



USDA Weekly Retail Shell Egg Feature Activity
Advertised Prices for Shell Eggs to Consumers at Major Retail Supermarket Outlets during the period of 08/04 thru 08/10.
 (prices in dollars per carton)

Fri. Aug 04, 2006

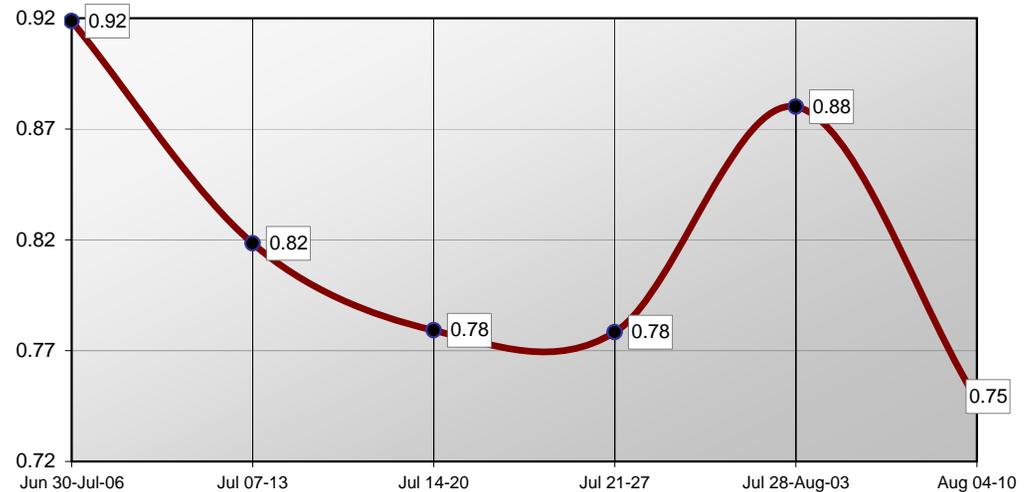
NATIONAL SUMMARY									
Feature Rate	THIS WEEK				PREVIOUS WEEK				
	28.8% of 17,000 stores				38.1% of 17,000 stores				
	X LARGE		LARGE		X LARGE		LARGE		
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
REGULAR	USDA GRADE AA								
	White 12 pack	20	0.96	110	0.95		1,570	0.99	
	White 18 pack			270	1.00		440	1.15	
	Brown 12 pack								
	USDA GRADE A								
	White 12 pack	360	0.93	1,630	0.77		940	0.91	
White 18 pack			950	1.07		1,190	1.12		
Brown 12 pack									
SPECIALTY	USDA ORGANIC								
	White 12 pack			610	2.92		2,030	3.02	
Brown 12 pack									
SPECIALTY	OMEGA-3								
	White 12 pack	200	2.50	910	2.38		830	1.93	
Brown 12 pack			200	2.29	220	2.49	320	2.65	
SPECIALTY	CAGE-FREE								
	White 12 pack						320	2.06	
Brown 12 pack			410	2.35		380	2.55		
ACTIVITY INDEX SUMMARY		THIS WEEK		LAST WEEK		INVENTORY 5/			
Regular Shell Eggs (XL/LG; AA/A; W/B)		3,340		4,140		Large Eggs on			
Specialty Shell Eggs		2,330		4,100		Jul-31-2006			
Total (including Medium)		5,780		8,350		415.4			
Special Rate 4/:		5.9%		3.7%		unchanged			

