



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 10/05 thru 10/11

(prices in dollars per carton)

Fri. Oct 05, 2007

SHELL EGG NATIONAL SUMMARY													
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	32.5% of 17,000 stores				37.2% of 17,000 stores				43.6% 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	10	1.68	410	1.19			990	1.31	170	1.49	200	0.73
	White 18 pack			80	2.50			90	2.50			10	0.99
REGULAR	USDA GRADE A												
	White 12 pack	70	1.63	720	1.41	30	1.49	800	1.05	70	0.88	1,570	0.76
	White 18 pack			70	1.96			140	2.88			1,360	1.27
SPECIALTY	USDA ORGANIC												
	White 12 pack			1,960	3.79	210	4.00	910	3.43			540	2.82
CAGE-FREE	OMEGA-3												
	White 12 pack	730	2.50	1,650	2.55	100	1.98	1,350	2.52	490	2.32	1,700	2.13
CAGE-FREE	CAGE-FREE												
	White 12 pack			120	2.00			20	2.00				
CAGE-FREE	OMEGA-3												
	Brown 12 pack	210	2.79	210	2.79			170	2.50			10	1.50
CAGE-FREE	CAGE-FREE												
	Brown 12 pack			680	2.47	730	2.59	1,740	2.70			1,630	2.09

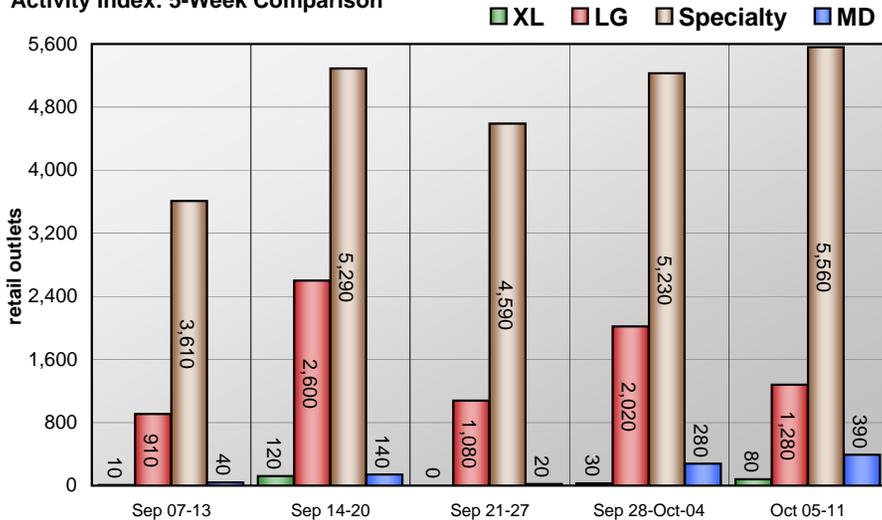
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,360	2,050	3,380	Large Eggs on Oct-01-2007
Specialty	5,560	5,230	4,370	
Total (includes MD)	7,310	7,560	7,750	513.6
Special Rate 4/:	2.6%	9.2%	10.1%	up 13%

