



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 02/09 thru 02/15
 (prices in dollars per carton)

Fri. Feb 09, 2007

SHELL EGG NATIONAL SUMMARY														
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR					
	21.8% of 17,000 stores				26.0% of 17,000 stores				36.5% of 17,000 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													
			290	1.01			80	1.50	60	0.96	520	0.94		
			150	1.66			280	1.40	100	2.56	500	1.10		
REGULAR	USDA GRADE A													
			410	1.06	60	1.05	60	0.98	60	0.74	1,070	0.91		
			20	2.09			120	1.29			210	0.89		
SPECIALTY	USDA ORGANIC													
LARGE	OMEGA-3													
			20	2.43	1,210	2.32	310	1.99	680	2.04	250	1.69	1,410	1.85
					110	1.99	520	2.50	520	2.50	210	2.29	1,220	2.13
LARGE	CAGE-FREE													

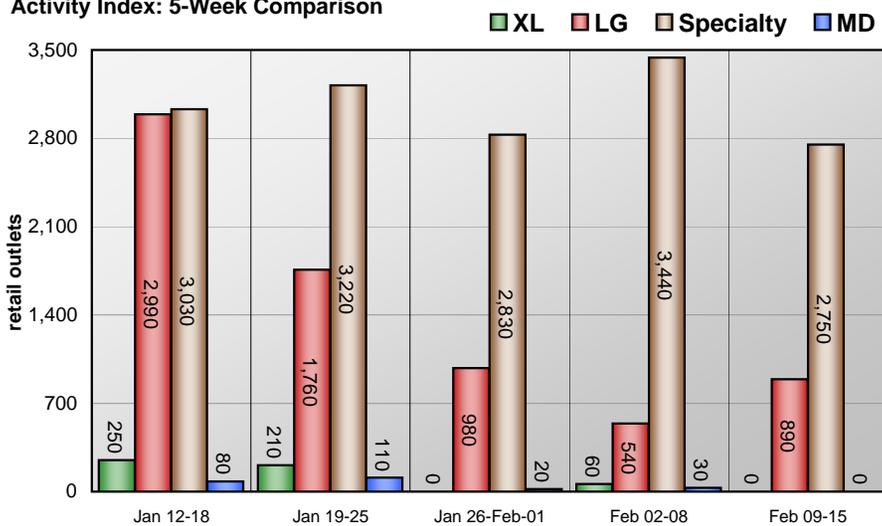
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	890	600	2,910	Large Eggs on Feb-05-2007
Specialty	2,750	3,440	4,480	
Total (includes MD)	3,640	4,070	7,570	431.9
Special Rate 4/:	11.3%	12.4%	8.8%	up 18%

