



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 08/17 thru 08/23
 (prices in dollars per carton)

Fri. Aug 17, 2007

SHELL EGG NATIONAL SUMMARY													
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	30.9% of 17,000 stores				27.5% 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	130	1.27	270	1.57	20	1.50	780	1.30			290	0.89
	White 18 pack			170	2.39							770	1.43
REGULAR	USDA GRADE A												
	White 12 pack	20	0.99	620	0.96	220	1.72	150	1.02	230	0.83	1,520	0.74
	White 18 pack			10	1.57			80	1.93			160	1.23
SPECIALTY	USDA ORGANIC												
	White 12 pack												
	Brown 12 pack			1,670	3.09			240	3.27			100	3.25
CAGE-FREE	OMEGA-3												
	White 12 pack	30	1.98	700	2.17			1,210	2.42	130	1.96	670	1.98
	Brown 12 pack					210	2.79	210	2.79				
CAGE-FREE	CAGE-FREE												
	White 12 pack			280	2.00			10	1.50				
	Brown 12 pack	120	2.50	1,100	2.25	140	2.99	800	2.58			230	2.01

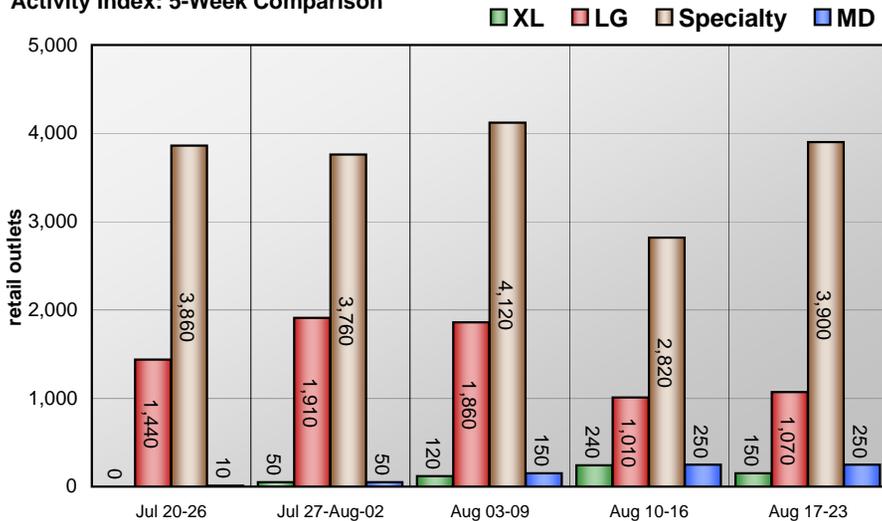
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,220	1,250	2,970	Large Eggs on Aug-13-2007
Specialty	3,900	2,820	1,130	
Total (includes MD)	5,370	4,320	4,400	399.2
Special Rate 4/:	9.2%	10.2%	12.7%	down 16%

