



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 09/07 thru 09/13
 (prices in dollars per carton)

Fri. Sep 07, 2007

SHELL EGG NATIONAL SUMMARY												
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
	28.8% of 17,000 stores				31.0% 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	USDA GRADE AA											
	White 12 pack		200 1.01				10 1.29				600 0.95	
	White 18 pack		90 2.44				230 2.18				280 1.16	
	Brown 12 pack											
REGULAR	USDA GRADE A											
	White 12 pack		10 1.59		320 1.22				330 1.00		1,880 0.77	
	White 18 pack				300 1.78				580 1.99		520 1.13	
	Brown 12 pack						210 1.50					
SPECIALTY	USDA ORGANIC											
	White 12 pack											
SPECIALTY	Brown 12 pack		1,590 3.79		400 3.97		900 3.67				930 3.06	
	LIQUID	OMEGA-3										
White 12 pack		330 2.50				1,370 2.35		20 2.19		1,310 2.40		
LIQUID	Brown 12 pack				600 2.27		310 3.50					
	LIQUID	CAGE-FREE										
White 12 pack				50 2.00		200 2.00				140 2.49		
LIQUID	Brown 12 pack		710 2.50		320 2.67		870 2.64				890 2.89	

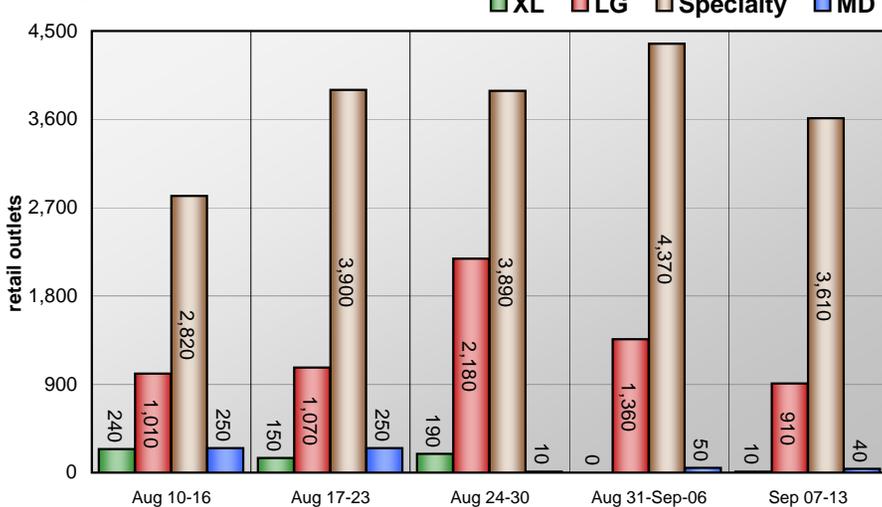
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	920	1,360	3,280	Large Eggs on Sep-03-2007
Specialty	3,610	4,370	3,290	
Total (includes MD)	4,570	5,780	7,090	374.3
Special Rate 4/:	5.7%	15.7%	15.7%	up 9%

