



**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 06/22 thru 06/28**  
 (prices in dollars per carton)

Fri. Jun 22, 2007

SHELL EGG NATIONAL SUMMARY												
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
	52.3% of 17,000 stores				25.0% 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	<b>USDA GRADE AA</b>											
	White 12 pack		730 1.08		150 1.99		400 1.25				170 0.75	
	White 18 pack		600 1.74				80 1.99				1,400 1.46	
REGULAR	<b>USDA GRADE A</b>											
	White 12 pack		210 1.04		1,450 0.95		490 0.88		70 0.86		810 0.77	
	White 18 pack		30 1.50				640 1.67				170 0.93	
SPECIALTY	<b>USDA ORGANIC</b>											
	White 12 pack		90 4.78		1,540 3.37		260 2.99				120 3.69	
	Brown 12 pack											
LARGE	<b>OMEGA-3</b>											
	White 12 pack		230 2.69		2,010 2.29		200 2.50		300 2.55		840 2.35	
	Brown 12 pack				150 2.29		120 2.50		980 2.36		590 2.28	
TINY	<b>CAGE-FREE</b>											
	White 12 pack				130 2.00		130 1.99				230 2.29	
	Brown 12 pack				1,380 2.29		740 2.81				190 2.24	

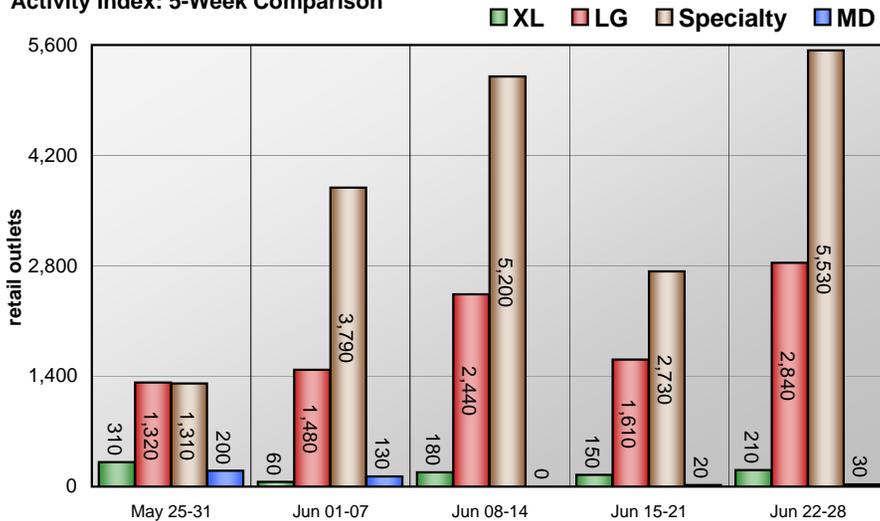
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	3,050	1,760	2,820	Large Eggs on Jun-18-2007
Specialty	5,530	2,730	3,350	
Total (includes MD)	8,610	4,510	6,290	334.9
Special Rate 4/:	20.2%	2.3%	11.7%	down 10%

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

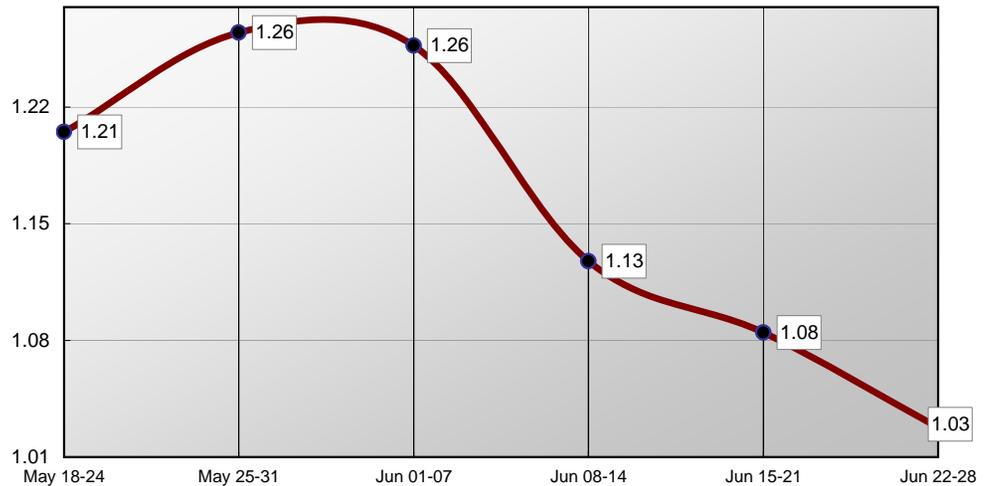
**SHELL EGG and EGG PRODUCTS FEATURING**

