



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 09/28 thru 10/04
 (prices in dollars per carton)

Fri. Sep 28, 2007

SHELL EGG NATIONAL SUMMARY												
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
	37.2% of 17,000 stores				28.2% of 17,000 stores				31.5% 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		990 1.31				210 1.54		110 1.19		660 0.89	
	White 18 pack		90 2.50				210 2.50				640 1.17	
Brown 12 pack												
SPECIALTY	USDA GRADE A											
	White 12 pack		30 1.49		800 1.05				230 1.38		70 1.00	
	White 18 pack				140 2.88				430 1.95		120 0.88	
Brown 12 pack										620 1.08		
CAGE-FREE	USDA ORGANIC											
	White 12 pack		210 4.00		910 3.43						60 3.42	
	Brown 12 pack						2,460 3.57					
OMEGA-3	White 12 pack		100 1.98		1,350 2.52		270 2.51		460 2.48		310 2.38	
	Brown 12 pack				170 2.50				800 2.52		1,710 2.29	
T	CAGE-FREE											
	White 12 pack		730 2.59		20 2.00				310 3.00		30 2.50	
	Brown 12 pack				1,740 2.70				290 2.62		1,130 2.63	

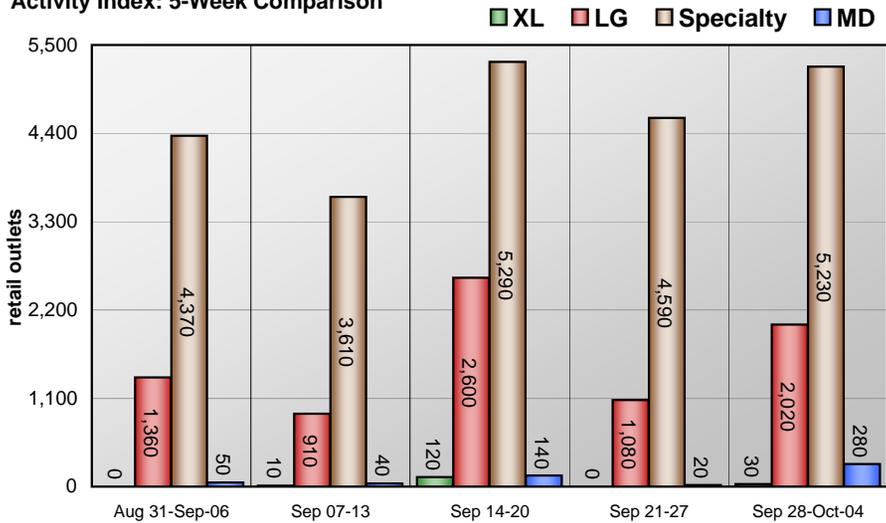
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,050	1,080	2,810	Large Eggs on Sep-24-2007
Specialty	5,230	4,590	3,240	
Total (includes MD)	7,560	5,690	6,420	453.9
Special Rate 4/:	9.2%	1.0%	1.0%	up 10%

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

SHELL EGG and EGG PRODUCTS FEATURING

Promotional activity on regular shell eggs is higher than last week but slightly less than the same week a year ago. Although significantly lower than last week, the average price of Large white eggs, Grade A or better, is still trending higher compared to earlier weeks. Medium shell egg activity increased this cycle with most ads appearing in the Midwest and South Central regions. Specialty shell egg features surpassed those last week and last year. Cage free brown and Omega-3 white eggs are heavily featured in the Northeast. Liquid egg ads are sharply higher this week. Stores promoting 14-16 oz. cartons dominate this sector.

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		49.8% of 3,800 sampled outlets						20.0% of 4,700 sampled outlets						26.4% of 2,900 sampled outlets					
2/ Activity Index		Activity Index = 3,700 (includes Medium)						Activity Index = 1,030 (includes Medium)						Activity Index = 830 (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	10	1.00
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				1.09	160	1.09				0.99 - 1.25	510	1.01	1.49	30	1.49	0.99 - 1.29	50	1.12
	White 18 pack				2.99	130	2.99										1.44	10	1.44
	Brown 12 pack																		
	MEDIUM	White 12 pack			0.60 10 0.60			White 12 pack			0.99 10 0.99			White 12 pack			0.98 - 0.99 140 0.98		
		White 30 pack						White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack	4.00	210	4.00	3.50 - 4.00	350	3.81										2.99 - 3.50	170	3.46
	OMEGA-3																		
	White 12 pack	1.98	90	1.98	1.98 - 2.99	1,020	2.47	2.00	10	2.00	1.79 - 2.50	100	2.30				1.79 - 3.00	220	2.89
	Brown 12 pack				2.50	160	2.50				2.50	10	2.50						
	CAGE-FREE																		
	White 12 pack																		
	Brown 12 pack	2.50 - 2.99	660	2.60	2.50 - 2.99	900	2.61	2.50	70	2.50	2.00 - 2.50	320	2.48				3.00	200	3.00
		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		33.7% of 2,700 sampled outlets						54.5% of 1,900 sampled outlets						77.8% of 1,000 sampled outlets					
2/ Activity Index		Activity Index = 660 (includes Medium)						Activity Index = 820 (includes Medium)						Activity Index = 520 (includes Medium)					
USDA GRADE AA	White 12 pack				0.99 - 1.19	330	1.04				0.99 - 1.50	350	1.45				0.88 - 1.99	290	1.48
	White 18 pack										2.50	90	2.50						
	Brown 12 pack																		
	MEDIUM	White 12 pack			1.00 20 1.00			White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				0.99 - 1.49	80	1.11												
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM	White 12 pack			0.88 - 0.99 100 0.93			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																		
	Brown 12 pack				2.99 - 3.29	120	3.18				2.99 - 3.29	50	3.24				2.99 - 3.29	220	3.01
	OMEGA-3																		
	White 12 pack				1.68 - 1.79	10	1.74												
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack										2.00	20	2.00						
	Brown 12 pack										3.00	310	3.00				1.50	10	1.50

