



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 02/01 thru 02/07.

(prices in dollars per carton)

Fri. Feb 01, 2008

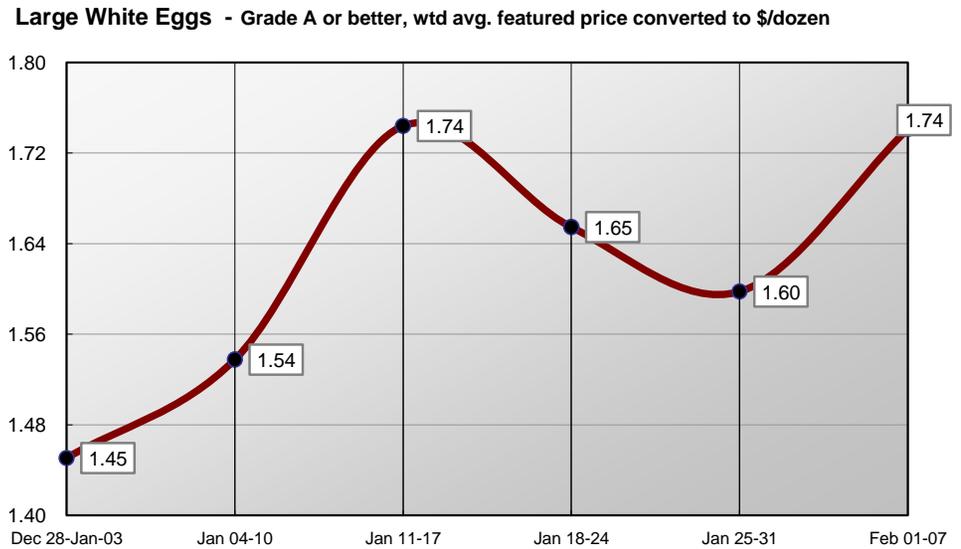
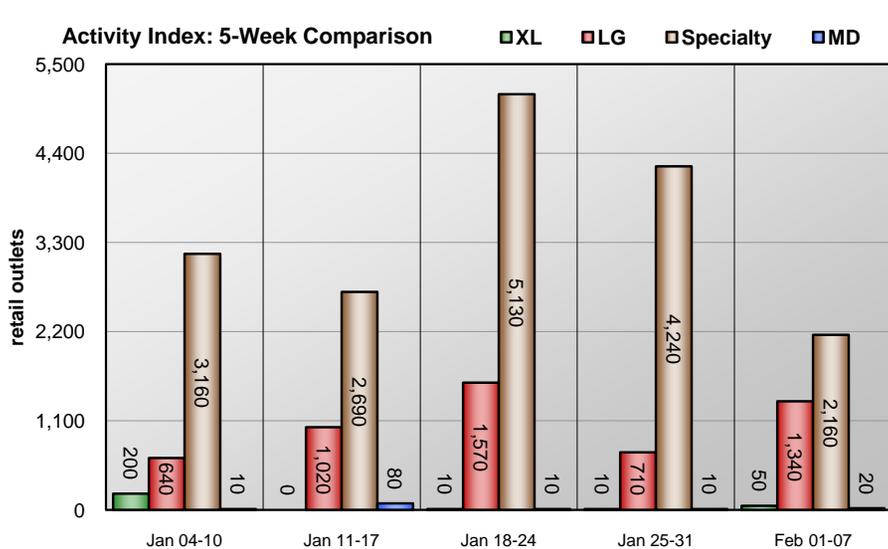
SHELL EGG NATIONAL SUMMARY													
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	24.6% of 18,000 stores				31.5% of 17,000 stores				26.0% of 17,000 stores				
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE		
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
REGULAR	USDA GRADE AA												
	White 12 pack	30	1.99	10	1.99			250	1.49			80	1.50
	White 18 pack	20	3.69	620	2.83	10	3.00	90	3.02			280	1.40
	Brown 12 pack												
REGULAR	USDA GRADE A												
	White 12 pack			380	1.57			340	1.59	60	1.05	60	0.98
	White 18 pack			330	2.48			30	1.99			120	1.29
	Brown 12 pack												
SPECIALTY	USDA ORGANIC												
	White 12 pack												
	Brown 12 pack												
CAGE-FREE	OMEGA-3												
	White 12 pack	490	2.62	560	2.54	330	2.60	1,370	2.37	310	1.99	680	2.04
	Brown 12 pack												
CAGE-FREE	CAGE-FREE												
	White 12 pack							200	2.25				
	Brown 12 pack												

