



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 12/28 thru 01/03
 (prices in dollars per carton)

Fri. Dec 28, 2007

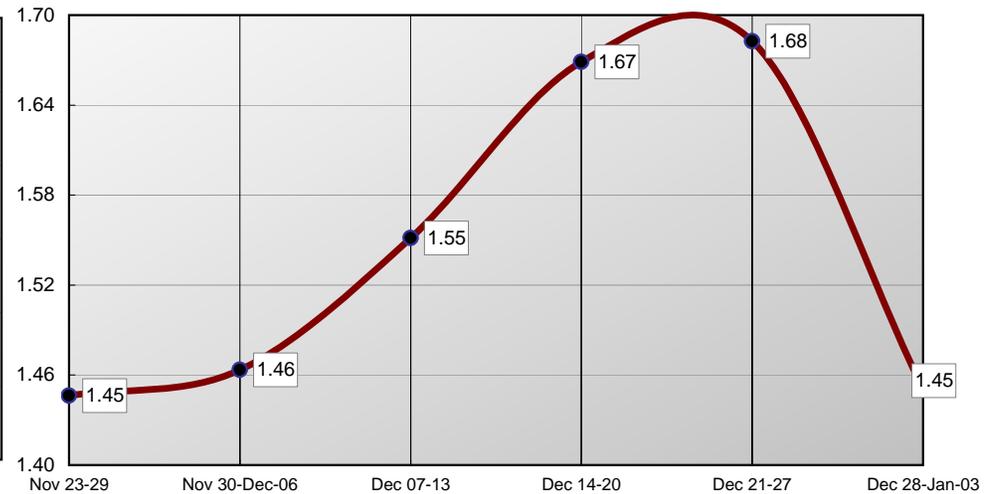
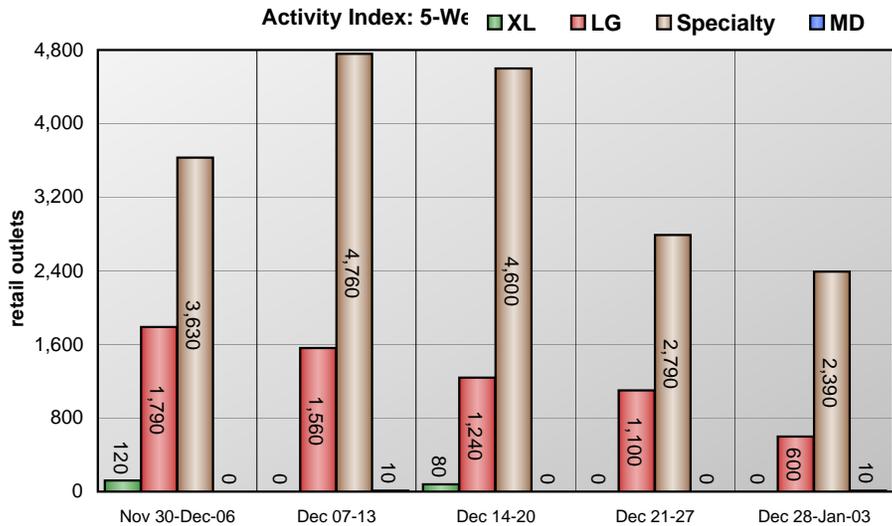
SHELL EGG NATIONAL SUMMARY												
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
	15.7% of 17,000 stores				26.7% of 17,000 stores				15.8% of 17,000 stores			
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE	
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	USDA GRADE AA											
	White 12 pack		200	1.23			510	1.67			140	0.99
	White 18 pack		150	3.39			10	2.50	180	1.69	650	2.00
	USDA GRADE A											
White 12 pack		230	1.13			570	1.70	70	1.00	510	0.93	
White 18 pack		20	1.88			10	1.88			200	1.69	
	USDA ORGANIC											
White 12 pack												
Brown 12 pack			90	3.47			650	3.22			110	3.72
SPECIALTY	OMEGA-3											
	White 12 pack	130	2.45	550	2.53	200	2.50	730	2.38	120	1.99	380
Brown 12 pack			640	2.56							10	3.29
LARGE	CAGE-FREE											
	White 12 pack											
Brown 12 pack			980	2.28	120	2.50	1,090	2.07			680	2.45

