



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 11/09 thru 11/15
 (prices in dollars per carton)

Fri. Nov 09, 2007

SHELL EGG NATIONAL SUMMARY													
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	47.0% of 17,000 stores				25.8% of 17,000 stores				47.3% 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	60	1.44	1,120	1.28	30	1.49	540	1.24	70	1.16	1,010	0.76
	White 18 pack			160	2.42			100	2.33			440	1.02
REGULAR	USDA GRADE A												
	White 12 pack			1,900	1.21	10	0.99	1,010	1.17	310	0.90	3,090	0.88
	White 18 pack			300	1.77			130	2.99			990	1.07
	Brown 12 pack			210	1.66			50	1.67			210	1.00
SPECIALTY	USDA ORGANIC												
	White 12 pack												
	Brown 12 pack			430	3.42	100	3.59	400	3.95	210	4.00	1,860	3.11
CAGE-FREE	OMEGA-3												
	White 12 pack	20	2.00	820	2.25	400	2.47	1,360	2.46	10	1.88	930	2.15
	Brown 12 pack			170	1.99	210	2.50	340	2.69				
CAGE-FREE	CAGE-FREE												
	White 12 pack			340	2.15							200	2.25
	Brown 12 pack			840	2.47			830	2.60	60	2.50	250	3.03

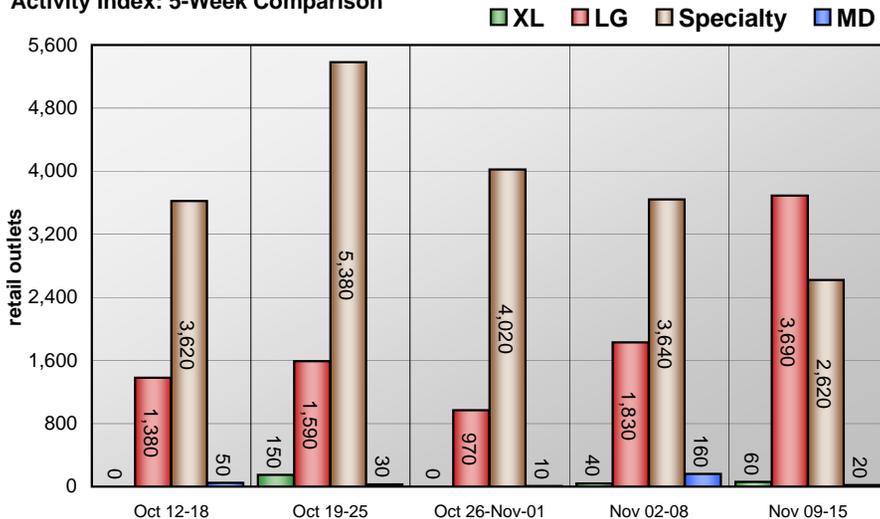
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	3,750	1,870	6,120	Large Eggs on Nov-05-2007
Specialty	2,620	3,640	3,520	
Total (includes MD)	6,390	5,670	9,740	527.5
Special Rate 4/:	19.1%	1.3%	10.2%	up 5%

