



USDA Weekly Retail Shell Egg Feature Activity
Advertised Prices for Shell Eggs to Consumers at Major Retail Supermarket Outlets during the period of 09/01 thru 09/07.
 (prices in dollars per carton)

Fri. Sep 01, 2006

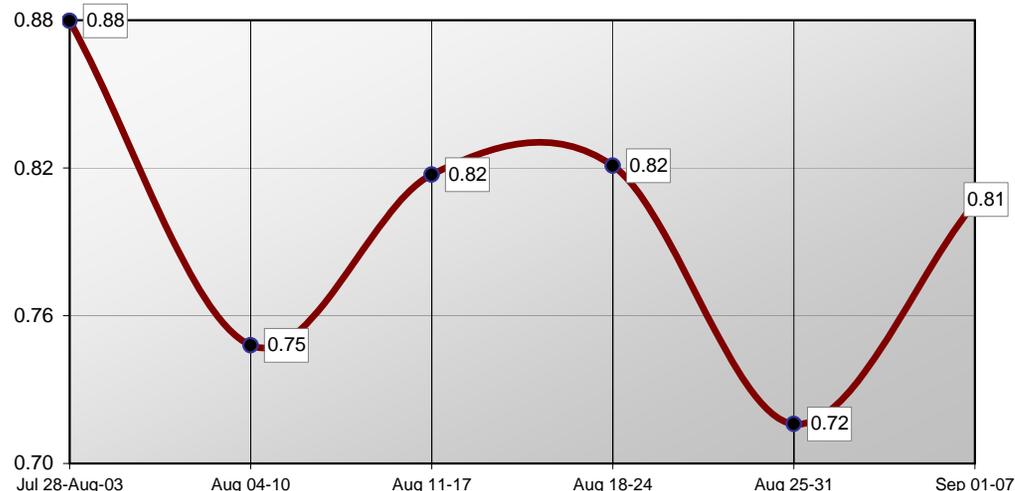
NATIONAL SUMMARY										
Feature Rate	THIS WEEK				PREVIOUS WEEK				Stores	Avg
	29.5% of 17,000 stores				32.8% of 17,000 stores					
	X LARGE		LARGE		X LARGE		LARGE			
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg		
REGULAR	USDA GRADE AA									
	White 12 pack			50	0.89			30	0.84	
	White 18 pack	90	1.50				60	0.96		
	Brown 12 pack									
	USDA GRADE A									
	White 12 pack	40	0.88	360	0.86			1,180	0.75	
White 18 pack			940	1.17	300	0.99	780	1.00		
Brown 12 pack			210	0.96			10	1.00		
SPECIALTY	USDA ORGANIC									
	White 12 pack									
	Brown 12 pack	210	4.00	400	3.59			530	3.35	
ACTIVITY INDEX	OMEGA-3									
	White 12 pack	200	2.50	1,290	2.13	110	2.61	810	2.06	
	Brown 12 pack							120	2.99	
ACTIVITY INDEX	CAGE-FREE									
	White 12 pack			20	2.50			100	2.09	
	Brown 12 pack			590	2.64			580	2.47	
ACTIVITY INDEX SUMMARY		THIS WEEK		LAST WEEK		INVENTORY 5/				
Regular Shell Eggs (XL/LG; AA/A; W/B)		1,690		2,360		Large Eggs on				
Specialty Shell Eggs		2,710		2,250		Aug-28-2006				
Total (including Medium)		4,680		4,670		497.6				
Special Rate 4/:		12.9%		11.9%		up 12%				