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

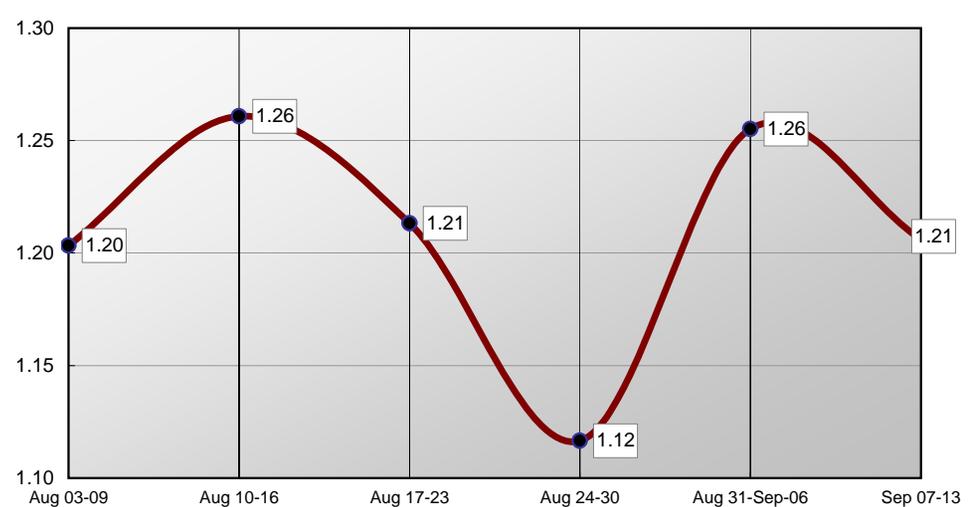
SHELL EGG and EGG PRODUCTS FEATURING

Regular shell egg activity is down sharply when compared to features last week and the same week a year ago. Grade A or better weighted average price of Large white eggs offered to consumers declined. Extra large and medium egg ads are highly sporadic. Specialty shell egg promotions are less than the previous week, although slightly higher than a year ago. With the support of major chains, USDA Certified Organic eggs are the frontrunner in this sector. Omega-3 brown eggs are very visible this week. Liquid egg ads increased significantly and surpassed regular shell egg ads by a wide margin. The majority of regions are actively promoting liquid egg this cycle with the exception of the Northwest area.

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		52.6% of 3,800 sampled outlets						4.3% of 4,700 sampled outlets						17.5% of 2,900 sampled outlets					
2/ Activity Index		Activity Index = 1,970 (includes Medium)						Activity Index = 320 (includes Medium)						Activity Index = 520 (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				1.25	10	1.25
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				0.69 - 1.67	190	1.43				0.69 - 0.99	60	0.83	1.59	10	1.59	0.79 - 1.49	60	1.03
	White 18 pack																1.88	190	1.88
	Brown 12 pack																		
	MEDIUM	White 12 pack			0.99	20	0.99	White 12 pack			White 12 pack			White 12 pack					
	White 30 pack							White 30 pack			White 30 pack			White 30 pack					
SPECIALTY	USDA ORGANIC																		
	White 12 pack				3.79	130	3.79				3.79	50	3.79				2.89 - 3.79	120	3.70
	Brown 12 pack																		
	OMEGA-3																		
White 12 pack	2.50	330	2.50	2.50	330	2.50													
Brown 12 pack				2.28	520	2.28				2.28	70	2.28							
	CAGE-FREE																		
White 12 pack				2.29 - 3.19	440	2.54				2.50 - 2.59	110	2.59					2.00	10	2.00
Brown 12 pack																	1.99 - 2.50	120	2.48
		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		29.0% of 2,700 sampled outlets						41.8% of 1,900 sampled outlets						60.9% of 1,000 sampled outlets					
2/ Activity Index		Activity Index = 660 (includes Medium)						Activity Index = 660 (includes Medium)						Activity Index = 440 (includes Medium)					
USDA GRADE AA	White 12 pack				1.00 - 1.28	100	1.04				0.88	10	0.88				0.88	40	0.88
	White 18 pack										2.00 - 2.49	90	2.44						
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				0.89	10	0.89												
	White 18 pack				1.29 - 1.88	110	1.61												
	Brown 12 pack																		
	MEDIUM	White 12 pack			0.72	20	0.72	White 12 pack			White 12 pack			White 12 pack					
	White 30 pack							White 30 pack			White 30 pack			White 30 pack					
SPECIALTY	USDA ORGANIC																		
	White 12 pack				3.79	350	3.79				3.79 - 3.99	560	3.88				2.99 - 3.99	380	3.68
	Brown 12 pack																		
	OMEGA-3																		
White 12 pack				1.89	10	1.89													
Brown 12 pack																			
	CAGE-FREE																		
White 12 pack				2.00	30	2.00											2.00	10	2.00
Brown 12 pack				1.99	30	1.99											1.99	10	1.99

Note: See page 1 for explanatory notes.

