



**USDA Weekly Retail Shell Egg Feature Activity**  
**Advertised Prices for Shell Eggs to Consumers at Major Retail Supermarket Outlets during the period of 07/07 thru 07/13**  
 (prices in dollars per carton)

Fri. Jul 07, 2006

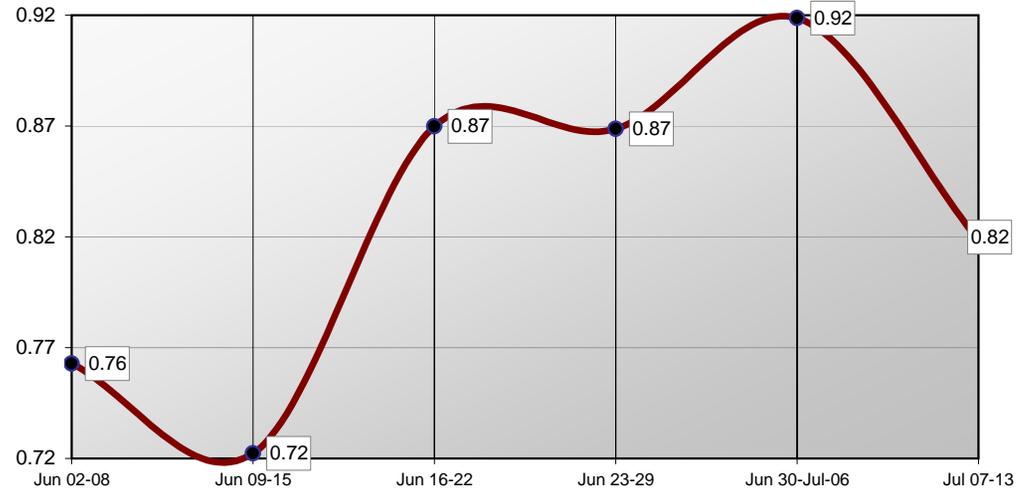
NATIONAL SUMMARY									
Feature Rate	THIS WEEK				PREVIOUS WEEK				
	30.6% of 17,000 stores				28.0% of 17,000 stores				
	X LARGE		LARGE		X LARGE		LARGE		
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
<b>REGULAR</b>	<b>USDA GRADE AA</b>								
	White 12 pack	20	0.96	510	0.97		110	1.19	
	White 18 pack			420	1.01				
	<b>USDA GRADE A</b>								
White 12 pack	160	0.99	1,460	0.76	20	0.67	1,090	0.87	
White 18 pack			810	1.36			690	1.42	
Brown 12 pack							50	1.00	
<b>SPECIALTY</b>	<b>USDA ORGANIC</b>								
	White 12 pack								
Brown 12 pack	110	3.59	340	3.30			660	3.48	
<b>OMEGA-3</b>	White 12 pack	200	2.50	1,160	2.38	210	2.50	500	2.17
	Brown 12 pack			280	3.50				
<b>CAGE-FREE</b>	White 12 pack			20	2.79				
	Brown 12 pack			630	2.52			450	2.23
<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)		3,380		1,960		Large Eggs on			
Specialty Shell Eggs		2,740		1,820		Jul-03-2006			
<b>Total (including Medium)</b>		6,310		3,840		542.5			
Special Rate 4/:		3.7%		11.6%		-2%			