Promotional activity on regular shell eggs increased sharply over last week and is 8% more than the same week a year ago. Sampled outlets featuring "buy 1, get 1 free" and "egg coupons" are highly visible. Grade A or better Large white eggs average price to consumers is 23 cents less than three weeks ago. All regions are reflecting over 45% of targeted stores with features this week. The Northeast region was quiet early week, but gained momentum in the latter part. Medium egg promotions are very limited. It is interesting to note that the retail feature activity by region reflects this week's regional shell egg inventory draw down. Specialty shell egg ads are extremely higher than last year and in previous weeks. Omega-3 large white eggs are in the forefront, followed closely by USDA Certified Organic and Cage Free Brown eggs. Although the overall feature activity on liquid egg product declined significantly, all sized packages are showing up this period.

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		53.6% of 3,800 sampled outlets						49.7% of 4,700 sampled outlets						52.7% of 2,900 sampled outlets					
2/ Activity Index		Activity Index = 2,080 (includes Medium)						Activity Index = 1,380 (includes Medium)						Activity Index = 2,500 (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										0.79	30	0.79
	White 18 pack																1.50	40	1.50
	Brown 12 pack																		
	<b>MEDIUM</b>	White 12 pack						White 12 pack						White 12 pack			0.50 20 0.50		
USDA GRADE A	White 12 pack	1.98	30	1.98	0.98 - 1.69	320	1.31				0.78 - 1.00	480	0.79	0.88	180	0.88	0.59 - 1.00	600	0.90
	White 18 pack																1.50	30	1.50
	Brown 12 pack																1.00	30	1.00
	<b>MEDIUM</b>	White 12 pack						White 12 pack			0.68 10 0.68			White 12 pack					
		White 30 pack						White 30 pack						White 30 pack					
SPECIALTY	<b>USDA ORGANIC</b>																		
	White 12 pack																2.99	180	2.99
	Brown 12 pack	3.98 - 5.00	90	4.78	2.50 - 5.00	660	3.72				2.98 - 4.98	210	3.03						
	<b>OMEGA-3</b>																		
White 12 pack	2.50 - 2.99	220	2.70	1.50 - 2.50	660	2.34	2.59	10	2.59	1.99 - 2.50	260	2.48				2.00 - 2.79	710	2.32	
Brown 12 pack										2.29	50	2.29				2.29	100	2.29	
	<b>CAGE-FREE</b>																		
White 12 pack																	2.00 - 2.79	580	2.41
Brown 12 pack					2.50 - 2.99	90	2.65				2.00 - 2.50	360	2.33						
		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		45.2% of 2,700 sampled outlets						60.2% of 1,900 sampled outlets						62.2% of 1,000 sampled outlets					
2/ Activity Index		Activity Index = 1,560 (includes Medium)						Activity Index = 700 (includes Medium)						Activity Index = 390 (includes Medium)					
USDA GRADE AA	White 12 pack				0.88 - 1.29	340	0.98				0.88 - 1.29	320	1.23				0.88	30	0.88
	White 18 pack				1.50 - 1.69	50	1.67				1.50 - 1.69	210	1.57				0.99 - 2.59	300	1.90
	Brown 12 pack																		
	<b>MEDIUM</b>	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				0.78	50	0.78												
	White 18 pack																		
	Brown 12 pack																		
	<b>MEDIUM</b>	White 12 pack						White 12 pack						White 12 pack					
		White 30 pack						White 30 pack						White 30 pack					
SPECIALTY	<b>USDA ORGANIC</b>																		
	White 12 pack																3.29	40	3.29
	Brown 12 pack				2.99 - 3.33	430	3.15				3.29	40	3.29				3.29 - 3.33	20	3.31
	<b>OMEGA-3</b>																		
White 12 pack																	2.00 - 2.19	20	2.10
Brown 12 pack					2.00 - 2.50	320	2.04				2.00	40	2.00						
	<b>CAGE-FREE</b>																		
White 12 pack					2.00	80	2.00				2.00	40	2.00				2.00	10	2.00
Brown 12 pack					2.00	290	2.00				2.00	50	2.00				1.00	10	1.00

Note: See page 1 for explanatory notes.

