



**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 11/03 thru 11/09**  
 (prices in dollars per carton)

Fri. Nov 03, 2006

SHELL EGG NATIONAL SUMMARY													
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	36.9% of 17,000 stores				24.6% of 17,000 stores				27.9% 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	
<b>REGULAR</b>	<b>USDA GRADE AA</b>												
	White 12 pack	120	1.00	710	0.69			330	0.60	20	1.00	80	0.60
	White 18 pack			440	0.99			470	1.26			700	1.07
<b>REGULAR</b>	<b>USDA GRADE A</b>												
	White 12 pack			1,180	0.78	70	1.00	510	0.78	60	1.00	980	0.77
	White 18 pack			830	1.29			370	1.17			940	1.19
<b>REGULAR</b>	<b>USDA ORGANIC</b>												
	White 12 pack												
	Brown 12 pack			20	3.00			910	2.56			90	3.17
<b>SPECIALTY</b>	<b>OMEGA-3</b>												
	White 12 pack	640	2.26	1,930	2.07	900	2.43	2,020	2.20	470	1.59	1,990	1.68
	Brown 12 pack									560	1.99	680	2.08
<b>REGULAR</b>	<b>CAGE-FREE</b>												
	White 12 pack												
	Brown 12 pack			1,480	2.07			180	1.99			1,170	2.19

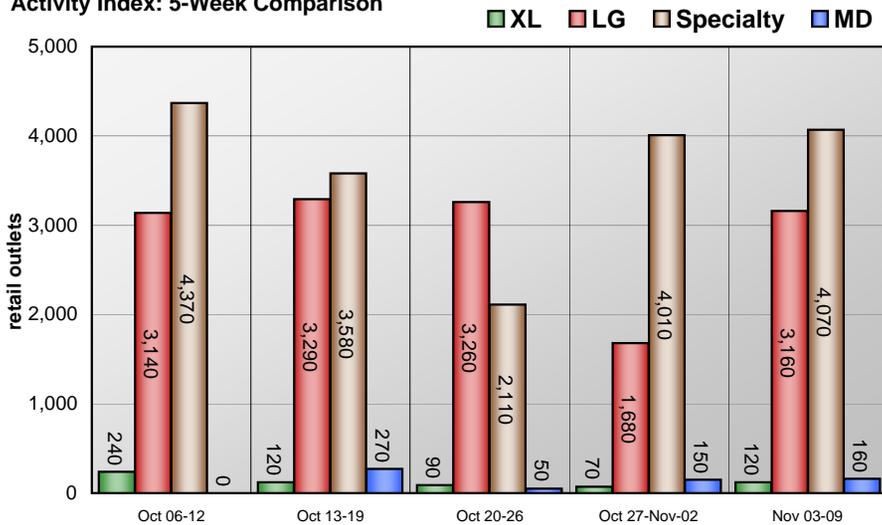
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	3,280	1,750	3,450	Large Eggs on Oct-30-2006
Specialty	4,070	4,010	4,960	
Total (includes MD)	7,510	5,910	3,440	534.4
Special Rate 4/:	8.5%	6.3%	10.0%	up 11%

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

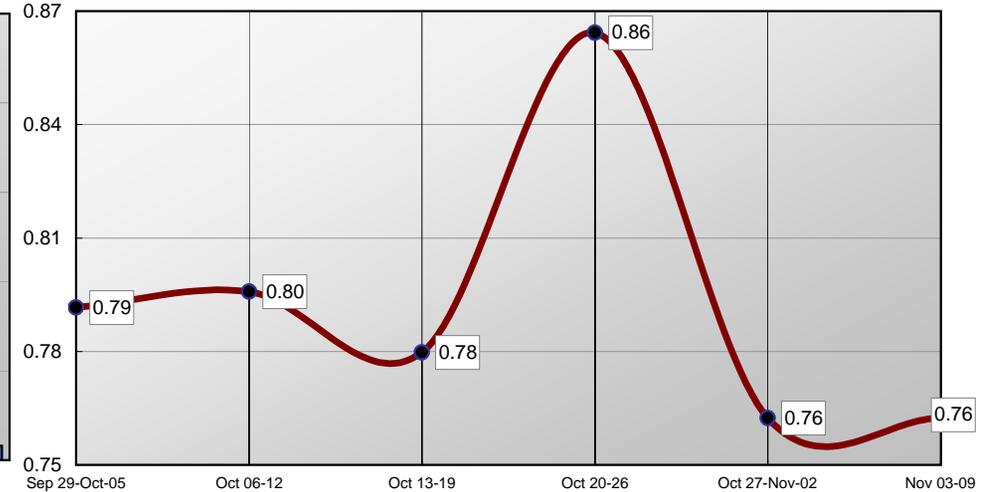
**SHELL EGG and EGG PRODUCTS FEATURING**