Note: See page 1 for explanatory notes.

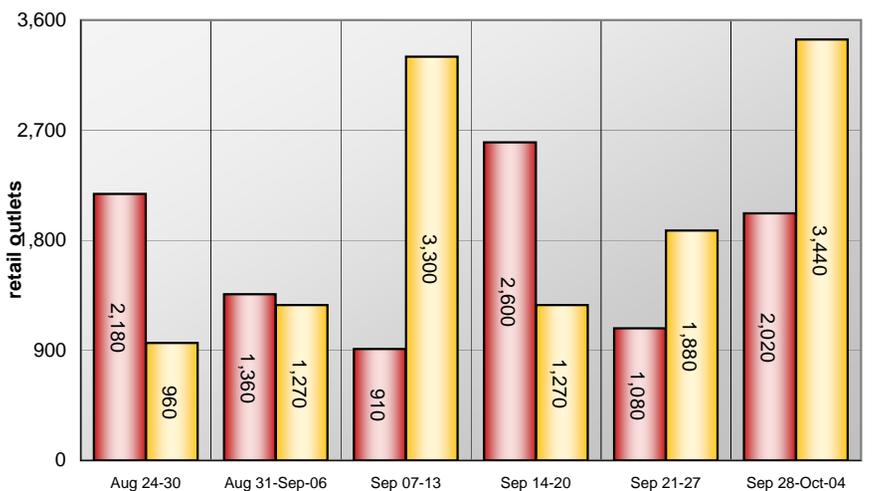


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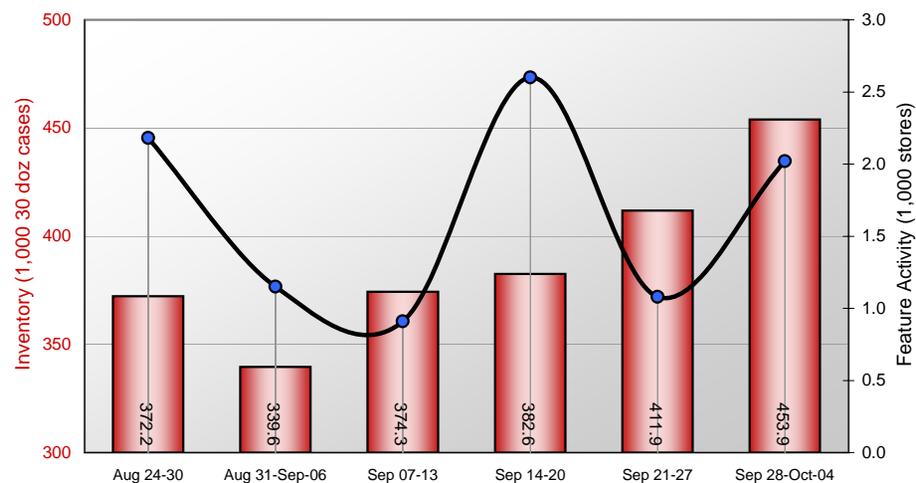
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EGG PRODUCTS	THIS WEEK		LAST WEEK		NORTHEAST			SOUTHEAST			MIDWEST			SOUTH CENTRAL			SOUTHWEST			NORTHWEST		
1/ Feature Rate	15.0%		8.9%		27.3% of 3,800 sampled			12.2% of 4,700 sampled			8.8% of 2,900 sampled			19.4% of 2,700 sampled			2.1% of 1,900 sampled			10.7% of 1,000 sampled		
2/ Activity Index	3,440		1,880		Activity Index = 1,130			Activity Index = 900			Activity Index = 270			Activity Index = 990			Activity Index = 40			Activity Index = 110		
	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	2,280	2.48	1,130	2.45	2.39 - 3.00	610	2.77	1.67 - 2.50	750	2.28	2.29 - 2.50	230	2.49	1.79 - 2.50	540	2.44	2.50 - 2.98	40	2.56	1.79 - 2.98	110	2.45
32 oz. carton	410	4.21	330	4.63	3.99 - 4.99	370	4.24	3.99	20	3.99	3.99	20	3.99									
3 - 4 oz. cups	750	2.46	280	2.02	2.29 - 3.00	150	2.92	2.50	130	2.50	2.50	20	2.50	2.00 - 2.50	450	2.29						
2 - 8 oz. cups			140	3.49																		

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.