



**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 11/17 thru 11/23**  
 (prices in dollars per carton)

Fri. Nov 17, 2006

SHELL EGG NATIONAL SUMMARY													
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	29.8% of 17,000 stores				47.3% of 17,000 stores				24.3% 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	20	1.20	40	1.19	70	1.16	1,010	0.76		540	1.00	
	White 18 pack			1,260	1.38			440	1.02		720	1.54	
REGULAR	<b>USDA GRADE A</b>												
	White 12 pack	10	0.79	1,340	0.81	310	0.90	3,090	0.88		560	0.89	
	White 18 pack			150	1.56			990	1.07		270	0.98	
SPECIALTY	<b>USDA ORGANIC</b>												
	White 12 pack												
	Brown 12 pack			120	3.23	210	4.00	1,860	3.11		880	3.01	
LARGE	<b>OMEGA-3</b>												
	White 12 pack	800	2.50	1,570	2.42	10	1.88	930	2.15	550	2.30	1,120	2.14
	Brown 12 pack										60	3.00	
TINY	<b>CAGE-FREE</b>												
	White 12 pack			260	2.50			200	2.25				
	Brown 12 pack			1,370	2.58	60	2.50	250	3.03		320	2.59	

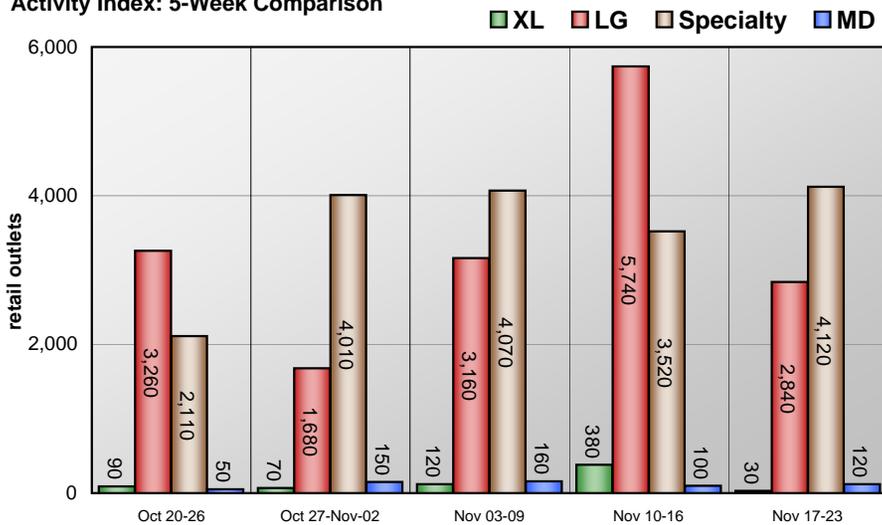
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,870	6,120	2,200	Large Eggs on Nov-13-2006
Specialty	4,120	3,520	2,930	
Total (includes MD)	7,110	9,740	5,260	540.1
Special Rate 4/:	2.9%	10.2%	8.2%	down 2%

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

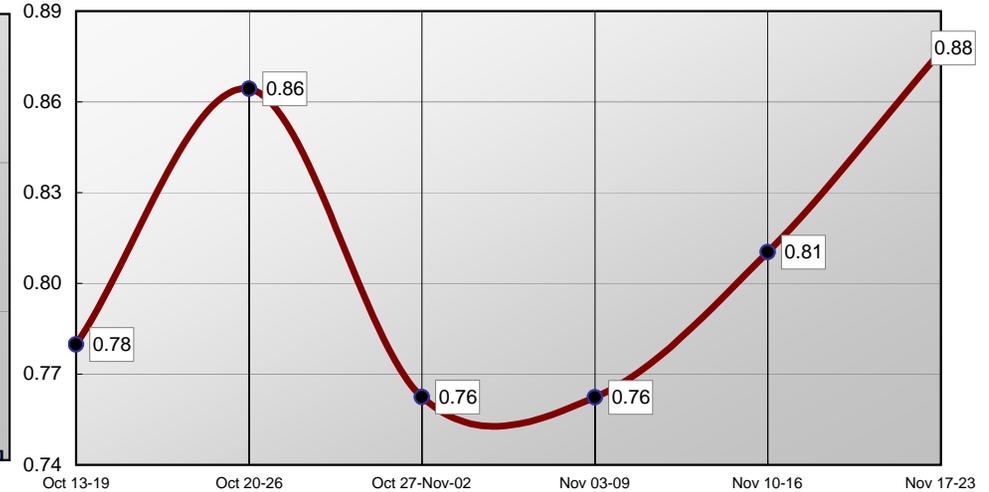
**SHELL EGG and EGG PRODUCTS FEATURING**