Feature activity on regular shell eggs is higher than the previous week, although slightly lower than the same week a year ago. The average price of Large white eggs Grade A or better to consumers is unchanged compared to last week. The Northeast and Northwest regions are most active with over 50% of sampled outlets with ads. Specialty eggs, which significantly outpaced regular shells this ad cycle, are unchanged from a week ago. Omega-3 white and Cage Free brown egg promotions are spread throughout the week and showed up in almost all regions. USDA Organic brown are extremely hard to find. In the egg products sector, 14-16 oz. cartons, 32 oz cartons and 3-4 oz. cups increased in both volume and price. Promotions of eggs products are predominately in the Northeast this week.

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)					
		55.5% of 3,900 sampled outlets Activity Index = 2,610 (includes Medium)						25.5% of 4,700 sampled outlets Activity Index = 2,030 (includes Medium)						32.1% of 2,800 sampled outlets Activity Index = 1,320 (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				0.89	10	0.89	1.00	120	1.00	0.79	30	0.79				0.59 - 0.67	20	0.65
	White 18 pack																		
	Brown 12 pack																		
	<b>MEDIUM</b>	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				0.59 - 1.00	610	0.90				0.59 - 1.00	30	0.72				0.49 - 0.84	470	0.64
	White 18 pack				1.29	440	1.29				1.29	10	1.29				1.29 - 1.49	260	1.45
	Brown 12 pack																		
	<b>MEDIUM</b>	White 12 pack			0.67 - 0.69 30 0.68			White 12 pack			0.72 80 0.72			White 12 pack			0.72 - 0.96 30 0.85		
		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																		
	Brown 12 pack																		
	<b>OMEGA-3</b>	1.99 - 2.59	420	2.14	1.38 - 2.50	710	2.02				1.99	880	1.99	2.34 - 2.50	220	2.49	2.00 - 2.50	210	2.47
	<b>CAGE-FREE</b>																		
	White 12 pack				1.49 - 3.99	390	2.04				1.99 - 2.50	880	1.99				2.50	110	2.50
	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)					
		40.5% of 2,700 sampled outlets Activity Index = 790 (includes Medium)						21.1% of 1,900 sampled outlets Activity Index = 400 (includes Medium)						51.6% of 1,000 sampled outlets Activity Index = 360 (includes Medium)					
USDA GRADE AA	White 12 pack				0.59 - 0.77	330	0.67				0.99	310	0.99				0.48 - 1.00	320	0.69
	White 18 pack				0.99 - 1.00	110	0.99										0.99	20	0.99
	Brown 12 pack																		
	<b>MEDIUM</b>	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				0.69 - 0.72	70	0.70												
	White 18 pack				0.88 - 0.99	120	0.93												
	Brown 12 pack																		
	<b>MEDIUM</b>	White 12 pack			0.96 20 0.96			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										3.00	10	3.00				2.99	10	2.99
	Brown 12 pack																		
	<b>OMEGA-3</b>				1.48 - 2.27 130 2.19														
	<b>CAGE-FREE</b>																		
	White 12 pack																		
	Brown 12 pack				2.50	10	2.50				2.50	80	2.50				1.50	10	1.50

Note: See page 1 for explanatory notes.

