



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 07/20 thru 07/26
 (prices in dollars per carton)

Fri. Jul 20, 2007

SHELL EGG NATIONAL SUMMARY												
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
	36.4% of 17,000 stores				39.2% 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		300 0.96		60 1.56		660 0.92				440 0.85	
	White 18 pack		10 1.50				460 2.15				1,130 1.06	
REGULAR	USDA GRADE A											
	White 12 pack		990 1.12		220 0.92		1,130 0.96		320 0.77		860 0.84	
	White 18 pack		140 1.50				120 0.99				20 0.99	
SPECIALTY	USDA ORGANIC											
	White 12 pack											
SPECIALTY	OMEGA-3											
	White 12 pack		160 2.50		1,880 2.23		550 2.30		120 1.99		820 2.14	
SPECIALTY	CAGE-FREE											
	White 12 pack		30 1.99				20 2.29				140 2.00	
SPECIALTY	Brown 12 pack		750 3.05		120 2.50		800 2.29				750 2.22	

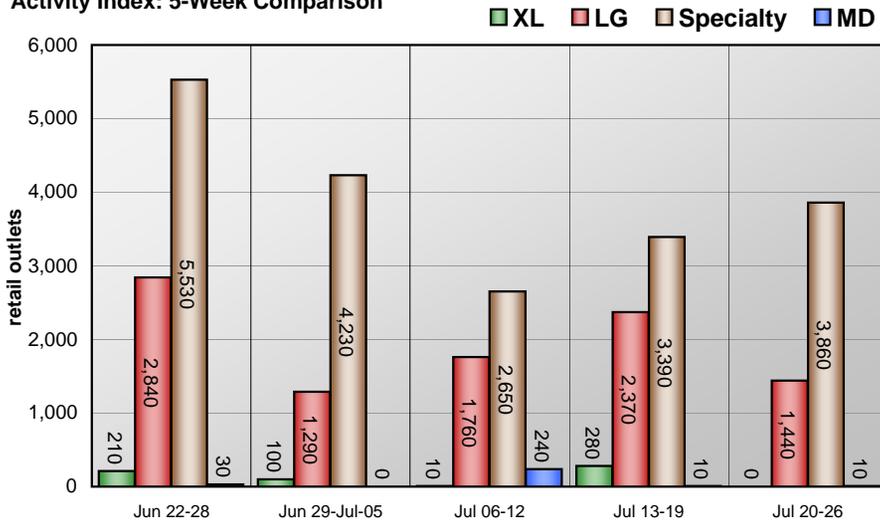
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,440	2,650	2,770	Large Eggs on Jul-16-2007
Specialty	3,860	3,390	3,050	
Total (includes MD)	5,310	6,050	6,160	338.6
Special Rate 4/:	12.1%	15.8%	3.8%	down 7%