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

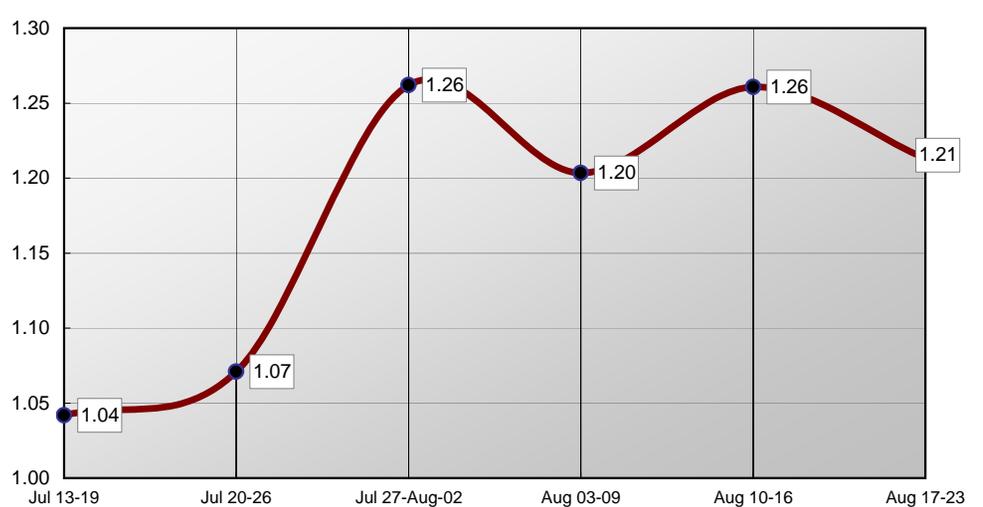
SHELL EGG and EGG PRODUCTS FEATURING

Feature activity on regular shell eggs is less than both last week and the same week a year ago. The weighted average price to consumers on Grade A or better Large white eggs is less than the previous week. Specialty shell egg promotions surpassed last week by 38% and last year by 71%. USDA Certified Organic brown egg ads increased tremendously with the support of major chains. Cage free brown egg features are higher, however Omega-3 white eggs are significantly lower than a week ago. Liquid egg features declined, but continue commanding more ad space than regular shell eggs. 14-16 oz. carton ads dominate this sector. 32 oz. cartons declined in store volume, but increased in average price.

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		26.6% of 3,800 sampled outlets						39.6% of 4,700 sampled outlets						43.1% of 2,900 sampled outlets					
2/ Activity Index		Activity Index = 1,130 (includes Medium)						Activity Index = 800 (includes Medium)						Activity Index = 1,340 (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				0.99	30	0.99						
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM																		
USDA GRADE A	White 12 pack	0.99	20	0.99	0.99 - 1.33	130	1.03				1.20	10	1.20				0.79 - 1.20	360	0.89
	White 18 pack																1.57	10	1.57
	Brown 12 pack																		
	MEDIUM										0.99	110	0.99						
SPECIALTY	USDA ORGANIC																		
	White 12 pack				4.00	100	4.00				3.00 - 4.00	340	3.01				3.00	370	3.00
	Brown 12 pack																		
	OMEGA-3																		
	White 12 pack	1.98	30	1.98	1.98 - 2.50	180	2.05										1.68 - 2.50	360	2.14
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack										2.00	180	2.00				2.00	100	2.00
	Brown 12 pack	2.50	120	2.50	2.29 - 3.29	410	2.52				2.00	130	2.00				2.00 - 2.49	140	2.05
		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		24.6% of 2,700 sampled outlets						12.5% of 1,900 sampled outlets						24.2% of 1,000 sampled outlets					
2/ Activity Index		Activity Index = 1,440 (includes Medium)						Activity Index = 270 (includes Medium)						Activity Index = 390 (includes Medium)					
USDA GRADE AA	White 12 pack				1.69	140	1.69	1.50	10	1.50	1.59	80	1.59	1.25	120	1.25	1.67	10	1.67
	White 18 pack				1.89	20	1.89				2.50	140	2.50				1.89	10	1.89
	Brown 12 pack																		
	MEDIUM																		
USDA GRADE A	White 12 pack				1.00 - 1.20	120	1.06												
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM																		
SPECIALTY	USDA ORGANIC																		
	White 12 pack				2.99 - 3.29	670	3.03				3.29 - 3.38	40	3.30				2.99 - 3.38	150	3.03
	Brown 12 pack																		
	OMEGA-3																		
	White 12 pack				2.00 - 2.49	150	2.38										2.00	10	2.00
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack				2.00 - 2.49	330	2.18										1.50 - 1.99	90	1.93
	Brown 12 pack																		

Note: See page 1 for explanatory notes.