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

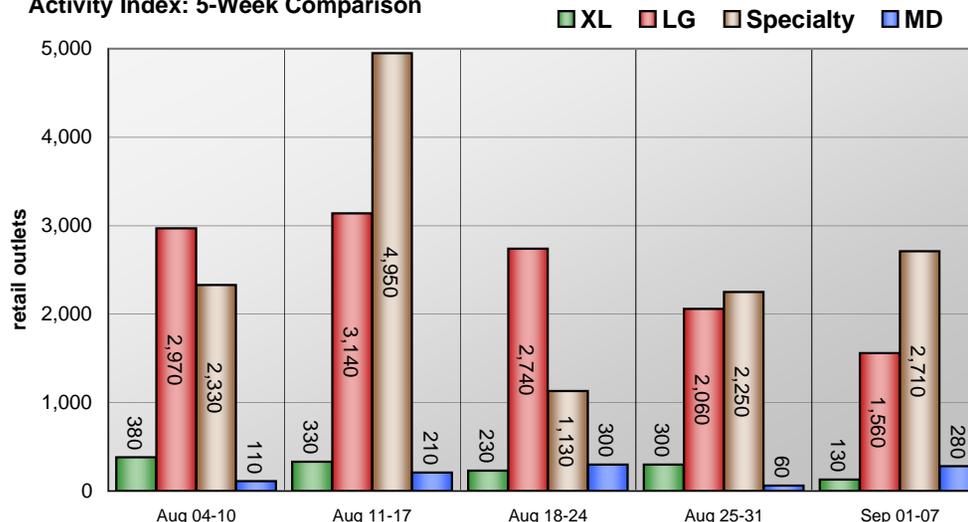
Shell Egg Featuring - 09/01 thru 09/07

Feature activity on regular shell eggs is considerably lower than in previous weeks as retailers devote more ad space to Labor Day related items. The average price to consumers on Grade A Large white eggs is higher, although on limited promotions. The Northeast and the Southwest regions are most active this period. Notably, the Southeast is least active with less than 8% of sampled outlets with ads. Specialty shell egg promotions continue to trend upward from a low of two weeks ago. Omega-3 white eggs are most featured, especially in the Northeast. Cage free and USDA Organic remain visible with an increase in average price.

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		49.0% of 3,900 sampled outlets						7.4% of 4,700 sampled outlets						28.4% of 2,800 sampled outlets					
2/ Activity Index		Activity Index = 2,710 (includes Medium)						Activity Index = 400 (includes Medium)						Activity Index = 960 (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				0.79 - 0.88	20	0.82				0.88	10	0.88						
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM																		
USDA GRADE A	White 12 pack	0.69 - 0.99	40	0.88	0.59 - 1.00	160	0.97				0.72 - 1.00	60	0.95				0.59 - 0.69	40	0.65
	White 18 pack				1.19 - 1.29	560	1.24				1.19	80	1.19				0.99 - 1.29	240	1.06
	Brown 12 pack				0.96	210	0.96												
	MEDIUM				0.48 - 0.50	260	0.49				0.36	10	0.36				0.33	10	0.33
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack	4.00	210	4.00	2.99 - 4.00	400	3.59												
	OMEGA-3																		
	White 12 pack	2.50	200	2.50	1.99 - 2.50	530	2.19				1.66	120	1.66				1.79 - 2.39	320	2.07
	Brown 12 pack																		
CAGE-FREE	White 12 pack																		
	Brown 12 pack				2.50 - 2.99	120	2.96				1.99	120	1.99				2.29 - 3.00	350	2.75
		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		20.1% of 2,700 sampled outlets						55.0% of 1,900 sampled outlets						38.6% of 1,000 sampled outlets					
2/ Activity Index		Activity Index = 230 (includes Medium)						Activity Index = 300 (includes Medium)						Activity Index = 80 (includes Medium)					
USDA GRADE AA	White 12 pack										0.96	20	0.96						
	White 18 pack	1.50	10	1.50				1.50	80	1.50									
	Brown 12 pack																		
	MEDIUM																		
USDA GRADE A	White 12 pack				0.59 - 0.75	100	0.70												
	White 18 pack				0.88 - 0.99	60	0.95												
	Brown 12 pack																		
	MEDIUM																		
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack																		
	OMEGA-3																		
	White 12 pack				1.59 - 2.50	60	1.92				2.50	180	2.50				1.99	80	1.99
	Brown 12 pack																		
CAGE-FREE	White 12 pack										2.50	20	2.50						
	Brown 12 pack																		

Note: See page 1 for explanatory notes.