



**USDA Weekly Retail Shell Egg and Egg Products Feature Activity**  
 Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 10/20 thru 10/26  
 (prices in dollars per carton)

Fri. Oct 20, 2006

SHELL EGG NATIONAL SUMMARY													
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	27.7% of 17,000 stores				43.7% of 17,000 stores				39.3% of 16,700 stores				
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE		
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
REGULAR	<b>USDA GRADE AA</b>												
	White 12 pack	10	0.99	400	0.97			280	0.88			440	0.91
	White 18 pack			960	1.35			830	1.07			1,410	1.32
REGULAR	<b>USDA GRADE A</b>												
	White 12 pack	80	0.97	1,060	0.91	70	0.99	1,000	0.84	100	0.96	1,160	0.85
	White 18 pack			840	1.07	50	0.99	970	1.11			1,290	1.03
SPECIALTY	<b>USDA ORGANIC</b>												
	White 12 pack												
	Brown 12 pack			290	3.08			1,070	3.30			410	3.68
SPECIALTY	<b>OMEGA-3</b>												
	White 12 pack	120	2.27	370	2.10	210	2.50	450	2.22	470	1.99	1,600	1.87
	Brown 12 pack			590	2.33					110	1.99	310	2.00
SPECIALTY	<b>CAGE-FREE</b>												
	White 12 pack			80	1.99			130	2.60				
	Brown 12 pack	140	2.50	520	2.68			1,720	2.29			1,270	2.13

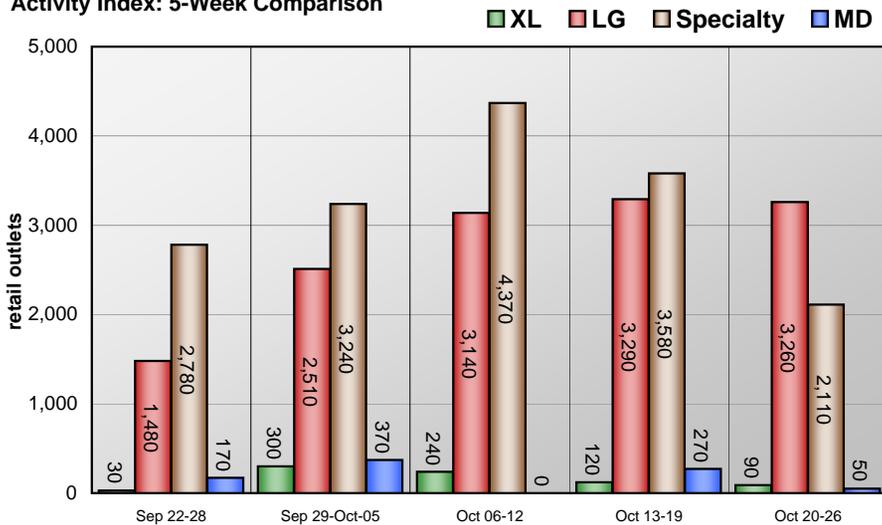
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	3,350	3,410	4,400	Large Eggs on Oct-16-2006
Specialty	2,110	3,580	4,170	
Total (includes MD)	5,510	7,260	8,710	501.8
Special Rate 4/:	6.2%	14.4%	1.3%	down 10%

5/: 1,000's of 30-doz cases

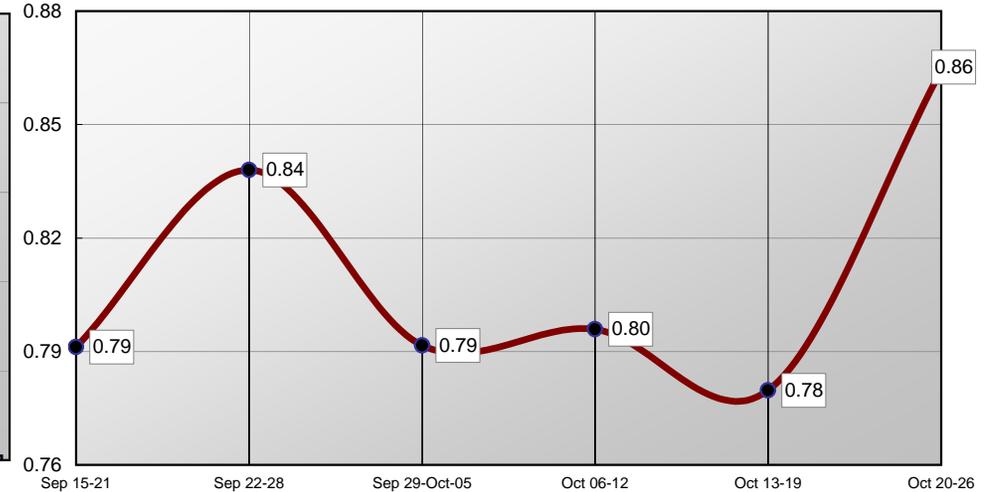
**SHELL EGG and EGG PRODUCTS FEATURING**