Pre-Thanksgiving feature activity on regular shell eggs dropped significantly from the previous week as retailers utilize ad space for seasonal items. Notably feature activity is better this week than the same week a year ago. Seasonal Egg Nog promotions increased sharply with over 50% of stores with ads, compared to about 30% with shell egg features. USDA Grade AA 12 pack egg volume is lower, although Grade AA 18 pack eggs are more visible than in previous weeks. Specialty eggs out paced regular shell eggs this week with Omega-3 white eggs reclaiming the top spot, followed closely by Cage Free brown. USDA Organic brown eggs, which were prominent a week ago, are very limited this week. In the egg products sector, liquid cartons increased slightly, however liquid cups are virtually nonexistent.

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		53.4% of 3,900 sampled outlets						21.8% of 4,700 sampled outlets						15.8% of 2,800 sampled outlets					
2/ Activity Index		Activity Index = 3,730 (includes Medium)						Activity Index = 1,370 (includes Medium)						Activity Index = 360 (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				0.99	10	0.99										1.19	10	1.19
	White 18 pack																		
	Brown 12 pack																		
	<b>MEDIUM</b>	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				0.49 - 0.98	490	0.86				0.79 - 0.98	480	0.79	0.79	10	0.79	0.50 - 0.89	200	0.72
	White 18 pack				1.59	140	1.59				1.18	10	1.18						
	Brown 12 pack				1.49	50	1.49												
	<b>MEDIUM</b>	White 12 pack			0.69 20 0.69			White 12 pack			0.72 80 0.72			White 12 pack			0.72 10 0.72		
		White 30 pack						White 30 pack						White 30 pack					
SPECIALTY	<b>USDA ORGANIC</b>																		
	White 12 pack				2.50 - 3.99	80	2.98										3.98	20	3.98
	Brown 12 pack																		
	<b>OMEGA-3</b>	2.50	730	2.50	1.98 - 3.49	1,260	2.45	2.50	70	2.50	2.19 - 2.50	180	2.31						
	White 12 pack																		
	Brown 12 pack																		
	<b>CAGE-FREE</b>																		
	White 12 pack				1.99 - 3.49	950	2.61				2.50	240	2.50				2.50	110	2.50
	Brown 12 pack										2.50	310	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		21.6% of 2,700 sampled outlets						34.2% of 1,900 sampled outlets						27.8% of 1,000 sampled outlets					
2/ Activity Index		Activity Index = 670 (includes Medium)						Activity Index = 920 (includes Medium)						Activity Index = 60 (includes Medium)					
USDA GRADE AA	White 12 pack							1.20	20	1.20							1.25	30	1.25
	White 18 pack				0.99 - 1.50	360	1.11				1.00 - 1.67	880	1.50				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				0.72 - 0.88	170	0.81												
	White 18 pack																		
	Brown 12 pack																		
	<b>MEDIUM</b>	White 12 pack			0.59 10 0.59			White 12 pack						White 12 pack					
		White 30 pack						White 30 pack						White 30 pack					
SPECIALTY	<b>USDA ORGANIC</b>																		
	White 12 pack																3.49	20	3.49
	Brown 12 pack																		
	<b>OMEGA-3</b>																		
	White 12 pack				1.49 - 2.27	130	2.19												
	Brown 12 pack																		
	<b>CAGE-FREE</b>																		
	White 12 pack										2.50	20	2.50						
	Brown 12 pack																		

Note: See page 1 for explanatory notes.



