0.86	810	0.77	
White 18 pack			690	1.42			170	0.93	
Brown 12 pack			50	1.00			200	0.99	
<b>SPECIALTY</b>	<b>USDA ORGANIC</b>								
	White 12 pack						120	3.69	
	<b>OMEGA-3</b>								
White 12 pack	210	2.50	500	2.17	840	2.35	1,380	2.18	
Brown 12 pack							590	2.28	
<b>OTHER</b>	<b>CAGE-FREE</b>								
	White 12 pack						230	2.29	
			450	2.23			190	2.24	
<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)		1,960	2,820	<b>Large Eggs on</b>					
Specialty Shell Eggs		1,820	3,350	<b>Jun-26-2006</b>					
<b>Total (including Medium)</b>		3,840	6,290	550.9					
Special Rate 4/:		11.6%	11.7%	up 1%					

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

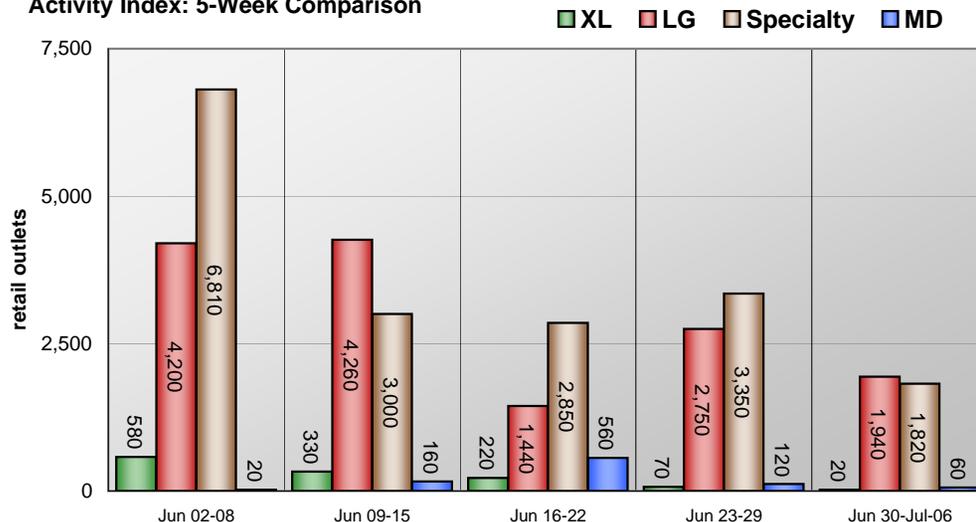
**Shell Egg Featuring - 06/30 thru 07/06**

Feature activity on both regular and specialty shell eggs sharply declined as ad space is reserved mostly for July 4th-related items. The average price to consumers on large Grade A or better increased significantly over previous weeks. Extra Large and Medium regular shell eggs are almost nonexistent this ad cycle. USDA Organic brown eggs, featured sparingly in recent weeks, are actively featured this week and claimed top spot in the specialty egg sector.

**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		29.7% of 3,900 sampled outlets						21.9% of 4,700 sampled outlets						17.8% of 2,800 sampled outlets						
2/ Activity Index		Activity Index = 1,470 (includes Medium)						Activity Index = 1,120 (includes Medium)						Activity Index = 520 (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	10	0.85													
	White 18 pack																			
	Brown 12 pack																			
	<b>MEDIUM</b>	White 12 pack						White 12 pack						White 12 pack						
USDA GRADE A	White 12 pack				0.59 - 1.00	390	0.87				0.69 - 1.00	410	0.84	0.67	20	0.67	0.58 - 1.00	280	0.93	
	White 18 pack				1.99	140	1.99				1.29	470	1.29							
	Brown 12 pack				1.00	50	1.00													
	<b>MEDIUM</b>	White 12 pack			0.50 - 0.79			60			0.62			White 12 pack						
	White 30 pack							White 12 pack						White 12 pack						
	White 30 pack							White 30 pack						White 30 pack						
SPECIALTY	<b>USDA ORGANIC</b>																			
		White 12 pack															2.50 - 3.49	20	2.75	
		Brown 12 pack				3.49 - 3.99	220	3.55												
		<b>OMEGA-3</b>										1.66	120	1.66			2.50	200	2.50	
	White 12 pack	2.50	210	2.50	2.04 - 2.50	180	2.16													
	Brown 12 pack																			
	<b>CAGE-FREE</b>																			
	White 12 pack										1.99	120	1.99							
	Brown 12 pack				2.50	210	2.50													
		<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		28.7% of 2,700 sampled outlets						34.4% of 1,900 sampled outlets						63.6% of 1,000 sampled outlets						
2/ Activity Index		Activity Index = 420 (includes Medium)						Activity Index = 90 (includes Medium)						Activity Index = 220 (includes Medium)						
USDA GRADE AA	White 12 pack				0.69 - 1.29	20	0.98				1.29	80	1.29							
	White 18 pack																			
	Brown 12 pack																			
	<b>MEDIUM</b>	White 12 pack						White 12 pack						White 12 pack						
USDA GRADE A	White 12 pack				0.50	10	0.50													
	White 18 pack				0.78 - 1.29	80	1.16													
	Brown 12 pack																			
	<b>MEDIUM</b>	White 12 pack						White 12 pack						White 12 pack						
	White 30 pack							White 12 pack						White 12 pack						
	White 30 pack							White 30 pack						White 30 pack						
SPECIALTY	<b>USDA ORGANIC</b>																			
		White 12 pack															3.49	220	3.49	
		Brown 12 pack				3.49	190	3.49				3.29	10	3.29						
		<b>OMEGA-3</b>																		
	White 12 pack																			
	Brown 12 pack																			
	<b>CAGE-FREE</b>																			
	White 12 pack																			
	Brown 12 pack				2.00	120	2.00													

Note: See page 1 for explanatory notes.