



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 01/26 thru 02/01
 (prices in dollars per carton)

Fri. Jan 26, 2007

SHELL EGG NATIONAL SUMMARY													
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	16.3% of 17,000 stores				28.0% of 17,000 stores				39.6% 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			340	1.02	140	1.50	540	1.05			750	0.95
	White 18 pack			140	0.99			100	1.47			370	1.20
REGULAR	USDA GRADE A												
	White 12 pack			240	0.88	70	1.00	580	0.94	140	0.65	1,910	0.85
	White 18 pack			260	2.16			540	1.16				
SPECIALTY	USDA ORGANIC												
	White 12 pack												
SPECIALTY	OMEGA-3												
	White 12 pack	850	2.51	1,120	2.37	300	2.53	1,740	2.17	200	2.50	480	2.70
SPECIALTY	CAGE-FREE												
	White 12 pack							230	2.28			200	2.25
SPECIALTY	OMEGA-3												
	Brown 12 pack	210	2.50	210	2.50			130	2.80				
SPECIALTY	CAGE-FREE												
	Brown 12 pack			220	2.50			340	2.27	190	1.99	590	2.19

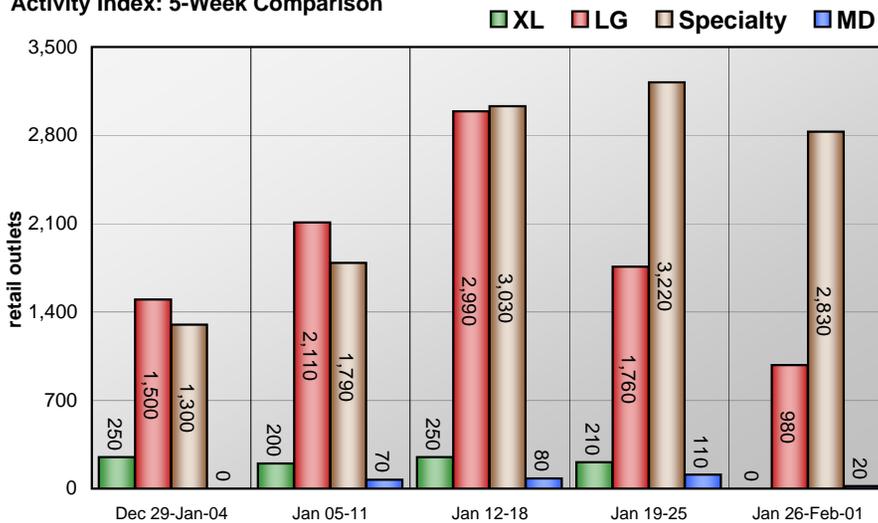
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	980	1,970	3,170	Large Eggs on Jan-22-2007
Specialty	2,830	3,220	2,140	
Total (includes MD)	3,830	5,300	5,490	348.7
Special Rate 4/:	14.5%	2.0%	11.8%	up 13%

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

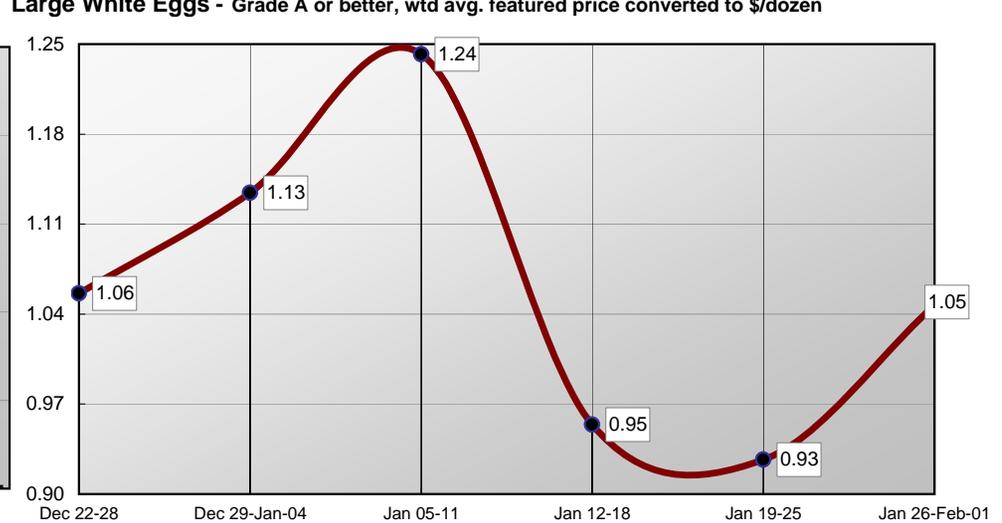
SHELL EGG and EGG PRODUCTS FEATURING

Regular shell egg featuring is nearly half of last week's pace and a third of last year's. The average price of Large eggs, Grade A or better, offered to consumers increased on declining promotional activity and is 26 cents per dozen higher than last year. Extra Large and Medium regular egg features are hard to find. Promotions of specialty eggs are down only slightly from last week and remain very active. Omega-3 white eggs continue to be promoted heavily with most specials in the Northeast region. In the egg products sector, 15-16 oz. carton promotions increased, however, 32 oz. cartons and 3-4 oz. cups declined. The average price for liquid products is up slightly. During January, featuring of liquid egg products has outpaced regular shell egg featuring by a wide margin.

