



**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 03/07 thru 03/13.

(prices in dollars per carton)

Fri. Mar 07, 2008

**SHELL EGG NATIONAL SUMMARY**

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR							
	21.1% of 18,000 stores		33.7% of 18,000 stores				23.4% 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		
<b>REGULAR</b>	<b>USDA GRADE AA</b>													
	White 12 pack		30	2.00	340	1.84	10	1.79	260	1.32		40	1.42	
	White 18 pack				350	3.11			540	3.02		80	2.59	
	Brown 12 pack													
	<b>USDA GRADE A</b>													
	White 12 pack				410	1.70			540	1.72		210	0.95	
White 18 pack				230	3.01						180	2.32		
Brown 12 pack						10	2.19							
<b>SPECIALTY</b>	<b>USDA ORGANIC</b>													
	White 12 pack													
	Brown 12 pack				570	3.66	20	3.99	590	3.84		430	3.03	
	<b>OMEGA-3</b>													
	White 12 pack		480	2.76	890	2.57			2,200	2.38	60	2.69	650	2.44
	Brown 12 pack				210	2.99	610	2.54	760	2.65				
<b>TA</b>	<b>CAGE-FREE</b>													
	White 12 pack				130	2.46						250	2.50	
	Brown 12 pack				310	2.83	10	2.04	670	2.62		890	2.58	

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,360	1,360	510	Large Eggs on Mar-03-2008 587.1
Specialty	2,590	4,860	2,280	
Total (includes MD)	4,020	6,220	2,790	up 9%
Special Rate 4/:	6.1%	7.7%	11.0%	

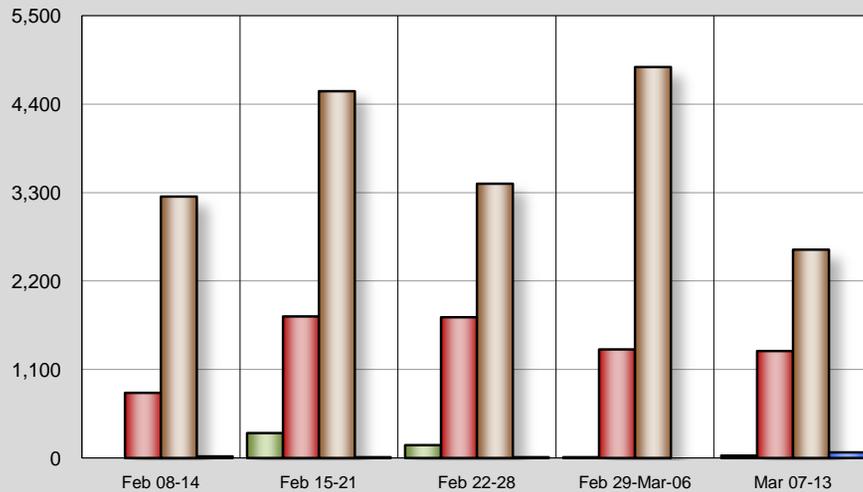
5/: 1,000's of 30-dozen cases

**SHELL EGG and EGG PRODUCTS FEATURING**

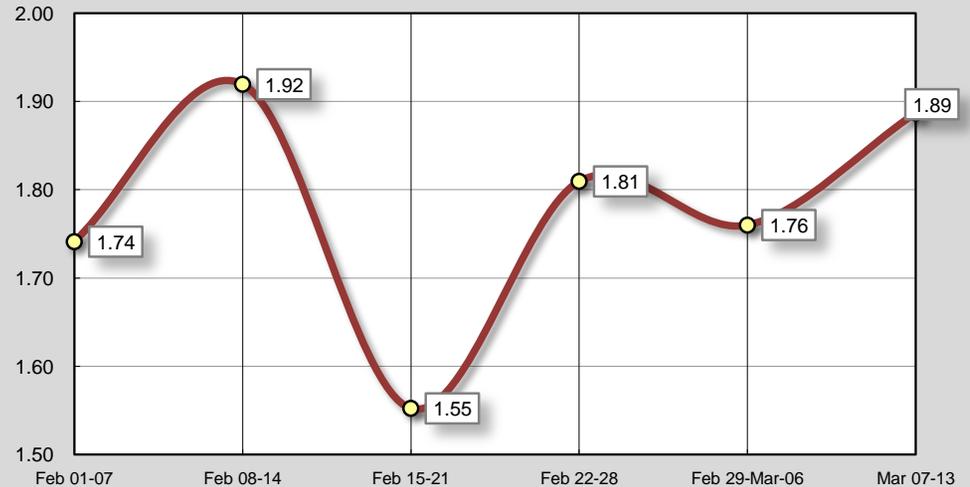
Regular shell egg promotional activity is unchanged from a week ago, although sharply higher when compared to the same week last year. Ads are more visible early week and very limited near week's end. The average price of Large white eggs, Grade A or better, jumped 13 cents higher than last week. Feature activity on specialty shell eggs is 47% less than the previous week, but 14% more than a year ago. Stores promoting Omega-3 white eggs declined dramatically, but are still in best position. USDA Certified Organic and cage-free eggs are still visible. In the egg products sector, liquid egg are higher than last week and last year. 14-16 oz. carton ads more than doubled this ad cycle. Egg products outpaced regular shell eggs by a wide margin this week.

