



**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 07/27 thru 08/02

(prices in dollars per carton)

Fri. Jul 27, 2007

SHELL EGG NATIONAL SUMMARY													
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	33.2% of 17,000 stores				36.4% 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	10	1.68	670	1.23			300	0.96			1,580	0.99
	White 18 pack			430	2.24			10	1.50			440	1.15
	Brown 12 pack												
REGULAR	<b>USDA GRADE A</b>												
	White 12 pack	40	1.30	140	1.17			990	1.12			940	0.91
	White 18 pack			670	1.75			140	1.50			1,190	1.12
	Brown 12 pack												
SPECIALTY	<b>USDA ORGANIC</b>												
	White 12 pack												
	Brown 12 pack	110	3.59	670	3.14			410	3.03			2,030	3.02
CAGE-FREE	<b>OMEGA-3</b>												
	White 12 pack	130	2.44	200	2.63	160	2.50	1,880	2.23			830	1.93
	Brown 12 pack	600	2.49	610	2.48			420	2.87	220	2.49	320	2.65
CAGE-FREE	<b>CAGE-FREE</b>												
	White 12 pack			20	2.29			30	1.99			320	2.06
	Brown 12 pack	120	2.50	1,300	2.27	210	5.00	750	3.05			390	2.56

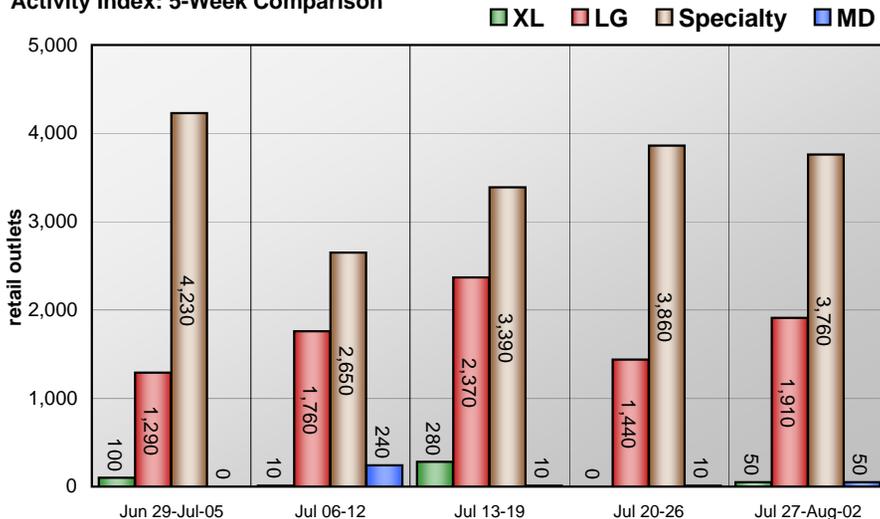
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,960	1,440	4,150	Large Eggs on Jul-23-2007
Specialty	3,760	3,860	4,110	
Total (includes MD)	5,770	5,310	8,390	385.0
Special Rate 4/:	13.8%	12.1%	3.7%	up 14%

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

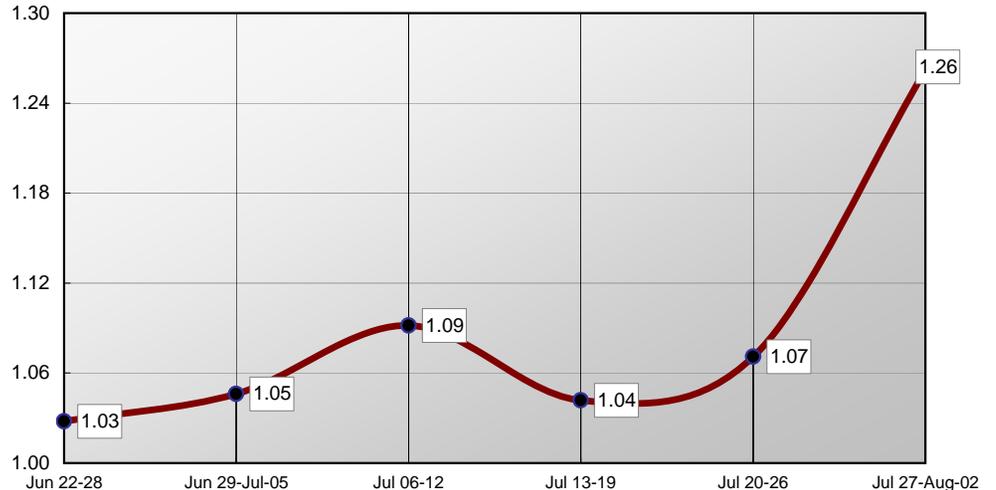
**SHELL EGG and EGG PRODUCTS FEATURING**

