



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 12/14 thru 12/20
 (prices in dollars per carton)

Fri. Dec 14, 2007

SHELL EGG NATIONAL SUMMARY												
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
	46.1% of 17,000 stores				31.2% of 17,000 stores				18.9% 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		640 1.60				470 1.44				300 1.19	
	White 18 pack		240 2.88				440 2.82				150 1.50	
SPECIALTY	USDA GRADE A											
	White 12 pack		80 1.54		130 1.57		620 1.41		110 1.00		710 1.05	
	White 18 pack				230 2.48		30 1.99				290 1.15	
SPECIALTY	USDA ORGANIC											
	White 12 pack				830 3.47						510 3.14	
	Brown 12 pack						440 3.20					
SPECIALTY	OMEGA-3											
	White 12 pack		220 2.25		560 2.46		550 2.57		990 2.27		50 2.50	
	Brown 12 pack				600 2.31		210 2.99		210 2.99		10 1.48	
SPECIALTY	CAGE-FREE											
	White 12 pack				400 2.25		1,580 2.93				120 2.00	
	Brown 12 pack		1,990 2.26		130 2.50		650 2.73				870 2.18	

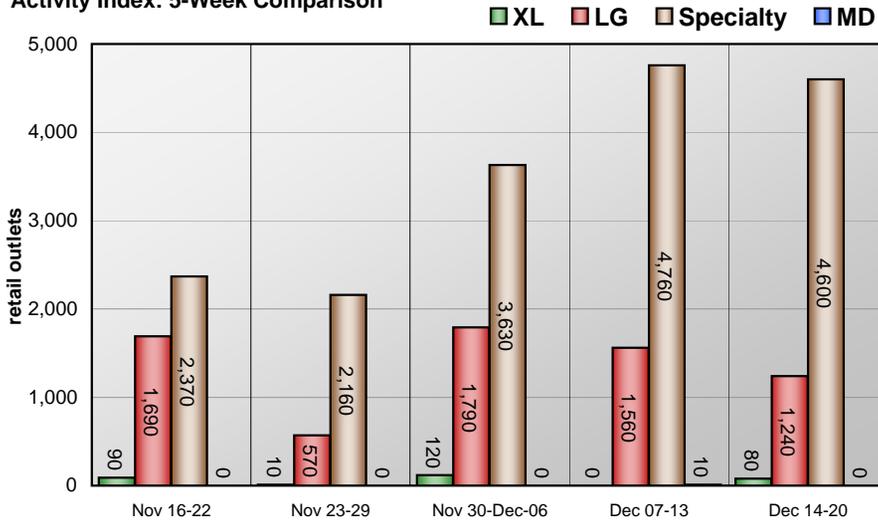
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,320	1,560	1,560	Large Eggs on Dec-10-2007
Specialty	4,600	4,760	2,300	
Total (includes MD)	5,920	6,330	4,000	563.4
Special Rate 4/:	17.4%	11.0%	0.1%	up 8%

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

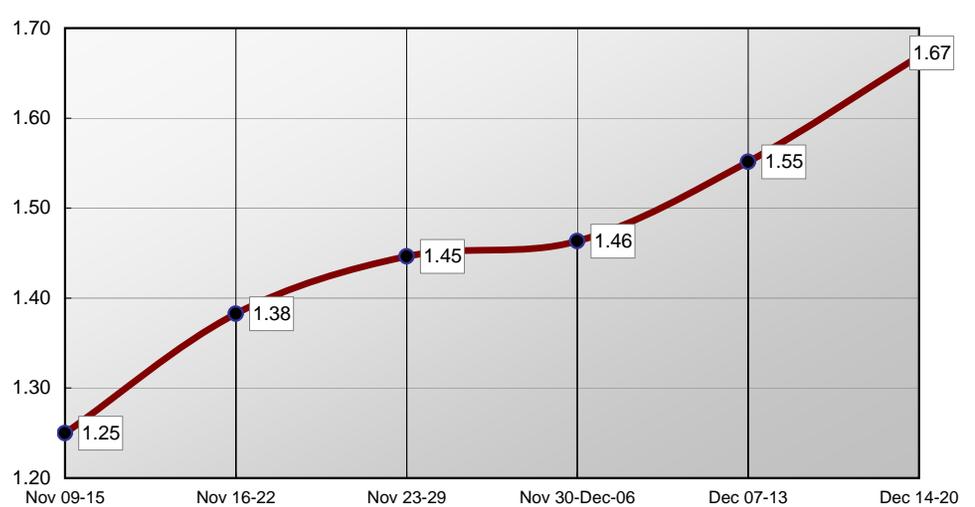
SHELL EGG and EGG PRODUCTS FEATURING

Promotional activity of regular shell eggs is 15% less compared to both the previous week and the same period the previous year. Regular shell egg ads are sporadic. The average price of Large white eggs, Grade A or better, to consumers is 12 cents higher. Specialty shell egg ads are slightly lower than last week, but higher than a year ago. Cage free brown eggs are heavily promoted this cycle, primarily by larger stores. Liquid eggs are higher than last week and last year. 14-16 oz. cartons are highly visible. Seasonal egg nog continues to dominate ad space, although the activity is lower than a week ago and last year.