Shell Egg Promotional Activity by Category

XL LG Spclty Med



Large White Eggs - Grade A or better, wtd avg. feature price converted to \$/dozen



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)						
Feature Rate <sup>1/</sup> Activity Index <sup>2/</sup>		27.0% of 3,900 sampled outlets Activity Index = 1,680 (includes Medium)						7.2% of 4,900 sampled outlets Activity Index = 410 (includes Medium)						26.7% of 3,000 sampled outlets Activity Index = 840 (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				1.88	10	1.88										1.33	20	1.33	
	White 18 pack										2.50	130	2.50				2.50	10	2.50	
	Brown 12 pack																			
	MEDIUM	White 12 pack						White 12 pack						White 12 pack						
USDA GRADE A	White 12 pack				1.79 - 1.99	40	1.91										0.99 - 1.99	310	1.66	
	White 18 pack				3.06	210	3.06										2.49	20	2.49	
	Brown 12 pack																			
	MEDIUM	White 12 pack			1.50	10	1.50	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 - 2.99	40	2.96	
	Brown 12 pack				3.29 - 3.49	210	3.38													
	OMEGA-3																			
	White 12 pack	2.99	260	2.99	2.16 - 2.99	640	2.75	2.00	10	2.00	2.00 - 2.50	80	2.41	2.50	210	2.50	1.79 - 2.50	170	1.98	
	Brown 12 pack				2.99	210	2.99													
	CAGE-FREE																			
	White 12 pack				2.49	30	2.49				2.50	70	2.50				2.50	20	2.50	
	Brown 12 pack				3.59	60	3.59				2.00 - 2.79	120	2.70				2.88 - 2.99	40	2.96	
		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)						
Feature Rate <sup>1/</sup> Activity Index <sup>2/</sup>		16.8% of 3,000 sampled outlets Activity Index = 260 (includes Medium)						41.0% of 2,300 sampled outlets Activity Index = 700 (includes Medium)						15.4% of 900 sampled outlets Activity Index = 130 (includes Medium)						
USDA GRADE AA	White 12 pack				1.00 - 1.39	130	1.25	2.00	30	2.00	2.49	140	2.49				1.00 - 1.99	40	1.76	
	White 18 pack										2.50 - 3.59	210	3.51							
	Brown 12 pack																			
	MEDIUM	White 12 pack			1.44	60	1.44	White 12 pack						White 12 pack						
USDA GRADE A	White 12 pack				1.77 - 1.80	60	1.78													
	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										2.00 - 3.99	320	3.93							
	Brown 12 pack																			
	OMEGA-3																			
	White 12 pack																			
	Brown 12 pack																			
	CAGE-FREE																			
	White 12 pack																1.99	10	1.99	
	Brown 12 pack				2.00	10	2.00										2.49	80	2.49	

