



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 10/26 thru 11/01
 (prices in dollars per carton)

Fri. Oct 26, 2007

SHELL EGG NATIONAL SUMMARY												
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
	29.3% of 17,000 stores				36.3% of 17,000 stores				24.6% 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		340	1.42	150	1.97	480	1.16			330	0.60
	White 18 pack		80	2.50			230	1.97			470	1.26
REGULAR	USDA GRADE A											
	White 12 pack		400	1.37			280	1.46	70	1.00	510	0.78
	White 18 pack		150	2.02			600	2.20			370	1.17
SPECIALTY	USDA ORGANIC											
	White 12 pack											
SPECIALTY	OMEGA-3											
	White 12 pack		700	2.53	1,000	2.58	200	2.30	960	2.43	900	2.43
SPECIALTY	CAGE-FREE											
	White 12 pack						740	2.59				
SPECIALTY	OMEGA-3											
	Brown 12 pack						1,050	2.62			2,020	2.20
SPECIALTY	CAGE-FREE											
	Brown 12 pack		1,190	2.56	410	2.50	1,310	2.57			180	1.99

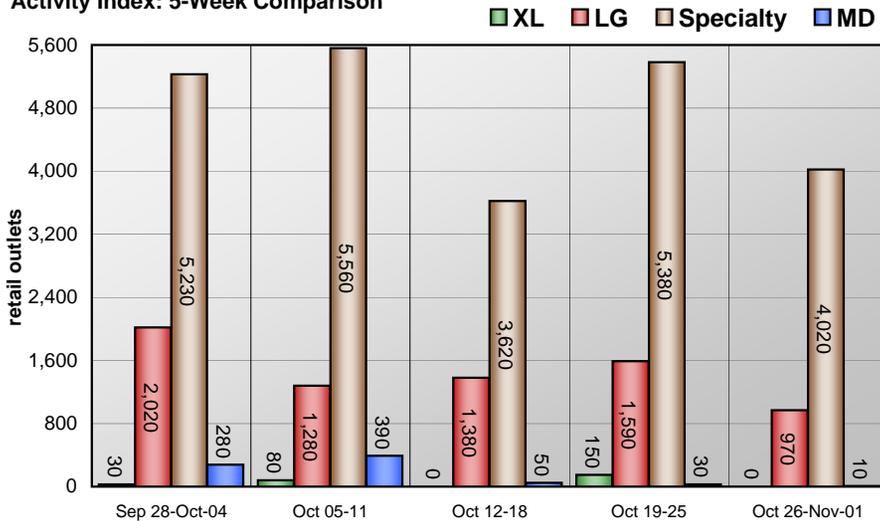
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	970	1,740	1,750	Large Eggs on
Specialty	4,020	5,380	4,010	Oct-22-2007
Total (includes MD)	5,000	7,150	5,910	467.6
Special Rate 4/:	9.1%	13.2%	6.3%	down 3%

