



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 03/09 thru 03/15
 (prices in dollars per carton)

Fri. Mar 09, 2007

SHELL EGG NATIONAL SUMMARY												
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
	23.4% of 17,000 stores				23.0% of 17,000 stores				34.3% 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											
	White 12 pack		40 1.42		410 1.15		90 1.79		240 0.90			
	White 18 pack		80 2.59		160 1.96				1,120 1.11			
REGULAR	USDA GRADE A											
	White 12 pack		210 0.95		10 1.00		370 0.94		50 0.99		1,850 0.78	
	White 18 pack		180 2.32				150 1.79				200 1.00	
SPECIALTY	USDA ORGANIC											
	White 12 pack		430 3.03		110 3.59		500 3.47				320 2.97	
CAGE-FREE	OMEGA-3											
	White 12 pack		60 2.69		650 2.44		1,090 2.34		210 2.49		340 2.45	
CAGE-FREE	CAGE-FREE											
	White 12 pack		250 2.50				810 2.60		210 2.49		780 2.47	
CAGE-FREE	CAGE-FREE											
	Brown 12 pack		890 2.58									

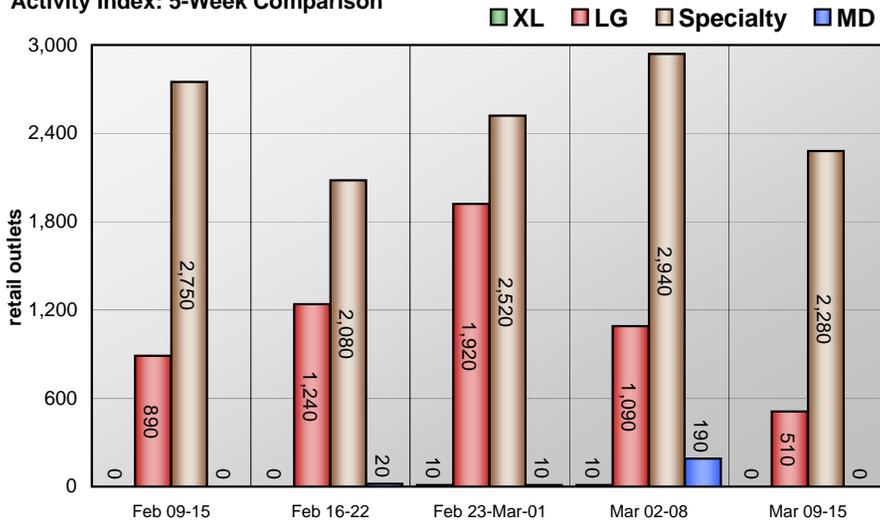
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	510	1,100	3,550	Large Eggs on Mar-05-2007
Specialty	2,280	2,940	2,070	
Total (includes MD)	2,790	4,230	5,660	525.5
Special Rate 4/:	11.0%	7.3%	10.1%	up 11%