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

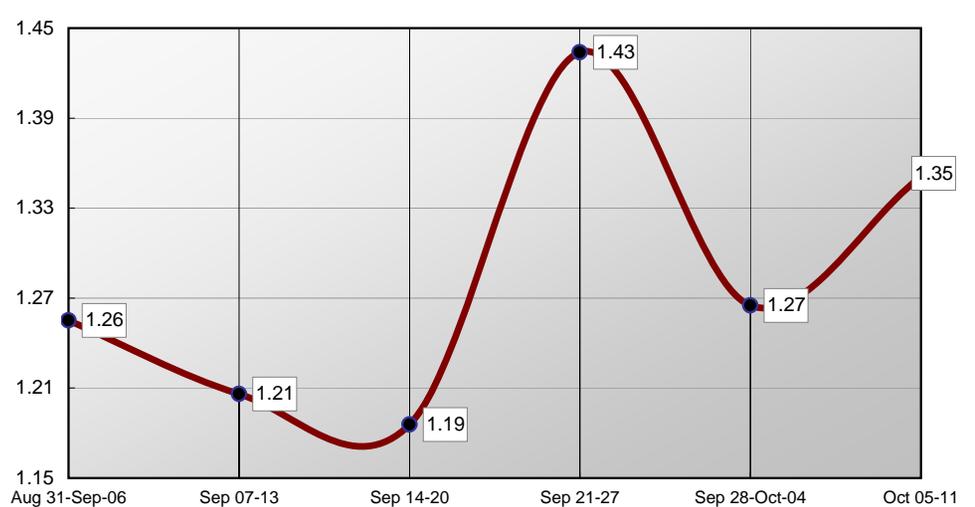
SHELL EGG and EGG PRODUCTS FEATURING

Regular shell egg activity is considerably lower than both the previous week and the same week a year ago. The average price of Large white eggs, Grade A or better, to consumers is 8 cents higher than last week and 55 cents more than this time last year. Medium shell egg ads remain visible. Specialty shell eggs continue to dominate ad space. Activity in this sector is 6% higher than a week ago and 27% higher compared to the previous year. USDA Certified Organic egg are heavily promoted and show up in all regions. Omega-3 white eggs are also highly visible, although the bulk of features are in the Northeast region. Liquid egg sales are slightly higher this cycle. 14-16 oz. cartons increased in store volume and 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		64.2% of 3,800 sampled outlets						11.4% of 4,700 sampled outlets						15.3% of 2,900 sampled outlets						
2/ Activity Index		Activity Index = 3,690 (includes Medium)						Activity Index = 580 (includes Medium)						Activity Index = 510 (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										1.25	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				1.20 - 1.99	390	1.47	1.63	50	1.63	1.20 - 1.63	290	1.34				1.88	20	1.88	
	White 18 pack																			
	Brown 12 pack																			
	MEDIUM	White 12 pack			0.99	20	0.99	White 12 pack			1.00	40	1.00	White 12 pack			1.00	290	1.00	
		White 30 pack						White 30 pack						White 30 pack						
SPECIALTY	USDA ORGANIC																			
	White 12 pack				3.00 - 4.00	430	3.73				3.79 - 4.00	50	3.81				2.98 - 3.79	140	3.60	
	Brown 12 pack																			
	OMEGA-3																			
	White 12 pack	2.50	520	2.50	1.99 - 3.98	1,490	2.60	2.50	70	2.50	1.79 - 2.50	80	2.42				1.79 - 1.89	10	1.84	
	Brown 12 pack	2.79	210	2.79	2.79	210	2.79													
	CAGE-FREE																			
	White 12 pack				2.29 - 2.79	410	2.64										2.00 - 2.50	40	2.42	
	Brown 12 pack																			
		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		34.7% of 2,700 sampled outlets						44.6% of 1,900 sampled outlets						32.2% of 1,000 sampled outlets						
2/ Activity Index		Activity Index = 1,230 (includes Medium)						Activity Index = 960 (includes Medium)						Activity Index = 340 (includes Medium)						
USDA GRADE AA	White 12 pack				0.99 - 1.33	330	1.21	1.68	10	1.68	0.99	40	0.99				0.99 - 1.25	20	1.07	
	White 18 pack										2.50	80	2.50							
	Brown 12 pack																			
	MEDIUM	White 12 pack			0.89	20	0.89	White 12 pack						White 12 pack			0.89	10	0.89	
USDA GRADE A	White 12 pack	1.63	20	1.63	1.20 - 1.63	40	1.40													
	White 18 pack				1.99	50	1.99													
	Brown 12 pack																			
	MEDIUM	White 12 pack			1.00	10	1.00	White 12 pack						White 12 pack						
		White 30 pack						White 30 pack						White 30 pack						
SPECIALTY	USDA ORGANIC																			
	White 12 pack				3.29 - 3.79	430	3.70				3.29 - 3.99	600	3.84				3.29 - 3.99	310	3.96	
	Brown 12 pack																			
	OMEGA-3																			
	White 12 pack				1.79 - 1.89	70	1.84	2.49	140	2.49										
	Brown 12 pack																			
	CAGE-FREE																			
	White 12 pack				2.00	120	2.00				2.00 - 2.39	90	2.35							
	Brown 12 pack				2.00 - 2.50	140	2.08													

Note: See page 1 for explanatory notes.