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

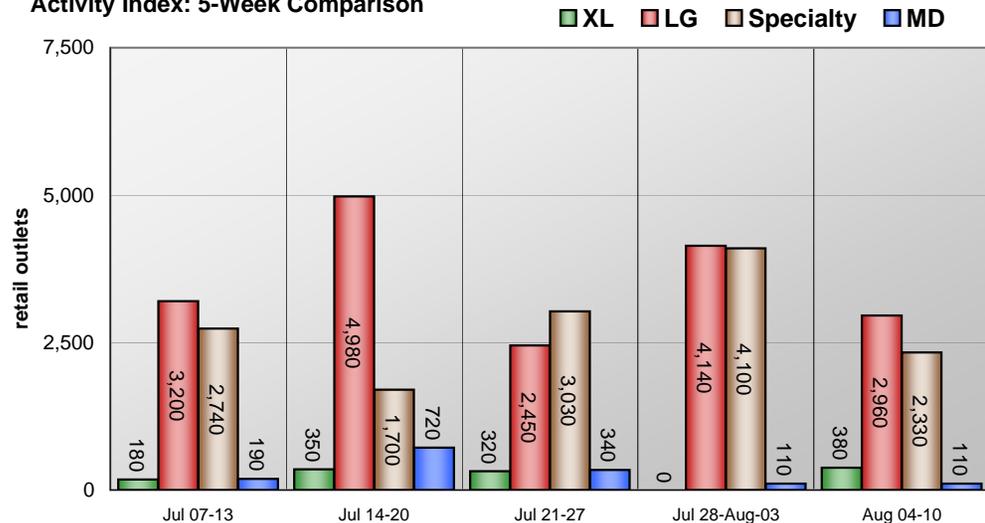
Shell Egg Featuring - 08/04 thru 08/10

Feature activity on both regular shell eggs and specialty eggs is lower than a week ago. The average price of Large Grade A shell eggs offered to consumers dropped sharply when compared to previous weeks. The Northeast region is most active with 45% of sampled outlets with ads. Extra Large regular egg promotions increased slightly over last week. Sampled stores featuring USDA Organic declined dramatically this week. Omega-3 eggs maintained a steady pace and reclaimed 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		45.4% of 3,900 sampled outlets						28.8% of 4,700 sampled outlets						32.3% of 2,800 sampled outlets					
2/ Activity Index		Activity Index = 2,340 (includes Medium)						Activity Index = 1,430 (includes Medium)						Activity Index = 1,000 (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				0.75 - 0.78	20	0.76				0.78		0.78						
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM			White 12 pack						White 12 pack						White 12 pack			
USDA GRADE A	White 12 pack	0.79 - 1.19	140	1.09	0.50 - 1.00	280	0.88	0.77 - 1.00	100	0.87	0.50 - 1.00	980	0.80	0.77	100	0.77	0.47 - 0.77	140	0.69
	White 18 pack				1.19	430	1.19				1.00 - 1.19	240	1.01				0.88 - 1.19	240	0.95
	Brown 12 pack																		
	MEDIUM			White 12 pack	0.33 - 0.43	60	0.37			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				3.99	30	3.99			2.99	110	2.99				2.50 - 3.29	310	2.81
		OMEGA-3																	
	White 12 pack	2.50	200	2.50	1.99 - 2.50	580	2.20										1.20 - 3.00	210	2.92
	Brown 12 pack				2.29	200	2.29												
	CAGE-FREE																		
	White 12 pack				1.99 - 2.99	400	2.37												
	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		20.9% of 2,700 sampled outlets						7.6% of 1,900 sampled outlets						17.7% of 1,000 sampled outlets					
2/ Activity Index		Activity Index = 700 (includes Medium)						Activity Index = 140 (includes Medium)						Activity Index = 170 (includes Medium)					
USDA GRADE AA	White 12 pack				0.99	10	0.99	0.96	20	0.96	0.99	80	0.99						
	White 18 pack				1.00	220	1.00				1.00	40	1.00				1.00	10	1.00
	Brown 12 pack																		
	MEDIUM			White 12 pack						White 12 pack						White 12 pack			0.50
USDA GRADE A	White 12 pack	1.00	20	1.00	0.50 - 1.00	230	0.56												
	White 18 pack				0.88	40	0.88												
	Brown 12 pack																		
	MEDIUM			White 12 pack						White 12 pack						White 12 pack			
				White 30 pack	0.98	20	0.98			White 30 pack						White 30 pack			
S P E C I A L T Y	USDA ORGANIC																		
		White 12 pack																	
		Brown 12 pack				2.50	40	2.50								2.99	120	2.99	
		OMEGA-3																	
	White 12 pack				2.27	120	2.27												
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack																		
	Brown 12 pack																1.50	10	1.50

Note: See page 1 for explanatory notes.