



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 10/27 thru 11/02
 (prices in dollars per carton)

Fri. Oct 27, 2006

SHELL EGG NATIONAL SUMMARY												
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
	24.6% of 17,000 stores				27.7% of 17,000 stores				19.1% 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	USDA GRADE AA											
	White 12 pack		330 0.60		10 0.99		400 0.97				160 0.85	
	White 18 pack		470 1.26				960 1.35				170 1.41	
	Brown 12 pack											
REGULAR	USDA GRADE A											
	White 12 pack		70 1.00		510 0.78		80 0.97		1,060 0.91		100 0.95	
	White 18 pack				370 1.17				840 1.07		150 0.99	
	Brown 12 pack								200 2.00		200 2.00	
SPECIALTY	USDA ORGANIC											
	White 12 pack											
SPECIALTY	OMEGA-3											
	White 12 pack		900 2.43		2,020 2.20		120 2.27		370 2.10		640 1.98	
SPECIALTY	CAGE-FREE											
	White 12 pack						80 1.99					
SPECIALTY	CAGE-FREE											
	Brown 12 pack		180 1.99		140 2.50		520 2.68				670 2.93	

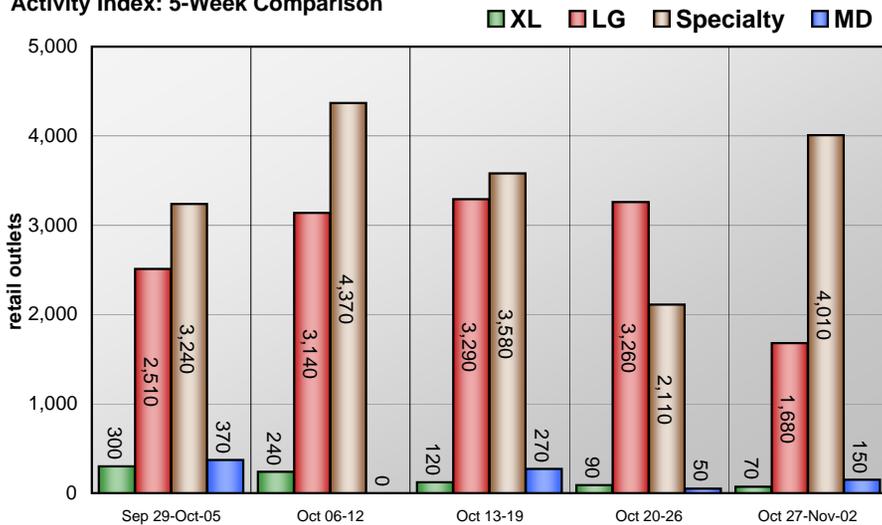
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,750	3,350	1,410	Large Eggs on Oct-23-2006
Specialty	4,010	2,110	1,980	
Total (includes MD)	5,910	5,510	3,440	479.5
Special Rate 4/:	6.3%	6.2%	4.1%	down 4%

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

SHELL EGG and EGG PRODUCTS FEATURING

Overall feature activity on regular shell eggs dropped dramatically from the previous week. The average price to consumers on Grade A and Grade AA 12 pack large eggs is lower. Notably, the National inventory of large eggs is also down this week. The Northeast is the most active region this ad cycle. Outlets promoting specialty eggs sharply increased when compared to last week and to the same week a year ago. Omega-3 white eggs outpaced other eggs by a wide margin. USDA Organic brown eggs showed up more so than a week ago. Cage Free brown egg promotions are limited. In the egg products sector, sampled stores featuring 14-16 oz. carton decreased in volume and price. With the holiday's approaching, ads of egg nog are becoming more visible.

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.)



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 10/27 thru 11/02

(prices in dollars per carton)

Fri. Oct 27, 2006

		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		44.1% of 3,900 sampled outlets						16.6% of 4,700 sampled outlets						19.3% of 2,800 sampled outlets					
2/ Activity Index		Activity Index = 3,550 (includes Medium)						Activity Index = 940 (includes Medium)						Activity Index = 530 (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										0.59	10	0.59
	White 18 pack													0.98 - 1.00	20	0.99			
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				0.65 - 1.00	240	0.85	1.00	50	1.00	0.50 - 1.00	60	0.90				0.49 - 0.69	170	0.63
	White 18 pack				1.49	140	1.49							0.98	190	0.98			
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack			0.33	130	0.33	White 12 pack			0.33	10	0.33
		White 30 pack						White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack				2.32 - 4.00	710	2.69				1.98 - 2.32	190	2.10				2.50	10	2.50
	Brown 12 pack																		
	OMEGA-3	1.99 - 2.50	830	2.43	1.98 - 2.50	1,450	2.25	2.50	70	2.50	1.99 - 2.50	430	2.07				2.00	120	2.00
	CAGE-FREE																		
	White 12 pack				1.99 - 2.00	170	1.99				1.99	10	1.99						
	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		17.1% of 2,700 sampled outlets						28.1% of 1,900 sampled outlets						14.8% of 1,000 sampled outlets					
2/ Activity Index		Activity Index = 200 (includes Medium)						Activity Index = 540 (includes Medium)						Activity Index = 150 (includes Medium)					
USDA GRADE AA	White 12 pack				1.00 - 1.50	90	1.06				0.50 - 0.99	270	0.53				0.99	40	0.99
	White 18 pack										0.98 - 1.50	250	1.15				1.00 - 1.89	110	1.74
	Brown 12 pack																		
	MEDIUM	White 12 pack			0.45	10	0.45	White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack	1.00	20	1.00	0.67 - 1.00	40	0.83												
	White 18 pack				0.98	40	0.98												
	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																		
	Brown 12 pack																		
	OMEGA-3										2.50	20	2.50						
	White 12 pack																		
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack																		
	Brown 12 pack																		

Note: See page 1 for explanatory notes.