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		36.8% of 3,900 sampled outlets						6.6% of 4,700 sampled outlets						13.3% of 2,800 sampled outlets					
2/ Activity Index		Activity Index = 2,680 (includes Medium)						Activity Index = 320 (includes Medium)						Activity Index = 250 (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										0.88 - 1.00	140	0.99						
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM	White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack		
USDA GRADE A	White 12 pack				0.99	60	0.99				0.99	20	0.99				0.68 - 0.99	110	0.75
	White 18 pack				1.99 - 2.50	140	2.48										1.00	30	1.00
	Brown 12 pack																		
	MEDIUM	White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 30 pack		
	White 30 pack																		
SPECIALTY	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack				3.59 - 4.49	220	4.39												
	OMEGA-3																		
	White 12 pack	2.50 - 2.69	780	2.52	1.89 - 2.50	960	2.36	2.50	70	2.50	1.89 - 2.50	80	2.44						
	Brown 12 pack	2.50	210	2.50	2.50	210	2.50												
	CAGE-FREE																		
	White 12 pack																		
	Brown 12 pack				2.50	100	2.50				2.50	10	2.50				2.50	110	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		12.3% of 2,700 sampled outlets						6.8% of 1,900 sampled outlets						20.8% of 1,000 sampled outlets					
2/ Activity Index		Activity Index = 350 (includes Medium)						Activity Index = 140 (includes Medium)						Activity Index = 90 (includes Medium)					
USDA GRADE AA	White 12 pack				0.69 - 1.50	210	0.72				1.50	130	1.50						
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM	White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack		
USDA GRADE A	White 12 pack				1.00	50	1.00										2.19	80	2.19
	White 18 pack				1.00	10	1.00												
	Brown 12 pack																		
	MEDIUM	White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 30 pack		
	White 30 pack																		
SPECIALTY	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack																		
	OMEGA-3																		
	White 12 pack				2.49	80	2.49												
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack																		
	Brown 12 pack																		

Note: See page 1 for explanatory notes.

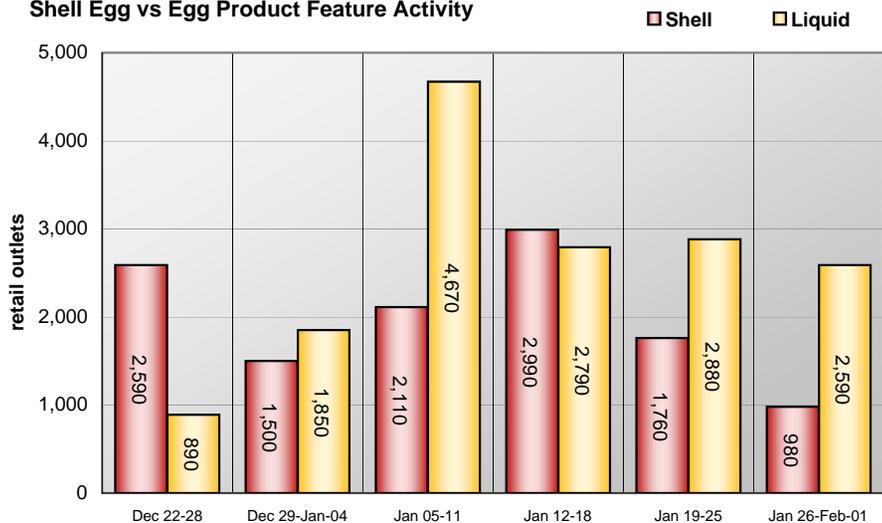


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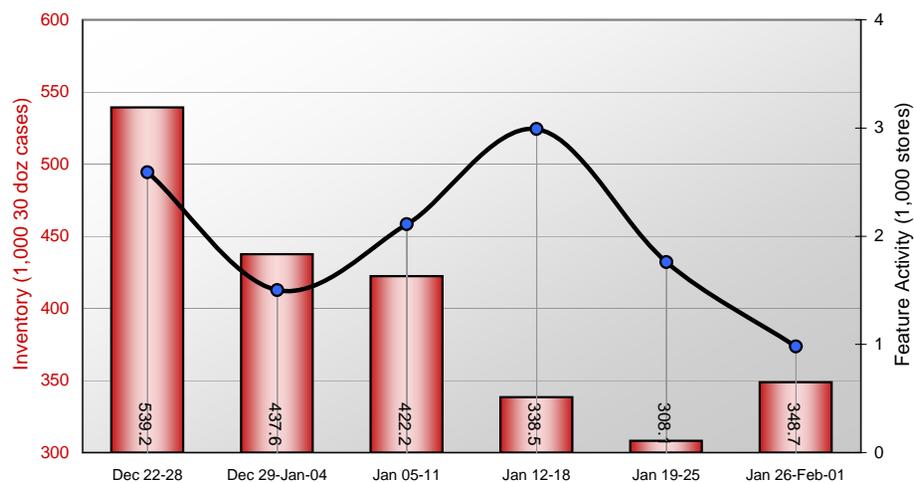
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EGG PRODUCTS	THIS WEEK		LAST WEEK		NORTHEAST			SOUTHEAST			MIDWEST			SOUTH CENTRAL			SOUTHWEST			NORTHWEST		
1/ Feature Rate	13.6%		15.3%		23.8% of 3,900 sampled			6.3% of 4,700 sampled			10.2% of 2,800 sampled			9.2% of 2,700 sampled			28.0% of 1,900 sampled			1.1% of 1,000 sampled		
2/ Activity Index	2,590		2,880		Activity Index = 1,200			Activity Index = 300			Activity Index = 280			Activity Index = 250			Activity Index = 550			Activity Index = 10		
	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	2,410	2.39	2,000	2.33	2.00 - 3.00	1,060	2.57	2.00 - 2.59	300	2.37	1.98 - 2.79	280	2.18	1.98 - 2.99	230	2.67	2.00 - 2.50	530	2.03	2.50	10	2.50
32 oz. carton	160	3.99	680	3.98	3.99	140	3.99										3.99	20	3.99			
3 - 4 oz. cups	20	1.79	200	1.65										1.79	20	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.