



USDA Weekly Retail Shell Egg Feature Activity
Advertised Prices for Shell Eggs to Consumers at Major Retail Supermarket Outlets during the period of 10/06 thru 10/12.
 (prices in dollars per carton)

Fri. Oct 06, 2006

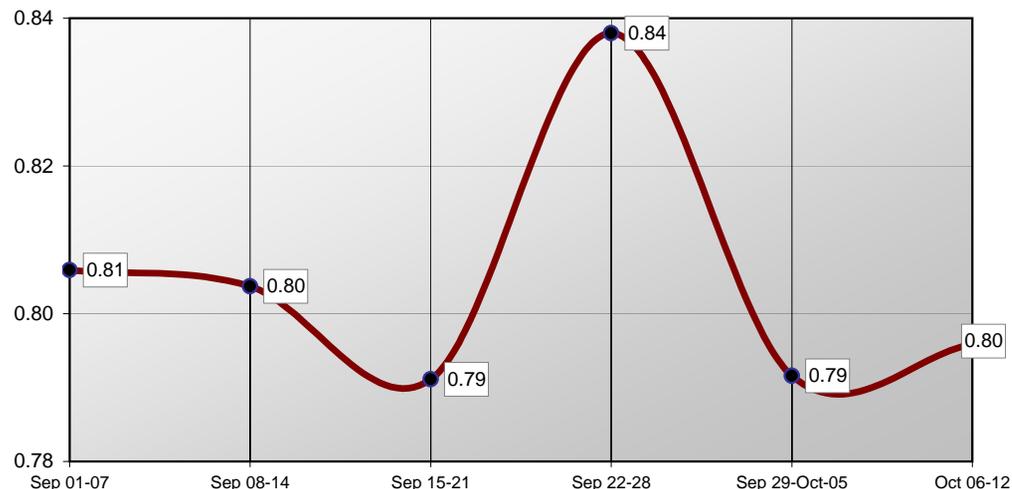
NATIONAL SUMMARY									
Feature Rate	THIS WEEK				PREVIOUS WEEK				
	43.6% of 17,000 stores				31.5% of 17,000 stores				
	X LARGE		LARGE		X LARGE		LARGE		
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
REGULAR	USDA GRADE AA								
	White 12 pack	170	1.49	200	0.73	110	1.19	660	0.89
	White 18 pack			10	0.99			640	1.17
	Brown 12 pack								
REGULAR	USDA GRADE A								
	White 12 pack	70	0.88	1,570	0.76	70	1.00	590	0.77
	White 18 pack			1,360	1.27	120	0.88	620	1.08
	Brown 12 pack								
SPECIALTY	USDA ORGANIC								
	White 12 pack								
	Brown 12 pack			540	2.82			60	3.42
SPECIALTY	OMEGA-3								
	White 12 pack	490	2.32	1,700	2.13	310	2.38	1,710	2.29
	Brown 12 pack			10	1.50				
SPECIALTY	CAGE-FREE								
	White 12 pack							30	2.50
	Brown 12 pack			1,630	2.09			1,130	2.63
ACTIVITY INDEX SUMMARY		THIS WEEK		LAST WEEK		INVENTORY 5/			
Regular Shell Eggs (XL/LG; AA/A; W/B)		3,380		2,810		Large Eggs on			
Specialty Shell Eggs		4,370		3,240		Oct-02-2006			
Total (including Medium)		7,750		6,420		559.0			
Special Rate 4/:		10.1%		1.0%		down 1%			