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

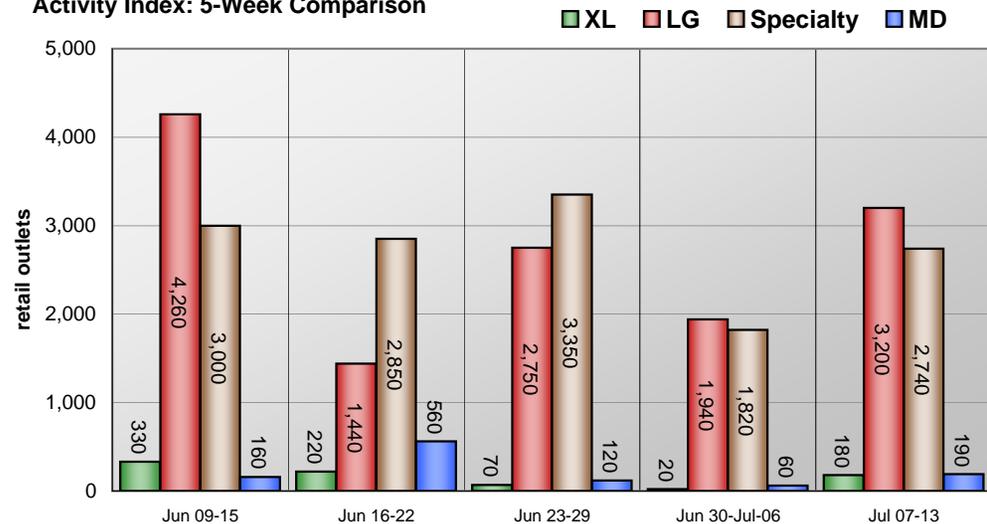
**Shell Egg Featuring - 07/07 thru 07/13**

Feature activity is sharply higher on both regular and specialty shell eggs when compared to a week ago. Promotions, although sporadic, are being conducted by sizeable outlets. The average advertised price of large Grade A and AA 12 packs is lower than in previous weeks. Omega-3 specialty eggs showed up in increased volume, particularly in the Northeast region.

**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		37.4% of 3,900 sampled outlets						33.7% of 4,700 sampled outlets						27.0% of 2,800 sampled outlets					
2/ Activity Index		Activity Index = 2,180 (includes Medium)						Activity Index = 1,610 (includes Medium)						Activity Index = 910 (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				0.59 - 0.79	20	0.65				0.79		0.79				0.59	10	0.59
	White 18 pack																0.99		0.99
	Brown 12 pack																		
	<b>MEDIUM</b>	White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack					
USDA GRADE A	White 12 pack	0.99 - 1.00	160	0.99	0.68 - 0.79	30	0.75				0.59 - 0.79	960	0.78				0.48 - 1.00	310	0.75
	White 18 pack				1.19 - 1.99	460	1.57				1.19 - 1.29	130	1.28				0.98 - 1.29	170	1.00
	Brown 12 pack																		
	<b>MEDIUM</b>	White 12 pack			0.50	20	0.50	White 12 pack			0.59	110	0.59	White 12 pack			0.72	10	0.72
		White 30 pack			White 30 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	3.59	110	3.59	2.99 - 3.49	170	3.30				2.99 - 4.78	170	3.29						
	<b>OMEGA-3</b>																		
	White 12 pack	2.50	200	2.50	1.49 - 3.99	840	2.33				1.66	120	1.66				3.00	200	3.00
	Brown 12 pack																		
	<b>CAGE-FREE</b>																		
	White 12 pack																		
	Brown 12 pack				1.99 - 2.99	170	2.84				1.99	120	1.99				1.99 - 3.00	210	2.95
		<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		23.9% of 2,700 sampled outlets						22.1% of 1,900 sampled outlets						35.4% of 1,000 sampled outlets					
2/ Activity Index		Activity Index = 650 (includes Medium)						Activity Index = 700 (includes Medium)						Activity Index = 260 (includes Medium)					
USDA GRADE AA	White 12 pack				0.70 - 0.99	70	0.74	0.96	20	0.96	0.99 - 1.00	390	1.00				1.69	20	1.69
	White 18 pack				0.99	190	0.99				2.00	10	2.00				0.99	220	0.99
	Brown 12 pack																		
	<b>MEDIUM</b>	White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack					
USDA GRADE A	White 12 pack				0.59 - 0.79	160	0.64												
	White 18 pack				0.89	50	0.89												
	Brown 12 pack																		
	<b>MEDIUM</b>	White 12 pack			0.33 - 0.72	50	0.50	White 12 pack			White 12 pack			White 12 pack					
		White 30 pack			White 30 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										3.50	280	3.50						
	Brown 12 pack																		
	<b>CAGE-FREE</b>																		
	White 12 pack																2.79	20	2.79
	Brown 12 pack				1.29 - 2.00	130	1.93												

Note: See page 1 for explanatory notes.