



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 11/10 thru 11/16
 (prices in dollars per carton)

Fri. Nov 10, 2006

SHELL EGG NATIONAL SUMMARY													
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	47.3% of 17,000 stores				36.9% of 17,000 stores				52.7% 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	70	1.16	1,010	0.76	120	1.00	710	0.69	100	1.29	750	0.98
	White 18 pack			440	1.02			440	0.99			1,150	1.14
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack	310	0.90	3,090	0.88			1,180	0.78	230	1.03	2,280	0.77
White 18 pack			990	1.07			830	1.29	40	0.99	1,570	1.10	
Brown 12 pack			210	1.00					560	1.99	880	1.99	
SPECIALTY	USDA ORGANIC												
	White 12 pack												
	Brown 12 pack	210	4.00	1,860	3.11			20	3.00			200	3.50
CAGE-FREE	OMEGA-3												
	White 12 pack	10	1.88	930	2.15	640	2.26	1,930	2.07			550	1.96
	Brown 12 pack									200	2.39	340	2.93
LARGE	CAGE-FREE												
	White 12 pack			200	2.25								
White 12 pack	60	2.50	250	3.03			1,480	2.07	200	2.39	720	2.69	

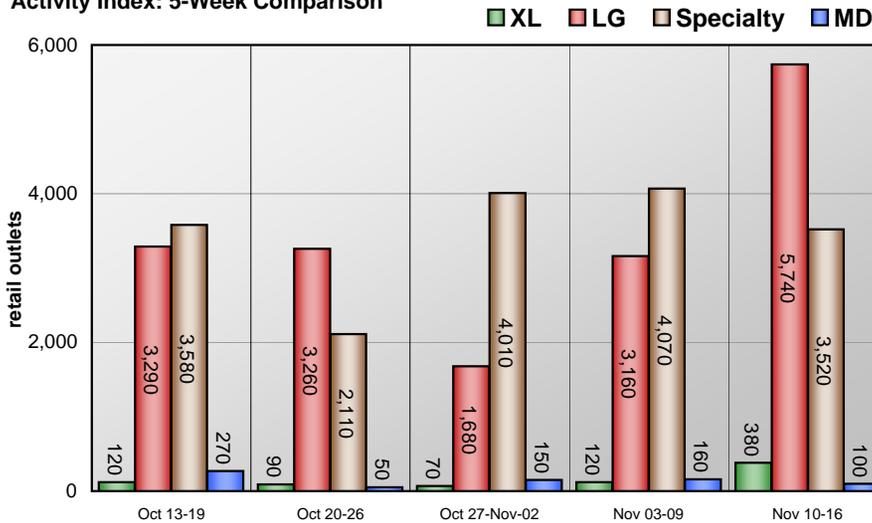
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	6,120	3,280	7,560	Large Eggs on Nov-06-2006
Specialty	3,520	4,070	2,210	
Total (includes MD)	9,740	7,510	10,250	549.8
Special Rate 4/:	10.2%	8.5%	3.3%	unchanged