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		37.3% of 3,800 sampled outlets						39.2% of 4,700 sampled outlets						39.5% of 2,900 sampled outlets						
2/ Activity Index		Activity Index = 1,210 (includes Medium)						Activity Index = 1,030 (includes Medium)						Activity Index = 850 (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 - 1.98	20	1.70	
	White 18 pack																			
	Brown 12 pack																			
	MEDIUM	White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack						
USDA GRADE A	White 12 pack				1.67 - 1.69	30	1.68	1.50	50	1.50	1.50 - 1.67	50	1.52	1.79	10	1.79	0.99 - 1.99	30	1.61	
	White 18 pack																2.48	190	2.48	
	Brown 12 pack																			
	MEDIUM	White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 30 pack			
SPECIALTY	USDA ORGANIC																			
	White 12 pack																			
	Brown 12 pack				3.58	130	3.58													
SPECIALTY	OMEGA-3																			
	White 12 pack	1.98 - 2.50	220	2.25	2.29 - 2.50	400	2.49				2.59	100	2.59				2.00	10	2.00	
	Brown 12 pack				1.99 - 3.38	210	2.10				2.29 - 2.50	290	2.46				2.29	100	2.29	
SPECIALTY	CAGE-FREE																			
	White 12 pack										2.00	50	2.00				2.50	200	2.50	
	Brown 12 pack				2.29 - 3.49	220	3.10				2.00 - 2.50	490	2.32				2.00 - 2.50	290	2.28	
		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		56.4% of 2,700 sampled outlets						61.1% of 1,900 sampled outlets						73.6% of 1,000 sampled outlets						
2/ Activity Index		Activity Index = 1,480 (includes Medium)						Activity Index = 710 (includes Medium)						Activity Index = 640 (includes Medium)						
USDA GRADE AA	White 12 pack				0.99 - 1.50	220	1.32				0.99 - 2.00	250	1.84				0.99 - 1.67	150	1.59	
	White 18 pack				1.99 - 2.99	80	2.80				2.98	10	2.98				1.99 - 2.99	150	2.92	
	Brown 12 pack																			
	MEDIUM	White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack						
USDA GRADE A	White 12 pack	1.50	20	1.50	1.50	20	1.50													
	White 18 pack				2.48	40	2.48													
	Brown 12 pack																			
	MEDIUM	White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 30 pack			
SPECIALTY	USDA ORGANIC																			
	White 12 pack				3.29 - 3.49	120	3.37				3.29 - 3.49	360	3.47				3.29 - 3.49	220	3.48	
	Brown 12 pack																			
SPECIALTY	OMEGA-3																			
	White 12 pack				2.00	30	2.00				2.50	10	2.50				2.00	10	2.00	
	Brown 12 pack																			
SPECIALTY	CAGE-FREE																			
	White 12 pack				2.00	100	2.00				2.00	40	2.00				2.00	10	2.00	
	Brown 12 pack				1.89 - 2.50	850	2.00				2.00	40	2.00				2.00 - 2.39	100	2.33	

Note: See page 1 for explanatory notes.