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,390	720	600	Large Eggs on Jan-28-2008
Specialty	2,160	4,240	3,440	
Total (includes MD)	3,570	4,970	4,070	399.8
Special Rate 4/:	11.3%	12.7%	12.4%	up 5%

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

SHELL EGG and EGG PRODUCTS FEATURING

Feature activity on regular shell eggs is higher than the previous week and more than a year ago. Large white 18 pack egg are highly visible this ad cycle. The average price of Large white eggs, Grade A or better, increased sharply. Specialty shell egg promotions are less than both last week and last year. Omega-3 white eggs and USDA Certified Organic brown eggs dominate this sector. Cage free egg ads show up occasionally at a higher average price. In the egg products sector, liquid eggs fall below the previous week's and year's data. Notably, liquid egg features have outpaced regular shell eggs the month of January.



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.)



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 02/01 thru 02/07.

(prices in dollars per carton)

Fri. Feb 01, 2008

		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		31.8% of 3,900 sampled outlets						33.7% of 4,900 sampled outlets						10.3% of 3,000 sampled outlets					
2/ Activity Index		Activity Index = 1,600 (includes Medium)						Activity Index = 390 (includes Medium)						Activity Index = 310 (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																		
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM	White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack		
USDA GRADE A	White 12 pack				0.99 - 2.50	270	1.71				0.99	40	0.99				0.99 - 1.50	50	1.32
	White 18 pack										2.48 - 2.50	280	2.48				2.29	10	2.29
	Brown 12 pack																		
	MEDIUM	White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 30 pack		
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack				3.38 - 3.99	500	3.64												
	OMEGA-3																		
	White 12 pack	1.99 - 2.99	270	2.75	1.98 - 2.99	430	2.59				2.39	70	2.39	1.99 - 2.50	220	2.47	1.99 - 2.39	30	2.23
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack				2.29 - 3.49	130	3.13												
	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		13.1% of 3,000 sampled outlets						25.9% of 2,300 sampled outlets						26.6% of 900 sampled outlets					
2/ Activity Index		Activity Index = 390 (includes Medium)						Activity Index = 630 (includes Medium)						Activity Index = 250 (includes Medium)					
USDA GRADE AA	White 12 pack	1.99	20	1.99				1.99	10	1.99							1.99	10	1.99
	White 18 pack				2.50	220	2.50	3.69	20	3.69	2.50 - 3.50	390	3.03				2.50	10	2.50
	Brown 12 pack																		
	MEDIUM	White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack		
USDA GRADE A	White 12 pack				1.48	20	1.48												
	White 18 pack				2.50	40	2.50												
	Brown 12 pack																		
	MEDIUM	White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 30 pack		
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack				3.50	60	3.50				2.99 - 3.00	210	2.99				2.99 - 3.50	200	3.20
	OMEGA-3																		
	White 12 pack																2.50	30	2.50
	Brown 12 pack				1.99	10	1.99												
	CAGE-FREE																		
	White 12 pack																		
	Brown 12 pack																		

