



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 01/04 thru 01/10
 (prices in dollars per carton)

Fri. Jan 04, 2008

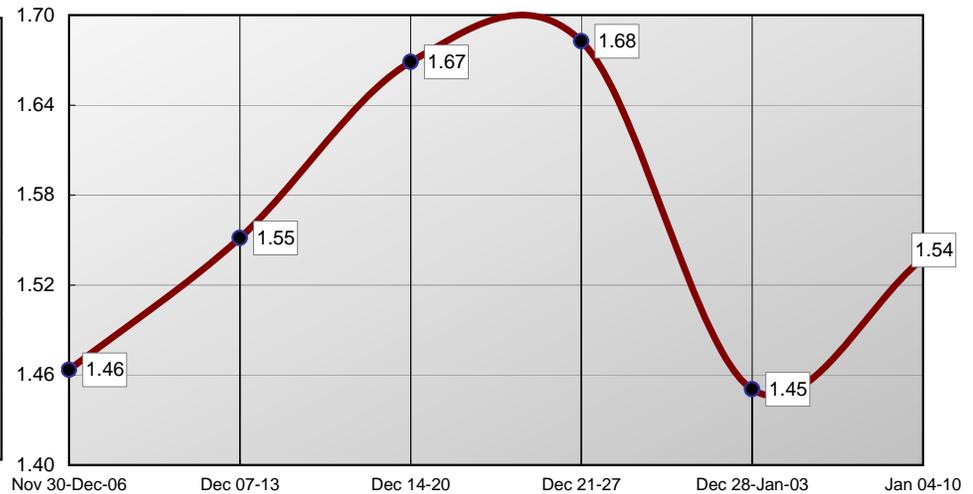
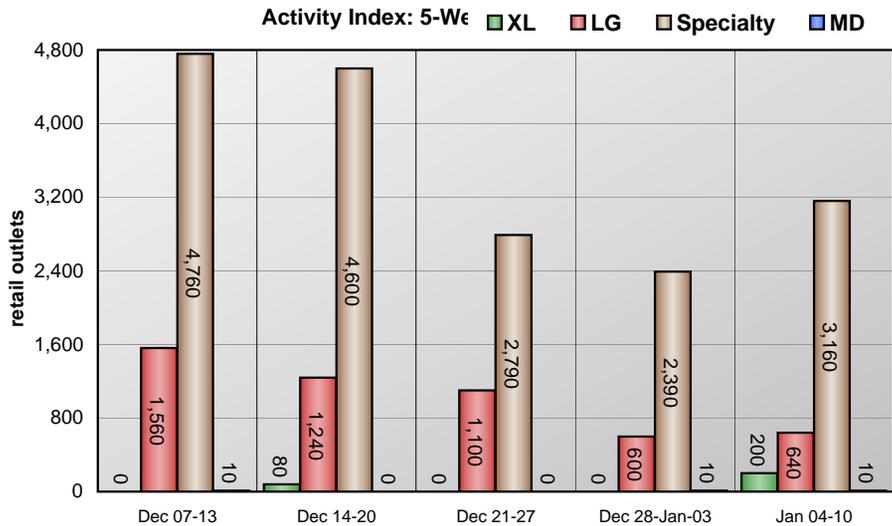
SHELL EGG NATIONAL SUMMARY													
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	25.7% of 17,000 stores				15.7% of 17,000 stores								
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE		
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
REGULAR	USDA GRADE AA												
	White 12 pack	200	2.47	370	1.68			200	1.23		720	1.44	
	White 18 pack							150	3.39	180	1.69	150	1.99
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack			240	1.32			230	1.13	20	1.50	540	1.22
White 18 pack			30	2.29			20	1.88			700	1.55	
SPECIALTY	USDA ORGANIC												
	White 12 pack												
Brown 12 pack	110	3.59	630	3.24			90	3.47	110	3.59	150	3.39	
CAGE-FREE	OMEGA-3												
	White 12 pack			850	2.34	130	2.45	550	2.53	10	1.58	160	2.00
Brown 12 pack			260	3.25			640	2.56	210	2.50	490	2.40	
TOTAL	CAGE-FREE												
	White 12 pack			200	2.20								
Brown 12 pack			1,110	2.67			980	2.28			660	2.84	

