



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 12/07 thru 12/13
 (prices in dollars per carton)

Fri. Dec 07, 2007

SHELL EGG NATIONAL SUMMARY												
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
	31.2% of 17,000 stores				31.5% of 17,000 stores				36.4% 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		470 1.44				520 1.53				280 1.01	
	White 18 pack		440 2.82				110 2.36				160 1.83	
REGULAR	USDA GRADE A											
	White 12 pack		620 1.41		120 1.50		910 1.40		70 1.36		630 0.98	
	White 18 pack		30 1.99				250 2.26				1,070 1.50	
SPECIALTY	USDA ORGANIC											
	White 12 pack						2,170 3.80				30 3.99	
	Brown 12 pack		440 3.20									
LARGE	OMEGA-3											
	White 12 pack		550 2.57		990 2.27		150 2.14		810 2.82		880 2.00	
	Brown 12 pack		210 2.99		210 2.99				210 2.50		330 2.32	
LARGE	CAGE-FREE											
	White 12 pack		1,580 2.93				260 2.00				250 2.00	
	Brown 12 pack		130 2.50		650 2.73		240 2.51		60 2.50		1,080 2.08	

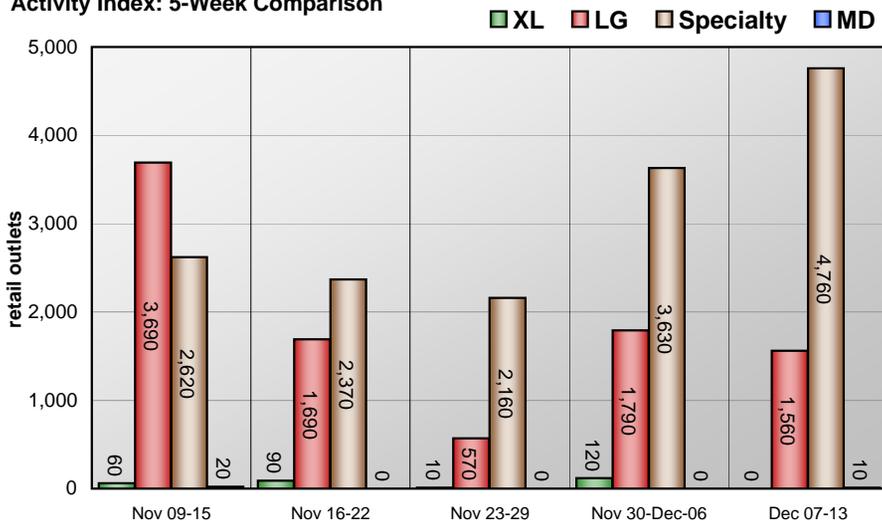
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,560	1,910	2,220	Large Eggs on Dec-03-2007
Specialty	4,760	3,630	2,840	
Total (includes MD)	6,330	5,540	5,320	520.0
Special Rate 4/:	11.0%	4.8%	18.7%	up 25%

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

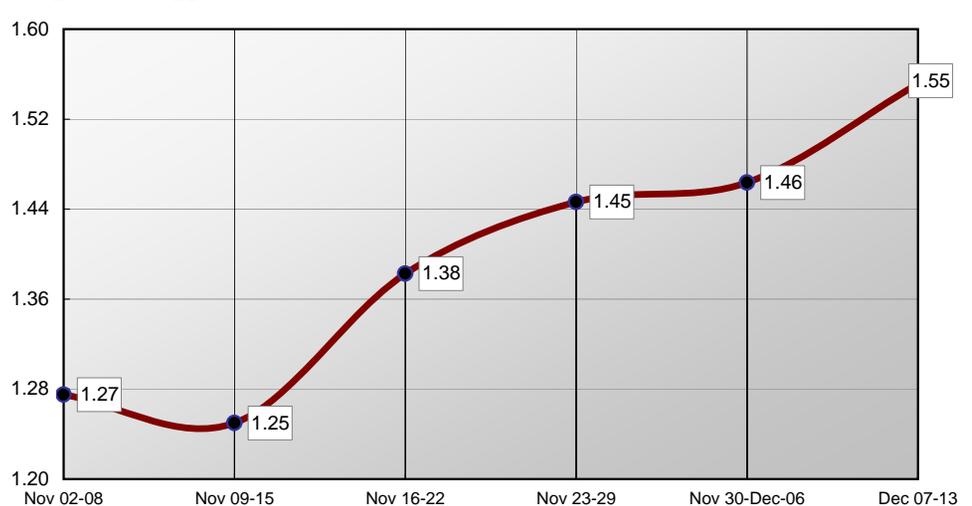
SHELL EGG and EGG PRODUCTS FEATURING

Regular shell eggs promotions declined in comparison to last week and last year. The average price of Large white eggs, Grade A or better, to consumers continues to trend upward on limited feature activity. Specialty shell egg ads are showing up more than the previous week and the same week a year ago. Cage free and Omega-3 eggs dominate this sector. Liquid eggs are lower than last week, although more visible than last year. The average price on 32 oz. cartons increased 1.81 cents, but store volume dramatically declined. Seasonal egg nog promotions are sharply higher than a week ago and continues to fall short of last year's sales.