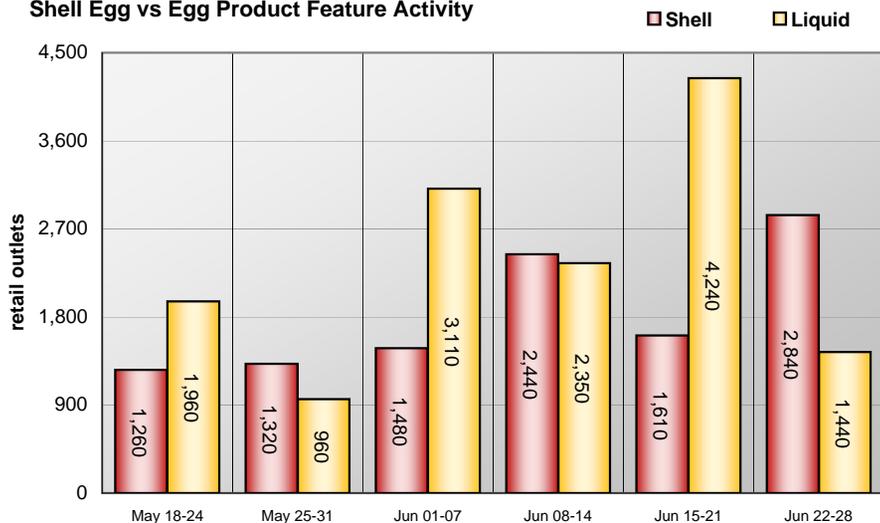


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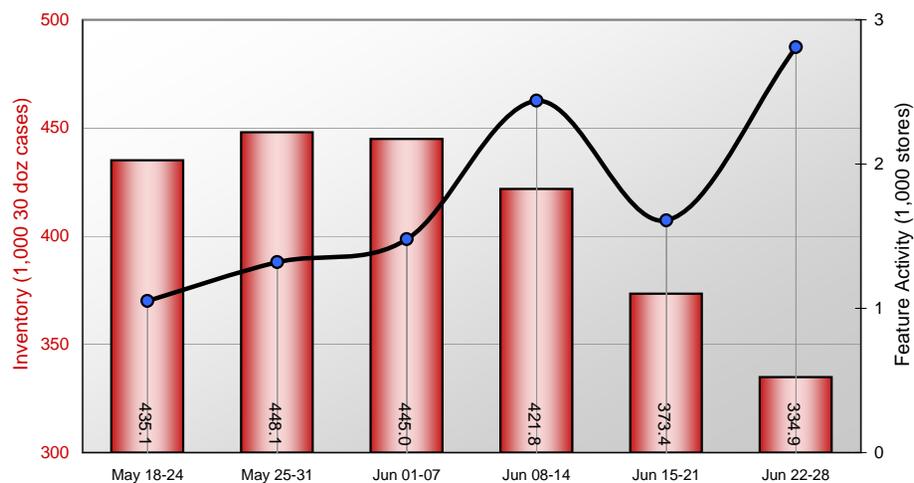
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EGG PRODUCTS	THIS WEEK		LAST WEEK		NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST	
1/ Feature Rate	5.6%		24.9%		18.0% of 3,800 sampled		1.5% of 4,700 sampled		2.6% of 2,900 sampled		3.8% of 2,700 sampled		0.9% of 1,900 sampled		0.0% of 1,000 sampled	
2/ Activity Index	1,440		4,240		Activity Index = 1,040		Activity Index = 90		Activity Index = 100		Activity Index = 190		Activity Index = 20		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/
14-16 oz. carton	930	2.51	4,200	2.51	2.00 - 3.00	680	2.70	2.50 - 2.99	70	2.56	2.00 - 2.50	70	2.36	1.00 - 2.50	110	1.36
32 oz. carton	40	3.99			3.99	10	3.99	3.99	10	3.99	3.99	20	3.99			
3 - 4 oz. cups	380	2.03	40	2.65	2.00 - 2.50	260	2.30	2.00	10	2.00	2.00	10	2.00	1.00	80	1.00
2 - 8 oz. cups	90	2.99			2.99	90	2.99							2.79	20	2.79

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.