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	600	1,100	1,750	Large Eggs on Dec-24-2007
Specialty	2,390	2,790	1,300	
Total (includes MD)	3,000	3,890	3,050	448.5
Special Rate 4/:	2.1%	13.1%	3.0%	down 20%

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

SHELL EGG and EGG PRODUCTS FEATURING

Regular shell egg promotions continue to dwindle. Ads decreased 45% compared to the previous week and 66% compared to a year ago. The average price of Large white eggs, Grade A or better, to consumers declined, however only on extremely limited activity. Feature activity on specialty shell eggs is higher than last year, but falls short of last week's collected data. Omega-3 eggs ads outpace Cage-Free eggs to move into the top position. The Northeast area is most active this cycle. In the Egg products sector, liquid eggs are slightly higher than last week, although significantly less than the previous year. Seasonal egg nog features dropped 73% from a week ago.



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)					
		35.8% of 3,800 sampled outlets Activity Index = 1,640 (includes Medium)						2.0% of 4,700 sampled outlets Activity Index = 100 (includes Medium)						13.9% of 2,900 sampled outlets Activity Index = 410 (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				1.69	10	1.69				1.69	10	1.69				1.59 - 1.69	50	1.63
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack																1.00 - 1.69	230	1.13
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack			1.69 10 1.69			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				3.38 - 3.49	90	3.47												
	Brown 12 pack																		
	OMEGA-3																		
White 12 pack	1.99 - 2.50	130	2.45	2.00 - 2.99	550	2.53					2.52	70	2.52						
Brown 12 pack				2.52 - 2.99	570	2.56													
	CAGE-FREE																		
White 12 pack				2.50 - 2.99	290	2.72					2.50 - 2.79	10	2.71				1.99 - 2.50	130	2.46
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)					
		20.4% of 2,700 sampled outlets Activity Index = 580 (includes Medium)						9.7% of 1,900 sampled outlets Activity Index = 190 (includes Medium)						7.6% of 1,000 sampled outlets Activity Index = 80 (includes Medium)					
USDA GRADE AA	White 12 pack				0.99 - 1.69	80	1.02				0.99	40	0.99				0.99	10	0.99
	White 18 pack				1.99	10	1.99				3.49	140	3.49						
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				1.88	10	1.88										1.88	10	1.88
	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																		
	Brown 12 pack																		
	OMEGA-3																		
White 12 pack																			
Brown 12 pack																			
	CAGE-FREE																		
White 12 pack				1.89 - 1.99	480	1.93					2.00	10	2.00				1.50 - 2.99	60	2.47
Brown 12 pack																			

Note: See page 1 for explanatory notes.