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

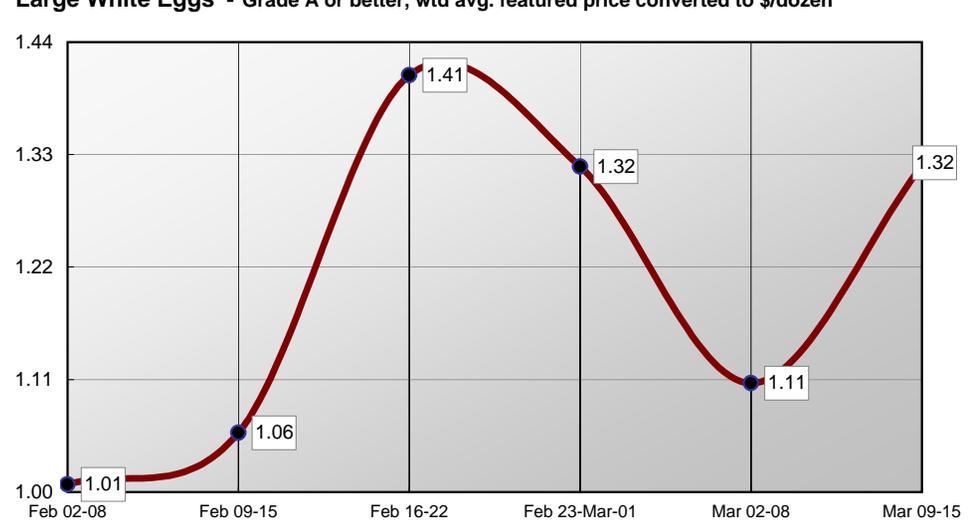
SHELL EGG and EGG PRODUCTS FEATURING

Regular shell egg promotional activity is at its lowest point so far this year. However specialty eggs and egg products continue to command ad space. Regular shell egg features are 54% less common than last week and 86% less than last year. The average price of Large white eggs increased, although on limited feature activity. Medium eggs and Extra Large are scarce in ads. Specialty shell eggs are lower than a week ago, but slightly higher than last year. In the egg products sector, stores promoting 14-16 oz and 32 oz cartons increased sharply. Liquid eggs are featured 84% more than regular shell eggs this cycle. Notably, the large egg inventory continues to increase as retail feature activity declines.

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		23.4% of 3,900 sampled outlets						5.2% of 4,700 sampled outlets						32.8% of 2,800 sampled outlets						
2/ Activity Index		Activity Index = 920 (includes Medium)						Activity Index = 230 (includes Medium)						Activity Index = 890 (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				1.19	10	1.19													
	White 18 pack																			
	Brown 12 pack																			
	MEDIUM	White 12 pack						White 12 pack						White 12 pack						
USDA GRADE A	White 12 pack				1.00	10	1.00				1.00	10	1.00				0.77 - 1.19	140	0.90	
	White 18 pack				2.50	140	2.50				1.69	20	1.69				1.18 - 1.88	20	1.65	
	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				3.99 - 5.00	40	4.35				2.98	190	2.98				2.49 - 2.50	70	2.50	
	Brown 12 pack																			
	OMEGA-3																			
White 12 pack	2.69	60	2.69	2.50 - 3.59	230	2.62											1.69 - 2.50	270	2.30	
Brown 12 pack																				
	CAGE-FREE																			
White 12 pack				2.50	250	2.50											2.00 - 2.99	390	2.25	
Brown 12 pack				2.50 - 3.79	180	2.59				2.00	10	2.00								
		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		17.6% of 2,700 sampled outlets						53.9% of 1,900 sampled outlets						40.2% of 1,000 sampled outlets						
2/ Activity Index		Activity Index = 180 (includes Medium)						Activity Index = 480 (includes Medium)						Activity Index = 90 (includes Medium)						
USDA GRADE AA	White 12 pack				1.49	30	1.49													
	White 18 pack																2.59	80	2.59	
	Brown 12 pack																			
	MEDIUM	White 12 pack						White 12 pack						White 12 pack						
USDA GRADE A	White 12 pack				0.98 - 1.19	50	1.08													
	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						
S P E C I A L T Y	USDA ORGANIC																			
	White 12 pack				2.99	80	2.99				2.99	40	2.99				2.99	10	2.99	
	Brown 12 pack																			
	OMEGA-3																			
White 12 pack				1.59 - 2.49	20	1.94					2.49	130	2.49							
Brown 12 pack																				
	CAGE-FREE																			
White 12 pack																				
Brown 12 pack											2.99	310	2.99							

Note: See page 1 for explanatory notes.

