



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 01/11 thru 01/17
 (prices in dollars per carton)

Fri. Jan 11, 2008

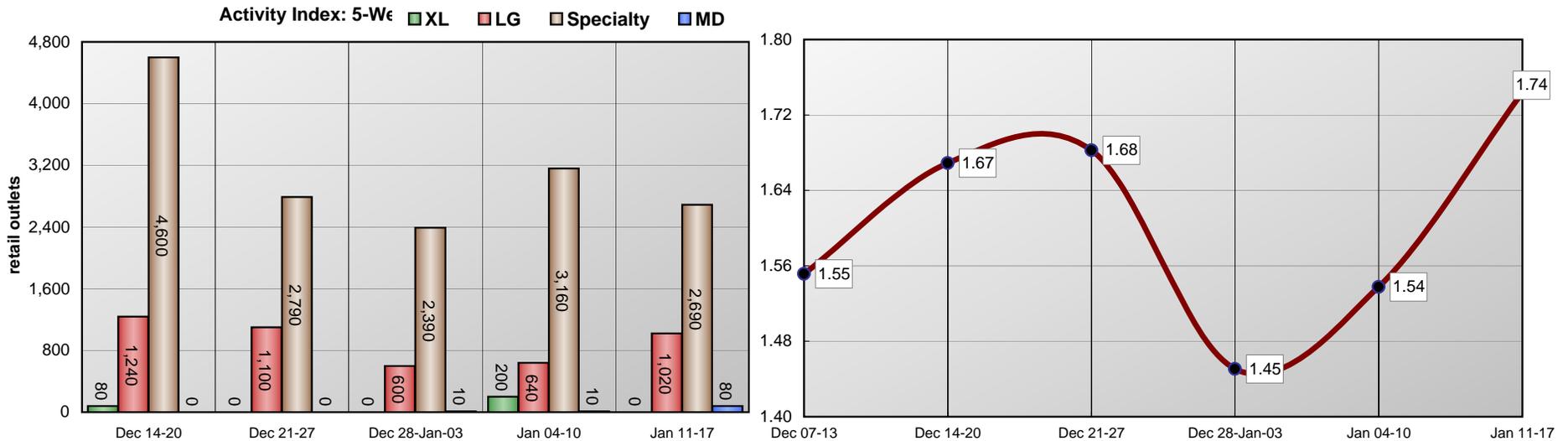
SHELL EGG NATIONAL SUMMARY												
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
	27.9% of 17,000 stores				25.7% of 17,000 stores							
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE	
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	USDA GRADE AA											
	White 12 pack		610 1.60		200 2.47		370 1.68		60 1.20		1,010 0.95	
	White 18 pack										200 1.77	
REGULAR	USDA GRADE A											
	White 12 pack		390 1.97				240 1.32		170 0.99		1,420 0.93	
	White 18 pack		20 2.49				30 2.29				360 1.41	
SPECIALTY	USDA ORGANIC											
	White 12 pack											
	Brown 12 pack		550 3.57		110 3.59		630 3.24				670 3.46	
LARGE	OMEGA-3											
	White 12 pack		50 2.50		1,150 2.56		850 2.34		50 2.50		820 2.27	
LARGE	CAGE-FREE											
	White 12 pack						200 2.20				80 1.69	
LARGE	Brown 12 pack		90 2.29		750 2.26		1,110 2.67		110 2.50		460 2.31	

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,020	840	3,240	Large Eggs on Jan-07-2008
Specialty	2,690	3,160	3,030	
Total (includes MD)	3,790	4,010	6,350	386.2
Special Rate 4/:	11.4%	7.9%	11.3%	down 4%

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

SHELL EGG and EGG PRODUCTS FEATURING

Promotions of regular shell eggs is slightly higher than last week but activity continues trending sharply lower than a year ago. Although ads are sporadic, the average price of Large white eggs, Grade A or better, to consumers is sharply higher. No price specials increased dramatically. Specialty shell egg features dropped lower than the previous week and year. Omega-3 white eggs claimed the top spot this cycle and are mostly advertised in the Northeast region. In the egg products sector, liquid eggs are still commanding more ad space than shell eggs even though this week's activity is less than week ago, but considerably more than the same week last year. Most features are found in the Eastern and Midwest regions.



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		26.4% of 3,800 sampled outlets						12.5% of 4,700 sampled outlets						20.1% of 2,900 sampled outlets					
2/ Activity Index		Activity Index = 1,040 (includes Medium)						Activity Index = 550 (includes Medium)						Activity Index = 620 (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																1.50 - 1.69	40	1.63
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM																0.99	10	0.99
USDA GRADE A	White 12 pack										1.67 - 2.79	280	1.85				2.79	10	2.79
	White 18 pack																2.49	20	2.49
	Brown 12 pack																		
	MEDIUM																		
	White 12 pack				0.96	10	0.96												
	White 30 pack																		
	White 30 pack																		
SPECIALTY	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack				2.99 - 4.00	230	3.64				3.49	10	3.49				2.99 - 4.38	160	3.56
OMEGA-3	White 12 pack	2.50	50	2.50	1.99 - 2.99	530	2.61				2.29 - 2.59	260	2.47				2.50	200	2.50
	Brown 12 pack				2.50	10	2.50										2.29	90	2.29
CAGE-FREE	White 12 pack																		
	Brown 12 pack				1.99 - 2.50	210	2.18										2.29	90	2.29
		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		44.7% of 2,700 sampled outlets						43.9% of 1,900 sampled outlets						51.3% of 1,000 sampled outlets					
2/ Activity Index		Activity Index = 990 (includes Medium)						Activity Index = 360 (includes Medium)						Activity Index = 230 (includes Medium)					
USDA GRADE AA	White 12 pack				1.29 - 1.69	310	1.53				1.29 - 1.99	120	1.76				1.29 - 1.67	140	1.63
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM				1.60	60	1.60												
USDA GRADE A	White 12 pack				1.67 - 2.79	100	2.21												
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM																		
	White 12 pack																		
	White 30 pack																		
	White 30 pack																		
SPECIALTY	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack				3.49	140	3.49										3.49	10	3.49
OMEGA-3	White 12 pack										2.99	80	2.99				2.19	80	2.19
	Brown 12 pack																		
CAGE-FREE	White 12 pack																		
	Brown 12 pack				1.99 - 2.29	380	2.05				1.68 - 3.00	160	2.85						

