



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 01/18 thru 01/24
 (prices in dollars per carton)

Fri. Jan 18, 2008

SHELL EGG NATIONAL SUMMARY													
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	31.9% of 17,000 stores				27.9% 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			460	2.14			610	1.60	140	1.50	540	1.05
	White 18 pack			160	3.35							100	1.47
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack			630	1.47			390	1.97	70	1.00	580	0.94
White 18 pack			320	1.53			20	2.49			540	1.16	
Brown 12 pack	10	2.50											
SPECIALTY	USDA ORGANIC												
	White 12 pack												
	Brown 12 pack	60	2.82	490	3.80			550	3.57			480	2.56
CAGE-FREE	OMEGA-3												
	White 12 pack	320	2.69	2,230	2.99	50	2.50	1,150	2.56	300	2.53	1,740	2.17
	Brown 12 pack			1,200	2.16			100	2.31			130	2.80
LARGE	CAGE-FREE												
	White 12 pack			10	2.00							230	2.28
	Brown 12 pack			820	2.50	90	2.29	750	2.26			340	2.27

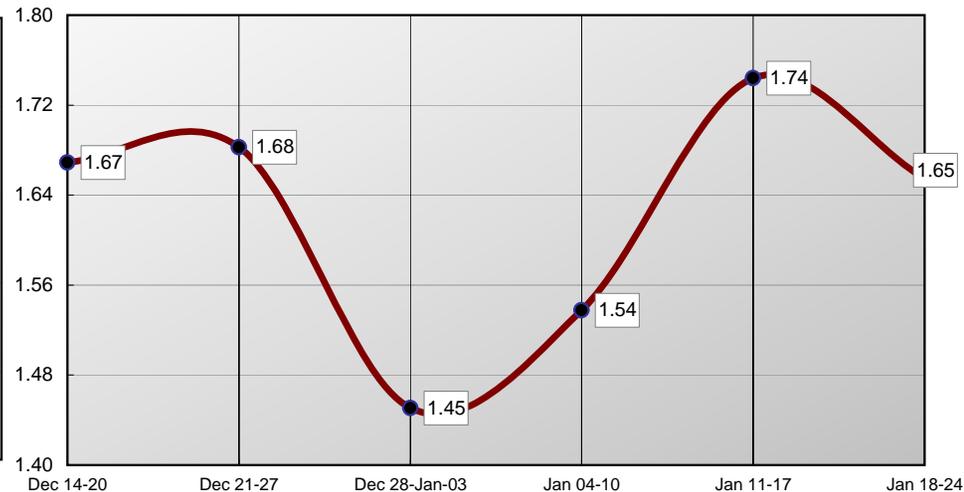
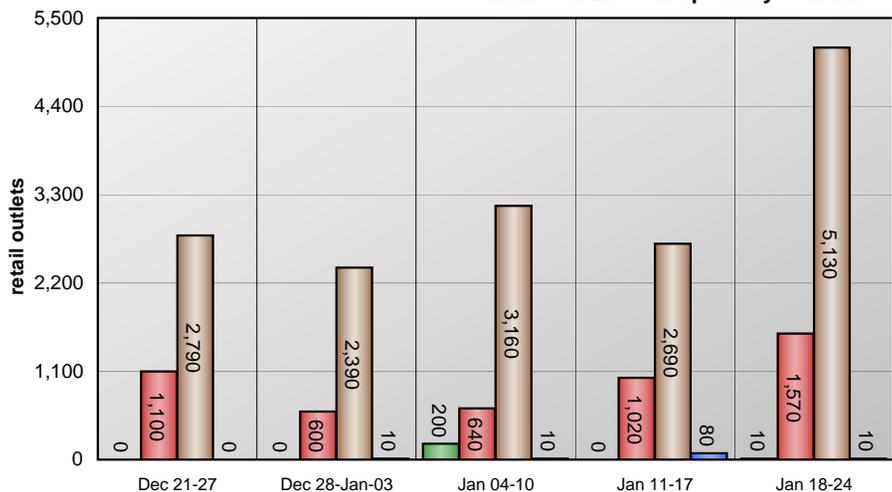
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,580	1,020	1,970	Large Eggs on Jan-14-2008
Specialty	5,130	2,690	3,220	
Total (includes MD)	6,720	3,790	5,300	350.6
Special Rate 4/:	2.7%	11.4%	2.0%	down 9%

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

SHELL EGG and EGG PRODUCTS FEATURING

Regular shell egg features are higher than last week, although slightly lower than last years accumulated data. The average price of Large white eggs, Grade A or better, is less than the previous week's price. Specialty shell eggs promotions are sharply higher than the previous week and year. Omega-3 white and brown eggs are heavily featured nationwide and remain in top position. In the egg products sector, liquid egg ads dropped lower than a week ago and a year earlier. 32 oz cartons increased in store volume and average price this cycle. 14-16 oz cartons are still featured more in this sector. Liquid features are hard to find in the Northwest region.