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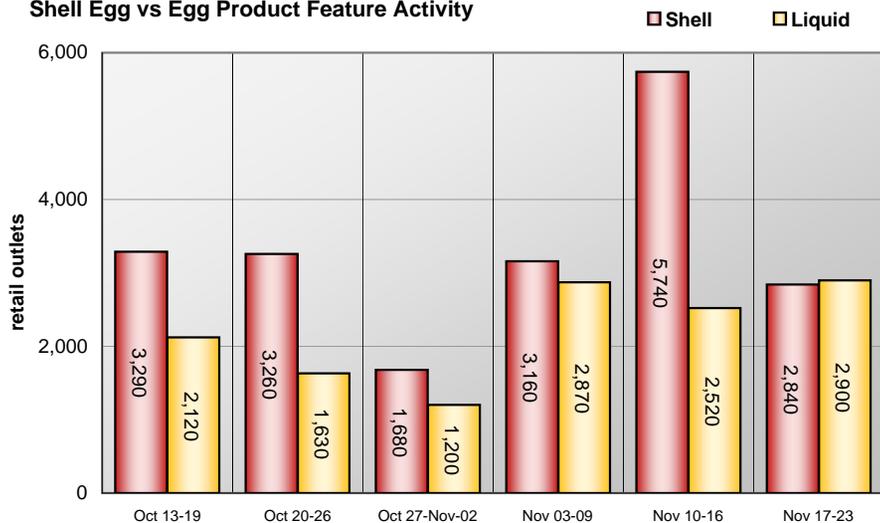
EGG PRODUCTS	THIS WEEK		LAST WEEK		NORTHEAST			SOUTHEAST			MIDWEST			SOUTH CENTRAL			SOUTHWEST			NORTHWEST		
1/ Feature Rate	18.3%		14.1%		28.9% of 3,900 sampled			17.2% of 4,700 sampled			18.1% of 2,800 sampled			10.8% of 2,700 sampled			7.6% of 1,900 sampled			24.5% of 1,000 sampled		
2/ Activity Index	2,900		2,520		Activity Index = 890			Activity Index = 820			Activity Index = 510			Activity Index = 290			Activity Index = 150			Activity Index = 240		
	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	2,740	2.42	2,000	2.62	2.50 - 2.99	780	2.64	2.38 - 2.50	810	2.47	1.93 - 2.50	490	2.10	1.93 - 2.50	290	2.41	2.00	130	2.00	2.00 - 2.50	240	2.45
32 oz. carton	160	3.60	360	3.67	2.50 - 3.99	110	3.92	2.50	10	2.50	2.50	20	2.50				3.49	20	3.49			
3 - 4 oz. cups			160	2.37																		
2 - 8 oz. cups																						

**SPECIAL SEASONAL PROMOTIONS FEATURING EGG PRODUCTS - EGG NOG**

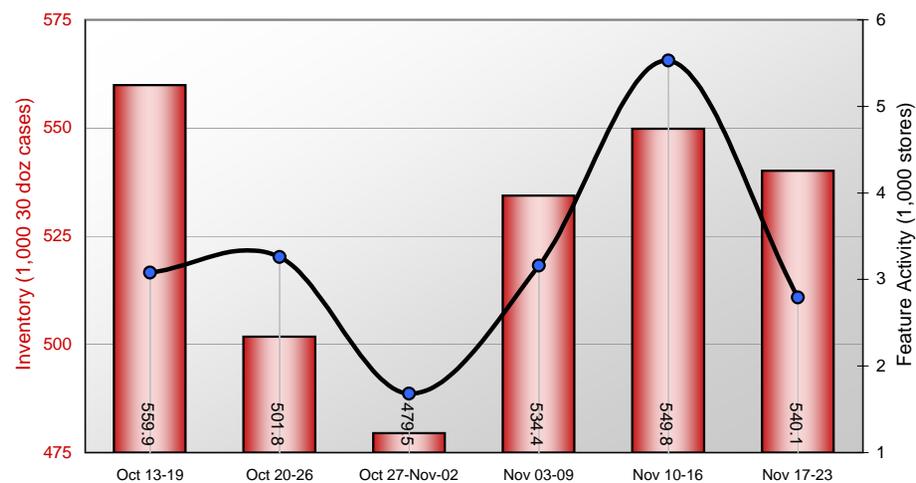
(Non-alcoholic egg nog; this section will run through January 1, 2007)

EGG NOG	THIS WEEK		LAST WEEK		NORTHEAST			SOUTHEAST			MIDWEST			SOUTH CENTRAL			SOUTHWEST			NORTHWEST		
1/ Feature Rate	51.4%		24.7%		58.7% of 3,900 sampled			22.9% of 4,700 sampled			58.8% of 2,800 sampled			57.3% of 2,700 sampled			80.6% of 1,900 sampled			64.4% of 1,000 sampled		
2/ Activity Index	10,300		4,700		Activity Index = 3,890			Activity Index = 1,150			Activity Index = 1,570			Activity Index = 1,430			Activity Index = 1,620			Activity Index = 640		
	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	3,860	2.14	2,590	2.07	1.79 - 2.99	1,600	2.34	1.50 - 2.99	570	1.92	0.99 - 2.99	920	2.07	0.79 - 2.50	530	2.05	1.50 - 2.50	190	1.75	1.18 - 2.99	50	2.02
64 ounce	6,440	2.98	2,110	3.35	2.50 - 4.29	2,290	3.64	2.49 - 3.99	580	2.67	1.50 - 2.50	650	2.35	1.99 - 3.00	900	2.56	2.50 - 3.00	1,430	2.79	2.50 - 3.00	590	2.53

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.