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

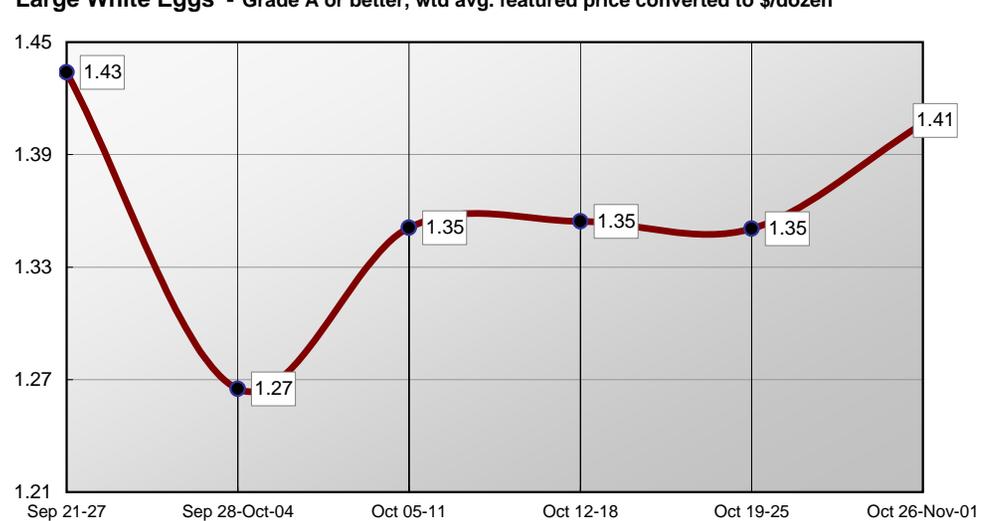
SHELL EGG and EGG PRODUCTS FEATURING

Regular shell egg activity is significantly lower than both the previous week and the same week a year ago. The average price of Large white eggs, Grade A or better, offered to consumers is sharply higher than last week although on very limited sales. Specialty shell egg ads are less compared to a week ago, but still continue to command ad space. Omega-3 white eggs, cage free brown and USDA Certified Organic brown eggs are all actively featured this cycle. In the egg products sector, overall feature activity is less than last week and last year. 14-16 oz and 32 oz. cartons are down, however 3-4 oz. cup ads are up dramatically with most features in the Northeast region. Seasonal egg nog promotions are appearing earlier than a year ago primarily in the Central and Western areas.

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)					
		50.4% of 3,800 sampled outlets Activity Index = 3,090 (includes Medium)						6.1% of 4,700 sampled outlets Activity Index = 350 (includes Medium)						18.7% of 2,900 sampled outlets Activity Index = 640 (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 - 1.50	120	1.48				1.50	10	1.50				1.25 - 1.29	20	1.27
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				1.00 - 1.99	330	1.43				1.00 - 1.20	30	1.16				0.88 - 1.49	40	1.03
	White 18 pack				1.99 - 2.49	150	2.02												
	Brown 12 pack																		
	MEDIUM	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	USDA ORGANIC																		
	White 12 pack				2.99 - 3.49	480	3.27										2.98 - 2.99	170	2.98
	Brown 12 pack																		
	OMEGA-3	2.50 - 2.79	630	2.53	1.99 - 2.50	710	2.49	2.50	70	2.50	2.50	70	2.50				3.00	200	3.00
	CAGE-FREE																		
	White 12 pack				2.29 - 3.49	670	2.52				2.50 - 2.69	170	2.61				1.99 - 3.00	210	2.98
	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)					
		26.4% of 2,700 sampled outlets Activity Index = 270 (includes Medium)						55.0% of 1,900 sampled outlets Activity Index = 470 (includes Medium)						47.1% of 1,000 sampled outlets Activity Index = 180 (includes Medium)					
USDA GRADE AA	White 12 pack				1.33	100	1.33				0.99 - 1.69	30	1.34				0.99 - 1.99	60	1.52
	White 18 pack										2.50	80	2.50						
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack																		
	White 18 pack																		
	Brown 12 pack				0.60	10	0.60												
	MEDIUM	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	USDA ORGANIC																		
	White 12 pack				2.99 - 3.29	110	3.20				3.29 - 3.79	350	3.74				2.99 - 3.29	20	3.16
	Brown 12 pack																		
	OMEGA-3																		
	White 12 pack				1.79	20	1.79												
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack				1.99	30	1.99				2.50	10	2.50				1.99	100	1.99
	Brown 12 pack																		

Note: See page 1 for explanatory notes.