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

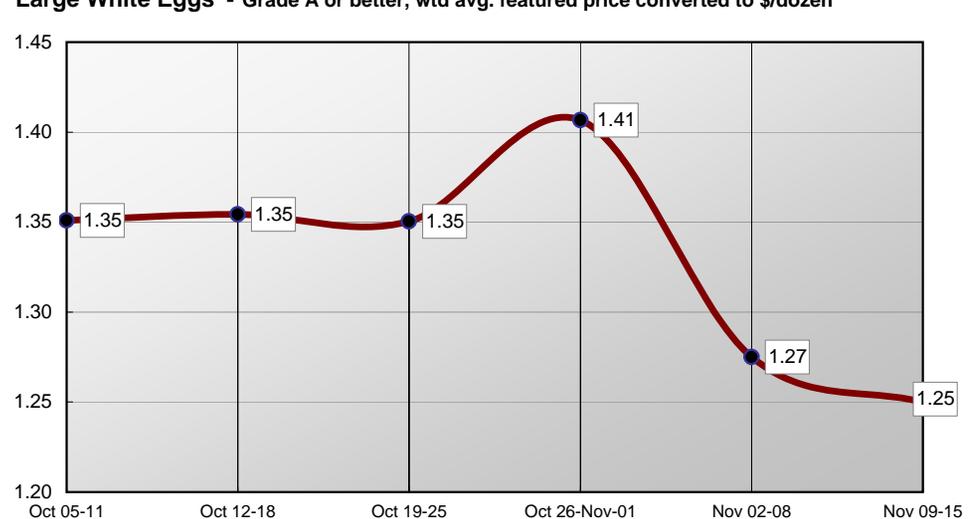
SHELL EGG and EGG PRODUCTS FEATURING

Feature activity on regular shell eggs doubled compared to last week, although is significantly less the same week a year earlier. The average weighted average price on Grade A large eggs to consumers is lower than in previous weeks. There is a sharp increase of "no price" ads this cycle. Specialty shell egg ads dropped lower than last week and last year. Omega-3 eggs are still commonly featured. Cage free and USDA Certified Organic maintain a steady pace. Overall feature activity on liquid eggs is up compared to last week, however down slightly from a year ago. The Northeast region is the frontrunner in the sector. Seasonal egg nog promotions increased compared to the previous week, but is 61% less than a year ago. 64 oz. and 32 oz. containers increased in store volume and 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		27.8% of 3,800 sampled outlets						51.5% of 4,700 sampled outlets						28.3% of 2,900 sampled outlets							
2/ Activity Index		Activity Index = 1,560 (includes Medium)						Activity Index = 1,240 (includes Medium)						Activity Index = 820 (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				1.49	10	1.49				1.29	30	1.29				0.59 - 1.00	10	0.76		
	White 18 pack																1.77	10	1.77		
	Brown 12 pack																				
	MEDIUM	White 12 pack						White 12 pack						White 12 pack							
USDA GRADE A	White 12 pack				1.00 - 1.66	380	1.56				0.99 - 1.19	910	1.19				0.79 - 1.25	410	0.99		
	White 18 pack				1.50 - 1.99	160	1.58				1.99	130	1.99				1.99	10	1.99		
	Brown 12 pack				1.66	210	1.66														
	MEDIUM	White 12 pack						White 12 pack						White 12 pack			0.95 - 0.99			20	0.97
		White 30 pack						White 30 pack						White 30 pack							
S P E C I A L T Y	USDA ORGANIC																				
	White 12 pack				3.49 - 4.59	350	3.59														
	Brown 12 pack																				
	OMEGA-3																				
White 12 pack				1.38 - 3.99	320	1.97											2.00 - 2.50	20	2.35		
Brown 12 pack				1.99	10	1.99					1.99	160	1.99								
	CAGE-FREE																				
White 12 pack				2.50 - 3.49	120	3.33					2.50	10	2.50				2.25	200	2.25		
Brown 12 pack																	2.49 - 3.50	140	2.58		
		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		47.5% of 2,700 sampled outlets						86.1% of 1,900 sampled outlets						78.5% of 1,000 sampled outlets							
2/ Activity Index		Activity Index = 1,260 (includes Medium)						Activity Index = 1,010 (includes Medium)						Activity Index = 500 (includes Medium)							
USDA GRADE AA	White 12 pack	1.44	60	1.44	0.99 - 1.00	300	0.99				1.50	400	1.50				0.99 - 1.99	370	1.30		
	White 18 pack										2.00 - 2.50	150	2.46								
	Brown 12 pack																				
	MEDIUM	White 12 pack						White 12 pack						White 12 pack							
USDA GRADE A	White 12 pack				0.99 - 1.39	200	1.08														
	White 18 pack																				
	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										2.69	80	2.69								
	Brown 12 pack																				
	OMEGA-3																				
White 12 pack	2.00	10	2.00	2.00 - 2.79	290	2.23	2.00	10	2.00	2.79	180	2.79				2.00	10	2.00			
Brown 12 pack																					
	CAGE-FREE																				
White 12 pack				1.99 - 2.00	130	2.00					1.99	10	1.99								
Brown 12 pack				1.99 - 2.79	270	2.03					2.79	180	2.79				1.99	120	1.99		

Note: See page 1 for explanatory notes.