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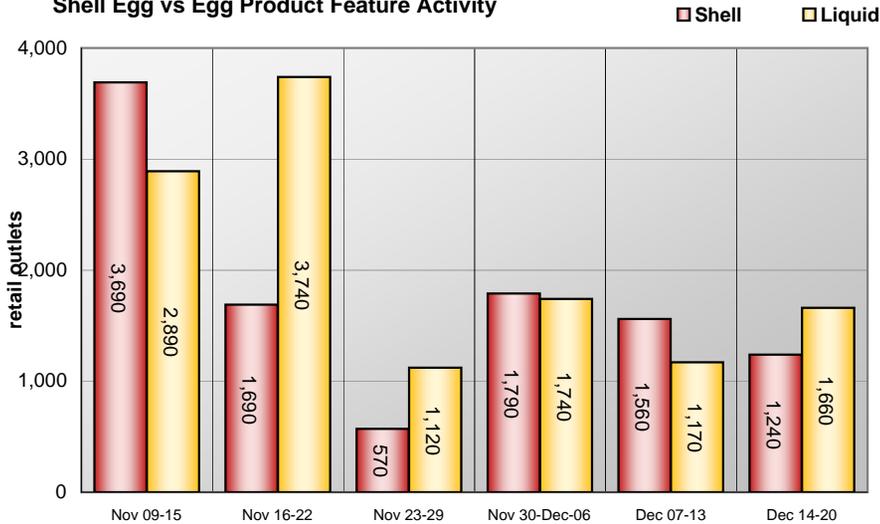
EGG PRODUCTS	THIS WEEK		LAST WEEK		LAST YEAR		NORTHEAST			SOUTHEAST			MIDWEST			SOUTH CENTRAL			SOUTHWEST			NORTHWEST		
1/ Feature Rate	8.9%		6.6%		3.8%		21.5% of 3,800 sampled			8.4% of 4,700 sampled			7.3% of 2,900 sampled			2.9% of 2,700 sampled			0.0% of 1,900 sampled			0.9% of 1,000 sampled		
2/ Activity Index	1,660		1,170		890		Activity Index = 960			Activity Index = 400			Activity Index = 210			Activity Index = 80			Activity Index = 0			Activity Index = 1		
	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	
14-16 oz. crtn	1,560	2.52	760	2.19	870	2.48	2.29 - 2.99	960	2.56	2.00 - 2.89	300	2.52	2.00 - 2.50	210	2.48	2.00 - 2.50	80	2.21					2.50	10
32 oz. crtn	100	3.99	120	5.49	20	3.99				3.99	100	3.99												
3 - 4 oz. cup			290	3.17																				
2 - 8 oz. cup																								

SPECIAL SEASONAL PROMOTIONS FEATURING EGG PRODUCTS - EGG NOG

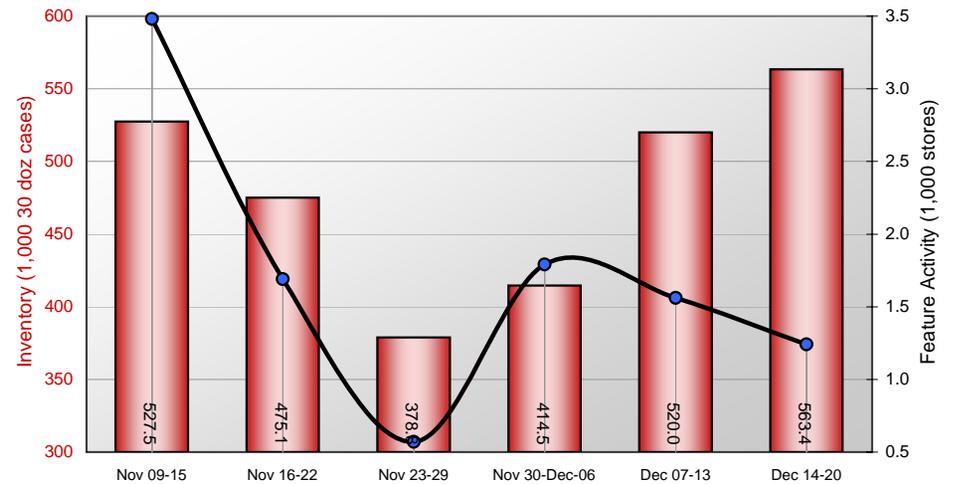
(Non-alcoholic egg nog; this section will run through January 1, 2008)

EGG NOG	THIS WEEK		LAST WEEK		LAST YEAR		NORTHEAST			SOUTHEAST			MIDWEST			SOUTH CENTRAL			SOUTHWEST			NORTHWEST	
1/ Feature Rate	37.4%		48.0%		64.0%		56.9% of 3,900 sampled			6.1% of 4,700 sampled			43.6% of 2,800 sampled			44.4% of 2,700 sampled			55.4% of 1,900 sampled			39.6% of 1,000 sampled	
2/ Activity Index	7,530		8,150		13,110		Activity Index = 3,090			Activity Index = 360			Activity Index = 1,390			Activity Index = 1,230			Activity Index = 1,060			Activity Index = 410	
	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
32 ounce	2,110	2.34	2,090	2.37	4,800	2.39	1.99 - 2.99	960	2.63	1.99 - 2.99	150	2.30	1.49 - 3.99	720	1.98	1.67 - 2.19	80	1.98	1.50 - 3.00	120	1.86	1.58 - 3.99	80
64 ounce	5,420	3.35	6,060	3.35	8,310	2.96	2.99 - 3.99	2,130	3.69	3.49 - 3.99	210	3.63	2.50 - 5.99	670	3.14	2.98 - 3.99	1,150	3.19	2.50 - 3.99	940	2.97	2.99 - 3.00	320

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.