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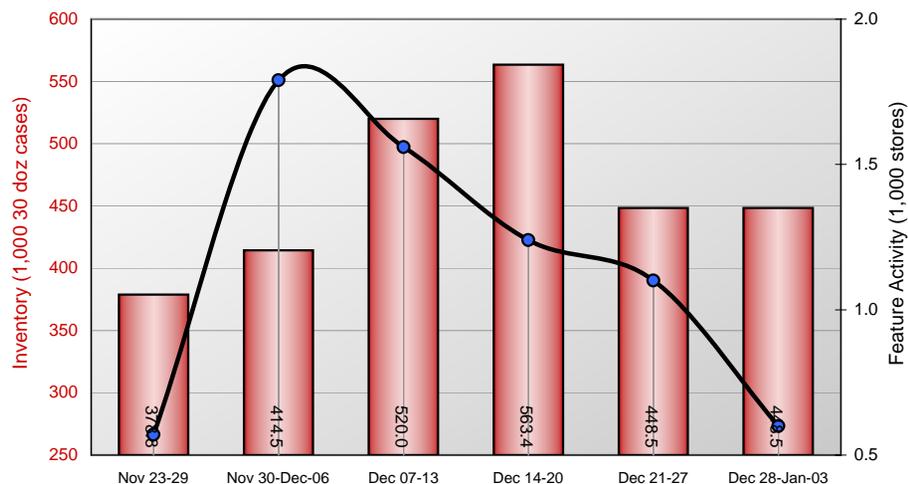
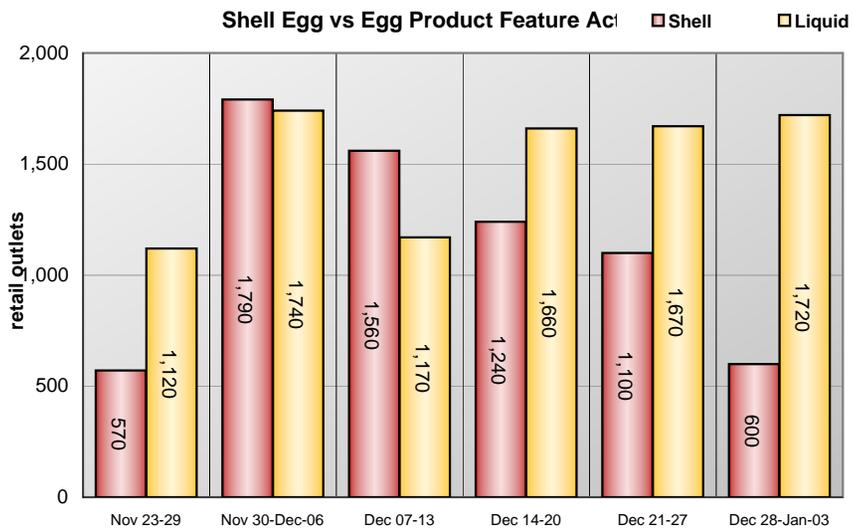
(prices in dollars per carton)

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	8.0%	9.6%	23.9%	18.3% of 3,800 sampled	0.4% of 4,700 sampled	7.1% of 2,900 sampled	9.9% of 2,700 sampled	7.5% of 1,900 sampled	2.9% of 1,000 sampled
2/ Activity Index	1,720	1,670	4,670	Activity Index = 1,040	Activity Index = 30	Activity Index = 220	Activity Index = 270	Activity Index = 140	Activity Index = 20
	Stores Avg 3/	Stores Avg 3/	Stores Avg 3/	Price Range StoresAvg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/			
14-16 oz. crtn	1,390 2.46	1,570 2.58	3,780 2.42	1.99 - 3.00 750 2.58	2.99 10 2.99	2.50 210 2.50	1.99 - 2.50 260 2.33	2.00 - 2.28 140 2.01	2.28 - 2.50 20 2.41
32 oz. crtn	100 4.41	10 3.97	650 3.39	4.49 60 4.49	4.49 20 4.49	4.49 10 4.49	3.69 10 3.69		
3 - 4 oz. cup	140 2.89	70 1.95	70 1.95	2.89 - 3.00 140 2.89					
2 - 8 oz. cup	90 2.99	90 2.99	170 2.91	2.99 90 2.99					

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	15.3%	50.0%	14.1%	24.8% of 3,900 sampled	2.3% of 4,700 sampled	13.0% of 2,800 sampled	30.5% of 2,700 sampled	10.2% of 1,900 sampled	14.2% of 1,000 sampled
2/ Activity Index	2,620	9,880	2,720	Activity Index = 920	Activity Index = 120	Activity Index = 400	Activity Index = 840	Activity Index = 190	Activity Index = 150
	Stores Avg 3/	Stores Avg 3/	Stores Avg 3/	Price Range StoresAvg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/			
32 ounce	660 2.08	3,200 2.48	1,230 2.34	1.99 - 2.99 310 2.34	1.50 - 2.00 60 1.94	1.38 - 2.50 240 1.87	1.25 - 2.19 30 1.60		1.79 20 1.79
64 ounce	1,960 3.36	6,680 3.24	1,490 2.70	2.99 - 4.49 610 3.89	2.48 - 3.99 60 3.09	2.49 - 3.99 160 3.00	2.99 - 3.99 810 3.10	2.99 - 3.50 190 3.40	2.79 - 3.50 130 3.00



Note: See page 1 for explanatory notes.