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		38.4% of 3,800 sampled outlets						6.1% of 4,700 sampled outlets						28.5% of 2,900 sampled outlets						
2/ Activity Index		Activity Index = 2,370 (includes Medium)						Activity Index = 360 (includes Medium)						Activity Index = 780 (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																1.99	30	1.99	
	White 18 pack																			
	Brown 12 pack																			
	MEDIUM	White 12 pack						White 12 pack						White 12 pack						
USDA GRADE A	White 12 pack				0.99 - 1.50	310	1.42				1.49 - 1.50	20	1.49				0.98 - 1.49	250	1.38	
	White 18 pack																1.99	30	1.99	
	Brown 12 pack																			
	MEDIUM	White 12 pack			0.98	10	0.98	White 12 pack			White 12 pack			White 12 pack			White 30 pack			
	White 30 pack							White 30 pack												
SPECIALTY	USDA ORGANIC																			
		White 12 pack				2.99 - 3.49	230	3.23												
		Brown 12 pack																		
		OMEGA-3							2.59	10	2.59	1.98 - 2.50	290	2.15	2.39 - 2.50	220	2.49	1.68 - 2.50	140	1.78
	White 12 pack	1.99 - 2.99	300	2.62	1.98 - 2.98	540	2.45													
	Brown 12 pack	2.99	210	2.99	2.99	210	2.99													
	CAGE-FREE																			
	White 12 pack										3.00	40	3.00				2.89	10	2.89	
	Brown 12 pack	2.50	130	2.50	2.29 - 3.49	430	2.88										2.99	100	2.99	
		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		41.6% of 2,700 sampled outlets						54.8% of 1,900 sampled outlets						56.6% of 1,000 sampled outlets						
2/ Activity Index		Activity Index = 1,120 (includes Medium)						Activity Index = 1,130 (includes Medium)						Activity Index = 570 (includes Medium)						
USDA GRADE AA	White 12 pack				0.99 - 1.50	280	1.21				0.99 - 1.79	50	1.13				0.99 - 2.19	140	2.02	
	White 18 pack				1.99	10	1.99				2.50 - 3.00	400	2.90							
	Brown 12 pack																			
	MEDIUM	White 12 pack						White 12 pack						White 12 pack						
USDA GRADE A	White 12 pack				1.48 - 1.49	40	1.48													
	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						White 30 pack						
SPECIALTY	USDA ORGANIC																			
		White 12 pack				3.29	80	3.29				2.99 - 3.29	120	3.08				3.29	10	3.29
		Brown 12 pack																		
		OMEGA-3																		
	White 12 pack	2.50	20	2.50	2.50	20	2.50													
	Brown 12 pack																			
	CAGE-FREE																			
	White 12 pack				1.89 - 2.99	670	2.44				1.99 - 3.49	560	3.48				2.89 - 2.99	300	2.99	
	Brown 12 pack																1.99	120	1.99	

Note: See page 1 for explanatory notes.