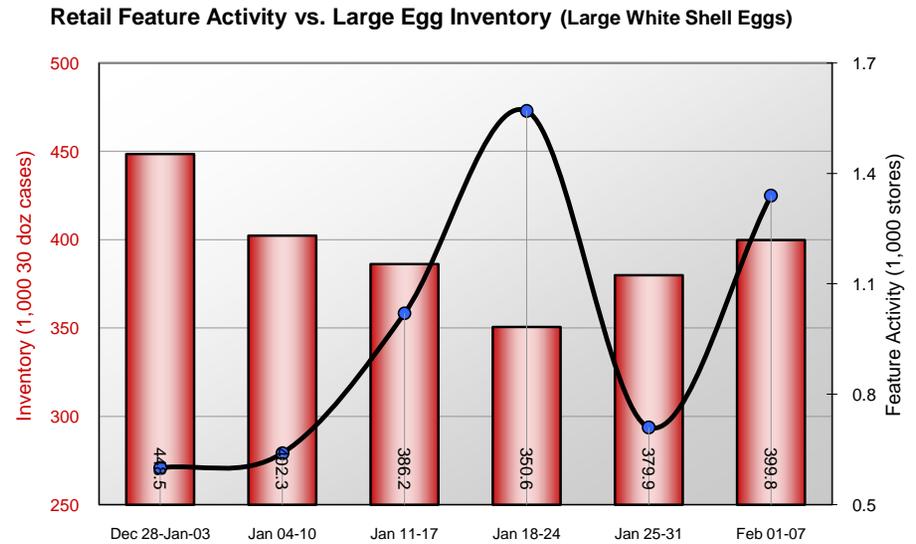
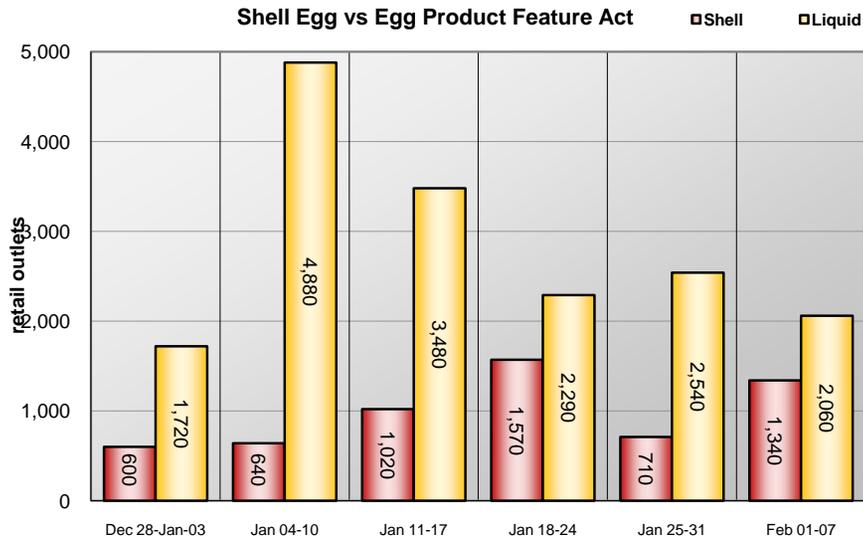
Note: See page 1 for explanatory notes.



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 02/01 thru 02/07.
 (prices in dollars per carton)

Fri. Feb 01, 2008

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	9.3%	1.4%	11.1%	16.2% of 3,900 sampled	7.9% of 4,900 sampled	6.7% of 3,000 sampled	15.1% of 3,000 sampled	0.0% of 2,300 sampled	1.1% of 900 sampled
2/ Activity Index	2,060	2,540	2,260	Activity Index = 940	Activity Index = 390	Activity Index = 200	Activity Index = 510	Activity Index = 0	Activity Index = 20
	Stores Avg 3/	Stores Avg 3/	Stores Avg 3/	Price Range Stores Avg 3/					
14-16 oz. crtn	1,180 2.47	1,850 2.56	2,260 2.40	1.99 - 3.00 660 2.45	2.50 - 2.79 390 2.53	2.50 10 2.50	1.67 - 2.99 100 2.33		1.67 - 2.99 20 2.33
32 oz. crtn	370 4.77	420 4.07					3.00 - 5.37 370 4.77		
3 - 4 oz. cup	370 2.27	270 2.19		1.79 - 3.00 140 2.90		1.88 190 1.88	1.88 40 1.88		
2 - 8 oz. cup	140 2.99			2.99 140 2.99					



Note: See page 1 for explanatory notes.