Note: See page 1 for explanatory notes.



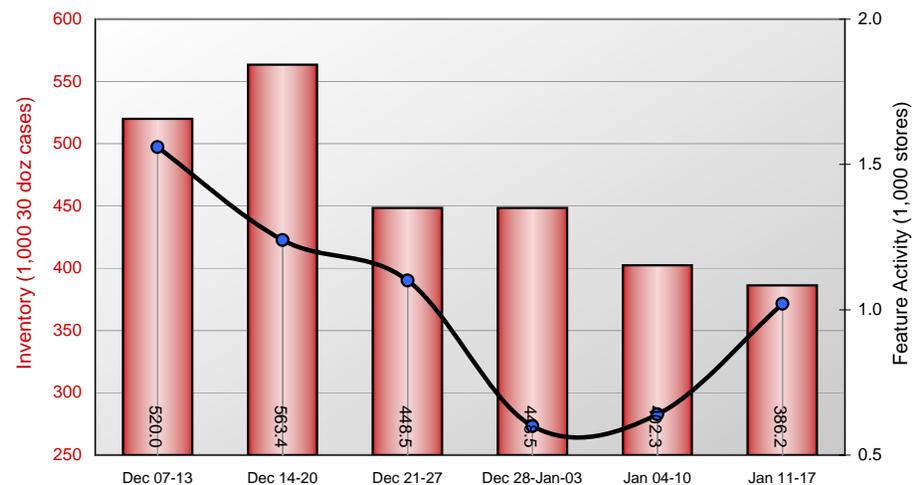
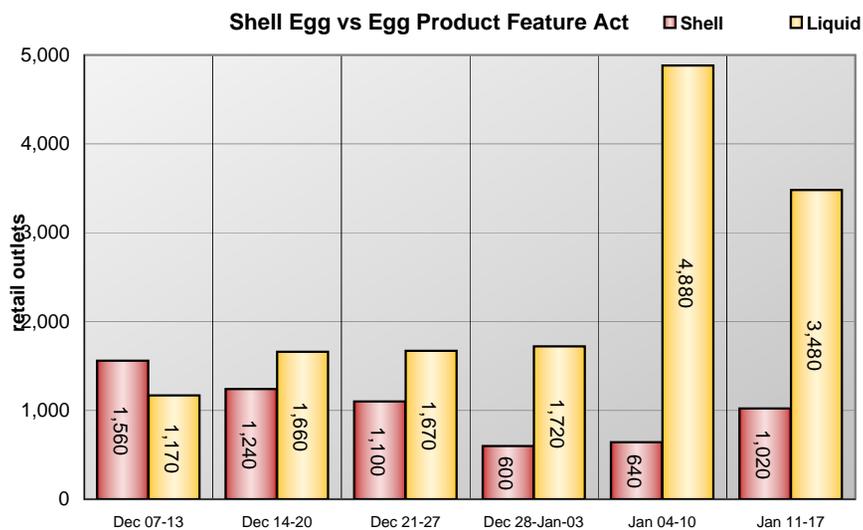
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EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	16.1%	25.1%	15.3%	23.0% of 3,800 sampled	13.3% of 4,700 sampled	26.8% of 2,900 sampled	5.1% of 2,700 sampled	12.5% of 1,900 sampled	8.8% of 1,000 sampled
2/ Activity Index	3,480	4,880	2,880	Activity Index = 1,360	Activity Index = 880	Activity Index = 760	Activity Index = 150	Activity Index = 240	Activity Index = 90
	Stores Avg 3/	Stores Avg 3/	Stores Avg 3/	Price Range Stores Avg 3/					
14-16 oz. crtn	2,220 2.61	4,160 2.26	2,000 2.33	1.99 - 3.29 740 2.80	2.00 - 2.69 280 2.67	2.18 - 3.00 740 2.56	2.00 - 2.99 150 2.30	2.00 - 2.29 220 2.11	2.50 - 3.00 90 2.95
32 oz. crtn	830 4.36	540 4.42	680 3.98	4.49 - 5.49 480 4.85	3.28 - 4.59 330 3.66			3.99 20 3.99	
3 - 4 oz. cup	430 2.64	40 2.99	200 1.65	3.59 140 3.59	2.19 270 2.19	1.99 20 1.99			
2 - 8 oz. cup		140 3.59							



Note: See page 1 for explanatory notes.