Overall feature activity is down considerably from last week and a year ago. Although the number of store with promotions is lower this week, the feature activity of regular shell eggs is about unchanged. Large Grade A white eggs offered to consumers increased sharply. Medium egg ads are scarce, showing up mainly in the Southwest and Northwest. Large 18 pack eggs are still active, but not as active as last year. USDA Organic and Cage Free brown dropped sharply in the specialty egg sector from the previous week. Omega-3 brown eggs increased in ad space, however Omega-3 white egg promotions continue to decline. In the egg products sector, 32 oz. cartons are visible this period. Outlets featuring liquid eggs in 14-16 oz. cartons and in 3-4 oz. cups decreased.

Activity Index: 5-Week Comparison



Large White Eggs - Grade A or better, wtd avg. featured price converted to \$/dozen



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		47.2% of 3,900 sampled outlets						15.5% of 4,700 sampled outlets						17.9% of 2,800 sampled outlets					
2/ Activity Index		Activity Index = 2,550 (includes Medium)						Activity Index = 700 (includes Medium)						Activity Index = 510 (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	10	0.79				0.99	40	0.99				0.67	10	0.67
	White 18 pack																1.00	10	1.00
	Brown 12 pack																		
	<b>MEDIUM</b>	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				0.69 - 0.96	690	0.89	1.00	50	1.00	0.66 - 1.00	60	0.94	0.79	10	0.79	0.49 - 1.00	290	0.93
	White 18 pack				0.88 - 1.50	150	1.45				0.99 - 1.00	360	1.00				0.89 - 1.00	170	0.99
	Brown 12 pack																		
	<b>MEDIUM</b>	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	<b>USDA ORGANIC</b>																		
	White 12 pack				3.49 - 4.00	160	3.91				1.98	120	1.98						
	Brown 12 pack																		
	<b>OMEGA-3</b>																2.29	20	2.29
	White 12 pack	2.00 - 2.50	120	2.27	2.00 - 2.50	240	2.10												
	Brown 12 pack				2.33	520	2.33				2.33	70	2.33						
	<b>CAGE-FREE</b>																		
	White 12 pack				2.50 - 2.99	520	2.68												
	Brown 12 pack	2.50	140	2.50															
		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		14.5% of 2,700 sampled outlets						44.0% of 1,900 sampled outlets						41.5% of 1,000 sampled outlets					
2/ Activity Index		Activity Index = 440 (includes Medium)						Activity Index = 930 (includes Medium)						Activity Index = 380 (includes Medium)					
USDA GRADE AA	White 12 pack				0.99 - 1.00	220	1.00	0.99	10	0.99	1.00	310	1.00				0.79	30	0.79
	White 18 pack										1.67	500	1.67				1.00 - 1.29	230	1.02
	Brown 12 pack																		
	<b>MEDIUM</b>	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack	1.00	20	1.00	1.00	20	1.00												
	White 18 pack				0.99 - 1.00	160	0.99												
	Brown 12 pack																		
	<b>MEDIUM</b>	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	<b>USDA ORGANIC</b>																		
	White 12 pack				2.98	10	2.98												
	Brown 12 pack																		
	<b>OMEGA-3</b>										1.99 - 2.50	100	2.08						
	White 12 pack				1.99	10	1.99												
	Brown 12 pack																		
	<b>CAGE-FREE</b>																		
	White 12 pack																1.99	80	1.99
	Brown 12 pack																		

Note: See page 1 for explanatory notes.

