



**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 07/06 thru 07/12

(prices in dollars per carton)

Fri. Jul 06, 2007

| SHELL EGG NATIONAL SUMMARY |                        |     |        |       |                        |     |        |       |               |     |        |       |      |
|----------------------------|------------------------|-----|--------|-------|------------------------|-----|--------|-------|---------------|-----|--------|-------|------|
| Feature Rate               | THIS WEEK              |     |        |       | PREVIOUS WEEK          |     |        |       | PREVIOUS YEAR |     |        |       |      |
|                            | 24.4% of 17,000 stores |     |        |       | 23.3% 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                    | <b>USDA GRADE AA</b>   |     |        |       |                        |     |        |       |               |     |        |       |      |
|                            | White 12 pack          |     |        | 440   | 1.33                   | 100 | 2.39   | 160   | 0.74          | 20  | 0.96   | 510   | 0.97 |
|                            | White 18 pack          | 10  | 2.00   | 90    | 1.94                   |     |        | 260   | 1.95          |     |        | 420   | 1.01 |
|                            | Brown 12 pack          |     |        |       |                        |     |        |       |               |     |        |       |      |
|                            | <b>USDA GRADE A</b>    |     |        |       |                        |     |        |       |               |     |        |       |      |
|                            | White 12 pack          |     |        | 740   | 0.92                   |     |        | 420   | 1.06          | 160 | 0.99   | 1,460 | 0.76 |
| White 18 pack              |                        |     | 490    | 1.65  |                        |     | 400    | 1.49  |               |     | 810    | 1.36  |      |
| Brown 12 pack              |                        |     |        |       |                        |     | 50     | 1.25  |               |     |        |       |      |
| SPECIALTY                  | <b>USDA ORGANIC</b>    |     |        |       |                        |     |        |       |               |     |        |       |      |
|                            | White 12 pack          |     |        |       |                        |     |        |       |               |     |        |       |      |
|                            | Brown 12 pack          | 120 | 3.56   | 1,010 | 3.25                   |     |        | 310   | 3.10          | 110 | 3.59   | 340   | 3.30 |
| CAGE-FREE                  | <b>OMEGA-3</b>         |     |        |       |                        |     |        |       |               |     |        |       |      |
|                            | White 12 pack          | 120 | 2.50   | 830   | 2.33                   | 790 | 2.44   | 950   | 2.40          | 200 | 2.50   | 1,160 | 2.38 |
|                            | Brown 12 pack          |     |        | 190   | 2.05                   |     |        | 20    | 1.81          |     |        | 280   | 3.50 |
| T                          | <b>CAGE-FREE</b>       |     |        |       |                        |     |        |       |               |     |        |       |      |
|                            | White 12 pack          |     |        |       |                        |     |        | 670   | 2.53          |     |        | 20    | 2.79 |
|                            | Brown 12 pack          |     |        | 380   | 2.14                   |     |        | 1,490 | 2.53          |     |        | 630   | 2.52 |

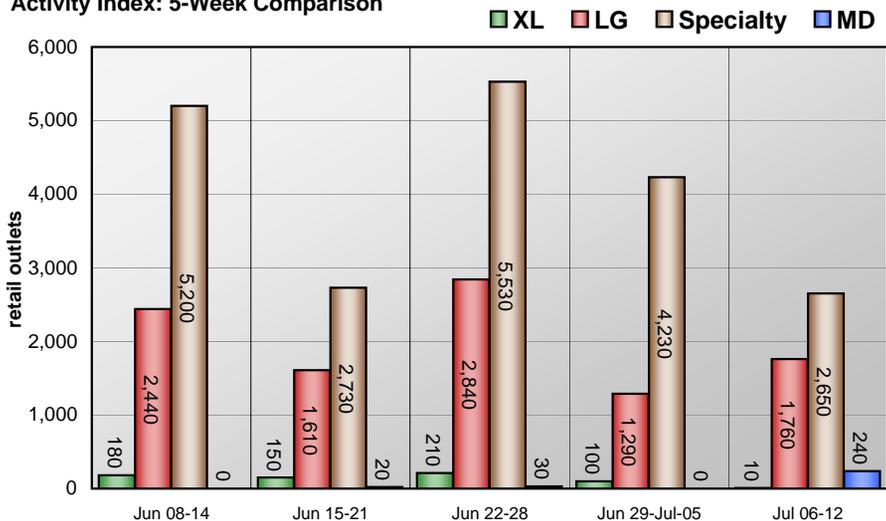
| Activity Summary    | THIS WEEK | LAST WEEK | YEAR AGO | INVENTORY 5/              |
|---------------------|-----------|-----------|----------|---------------------------|
| Regular             | 1,770     | 1,390     | 3,380    | Large Eggs on Jul-02-2007 |
| Specialty           | 2,650     | 4,230     | 2,740    |                           |
| Total (includes MD) | 4,660     | 5,620     | 6,310    | 354.6                     |
| Special Rate 4/:    | 4.9%      | 3.0%      | 3.7%     | up 4%                     |