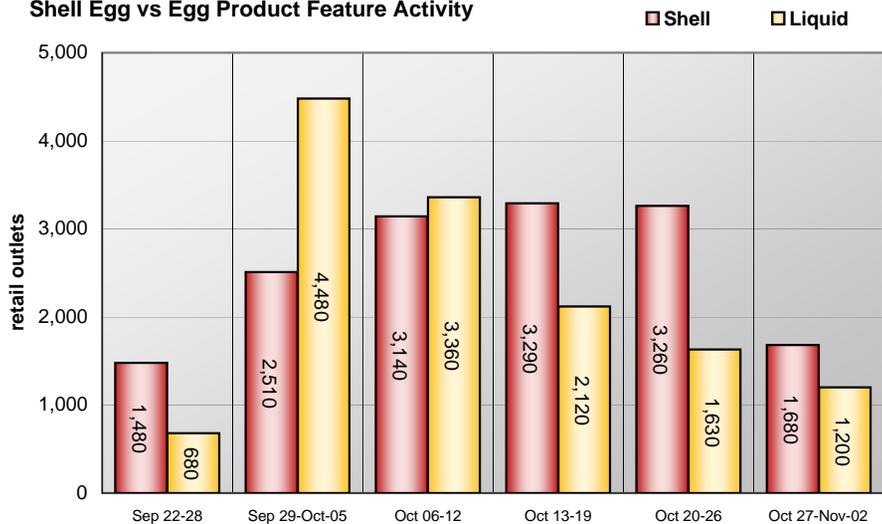


USDA Weekly Retail Shell Egg and Egg Products Feature Activity
Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 10/27 thru 11/02
 (prices in dollars per carton)

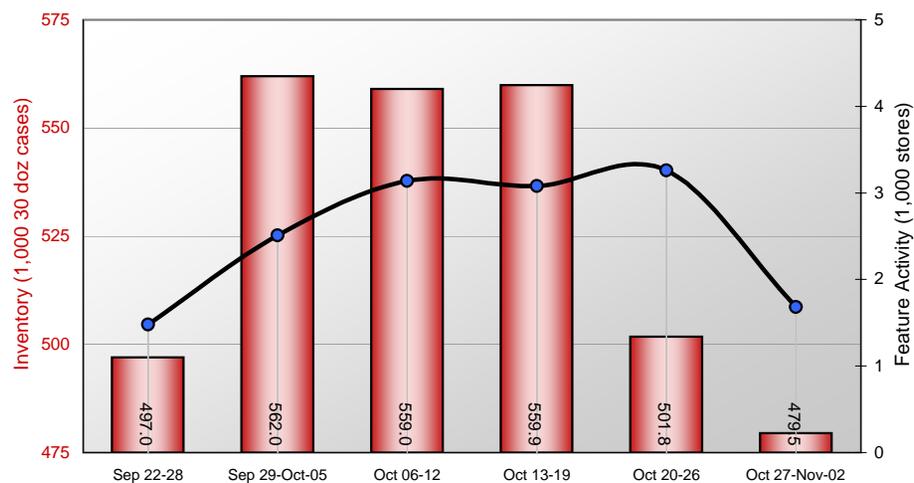
Fri. Oct 27, 2006

EGG PRODUCTS	THIS WEEK		LAST WEEK		NORTHEAST			SOUTHEAST			MIDWEST			SOUTH CENTRAL			SOUTHWEST			NORTHWEST			
1/ Feature Rate	5.8%		10.9%		13.2% of 3,900 sampled			3.3% of 4,700 sampled			7.8% of 2,800 sampled			1.1% of 2,700 sampled			4.2% of 1,900 sampled			0.0% of 1,000 sampled			
2/ Activity Index	1,200		1,630		Activity Index = 510			Activity Index = 160			Activity Index = 420			Activity Index = 30			Activity Index = 80			Activity Index = 0			
	Stores	Avg 3/	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/	Price Range	Stores	Avg 3/	
14-16 oz. carton	990	2.01	1,130	2.33	1.50 - 2.50	500	1.96	1.50 - 2.79	160	2.13	2.00 - 2.50	220	2.03	2.00 - 2.28	30	2.19	2.00	80	2.00				
32 oz. carton			360	3.42																			
3 - 4 oz. cups	210	1.99	140	1.87	1.79	10	1.79				2.00	200	2.00										
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.