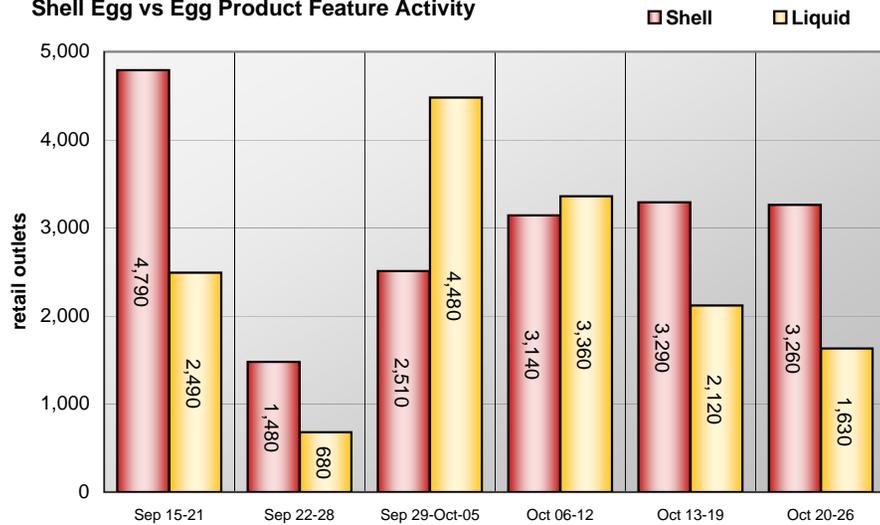


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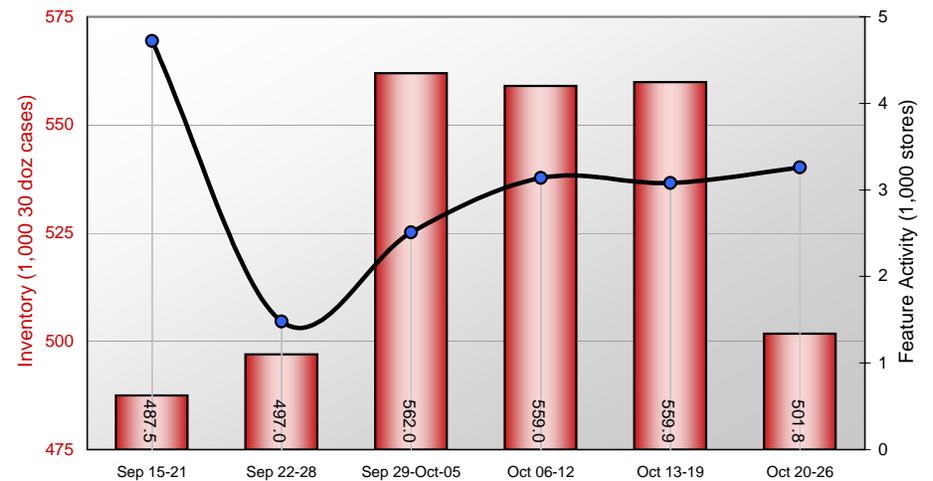
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EGG PRODUCTS	THIS WEEK	LAST WEEK	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	10.9%	13.9%	36.0% of 3,900 sampled	2.9% of 4,700 sampled	5.9% of 2,800 sampled	5.5% of 2,700 sampled	0.0% of 1,900 sampled	0.0% of 1,000 sampled
2/ Activity Index	1,630	2,120	Activity Index = 950	Activity Index = 240	Activity Index = 60	Activity Index = 380	Activity Index = 0	Activity Index = 0
	Stores Avg 3/	Stores Avg 3/	Price Range Stores Avg 3/					
14-16 oz. carton	1,130 2.33	1,650 2.33	1.89 - 2.99 940 2.37	2.00 140 2.00	2.50 50 2.50			
32 oz. carton	360 3.42		4.49 10 4.49	4.29 100 4.29	4.29 10 4.29	1.79 - 4.29 240 2.98		
3 - 4 oz. cups	140 1.87	470 2.12				1.79 - 1.88 140 1.87		
2 - 8 oz. cups								

Shell Egg vs Egg Product Feature Activity



Retail Feature Activity vs. Large Egg Inventory (Large White Shell Eggs)



Note: See page 1 for explanatory notes.