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

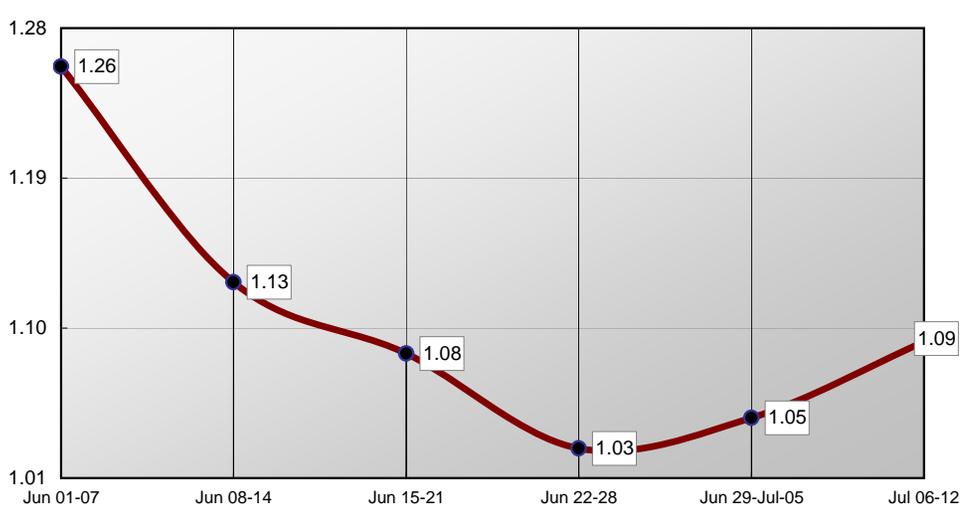
**SHELL EGG and EGG PRODUCTS FEATURING**

Regular shell egg promotional activity is up slightly over last week but is down sharply from a year ago. The average price to consumers for Grade A or better Large white eggs is slightly higher than the previous week. Medium egg promotions are very sporadic, but are more available when compared to prior weeks. Specialty shell egg ads are less prevalent than last week, but are about unchanged when compared to a year ago. USDA Certified Organic brown eggs are much more active this week and claim the top position in this sector. Omega-3 white eggs and Cage Free brown eggs remain active, but not as visible as the previous week. In the egg products sector, liquid egg activity is dramatically higher than the past few weeks. The Northeast region is the clear frontrunner while liquid egg ads are nonexistent in both the Southwest and Northwest.