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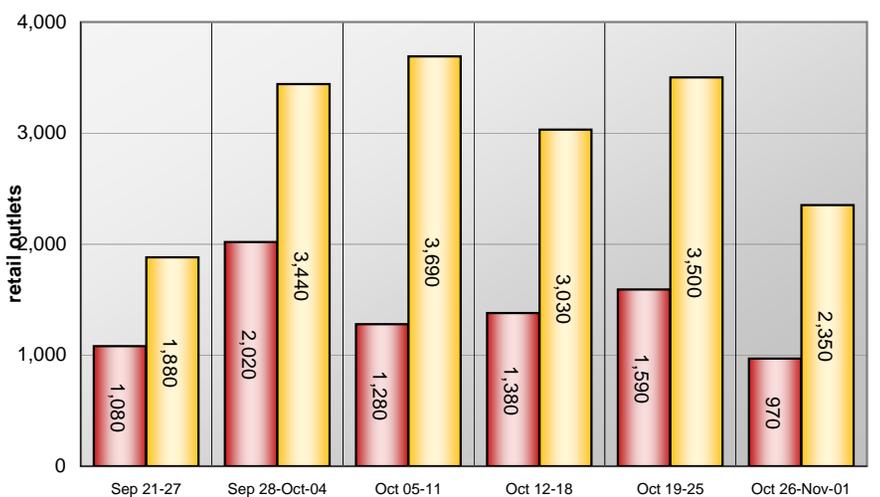
EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	11.7%	19.0%	13.2%	22.9% of 3,800 sampled	4.8% of 4,700 sampled	9.6% of 2,900 sampled	12.1% of 2,700 sampled	4.3% of 1,900 sampled	20.3% of 1,000 sampled
2/ Activity Index	2,350	3,500	2,870	Activity Index = 1,030	Activity Index = 270	Activity Index = 280	Activity Index = 480	Activity Index = 80	Activity Index = 210
	Stores Avg 3/	Stores Avg 3/		Price Range Stores Avg 3/					
14-16 oz. crtn	1,320 2.51	3,010 2.62	1,870 2.43	1.99 - 3.00 570 2.52	2.00 - 2.89 70 2.72	2.00 - 2.50 90 2.27	1.89 - 2.50 300 2.46	2.69 80 2.69	2.50 210 2.50
32 oz. crtn	10 4.99	340 4.06	140 3.44		4.99 10 4.99				
3 - 4 oz. cup	1,020 2.26	150 1.99	860 2.04	2.00 - 3.00 460 2.53	2.00 - 2.50 190 2.39	1.77 190 1.77	1.77 - 2.00 180 1.95		
2 - 8 oz. cup									

SPECIAL SEASONAL PROMOTIONS FEATURING EGG PRODUCTS - EGG NOG

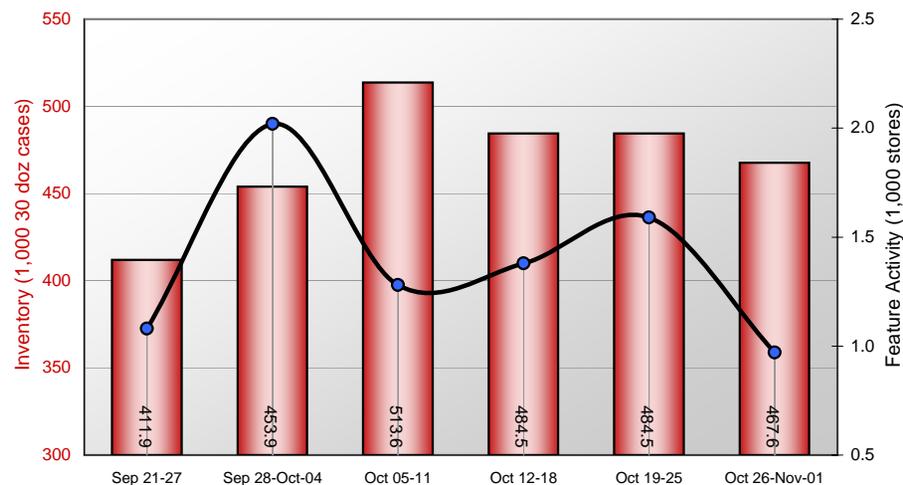
(Non-alcoholic egg nog; this section will run through January 1, 2008)

EGG NOG	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	5.6%	n/a	n/a	0.0% of 3,900 sampled	0.0% of 4,700 sampled	1.1% of 2,800 sampled	10.7% of 2,700 sampled	31.1% of 1,900 sampled	4.8% of 1,000 sampled
2/ Activity Index	980			Activity Index = 0	Activity Index = 0	Activity Index = 30	Activity Index = 300	Activity Index = 590	Activity Index = 60
	Stores Avg 3/	Stores Avg 3/	Stores Avg 3/	Price Range Stores Avg 3/					
32 ounce	850 1.87					1.59 - 1.99 30 1.74	1.49 - 1.99 290 1.91	1.50 - 2.00 510 1.85	1.79 - 2.29 20 2.00
64 ounce	130 2.63						3.49 10 3.49	2.50 80 2.50	1.99 - 2.99 40 2.67

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.