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

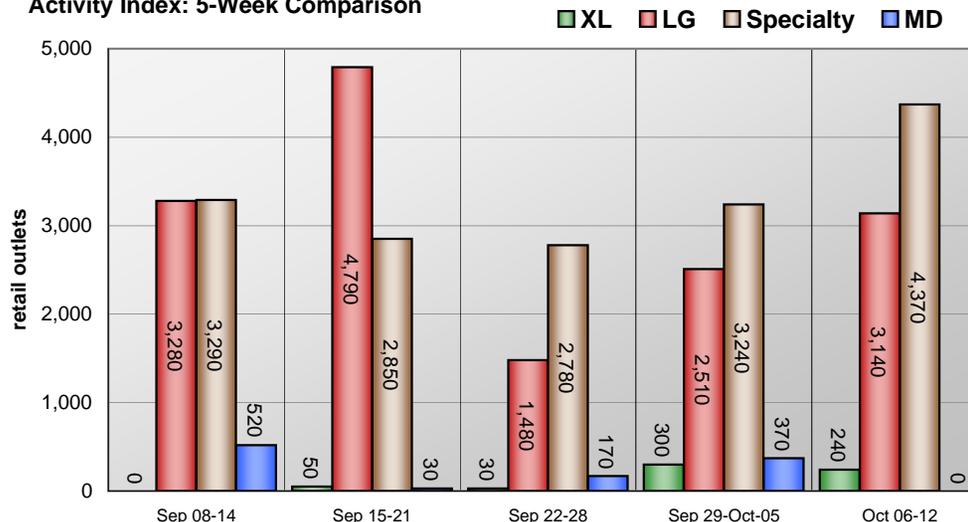
Shell Egg Featuring - 10/06 thru 10/12

Feature activity on regular and specialty shell eggs continues upward over the past two weeks. Grade A Large 12 pack and 18 pack eggs are significantly higher in offering. Although available last week, Medium egg ads are nonexistent this week. Notably, there is an increase in "free eggs w/ purchase" this ad cycle. The average price of Large white eggs Grade A or better to consumers increased slightly. Omega-3 white and Cage Free brown eggs showed up in increased volume, especially in the Southeast region. USDA Organic eggs are a little more visible this period.

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		46.6% of 3,900 sampled outlets						73.9% of 4,700 sampled outlets						38.5% of 2,800 sampled outlets					
2/ Activity Index		Activity Index = 2,260 (includes Medium)						Activity Index = 2,800 (includes Medium)						Activity Index = 1,610 (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				0.67	10	0.67
	White 18 pack																0.99	10	0.99
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				0.49 - 0.99	480	0.85	0.88	50	0.88	0.49 - 0.88	580	0.71				0.58 - 0.99	310	0.75
	White 18 pack				1.00 - 1.99	570	1.46				0.99 - 1.29	170	1.00				0.99 - 1.49	550	1.21
	Brown 12 pack																		
	MEDIUM	White 12 pack						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				2.99 - 3.99	200	3.15				1.98	120	1.98				2.99	100	2.99
	Brown 12 pack																		
	OMEGA-3	1.50 - 2.50	290	2.19	1.50 - 2.50	500	2.25				1.99	880	1.99	2.50	200	2.50	2.00 - 2.50	300	2.34
	CAGE-FREE																		
	White 12 pack				1.99	200	1.99				1.99 - 2.00	990	1.99				1.99 - 2.00	130	2.00
	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		17.5% of 2,700 sampled outlets						21.6% of 1,900 sampled outlets						17.9% of 1,000 sampled outlets					
2/ Activity Index		Activity Index = 510 (includes Medium)						Activity Index = 410 (includes Medium)						Activity Index = 160 (includes Medium)					
USDA GRADE AA	White 12 pack	1.39 - 1.80	70	1.74	0.67 - 1.00	130	0.76	0.96 - 1.39	100	1.31							0.48 - 0.59	30	0.53
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack	0.88	20	0.88	0.69 - 0.88	200	0.71												
	White 18 pack				0.88 - 1.00	70	0.96												
	Brown 12 pack																		
	MEDIUM	White 12 pack						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																2.99	120	2.99
	Brown 12 pack																		
	OMEGA-3																		
	White 12 pack				1.99	20	1.99										1.50	10	1.50
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack										2.50	310	2.50						
	Brown 12 pack																		

Note: See page 1 for explanatory notes.