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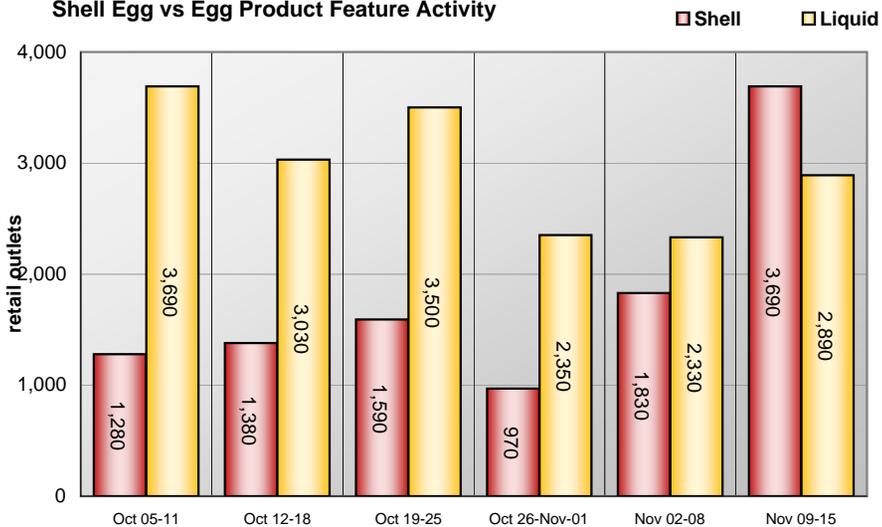
EGG PRODUCTS	THIS WEEK		LAST WEEK		LAST YEAR		NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST							
1/ Feature Rate	14.0%		9.8%		18.3%		29.2% of 3,800 sampled		18.5% of 4,700 sampled		3.8% of 2,900 sampled		9.0% of 2,700 sampled		0.9% of 1,900 sampled		2.4% of 1,000 sampled							
2/ Activity Index	2,890		2,330		2,900		Activity Index = 1,260		Activity Index = 870		Activity Index = 320		Activity Index = 250		Activity Index = 150		Activity Index = 40							
	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/						
14-16 oz. crtn	2,390	2.63	1,610	2.62	2,740	2.42	2.50 - 3.00	780	2.72	2.50 - 2.69	860	2.60	2.50 - 3.00	310	2.94	1.79 - 2.69	250	2.48	2.00	150	2.00	1.79 - 2.50	40	2.23
32 oz. crtn	280	4.11	360	3.42	160	3.60	3.29 - 4.99	270	4.14	3.29	10	3.29												
3 - 4 oz. cup	80	2.51	270	2.72			2.50	70	2.50				2.59	10	2.59									
2 - 8 oz. cup	140	3.50	90	2.99			3.50	140	3.50															

SPECIAL SEASONAL PROMOTIONS FEATURING EGG PRODUCTS - EGG NOG

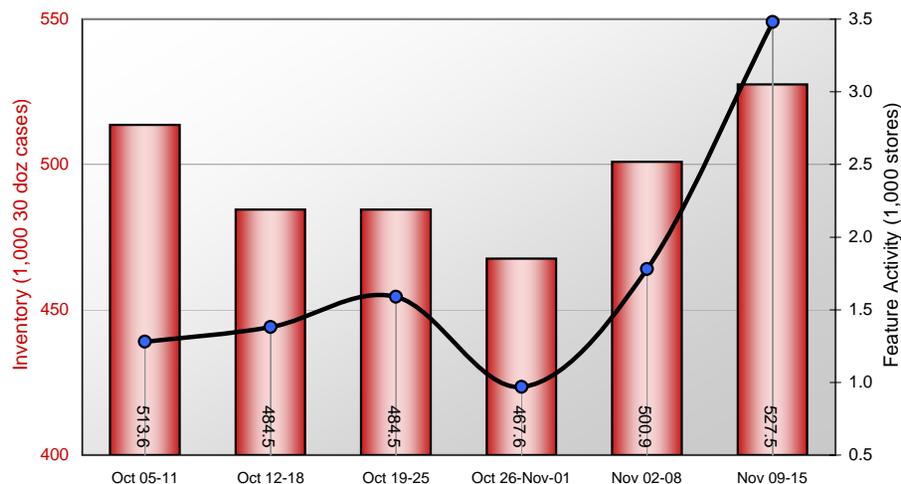
(Non-alcoholic egg nog; this section will run through January 1, 2008)

EGG NOG	THIS WEEK		THIS WEEK		LAST YEAR		NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST							
1/ Feature Rate	26.2%		8.4%		51.4%		37.7% of 3,900 sampled		3.0% of 4,700 sampled		17.5% of 2,800 sampled		37.4% of 2,700 sampled		50.6% of 1,900 sampled		39.6% of 1,000 sampled							
2/ Activity Index	4,030		1,500		10,300		Activity Index = 1,970		Activity Index = 170		Activity Index = 500		Activity Index = 670		Activity Index = 620		Activity Index = 100							
	Stores	Avg 3/	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/
32 ounce	1,760	2.65	610	2.46	3,860	2.14	2.29 - 3.99	440	3.11	2.00 - 2.29	20	2.06	0.99 - 2.99	150	2.61	1.98 - 3.18	610	3.00	1.50 - 2.50	440	1.95	1.50 - 2.99	100	1.69
64 ounce	2,270	3.77	890	3.28	6,440	2.98	3.49 - 4.49	1,530	3.77	3.49 - 3.99	150	3.66	2.99 - 4.00	350	3.60	2.99 - 4.29	60	3.59	4.29	180	4.29			

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.