



USDA Weekly Retail Shell Egg Feature Activity
Advertised Prices for Shell Eggs to Consumers at Major Retail Supermarket Outlets during the period of 09/22 thru 09/28.
 (prices in dollars per carton)

Fri. Sep 22, 2006

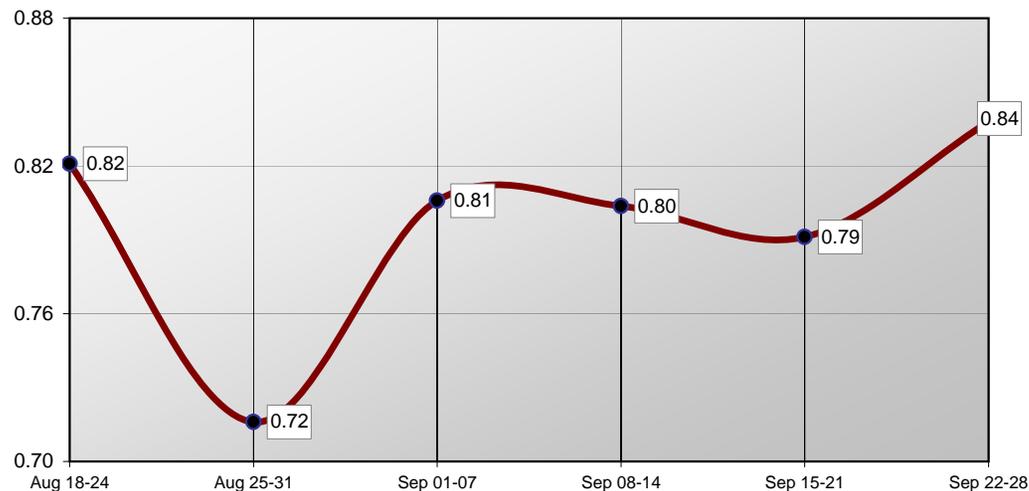
NATIONAL SUMMARY									
Feature Rate	THIS WEEK				PREVIOUS WEEK				
	29.9% of 17,000 stores				53.5% of 17,000 stores				
	X LARGE		LARGE		X LARGE		LARGE		
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
REGULAR	USDA GRADE AA								
	White 12 pack	20	0.96	210	0.88		180	1.10	
	White 18 pack	10	1.99	260	1.04		820	1.13	
	Brown 12 pack								
	USDA GRADE A								
	White 12 pack			740	0.82	50	0.83	2,900	0.77
White 18 pack			270	1.51			820	1.24	
Brown 12 pack							70	0.97	
SPECIALTY	USDA ORGANIC								
	White 12 pack								
	Brown 12 pack			380	3.18	110	3.59	770	3.11
ACTIVITY INDEX	OMEGA-3								
	White 12 pack	240	2.50	1,550	2.10	20	1.99	860	2.40
	Brown 12 pack							110	2.29
ACTIVITY INDEX	CAGE-FREE								
	White 12 pack			120	2.49			320	2.34
	Brown 12 pack			490	2.90			660	2.52
ACTIVITY INDEX SUMMARY		THIS WEEK		LAST WEEK		INVENTORY 5/			
Regular Shell Eggs (XL/LG; AA/A; W/B)		1,510		4,840		Large Eggs on			
Specialty Shell Eggs		2,780		2,850		Sep-18-2006			
Total (including Medium)		4,460		7,720		497.0			
Special Rate 4/:		11.5%		18.0%		up 2%			

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

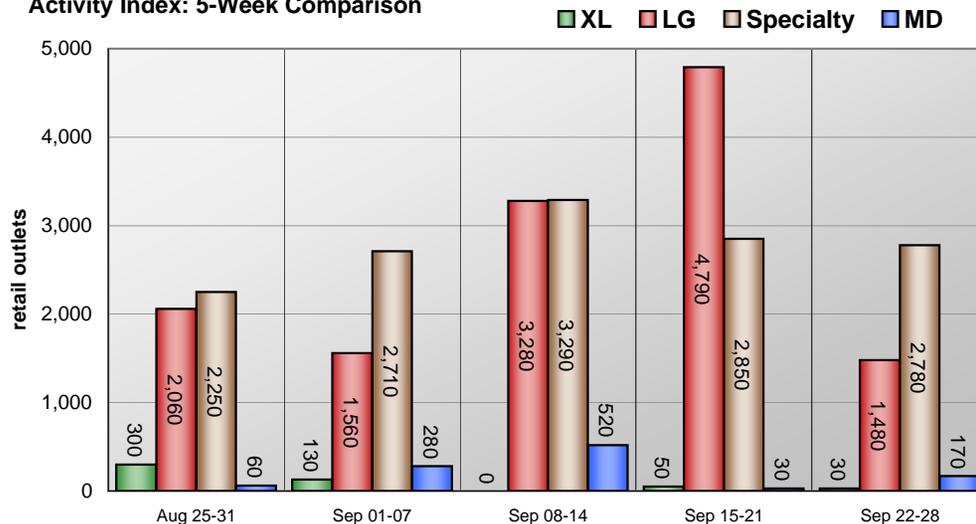
Shell Egg Featuring - 09/22 thru 09/28

Feature activity on regular shell eggs dropped sharply compared to last week. Ads are fairly active beginning this week, however begin to taper off near the end. The average price of Large white eggs Grade A or better to consumers is more than in previous weeks. Specialty shell egg features are slightly lower. Omega-3 eggs ads are higher in volume, although the weighted average price is lower. Promotions of USDA Organic eggs with "no price" showed up this ad cycle.

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		36.0% of 3,900 sampled outlets						25.3% of 4,700 sampled outlets						26.5% of 2,800 sampled outlets					
2/ Activity Index		Activity Index = 2,250 (includes Medium)						Activity Index = 1,070 (includes Medium)						Activity Index = 600 (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				0.78 - 0.88	50	0.79				1.00	10	1.00
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM																		
USDA GRADE A	White 12 pack				0.67 - 1.00	270	0.85				0.89 - 0.99	20	0.91				0.50 - 1.00	430	0.78
	White 18 pack				0.99 - 1.99	270	1.51												
	Brown 12 pack																		
	MEDIUM																		
	White 12 pack				0.50	70	0.50										0.72	10	0.72
	White 30 pack																		
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack				2.50 - 2.99	250	2.89										3.79	120	3.79
	OMEGA-3																		
	White 12 pack	2.50	240	2.50	2.00 - 2.50	640	2.39				1.89	880	1.89				1.59 - 2.29	30	1.96
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack										2.49	120	2.49						
	Brown 12 pack				2.50 - 3.29	490	2.90												
		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		24.8% of 2,700 sampled outlets						32.0% of 1,900 sampled outlets						47.8% of 1,000 sampled outlets					
2/ Activity Index		Activity Index = 320 (includes Medium)						Activity Index = 60 (includes Medium)						Activity Index = 160 (includes Medium)					
USDA GRADE AA	White 12 pack							0.96	20	0.96							0.59 - 1.00	140	0.93
	White 18 pack				1.00	210	1.00	1.99	10	1.99				1.50	20	1.50			
	Brown 12 pack																		
	MEDIUM																		
USDA GRADE A	White 12 pack				0.99	20	0.99												
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM																		
	White 12 pack				0.72	20	0.72												
	White 30 pack				0.89	70	0.89												
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack										3.00	10	3.00						
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Note: See page 1 for explanatory notes.