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.<br>(CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)  |        |             |             |        |        | SOUTHEAST U.S.<br>(AL,FL,GA,MS,NC,SC,TN,VA,WV) |        |        |             |        |        | MIDWEST U.S.<br>(IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI) |        |        |             |        |        |               |  |  |      |  |  |    |  |  |      |  |  |
|---|---------------------|---|--------|-------------|-------------|--------|--------|--|--------|--------|-------------|--------|--------|--|--------|--------|-------------|--------|--------|---------------|--|--|------|--|--|----|--|--|------|--|--|
| 1/ Feature Rate                           |                     | 40.2% of 3,800 sampled outlets                        |        |             |             |        |        | 2.4% of 4,700 sampled outlets                  |        |        |             |        |        | 23.4% of 2,900 sampled outlets                     |        |        |             |        |        |               |  |  |      |  |  |    |  |  |      |  |  |
| 2/ Activity Index                         |                     | Activity Index = 2,100 (includes Medium)              |        |             |             |        |        | Activity Index = 150 (includes Medium)         |        |        |             |        |        | Activity Index = 860 (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<br>GRADE<br>AA                       | White 12 pack       |   |        |             | 1.19        | 10     | 1.19   |  |        |        |             |        |        |  |        |        | 0.79        | 10     | 0.79   |               |  |  |      |  |  |    |  |  |      |  |  |
|   | White 18 pack       |   |        |             |             |        |        |  |        |        |             |        |        |  |        |        |             |        |        |               |  |  |      |  |  |    |  |  |      |  |  |
|   | Brown 12 pack       |   |        |             |             |        |        |  |        |        |             |        |        |  |        |        |             |        |        |               |  |  |      |  |  |    |  |  |      |  |  |
|   | <b>MEDIUM</b>       | White 12 pack   |        |             |             |        |        | White 12 pack                                  |        |        |             |        |        | White 12 pack                                      |        |        |             |        |        |               |  |  |      |  |  |    |  |  |      |  |  |
| USDA<br>GRADE<br>A                        | White 12 pack       |   |        |             | 0.69 - 1.50 | 480    | 0.97   |  |        |        | 0.69 - 0.88 | 10     | 0.79   |  |        |        | 0.59 - 1.19 | 140    | 0.82   |               |  |  |      |  |  |    |  |  |      |  |  |
|   | White 18 pack       |   |        |             | 1.59        | 210    | 1.59   |  |        |        | 1.59        | 10     | 1.59   |  |        |        | 1.89        | 200    | 1.89   |               |  |  |      |  |  |    |  |  |      |  |  |
|   | Brown 12 pack       |   |        |             |             |        |        |  |        |        |             |        |        |  |        |        |             |        |        |               |  |  |      |  |  |    |  |  |      |  |  |
|   | <b>MEDIUM</b>       | White 12 pack   |        |             |             |        |        | White 12 pack                                  |        |        | 0.50 - 0.67 |        |        | 110  |        |        | 0.66        |        |        | White 12 pack |  |  | 0.60 |  |  | 10 |  |  | 0.60 |  |  |
| S<br>P<br>E<br>C<br>I<br>A<br>L<br>T<br>Y | <b>USDA ORGANIC</b> |   |        |             |             |        |        |  |        |        |             |        |        |  |        |        |             |        |        |               |  |  |      |  |  |    |  |  |      |  |  |
|   | White 12 pack       |   |        |             |             |        |        |  |        |        |             |        |        |  |        |        |             |        |        |               |  |  |      |  |  |    |  |  |      |  |  |
|   | Brown 12 pack       | 3.59  | 100    | 3.59        | 3.29 - 4.00 | 590    | 3.50   | 3.59   | 10     | 3.59   | 3.49        | 10     | 3.49   |  |        |        | 2.49        | 20     | 2.49   |               |  |  |      |  |  |    |  |  |      |  |  |
|   | <b>OMEGA-3</b>      |   |        |             |             |        |        |  |        |        |             |        |        |  |        |        |             |        |        |               |  |  |      |  |  |    |  |  |      |  |  |
| White 12 pack                             | 2.50                | 120   | 2.50   | 1.99 - 3.00 | 510         | 2.62   |        |  |        |        |             |        |        |  |        |        | 1.50 - 2.50 | 320    | 1.87   |               |  |  |      |  |  |    |  |  |      |  |  |
| Brown 12 pack                             |                     |   |        |             |             |        |        |  |        |        |             |        |        |  |        |        | 2.00 - 2.50 | 160    | 2.02   |               |  |  |      |  |  |    |  |  |      |  |  |
|   | <b>CAGE-FREE</b>    |   |        |             |             |        |        |  |        |        |             |        |        |  |        |        |             |        |        |               |  |  |      |  |  |    |  |  |      |  |  |
| White 12 pack                             |                     |   |        |             |             |        |        |  |        |        |             |        |        |  |        |        |             |        |        |               |  |  |      |  |  |    |  |  |      |  |  |
| Brown 12 pack                             |                     |   |        |             | 2.00 - 3.29 | 80     | 3.06   |  |        |        |             |        |        |  |        |        |             |        |        |               |  |  |      |  |  |    |  |  |      |  |  |