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	840	600	2,310	Large Eggs on Dec-31-2007
Specialty	3,160	2,390	1,790	
Total (includes MD)	4,010	3,000	4,170	402.3
Special Rate 4/:	7.9%	2.1%	2.6%	up 7%

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

SHELL EGG and EGG PRODUCTS FEATURING

Feature activity on regular shell eggs is only slightly higher than last week, however sharply less than the same weeks a year ago. The average price of Large white eggs, Grade A or better, to consumers is higher compared to last week, although significantly less than two weeks ago. "Free eggs with additional purchase" coupons are starting to show up. Specialty shell egg ads surpass both the previous week and years activity. Cage-Free eggs are highly visible, followed closely by Omega-3 and USDA Certified Organic eggs. Liquid egg feature activity is dramatically higher compared to a week ago and to the same week last year. 14-16 oz. cartons dominate this sector with the support of larger outlets in the Southeast region.



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		23.3% of 3,800 sampled outlets						27.6% of 4,700 sampled outlets						22.4% of 2,900 sampled outlets					
2/ Activity Index		Activity Index = 1,310 (includes Medium)						Activity Index = 200 (includes Medium)						Activity Index = 650 (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	10	1.99
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack			1.67	10	1.67
USDA GRADE A	White 12 pack				0.99 - 1.67	80	1.43				0.99 - 1.67	80	1.36				0.99	60	0.99
	White 18 pack																2.29	30	2.29
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
		White 30 pack						White 30 pack						White 30 pack					
SPECIALTY	USDA ORGANIC																		
	White 12 pack				1.99 - 3.49	110	3.39				1.99 - 3.59	100	2.56				2.69 - 3.99	130	2.97
	Brown 12 pack	3.59	100	3.59				3.59	10	3.59									
	OMEGA-3																		
White 12 pack				1.99 - 2.64	460	2.55										2.50	150	2.50	
Brown 12 pack				2.50 - 3.99	240	3.36				2.50		2.50							
	CAGE-FREE																		
White 12 pack				2.50 - 3.99	320	3.40				2.00	10	2.00				2.49 - 2.99	260	2.96	
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)					
1/ Feature Rate		26.4% of 2,700 sampled outlets						19.8% of 1,900 sampled outlets						44.4% of 1,000 sampled outlets					
2/ Activity Index		Activity Index = 950 (includes Medium)						Activity Index = 360 (includes Medium)						Activity Index = 540 (includes Medium)					
USDA GRADE AA	White 12 pack	2.49	10	2.49	0.99 - 1.56	180	1.24	2.49	180	2.49	0.99 - 2.49	170	2.17	2.16	10	2.16	0.99	10	0.99
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				1.67	20	1.67												
	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					
SPECIALTY	USDA ORGANIC																		
	White 12 pack				3.49 - 3.99	70	3.64										3.49 - 3.50	220	3.49
	Brown 12 pack																		
	OMEGA-3																		
White 12 pack				2.00	120	2.00										1.67	120	1.67	
Brown 12 pack				1.89	10	1.89										1.89	10	1.89	
	CAGE-FREE																		
White 12 pack				2.00	120	2.00										2.50	80	2.50	
Brown 12 pack				1.99 - 2.00	420	1.99				2.00	10	2.00				2.50	90	2.50	

Note: See page 1 for explanatory notes.