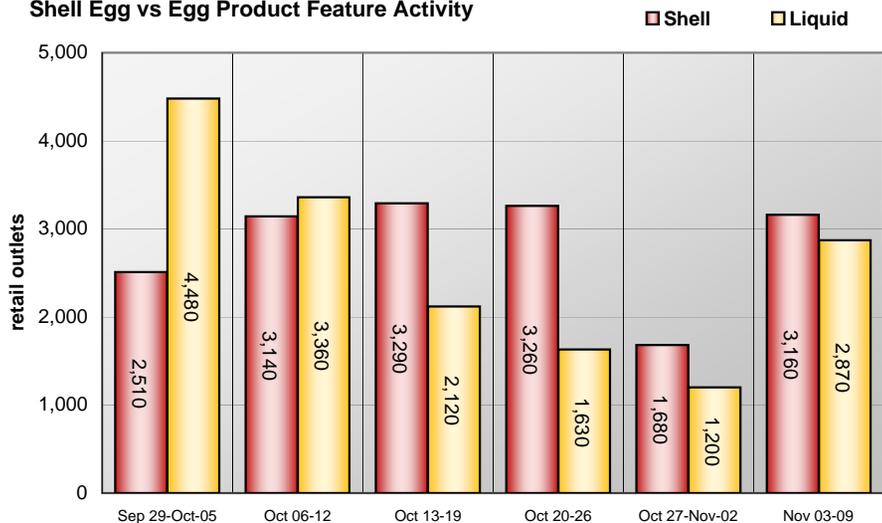


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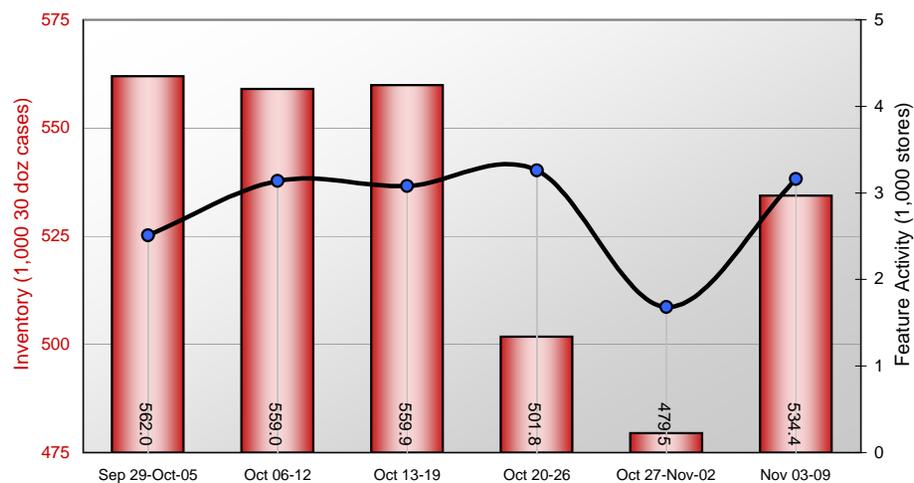
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EGG PRODUCTS	THIS WEEK		LAST WEEK		NORTHEAST			SOUTHEAST			MIDWEST			SOUTH CENTRAL			SOUTHWEST			NORTHWEST			
1/ Feature Rate	13.2%		5.8%		42.3% of 3,900 sampled			4.3% of 4,700 sampled			3.2% of 2,800 sampled			7.8% of 2,700 sampled			5.1% of 1,900 sampled			0.0% of 1,000 sampled			
2/ Activity Index	2,870		1,200		Activity Index = 2,190			Activity Index = 270			Activity Index = 90			Activity Index = 220			Activity Index = 100			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	1,870	2.43	990	2.01	1.59 - 2.50	1,470	2.32	1.59 - 2.50	80	2.42	2.50	90	2.50	2.50 - 3.21	210	3.19	1.99	20	1.99				
32 oz. carton	140	3.44			2.99	50	2.99							3.69	10	3.69	3.69	80	3.69				
3 - 4 oz. cups	860	2.04	210	1.99	2.00 - 2.50	670	2.11	1.67 - 2.00	190	1.79													
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.