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

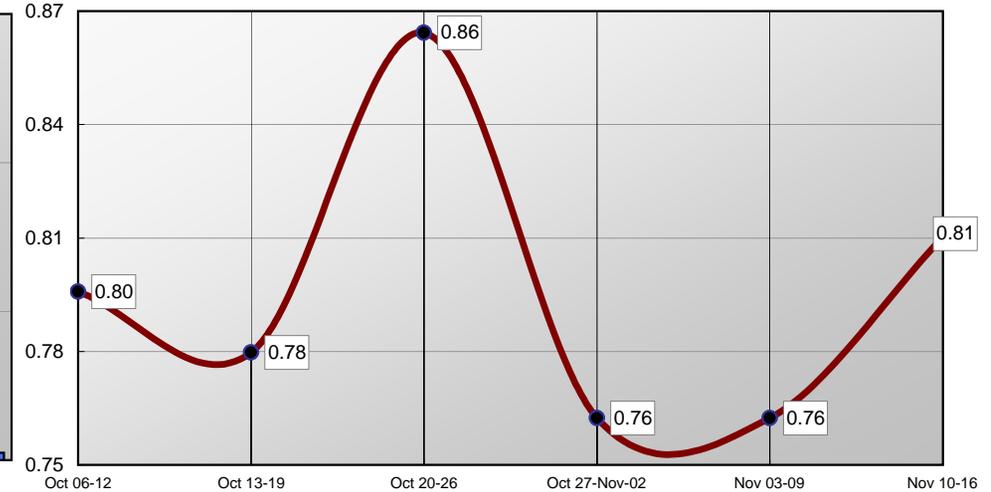
SHELL EGG and EGG PRODUCTS FEATURING

Regular shell egg features are up sharply compared to the previous week and only slightly short of last year's activity for the same week although no price specials are up over last year. Stores promoting Grade A Large 12 pack white eggs more than doubled from a week ago. Extra large regular shell egg promotions increased over previous weeks. There is a significant increase on "Buy 1 - Get 1 Free" this ad cycle. Outlets featuring USDA Organic brown egg jumped tremendously, claiming top spot in the specialty egg sector this week. In the egg products sector, liquid cartons and cups ad activity is slightly lower than last week, however average prices are trending higher in all categories. Seasonal promotions of Egg Nog increased sharply compared to last 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)								
1/ Feature Rate		45.5% of 3,900 sampled outlets						32.1% of 4,700 sampled outlets						50.3% of 2,800 sampled outlets								
2/ Activity Index		Activity Index = 2,870 (includes Medium)						Activity Index = 1,630 (includes Medium)						Activity Index = 1,710 (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				0.98 - 0.99	20	0.99				0.98	10	0.98				0.89	10	0.89	0.77	10	0.77
	White 18 pack																			1.00	10	1.00
	Brown 12 pack																					
	MEDIUM	White 12 pack						White 12 pack						White 12 pack								
USDA GRADE A	White 12 pack				0.59 - 1.29	1,220	0.98	0.88	50	0.88	0.49 - 1.00	1,280	0.82	0.88	210	0.88	0.49 - 0.88	520	0.76	0.90 - 1.29	310	1.18
	White 18 pack				1.00 - 1.67	60	1.08				1.00 - 1.29	140	1.27									
	Brown 12 pack				1.00	210	1.00															
	MEDIUM	White 12 pack						White 12 pack						White 12 pack								
		White 30 pack			0.99 10 0.99			White 30 pack						White 30 pack								
S P E C I A L T Y	USDA ORGANIC																					
	White 12 pack				2.99 - 4.00	350	3.61				2.99	50	2.99							2.99	110	2.99
	Brown 12 pack	4.00	210	4.00																		
	OMEGA-3																					
White 12 pack	1.88	10	1.88	1.99 - 2.79	670	2.18				1.99	20	1.99							1.79 - 2.29	120	1.87	
Brown 12 pack																						
	CAGE-FREE																					
White 12 pack																			2.25	200	2.25	
Brown 12 pack	2.50	60	2.50	2.00 - 3.99	50	3.17													3.00	200	3.00	
		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		68.6% of 2,700 sampled outlets						38.9% of 1,900 sampled outlets						76.1% of 1,000 sampled outlets								
2/ Activity Index		Activity Index = 2,010 (includes Medium)						Activity Index = 770 (includes Medium)						Activity Index = 750 (includes Medium)								
USDA GRADE AA	White 12 pack	1.20	60	1.20	0.50 - 0.99	680	0.67				0.69 - 1.08	200	0.94							0.69 - 0.99	90	0.93
	White 18 pack				1.00	190	1.00													0.89 - 1.88	240	1.04
	Brown 12 pack																					
	MEDIUM	White 12 pack						White 12 pack						White 12 pack								
USDA GRADE A	White 12 pack	0.99	50	0.99	0.72 - 1.00	70	0.84															
	White 18 pack				0.69 - 1.18	480	0.93															
	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	360	2.99				2.99	570	2.99							2.99	420	2.99
	Brown 12 pack																					
	OMEGA-3																					
White 12 pack				2.27	120	2.27																
Brown 12 pack																						
	CAGE-FREE																					
White 12 pack																						
Brown 12 pack																						

Note: See page 1 for explanatory notes.