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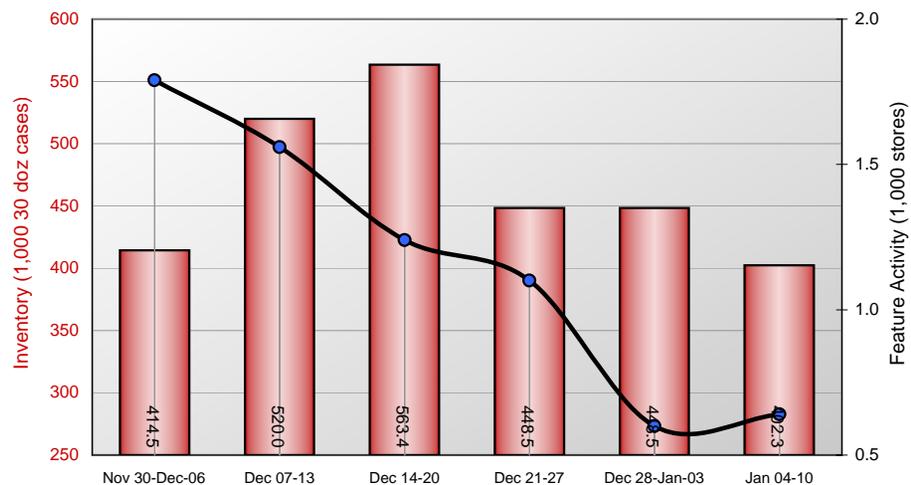
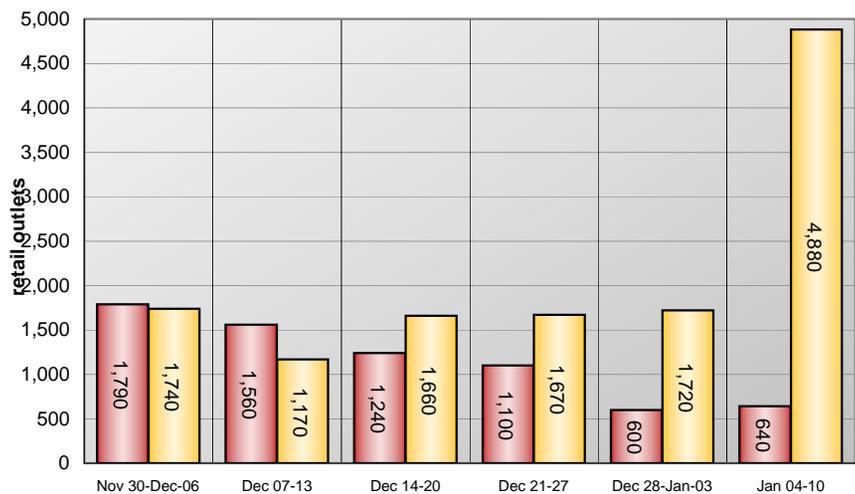
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EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	25.1%	8.0%	14.6%	32.4% of 3,800 sampled	46.6% of 4,700 sampled	15.2% of 2,900 sampled	14.3% of 2,700 sampled	0.0% of 1,900 sampled	0.9% of 1,000 sampled
2/ Activity Index	4,880	1,720	2,790	Activity Index = 1,610	Activity Index = 2,210	Activity Index = 470	Activity Index = 580	Activity Index = 0	Activity Index = 10
	Stores Avg 3/	Stores Avg 3/	Stores Avg 3/	Price Range Stores Avg 3/					
14-16 oz. crtn	4,160 2.26	1,390 2.46	1,840 2.45	2.00 - 2.99 910 2.51	2.00 - 3.00 2,210 2.06	2.00 - 3.00 450 2.54	2.00 - 2.66 580 2.42		2.50 10 2.50
32 oz. crtn	540 4.42	100 4.41	750 3.59	3.49 - 5.49 520 4.40		4.99 20 4.99			
3 - 4 oz. cup	40 2.99	140 2.89	200 2.00	2.99 40 2.99					
2 - 8 oz. cup	140 3.59	90 2.99		3.59 140 3.59					

Shell Egg vs Egg Product Feature Act ■ Shell ■ Liquid



Note: See page 1 for explanatory notes.