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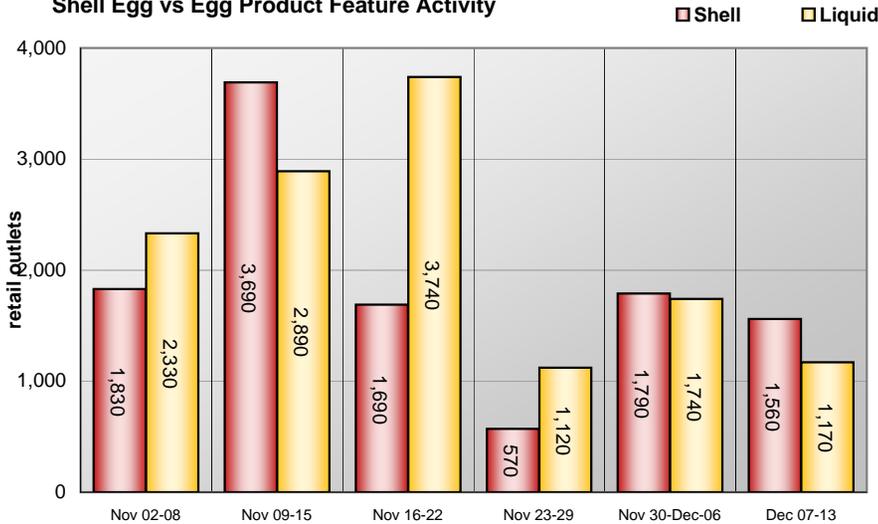
EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	6.6%	8.9%	4.3%	17.1% of 3,800 sampled	8.6% of 4,700 sampled	0.6% of 2,900 sampled	1.2% of 2,700 sampled	0.0% of 1,900 sampled	0.9% of 1,000 sampled
2/ Activity Index	1,170	1,740	880	Activity Index = 850	Activity Index = 250	Activity Index = 30	Activity Index = 30	Activity Index = 0	Activity Index = 10
	Stores Avg 3/	Stores Avg 3/		Price Range Stores Avg 3/					
14-16 oz. crtn	760 2.19	1,000 2.78	540 2.56	1.99 - 2.50 450 2.31	1.68 - 2.69 250 1.89	2.50 20 2.50	2.50 30 2.50		2.50 10 2.50
32 oz. crtn	120 5.49	740 3.68	20 3.99	5.49 120 5.49					
3 - 4 oz. cup	290 3.17		320 2.00	2.89 - 3.49 280 3.20		2.39 10 2.39			
2 - 8 oz. cup									

SPECIAL SEASONAL PROMOTIONS FEATURING EGG PRODUCTS - EGG NOG

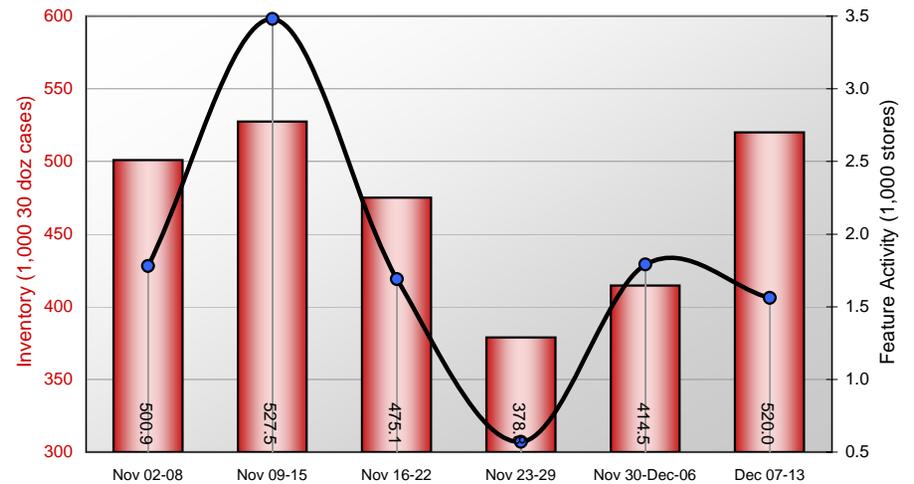
(Non-alcoholic egg nog; this section will run through January 1, 2008)

EGG NOG	THIS WEEK	THIS WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	48.0%	26.6%	51.7%	36.2% of 3,900 sampled	48.7% of 4,700 sampled	39.4% of 2,800 sampled	57.4% of 2,700 sampled	54.7% of 1,900 sampled	75.1% of 1,000 sampled
2/ Activity Index	8,150	4,110	10,990	Activity Index = 1,830	Activity Index = 2,070	Activity Index = 1,050	Activity Index = 1,390	Activity Index = 1,030	Activity Index = 780
	Stores Avg 3/	Stores Avg 3/	Stores Avg 3/	Price Range Stores Avg 3/					
32 ounce	2,090 2.37	1,330 2.20	3,430 2.32	1.98 - 2.58 300 2.45	2.50 - 3.00 550 2.75	1.00 - 3.19 370 1.95	1.67 - 2.50 220 2.11	2.29 - 2.50 330 2.49	1.67 - 2.50 320 2.21
64 ounce	6,060 3.35	2,780 3.52	7,560 3.02	3.49 - 3.99 1,530 3.71	2.79 - 3.99 1,520 2.97	2.50 - 4.00 680 3.16	2.99 - 4.00 1,170 3.32	3.50 - 4.00 700 3.68	2.50 - 4.00 460 3.25

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.