Activity Index: 5-W€ XL LG Specialty MD



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)						
		24.6% of 3,800 sampled outlets Activity Index = 1,830 (includes Medium)						33.8% of 4,700 sampled outlets Activity Index = 1,470 (includes Medium)						19.2% of 2,900 sampled outlets Activity Index = 760 (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	10	1.50										2.88	10	2.88	
	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				1.99	20	1.99				1.50	460	1.50				0.99 - 1.99	70	1.27	
	White 18 pack																			
	Brown 12 pack	2.50	10	2.50																
	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				3.98 - 4.00	240	3.98				3.99	10	3.99	2.49	10	2.49	3.99	150	3.99	
	Brown 12 pack																			
	OMEGA-3																			
White 12 pack	1.99 - 2.79	310	2.69	2.00 - 3.19	830	2.73	2.49	10	2.49	1.99 - 2.79	80	2.48				1.99 - 2.99	110	2.92		
Brown 12 pack				2.50 - 2.99	100	2.96				2.00	900	2.00				2.50	200	2.50		
	CAGE-FREE																			
White 12 pack				2.50 - 2.99	310	2.98				2.99	10	2.99				2.50	200	2.50		
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)						
		32.5% of 2,700 sampled outlets Activity Index = 1,200 (includes Medium)						52.6% of 1,900 sampled outlets Activity Index = 990 (includes Medium)						47.4% of 1,000 sampled outlets Activity Index = 470 (includes Medium)						
USDA GRADE AA	White 12 pack				1.25 - 2.29	100	1.47				1.88 - 2.99	270	2.47				1.88 - 1.99	80	1.95	
	White 18 pack										2.00 - 3.49	150	3.38							
	Brown 12 pack																			
	MEDIUM	White 12 pack						White 12 pack						White 12 pack						
USDA GRADE A	White 12 pack				1.50	100	1.50													
	White 18 pack				1.50	300	1.50													
	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	2.88	50	2.88													2.99	90	2.99	
	Brown 12 pack																			
	OMEGA-3																			
White 12 pack				2.49 - 2.79	350	2.66				3.59	560	3.59				2.69 - 3.19	300	3.17		
Brown 12 pack																				
	CAGE-FREE																			
White 12 pack										2.00	10	2.00								
Brown 12 pack					1.99	300	1.99													

Note: See page 1 for explanatory notes.

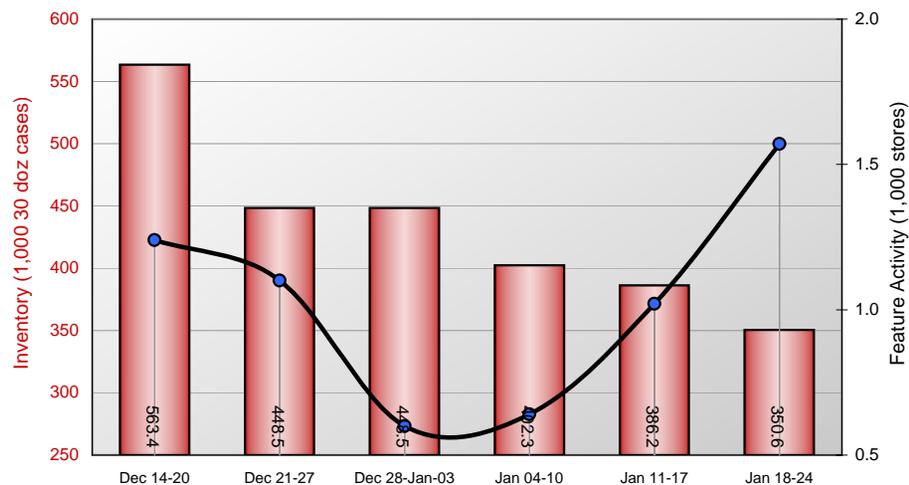
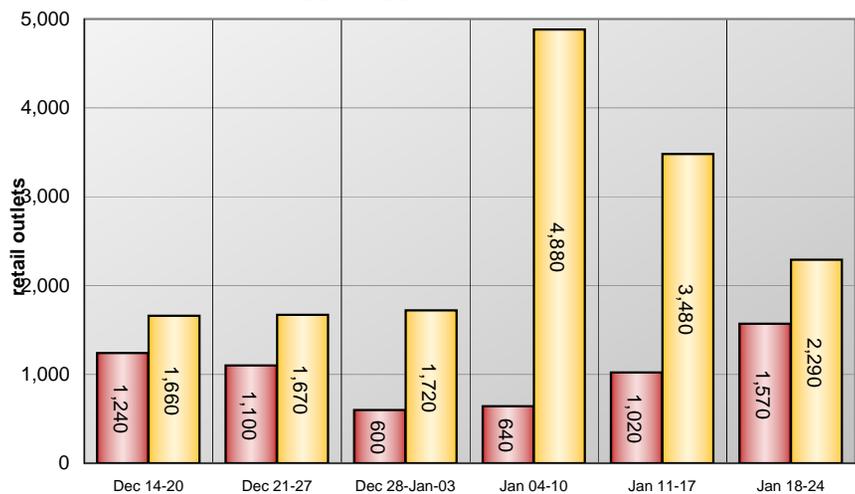


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EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	11.8%	16.1%	13.6%	17.1% of 3,800 sampled	7.7% of 4,700 sampled	17.7% of 2,900 sampled	5.4% of 2,700 sampled	18.1% of 1,900 sampled	0.9% of 1,000 sampled
2/ Activity Index	2,290	3,480	2,590	Activity Index = 1,140	Activity Index = 200	Activity Index = 490	Activity Index = 120	Activity Index = 340	Activity Index = 0
	Stores Avg 3/	Stores Avg 3/	Stores Avg 3/	Price Range Stores Avg 3/					
14-16 oz. crtn	1,260 2.41	2,220 2.61	2,410 2.39	1.88 - 2.99 650 2.42	2.00 100 2.00	1.99 - 2.99 160 2.41	2.29 - 2.67 30 2.65	2.50 320 2.50	
32 oz. crtn	1,010 4.76	830 4.36	160 3.99	3.99 - 5.49 490 4.98	3.99 - 5.29 100 4.57	3.99 - 5.29 310 4.91	3.50 90 3.50	3.99 20 3.99	
3 - 4 oz. cup	20 1.99	430 2.64	20 1.79			1.98 - 1.99 20 1.99			
2 - 8 oz. cup									

Shell Egg vs Egg Product Feature Act ■ Shell ■ Liquid



Note: See page 1 for explanatory notes.