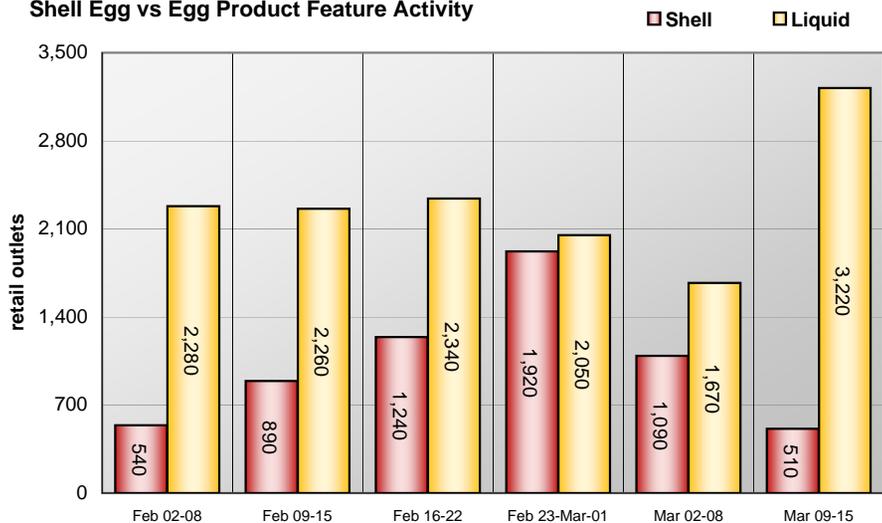


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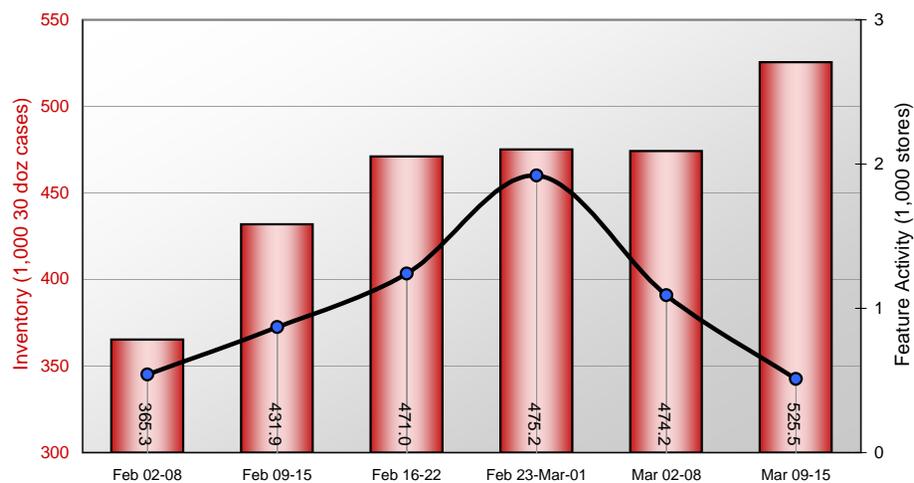
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EGG PRODUCTS	THIS WEEK		LAST WEEK		NORTHEAST			SOUTHEAST			MIDWEST			SOUTH CENTRAL			SOUTHWEST			NORTHWEST			
1/ Feature Rate	19.0%		8.6%		35.3% of 3,900 sampled			29.2% of 4,700 sampled			15.8% of 2,800 sampled			1.8% of 2,700 sampled			0.0% of 1,900 sampled			0.0% of 1,000 sampled			
2/ Activity Index	3,220		1,670		Activity Index = 1,390			Activity Index = 1,370			Activity Index = 420			Activity Index = 40			Activity Index = 0			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	1,850	2.28	900	2.47	1.50 - 2.99	1,120	2.41	1.50 - 2.79	490	2.15	1.87 - 2.50	200	1.91	1.87	40	1.87							
32 oz. carton	1,250	3.95	330	3.20	3.50 - 4.99	150	4.89	3.50 - 3.79	880	3.79	3.50 - 3.99	220	3.94										
3 - 4 oz. cups	120	2.50	370	2.11	2.50	120	2.50																
2 - 8 oz. cups			70	2.66																			

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.