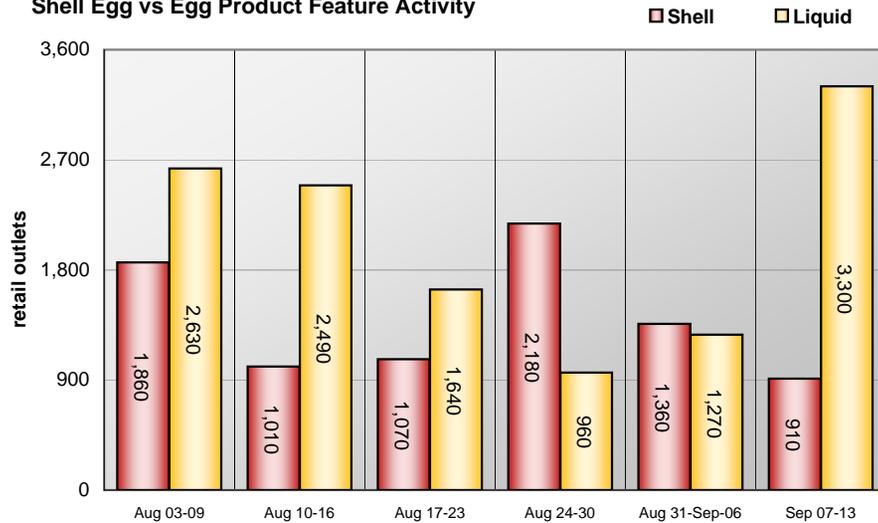


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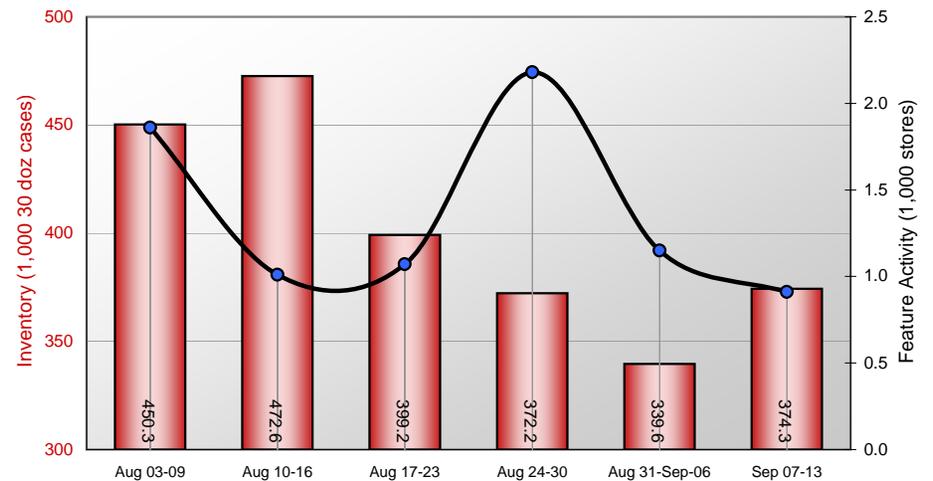
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EGG PRODUCTS	THIS WEEK		LAST WEEK		NORTHEAST			SOUTHEAST			MIDWEST			SOUTH CENTRAL			SOUTHWEST			NORTHWEST		
1/ Feature Rate	15.8%		3.7%		15.1% of 3,800 sampled			20.1% of 4,700 sampled			15.9% of 2,900 sampled			0.0% of 2,700 sampled			37.9% of 1,900 sampled			0.0% of 1,000 sampled		
2/ Activity Index	3,300		1,270		Activity Index = 990			Activity Index = 950			Activity Index = 720			Activity Index = 30			Activity Index = 610			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	1,760	2.24	250	2.32	2.00 - 3.00	700	2.56	2.39 - 2.50	50	2.43	1.50 - 3.00	440	2.32	2.99	10	2.99	1.50 - 2.00	560	1.72			
32 oz. carton	1,110	3.28	660	4.18	3.99 - 4.79	140	4.76	3.00 - 3.99	900	3.01		20	3.99				3.50 - 4.19	50	3.74			
3 - 4 oz. cups	390	2.69	360	2.02	1.79 - 3.00	150	2.86				2.50 - 2.99	230	2.56	2.99	10	2.99						
2 - 8 oz. cups	40	2.99									2.99	30	2.99	2.99	10	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.