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

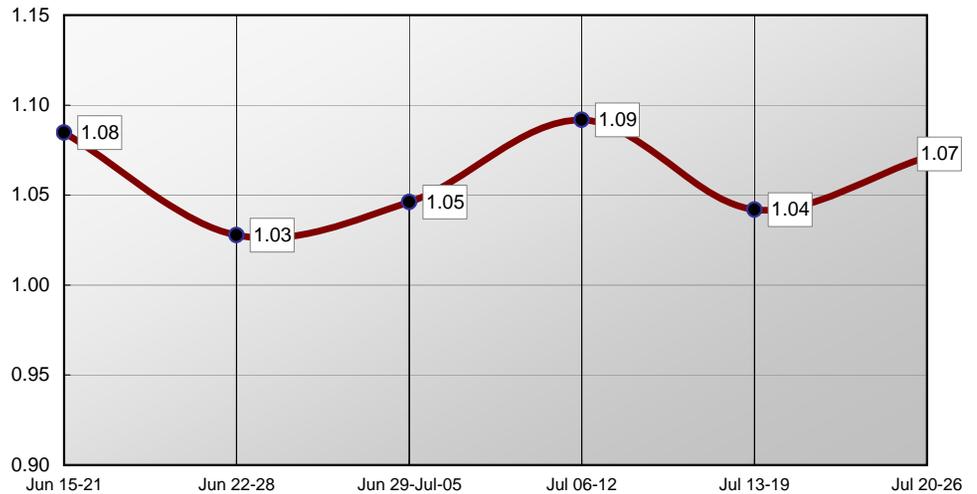
SHELL EGG and EGG PRODUCTS FEATURING

Regular shell egg promotions are lower compared to a week ago and the same week last year. Retailers featuring Grade A or Grade AA large white eggs declined sharply, however the average prices are considerably higher. The Northeast region is most active with over half of the outlets sampled advertising regular or specialty eggs. Stores carrying specialty shell egg ads are again higher than those accumulated last week and a year ago. Omega-3 white eggs increased sharply in visibility this cycle, easily surpassing other eggs in this sector. USDA Certified Organic brown egg features dropped dramatically. Liquid egg activity is 74% less than the previous 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		50.3% of 3,800 sampled outlets						47.0% of 4,700 sampled outlets						21.5% of 2,900 sampled outlets							
2/ Activity Index		Activity Index = 2,430 (includes Medium)						Activity Index = 1,080 (includes Medium)						Activity Index = 620 (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				1.29	10	1.29										0.69 - 0.99	20	0.90		
	White 18 pack																				
	Brown 12 pack																				
	MEDIUM	White 12 pack						White 12 pack						White 12 pack							
USDA GRADE A	White 12 pack				0.99 - 1.67	510	1.26				0.99 - 1.19	30	1.05				0.69 - 1.19	360	0.95		
	White 18 pack										1.50	130	1.50				1.50	10	1.50		
	Brown 12 pack																				
	MEDIUM	White 12 pack			0.98 10 0.98			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				1.69 - 2.99	280	2.91													
		Brown 12 pack																			
		OMEGA-3																			
		White 12 pack	2.50	160	2.50	2.00 - 2.50	720	2.45				2.00	900	2.00				1.69 - 2.50	220	2.44	
	Brown 12 pack				2.50	100	2.50				2.50	10	2.50								
	CAGE-FREE																				
	White 12 pack										1.99	10	1.99								
	Brown 12 pack	5.00	210	5.00	2.00 - 5.00	430	3.91										2.49	10	2.49		
		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		24.7% of 2,700 sampled outlets						35.3% of 1,900 sampled outlets						11.1% of 1,000 sampled outlets							
2/ Activity Index		Activity Index = 710 (includes Medium)						Activity Index = 350 (includes Medium)						Activity Index = 120 (includes Medium)							
USDA GRADE AA	White 12 pack				0.69 - 1.00	180	0.94										0.69 - 1.00	90	0.97		
	White 18 pack				1.50	10	1.50														
	Brown 12 pack																				
	MEDIUM	White 12 pack						White 12 pack						White 12 pack							
USDA GRADE A	White 12 pack				0.99 - 1.00	90	0.99														
	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				3.29	80	3.29				3.29	40	3.29				3.29	10	3.29	
		Brown 12 pack																			
		OMEGA-3																			
		White 12 pack				2.29	30	2.29										2.29	10	2.29	
	Brown 12 pack										3.00	310	3.00								
	CAGE-FREE																				
	White 12 pack				1.99	20	1.99														
	Brown 12 pack				1.89	300	1.89										1.50	10	1.50		

Note: See page 1 for explanatory notes.

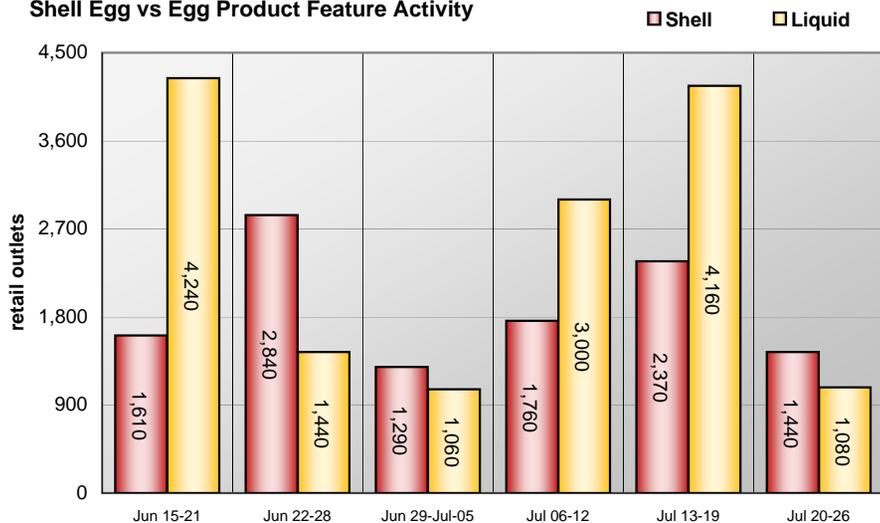


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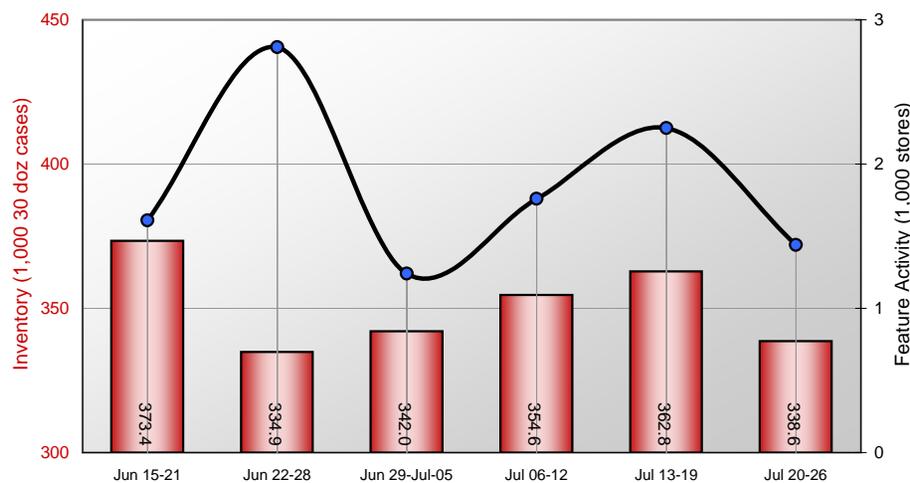
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EGG PRODUCTS	THIS WEEK		LAST WEEK		NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST	
1/ Feature Rate	7.5%		24.3%		15.0% of 3,800 sampled		0.8% of 4,700 sampled		7.5% of 2,900 sampled		14.4% of 2,700 sampled		1.0% of 1,900 sampled		2.9% of 1,000 sampled	
2/ Activity Index	1,080		4,160		Activity Index = 680		Activity Index = 40		Activity Index = 220		Activity Index = 100		Activity Index = 20		Activity Index = 20	
	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	730	2.29	2,860	2.44	2.00 - 2.99	330	2.47	2.50 - 2.99	40	2.86	1.88 - 3.00	220	1.94	1.88 - 2.50	100	2.19
32 oz. carton	140	4.66	850	3.94	3.99 - 4.99	140	4.66							2.29 - 2.50	20	2.34
3 - 4 oz. cups	210	2.00	310	3.00	2.00	210	2.00									
2 - 8 oz. cups			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.