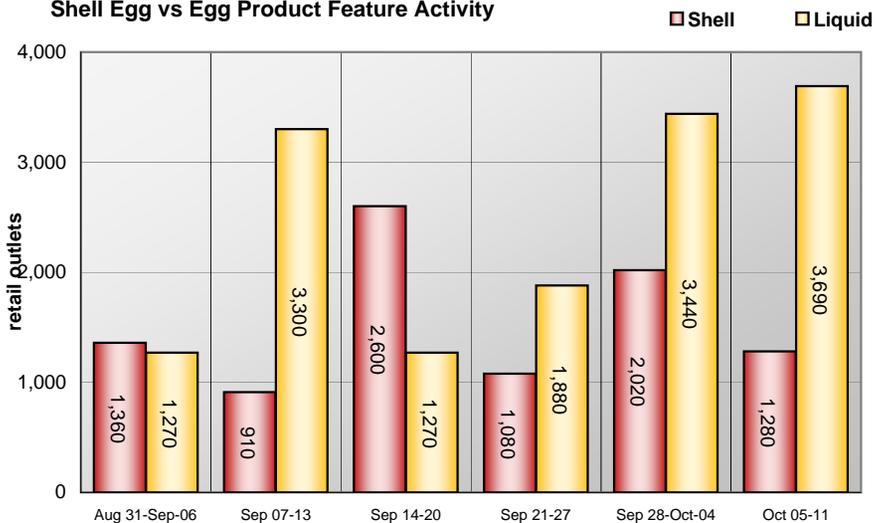


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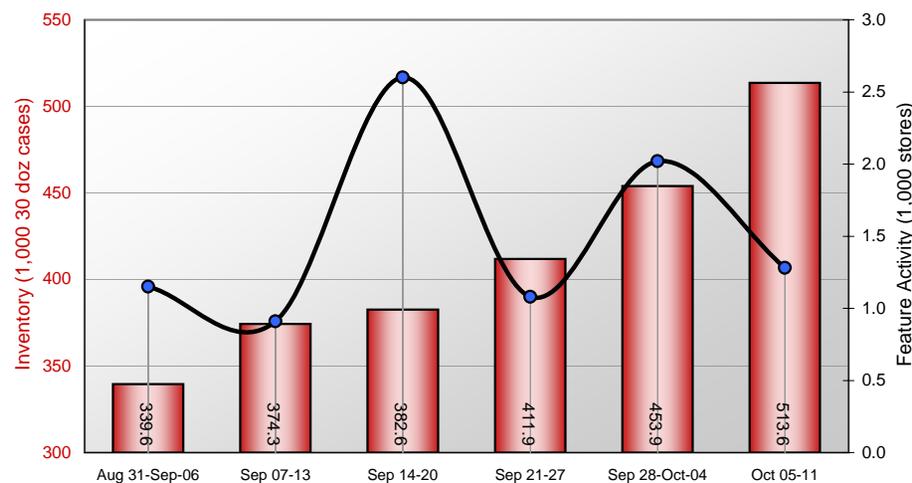
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EGG PRODUCTS	THIS WEEK		LAST WEEK		NORTHEAST			SOUTHEAST			MIDWEST			SOUTH CENTRAL			SOUTHWEST			NORTHWEST		
1/ Feature Rate	24.7%		15.0%		44.4% of 3,800 sampled			7.4% of 4,700 sampled			9.7% of 2,900 sampled			22.1% of 2,700 sampled			51.3% of 1,900 sampled			31.9% of 1,000 sampled		
2/ Activity Index	3,690		3,440		Activity Index = 1,080			Activity Index = 260			Activity Index = 280			Activity Index = 760			Activity Index = 960			Activity Index = 350		
	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	2,810	2.88	2,280	2.48	2.50 - 3.00	830	2.89	2.00 - 3.00	180	2.34	2.50 - 3.00	270	2.69	2.50 - 3.00	620	2.81	2.00 - 3.50	560	3.21	2.00 - 3.00	350	2.87
32 oz. carton	740	3.87	410	4.21	3.29 - 3.99	250	3.44		2.79	80	2.79						3.99 - 4.49	400	4.39			
3 - 4 oz. cups	140	2.00	750	2.46										2.00	140	2.00						
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.