Regular shell egg promotions are higher than a week ago, although considerably lower than the same week last year. The average price on Grade A or better Large white egg to consumers is sharply higher than in previous weeks. Features of Grade AA and Grade A white eggs in 18 packs increased. Regular shell eggs are mostly promoted in the Southwest area this week. Specialty shell egg ads declined 3% compared to last week and are 9% less than a year ago. Cage Free large brown eggs are heavily promoted this cycle. Notably, there is a significant increase in stores featuring Extra Large specialty eggs. Ads in this sector are mainly in the Northeast area. Liquid egg activity is higher than the previous week. All sized containers are visible in the eggs products sector 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		47.4% of 3,800 sampled outlets						7.7% of 4,700 sampled outlets						19.3% of 2,900 sampled outlets					
2/ Activity Index		Activity Index = 3,150 (includes Medium)						Activity Index = 210 (includes Medium)						Activity Index = 440 (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				1.00	30	1.00				1.00	10	1.00
	White 18 pack																		
	Brown 12 pack																		
	<b>MEDIUM</b>	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack	0.99	10	0.99	0.99 - 1.50	70	1.38	0.99	10	0.99	1.18	10	1.18	1.98	10	1.98	0.69 - 1.00	60	0.93
	White 18 pack				2.50	130	2.50										1.68	190	1.68
	Brown 12 pack																		
	<b>MEDIUM</b>	White 12 pack			0.99	10	0.99	White 12 pack			White 12 pack			White 12 pack			0.99	10	0.99
		White 30 pack						White 30 pack						White 30 pack					
S P E C I A L T Y	<b>USDA ORGANIC</b>																		
	White 12 pack																		
	Brown 12 pack	3.59	100	3.59	2.99 - 3.49	380	3.14	3.59	10	3.59	3.49	10	3.49				2.98	150	2.98
	<b>OMEGA-3</b>																		
	White 12 pack	2.00 - 2.50	130	2.44	2.00 - 2.99	200	2.63												
	Brown 12 pack	2.00 - 2.50	530	2.49	2.00 - 2.50	530	2.49	2.50	70	2.50	2.50	70	2.50						
	<b>CAGE-FREE</b>																		
	White 12 pack				2.29	20	2.29												
	Brown 12 pack	2.50	120	2.50	1.99 - 2.99	910	2.43										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		38.4% of 2,700 sampled outlets						68.8% of 1,900 sampled outlets						57.5% of 1,000 sampled outlets					
2/ Activity Index		Activity Index = 1,010 (includes Medium)						Activity Index = 730 (includes Medium)						Activity Index = 230 (includes Medium)					
USDA GRADE AA	White 12 pack				0.69 - 1.00	240	0.81	1.68	10	1.68	1.50 - 1.69	330	1.51				1.50	50	1.50
	White 18 pack										1.98 - 2.49	350	2.18				2.49	80	2.49
	Brown 12 pack																		
	<b>MEDIUM</b>	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack	1.25	10	1.25															
	White 18 pack				1.39 - 1.68	350	1.51												
	Brown 12 pack																		
	<b>MEDIUM</b>	White 12 pack			0.50	30	0.50	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	<b>USDA ORGANIC</b>																		
	White 12 pack																		
	Brown 12 pack				3.29	80	3.29				3.29	40	3.29				3.29	10	3.29
	<b>OMEGA-3</b>																		
	White 12 pack																1.50	10	1.50
	Brown 12 pack																		
	<b>CAGE-FREE</b>																		
	White 12 pack																		
	Brown 12 pack				1.89	300	1.89										2.00	80	2.00

Note: See page 1 for explanatory notes.