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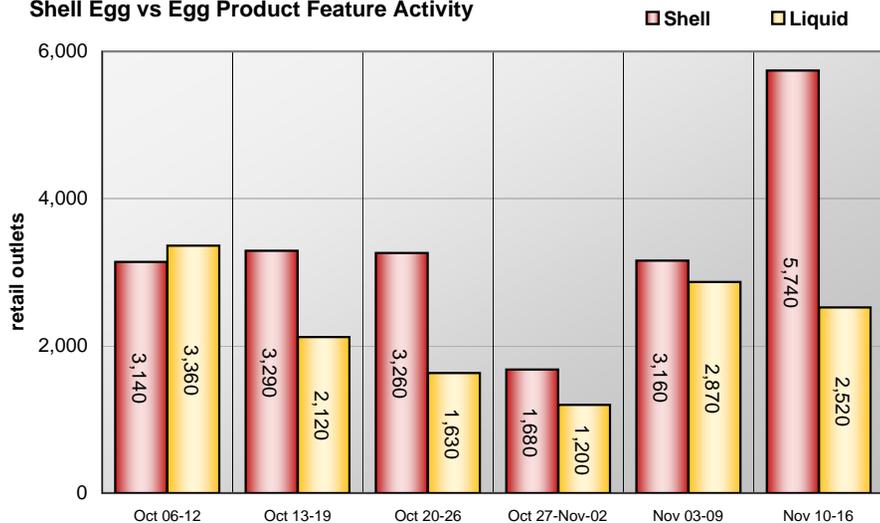
EGG PRODUCTS	THIS WEEK		LAST WEEK		NORTHEAST			SOUTHEAST			MIDWEST			SOUTH CENTRAL			SOUTHWEST			NORTHWEST		
1/ Feature Rate	14.1%		13.2%		18.6% of 3,900 sampled			1.2% of 4,700 sampled			11.5% of 2,800 sampled			13.8% of 2,700 sampled			30.7% of 1,900 sampled			33.8% of 1,000 sampled		
2/ Activity Index	2,520		2,870		Activity Index = 820			Activity Index = 60			Activity Index = 310			Activity Index = 380			Activity Index = 600			Activity Index = 350		
	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	2,000	2.62	1,870	2.43	1.00 - 3.00	510	2.04	2.50	50	2.50	3.00	110	3.00	2.50 - 3.00	380	2.82	1.99 - 3.00	600	2.94	1.99 - 3.00	350	2.61
32 oz. carton	360	3.67	140	3.44	3.19 - 3.99	150	3.28	3.19	10	3.19	3.99	200	3.99									
3 - 4 oz. cups	160	2.37	860	2.04	2.19 - 2.50	160	2.37															
2 - 8 oz. cups																						

SPECIAL SEASONAL PROMOTIONS FEATURING EGG PRODUCTS - EGG NOG

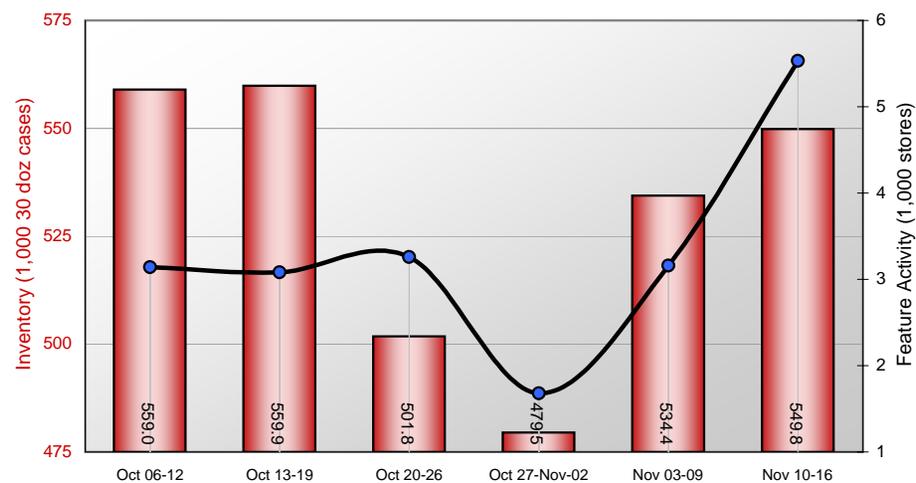
(Non-alcoholic egg nog; this section will run through January 1, 2007)

EGG NOG	THIS WEEK		LAST WEEK		NORTHEAST			SOUTHEAST			MIDWEST			SOUTH CENTRAL			SOUTHWEST			NORTHWEST		
1/ Feature Rate	24.7%		1.6%		39.5% of 3,900 sampled			5.5% of 4,700 sampled			7.6% of 2,800 sampled			23.0% of 2,700 sampled			61.8% of 1,900 sampled			35.4% of 1,000 sampled		
2/ Activity Index	4,700		1,230		Activity Index = 2,050			Activity Index = 260			Activity Index = 200			Activity Index = 640			Activity Index = 1,210			Activity Index = 340		
	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/
32 ounce	2,590	2.07	330	2.27	1.99 - 2.99	650	2.35	2.00	60	2.00	0.99 - 2.00	80	1.70	2.00 - 2.50	310	2.20	1.67 - 2.50	1,190	1.92	2.00	300	2.00
64 ounce	2,110	3.35	900	2.84	2.50 - 3.99	1,400	3.74	2.50 - 3.59	200	2.70	1.99 - 2.50	120	2.44	1.99 - 2.99	330	2.53	2.49 - 2.88	20	2.58	2.49 - 3.49	40	2.75

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.