|   |                     | SOUTH CENTRAL U.S.<br>(AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT) |        |             |             |        |        | SOUTHWEST U.S.<br>(CA,NV)                      |        |        |             |        |        | NORTHWEST U.S.<br>(ID,MT,OR,WA,WY)                 |        |        |             |        |        |               |  |  |      |  |  |    |  |  |      |  |  |
| 1/ Feature Rate                           |                     | 27.9% of 2,700 sampled outlets                        |        |             |             |        |        | 48.3% of 1,900 sampled outlets                 |        |        |             |        |        | 16.0% of 1,000 sampled outlets                     |        |        |             |        |        |               |  |  |      |  |  |    |  |  |      |  |  |
| 2/ Activity Index                         |                     | Activity Index = 810 (includes Medium)                |        |             |             |        |        | Activity Index = 580 (includes Medium)         |        |        |             |        |        | Activity Index = 160 (includes Medium)             |        |        |             |        |        |               |  |  |      |  |  |    |  |  |      |  |  |
| USDA<br>GRADE<br>AA                       | White 12 pack       |   |        |             | 0.88        | 80     | 0.88   |  |        |        | 1.50        | 310    | 1.50   |  |        |        | 1.00        | 30     | 1.00   |               |  |  |      |  |  |    |  |  |      |  |  |
|   | White 18 pack       |   |        |             | 1.50        | 10     | 1.50   | 2.00   | 10     | 2.00   | 1.99        | 80     | 1.99   |  |        |        |             |        |        |               |  |  |      |  |  |    |  |  |      |  |  |
|   | Brown 12 pack       |   |        |             |             |        |        |  |        |        |             |        |        |  |        |        |             |        |        |               |  |  |      |  |  |    |  |  |      |  |  |
|   | <b>MEDIUM</b>       | White 12 pack   |        |             |             |        |        | White 12 pack                                  |        |        |             |        |        | White 12 pack                                      |        |        |             |        |        |               |  |  |      |  |  |    |  |  |      |  |  |
| USDA<br>GRADE<br>A                        | White 12 pack       |   |        |             | 0.69 - 0.96 | 110    | 0.83   |  |        |        |             |        |        |  |        |        |             |        |        |               |  |  |      |  |  |    |  |  |      |  |  |
|   | White 18 pack       |   |        |             | 0.98 - 1.25 | 70     | 1.17   |  |        |        |             |        |        |  |        |        |             |        |        |               |  |  |      |  |  |    |  |  |      |  |  |
|   | Brown 12 pack       |   |        |             |             |        |        |  |        |        |             |        |        |  |        |        |             |        |        |               |  |  |      |  |  |    |  |  |      |  |  |
|   | <b>MEDIUM</b>       | White 12 pack   |        |             | 0.50        |        |        | 120  |        |        | 0.50        |        |        | White 12 pack                                      |        |        |             |        |        | White 30 pack |  |  |      |  |  |    |  |  |      |  |  |
| S<br>P<br>E<br>C<br>I<br>A<br>L<br>T<br>Y | <b>USDA ORGANIC</b> |   |        |             |             |        |        |  |        |        |             |        |        |  |        |        |             |        |        |               |  |  |      |  |  |    |  |  |      |  |  |
|   | White 12 pack       |   |        |             |             |        |        |  |        |        |             |        |        |  |        |        |             |        |        |               |  |  |      |  |  |    |  |  |      |  |  |
|   | Brown 12 pack       |   |        |             | 2.50 - 3.29 | 90     | 3.21   | 3.18   | 10     | 3.18   | 2.50 - 3.29 | 170    | 2.67   |  |        |        | 2.99 - 3.29 | 130    | 3.02   |               |  |  |      |  |  |    |  |  |      |  |  |
|   | <b>OMEGA-3</b>      |   |        |             |             |        |        |  |        |        |             |        |        |  |        |        |             |        |        |               |  |  |      |  |  |    |  |  |      |  |  |
| White 12 pack                             |                     |   |        |             | 1.69 - 2.50 | 30     | 2.24   |  |        |        |             |        |        |  |        |        |             |        |        |               |  |  |      |  |  |    |  |  |      |  |  |
| Brown 12 pack                             |                     |   |        |             |             |        |        |  |        |        |             |        |        |  |        |        |             |        |        |               |  |  |      |  |  |    |  |  |      |  |  |
|   | <b>CAGE-FREE</b>    |   |        |             |             |        |        |  |        |        |             |        |        |  |        |        |             |        |        |               |  |  |      |  |  |    |  |  |      |  |  |
| White 12 pack                             |                     |   |        |             |             |        |        |  |        |        |             |        |        |  |        |        |             |        |        |               |  |  |      |  |  |    |  |  |      |  |  |
| Brown 12 pack                             |                     |   |        |             | 1.89        | 300    | 1.89   |  |        |        |             |        |        |  |        |        |             |        |        |               |  |  |      |  |  |    |  |  |      |  |  |