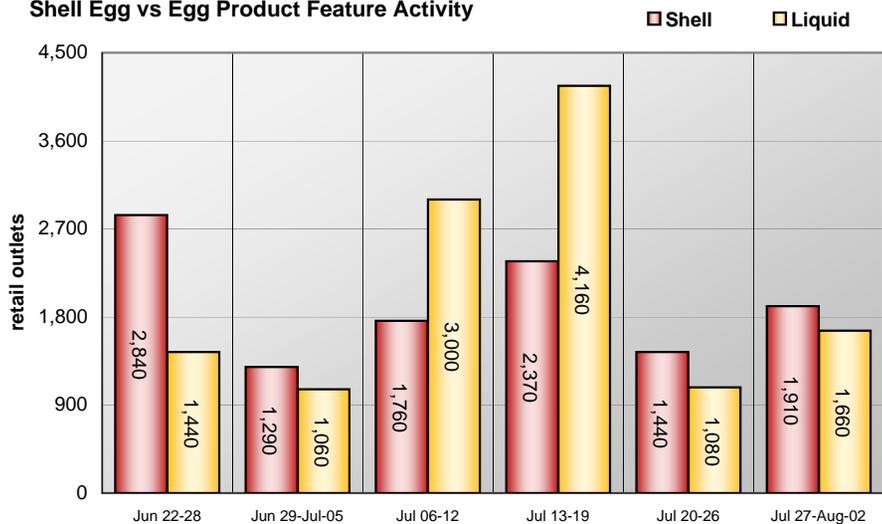


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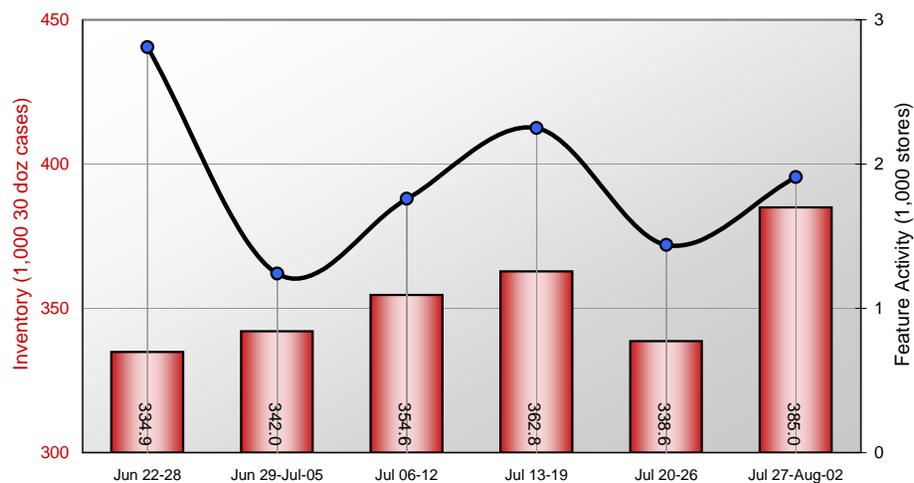
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EGG PRODUCTS	THIS WEEK		LAST WEEK		NORTHEAST			SOUTHEAST			MIDWEST			SOUTH CENTRAL			SOUTHWEST			NORTHWEST			
1/ Feature Rate	8.2%		7.5%		15.9% of 3,800 sampled			6.8% of 4,700 sampled			8.7% of 2,900 sampled			3.0% of 2,700 sampled			7.3% of 1,900 sampled			0.0% of 1,000 sampled			
2/ Activity Index	1,660		1,080		Activity Index = 850			Activity Index = 330			Activity Index = 250			Activity Index = 90			Activity Index = 140			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	900	2.35	730	2.29	2.19 - 3.00	540	2.57	1.67 - 2.50	230	1.79	2.50	40	2.50	2.00 - 2.50	90	2.38							
32 oz. carton	520	4.03	140	4.66			4.99	70	4.99	3.99 - 4.99	100	4.04	3.99 - 4.99	210	4.05			3.50	140	3.50			
3 - 4 oz. cups	150	2.86	210	2.00	1.79 - 3.00	150	2.86																
2 - 8 oz. cups	90	2.99			2.99	90	2.99																

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.