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

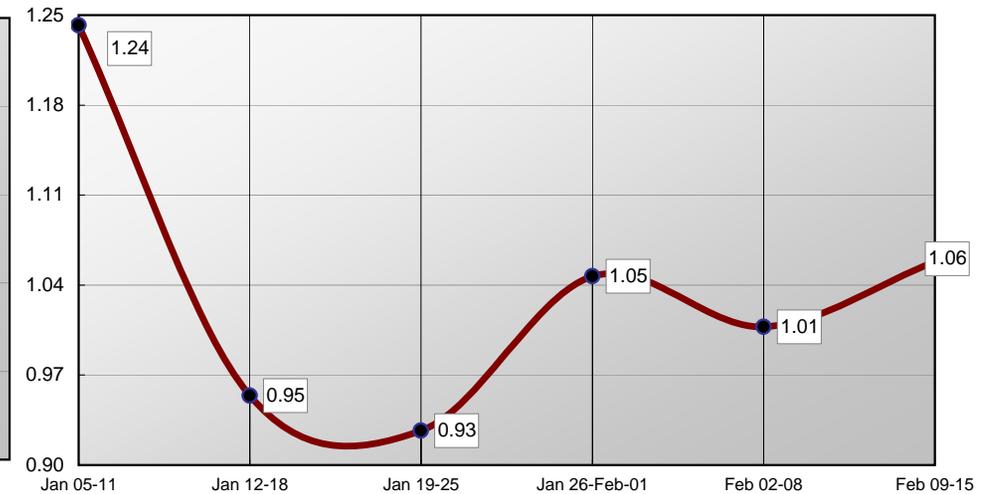
SHELL EGG and EGG PRODUCTS FEATURING

Regular shell egg feature activity is slightly higher than the previous week but is down 69% when compared to the same week a year ago. Average prices are mixed but mostly higher than last week. The Northeast is most active with over 46% of sampled outlets with ads. Notably, the Southeast is least active with only about 4% promoting eggs. Specialty eggs declined compared to past weeks. Cage Free brown eggs moved to the #2 position as Omega-3 white eggs showed up more this ad cycle. Activity in the egg products sector is about unchanged, with only 14-16 oz. cartons being heavily promoted. Other sized liquid containers are virtually nonexistent 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)					
1/ Feature Rate		46.3% of 3,900 sampled outlets						3.5% of 4,700 sampled outlets						24.6% of 2,800 sampled outlets					
2/ Activity Index		Activity Index = 1,860 (includes Medium)						Activity Index = 320 (includes Medium)						Activity Index = 760 (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																		
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				0.99	160	0.99				0.98 - 1.09	20	1.01				1.00 - 1.39	110	1.13
	White 18 pack																2.09	20	2.09
	Brown 12 pack																1.49	20	1.49
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
		White 30 pack						White 30 pack						White 30 pack					
SPECIALTY	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack	3.59	110	3.59	3.49 - 3.99	550	3.55										4.27	20	4.27
	OMEGA-3																		
	White 12 pack				1.88 - 2.50	700	2.35				2.50	70	2.50	2.43	20	2.43	1.79 - 2.50	350	2.20
	Brown 12 pack				1.99	110	1.99												
	CAGE-FREE																		
	White 12 pack										2.39	150	2.39						
	Brown 12 pack				2.49 - 2.69	230	2.52				3.59	80	3.59				1.97 - 3.59	220	2.14
		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		18.1% of 2,700 sampled outlets						26.3% of 1,900 sampled outlets						6.5% of 1,000 sampled outlets					
2/ Activity Index		Activity Index = 550 (includes Medium)						Activity Index = 50 (includes Medium)						Activity Index = 100 (includes Medium)					
USDA GRADE AA	White 12 pack				0.89 - 0.99	160	0.94				0.89 - 1.50	50	1.08				0.68 - 1.50	80	1.10
	White 18 pack				1.66	140	1.66										1.66	10	1.66
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				1.09	120	1.09												
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
		White 30 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										1.69	10	1.69
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack																		
	Brown 12 pack				1.59 - 1.97	50	1.87												

Note: See page 1 for explanatory notes.

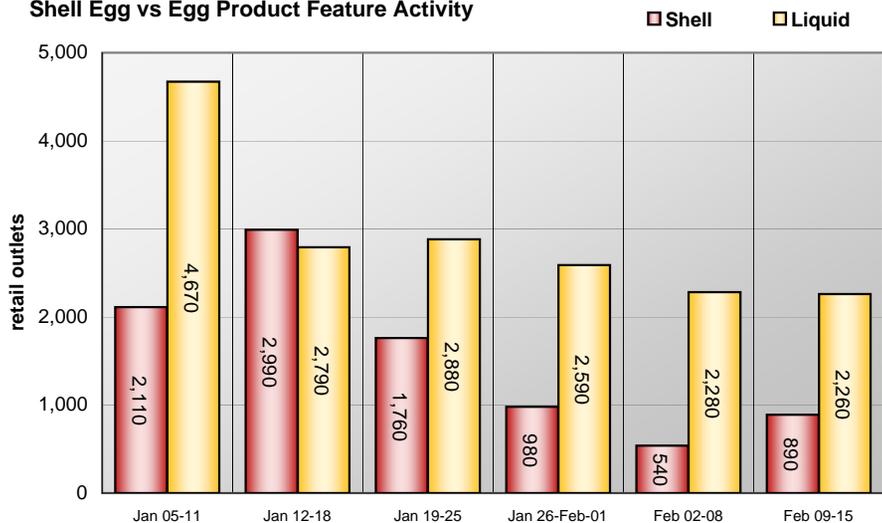


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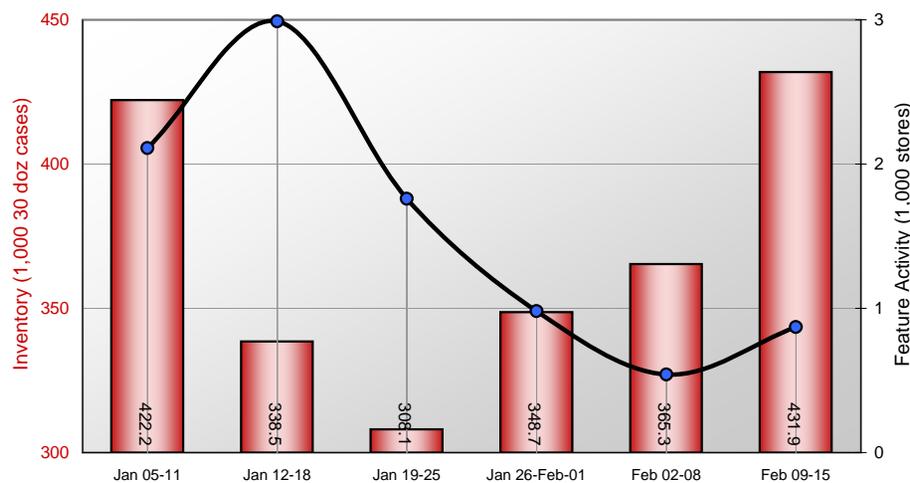
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EGG PRODUCTS	THIS WEEK		LAST WEEK		NORTHEAST			SOUTHEAST			MIDWEST			SOUTH CENTRAL			SOUTHWEST			NORTHWEST		
1/ Feature Rate	11.1%		13.8%		32.7% of 3,900 sampled			0.2% of 4,700 sampled			4.7% of 2,800 sampled			12.0% of 2,700 sampled			7.6% of 1,900 sampled			0.0% of 1,000 sampled		
2/ Activity Index	2,260		2,280		Activity Index = 1,480			Activity Index = 170			Activity Index = 130			Activity Index = 330			Activity Index = 150			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	2,260	2.40	1,380	2.51	1.50 - 3.00	1,480	2.52	1.50 - 2.69	170	2.62	2.50	130	2.50	1.87 - 2.50	330	1.92	1.99 - 2.00	150	2.00			
32 oz. carton			230	4.26																		
3 - 4 oz. cups			530	2.00																		
2 - 8 oz. cups			140	2.5																		

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.