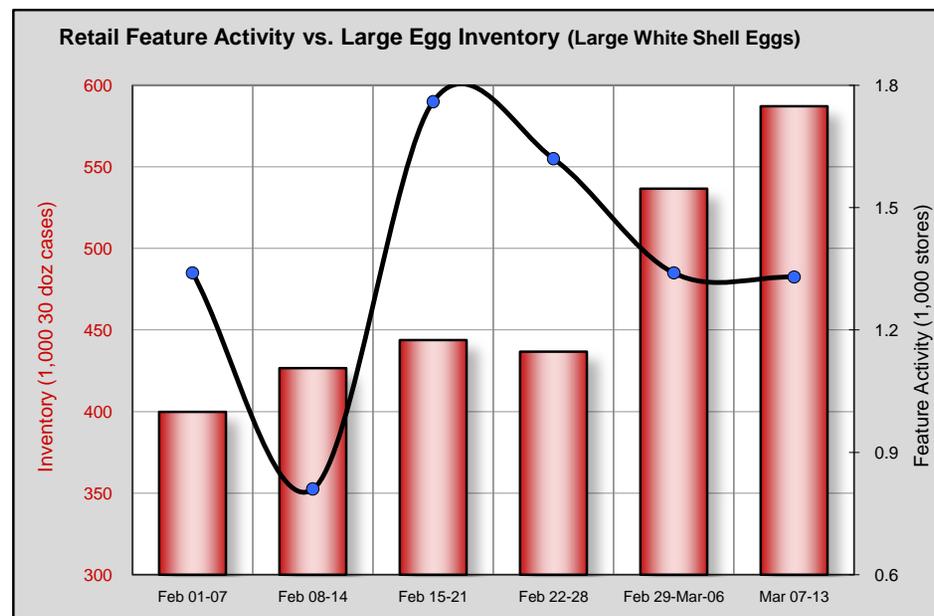
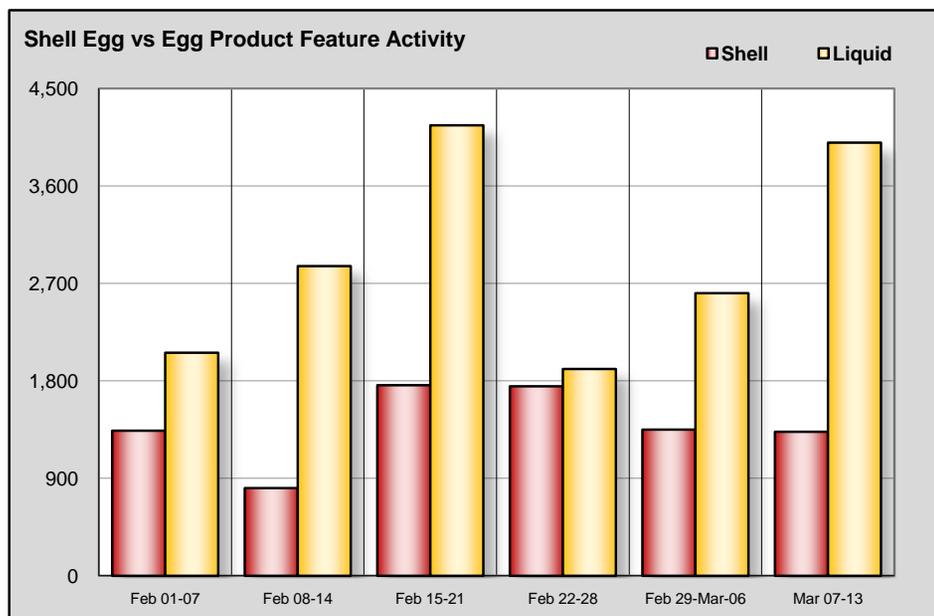
Note: See page 1 for explanatory notes.



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EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST	
1/ Feature Rate	18.6%	12.1%	7.9%	33.4% of 3,900 sampled		27.1% of 4,900 sampled		7.0% of 3,000 sampled		12.6% of 3,000 sampled		6.0% of 2,300 sampled		1.1% of 900 sampled	
2/ Activity Index	4,000	2,610	1,270	Activity Index = 1,660		Activity Index = 1,520		Activity Index = 220		Activity Index = 440		Activity Index = 140		Activity Index = 20	
	Stores Avg <sup>3/</sup>	Stores Avg <sup>3/</sup>	Stores Avg <sup>3/</sup>	Price Range	Stores Avg <sup>3/</sup>	Price Range	Stores Avg <sup>3/</sup>	Price Range	Stores Avg <sup>3/</sup>	Price Range	Stores Avg <sup>3/</sup>	Price Range	Stores Avg <sup>3/</sup>	Price Range	Stores Avg <sup>3/</sup>
14-16 oz. crtn	2,680 2.50	1,060 2.39	700 2.50	1.99 - 3.00	1,120 2.81	2.00 - 2.99	1,230 2.18	1.99 - 3.00	210 2.68	1.89 - 3.19	110 2.53			3.19	10 3.19
32 oz. crtn	1,310 4.21	1,330 4.06	480 4.17	3.99 - 5.49	540 4.87	3.28 - 5.69	290 4.12			3.00 - 5.99	330 3.45	3.50	140 3.50	5.99	10 5.99
3 - 4 oz. cup		220 1.80	90 2.00												
2 - 8 oz. cup	10 3.00							3.00	10 3.00						



Note: See page 1 for explanatory notes.