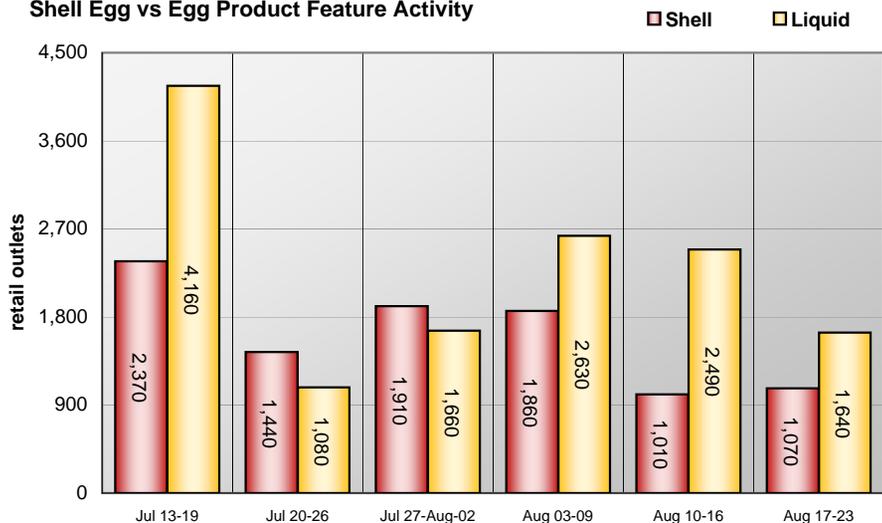


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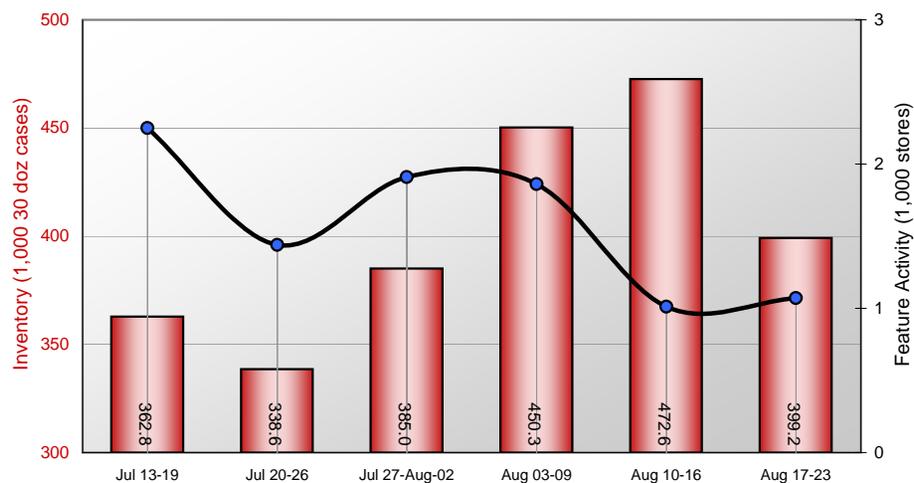
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EGG PRODUCTS	THIS WEEK		LAST WEEK		NORTHEAST			SOUTHEAST			MIDWEST			SOUTH CENTRAL			SOUTHWEST			NORTHWEST		
1/ Feature Rate	8.9%		14.0%		33.8% of 3,800 sampled			1.5% of 4,700 sampled			3.1% of 2,900 sampled			0.0% of 2,700 sampled			4.3% of 1,900 sampled			0.0% of 1,000 sampled		
2/ Activity Index	1,640		2,490		Activity Index = 1,370			Activity Index = 70			Activity Index = 120			Activity Index = 0			Activity Index = 80			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	1,490	2.51	2,260	2.41	1.99 - 3.00	1,240	2.55	2.50	70	2.50	1.99 - 2.69	100	2.45				1.99	80	1.99			
32 oz. carton	140	4.80	230	3.74	4.79	130	4.79				4.99	10	4.99									
3 - 4 oz. cups	10	1.99									1.99	10	1.99									
2 - 8 oz. cups																						

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.