Note: See page 1 for explanatory notes.

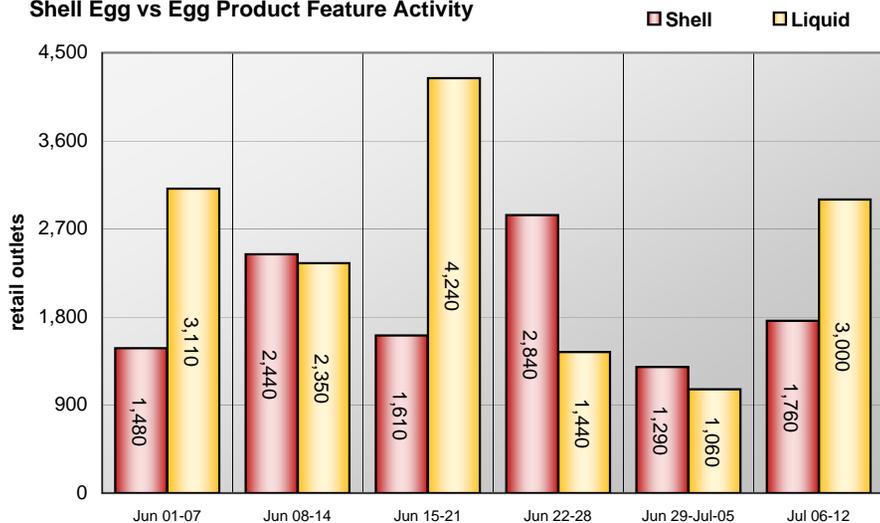


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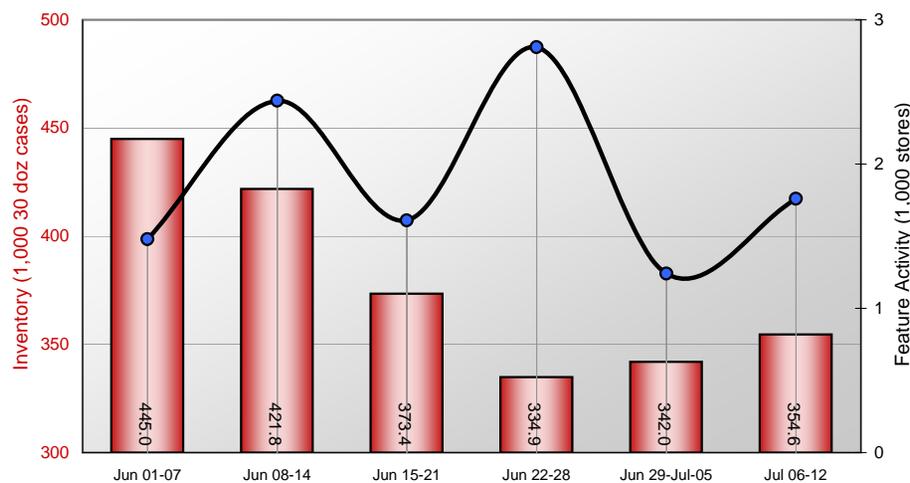
Fri. Jul 06, 2007

| EGG PRODUCTS      | THIS WEEK |        | LAST WEEK |        | NORTHEAST              |        |        | SOUTHEAST              |        |        | MIDWEST               |        |        | SOUTH CENTRAL          |        |        | SOUTHWEST             |        |        | NORTHWEST             |        |        |
|-------------------|-----------|--------|-----------|--------|------------------------|--------|--------|------------------------|--------|--------|-----------------------|--------|--------|------------------------|--------|--------|-----------------------|--------|--------|-----------------------|--------|--------|
| 1/ Feature Rate   | 16.9%     |        | 7.4%      |        | 35.1% of 3,800 sampled |        |        | 21.6% of 4,700 sampled |        |        | 7.0% of 2,900 sampled |        |        | 11.8% of 2,700 sampled |        |        | 0.0% of 1,900 sampled |        |        | 0.0% of 1,000 sampled |        |        |
| 2/ Activity Index | 3,000     |        | 1,060     |        | Activity Index = 1,540 |        |        | Activity Index = 1,020 |        |        | Activity Index = 410  |        |        | Activity Index = 30    |        |        | 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  | 1,630     | 2.40   | 710       | 2.25   | 1.99 - 2.69            | 1,270  | 2.45   | 2.39 - 2.50            | 120    | 2.47   | 2.00 - 2.50           | 210    | 2.01   | 2.50                   | 30     | 2.50   |                       |        |        |                       |        |        |
| 32 oz. carton     | 900       | 3.89   | 230       | 3.67   |                        |        |        | 3.89                   | 900    | 3.89   |                       |        |        |                        |        |        |                       |        |        |                       |        |        |
| 3 - 4 oz. cups    | 330       | 2.20   | 120       | 2.69   | 2.50                   | 130    | 2.50   |                        |        |        | 2.00                  | 200    | 2.00   |                        |        |        |                       |        |        |                       |        |        |
| 2 - 8 oz. cups    | 140       | 3      |           |        | 3.00                   | 140    | 3.00   |                        |        |        |                       |        |        |                        |        |        |                       |        |        |                       |        |        |

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.