



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 07/04 thru 07/10.

(prices in dollars per carton)

Fri. Jul 03, 2008

SHELL EGG NATIONAL SUMMARY

| Feature Rate | THIS WEEK | | PREVIOUS WEEK | | | | PREVIOUS YEAR | | | | | | | | | |
|------------------|------------------------|-----|------------------------|------|---------|------|------------------------|-----|---------|------|--------|-------|-------|------|------|--|
| | 16.1% of 18,000 stores | | 22.9% of 18,000 stores | | | | 24.4% 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 | | | | |
| REGULAR | USDA GRADE AA | | | | | | | | | | | | | | | |
| | White 12 pack | | 30 | 2.50 | 320 | | 2.08 | | 110 | | 1.54 | | 440 | | 1.33 | |
| | White 18 pack | | | | 350 | | 2.92 | | 130 | | 2.50 | | 10 | | 2.00 | |
| | Brown 12 pack | | | | | | | | | | | | 90 | | 1.94 | |
| | USDA GRADE A | | | | | | | | | | | | | | | |
| | White 12 pack | | 20 | 1.23 | 390 | | 1.58 | | 800 | | 1.15 | | 740 | | 0.92 | |
| | White 18 pack | | | | 30 | | 1.85 | | 150 | | 2.40 | | 490 | | 1.65 | |
| | Brown 12 pack | | | | | | | | | | | | | | | |
| | USDA ORGANIC | | | | | | | | | | | | | | | |
| | White 12 pack | | | | 670 | | 4.61 | | 490 | | 4.36 | | 120 | | 3.56 | |
| | Brown 12 pack | | | | | | | | | | | | 1,010 | | 3.25 | |
| | OMEGA-3 | | | | | | | | | | | | | | | |
| White 12 pack | | 140 | 2.50 | 270 | | 2.66 | | 130 | | 2.67 | | 1,160 | | 2.61 | | |
| Brown 12 pack | | | | 80 | | 2.89 | | | | | | 120 | | 2.50 | | |
| | | | | | | | | 830 | | 2.33 | | 190 | | 2.05 | | |
| CAGE-FREE | | | | | | | | | | | | | | | | |
| White 12 pack | | 10 | 2.69 | 150 | | 3.12 | | 80 | | 2.49 | | | | | | |
| Brown 12 pack | | | | 260 | | 2.95 | | 730 | | 2.46 | | 380 | | 2.14 | | |

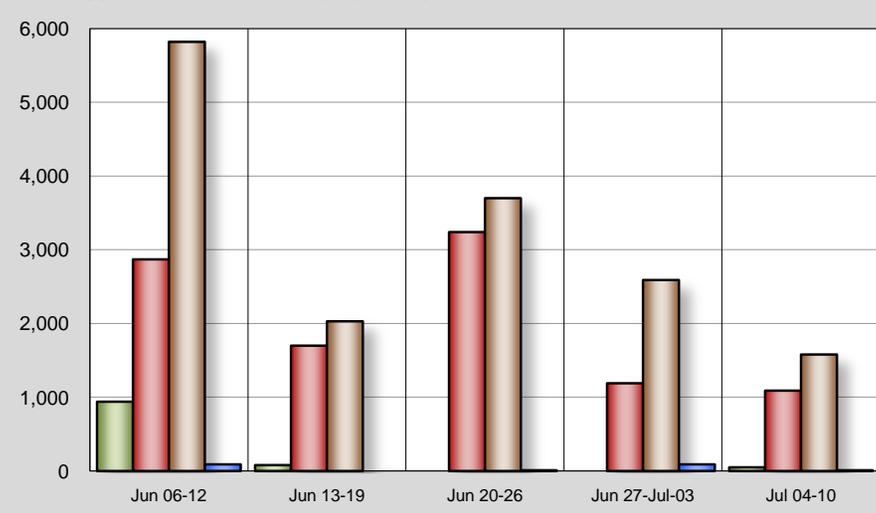
| Activity Summary | THIS WEEK | LAST WEEK | YEAR AGO | INVENTORY 5/ |
|---------------------|-----------|-----------|----------|---------------------------------------|
| Regular | 1,140 | 1,190 | 1,770 | Large Eggs on Jun-30-2008 428.4 |
| Specialty | 1,580 | 2,590 | 2,650 | |
| Total (includes MD) | 2,730 | 3,870 | 4,660 | up 13% |
| Special Rate 4/: | 3.2% | 3.2% | 4.9% | |

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

SHELL EGG and EGG PRODUCTS FEATURING

Overall promotional activity on shell eggs is dismal this week as retailers focus more on outdoor grilling items. Regular shell eggs features are limited and once again less than both the previous week and year. The average price of Large white eggs, Grade A or better, jumped 53 cents higher than last week. Notably, advertisements of hard cooked eggs are showing up this cycle. Specialty egg promotions fall short of last week's collected data. USDA Certified Organic eggs are in the top spot. In the egg products sector, liquid eggs ads are more frequent than a week ago. 32 oz cartons are starting to show up, however 14-15 oz. cartons are still most commonly featured.

Shell Egg Promotional Activity by Category



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. <small>(CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)</small> | | | | | | SOUTHEAST U.S. <small>(AL,FL,GA,MS,NC,SC,TN,VA,WV)</small> | | | | | | MIDWEST U.S. <small>(IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)</small> | | | | | | |
|--|---------------------|--|--------|--------|-------------|--------|--------|--|--------|--------|-------------|--------|--------|---|--------|--------|-------------|--------|--------|--|
| Feature Rate ^{1/} Activity Index ^{2/} | | 26.4% of 3,900 sampled outlets Activity Index = 1,090 (includes Medium) | | | | | | 14.0% of 4,900 sampled outlets Activity Index = 110 (includes Medium) | | | | | | 4.0% of 3,000 sampled outlets Activity Index = 130 (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 | | | | 1.59 - 1.69 | 20 | 1.63 | | | | | | | | | | | | | |
| | White 18 pack | | | | | | | | | | | | | | | | | | | |
| | Brown 12 pack | | | | | | | | | | | | | | | | | | | |
| | MEDIUM | White 12 pack | | | | | | White 12 pack | | | | | | White 12 pack | | | | | | |
| USDA GRADE A | White 12 pack | | | | 1.49 | 210 | 1.49 | | | | 2.00 | 100 | 2.00 | 0.99 - 1.50 | 20 | 1.23 | 1.19 - 1.69 | 60 | 1.37 | |
| | White 18 pack | | | | | | | | | | 1.99 | 10 | 1.99 | | | | | | | |
| | 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 | | | | | | | | | | | | | | | | | | | |
| | Brown 12 pack | | | | 3.99 - 5.00 | 340 | 4.82 | | | | | | | | | | 3.19 | 10 | 3.19 | |
| | OMEGA-3 | | | | | | | | | | | | | | | | | | | |
| | White 12 pack | | | | 2.29 - 2.99 | 130 | 2.84 | | | | | | | | | | | | | |
| | Brown 12 pack | | | | 2.99 | 60 | 2.99 | | | | | | | | | | | | | |
| | CAGE-FREE | | | | | | | | | | | | | | | | | | | |
| | White 12 pack | | | | 2.00 - 3.39 | 130 | 3.24 | | | | | | | | | | | | | |
| | Brown 12 pack | | | | 2.49 - 3.39 | 200 | 3.14 | | | | | | | | | | 2.50 | 40 | 2.50 | |
| | | SOUTH CENTRAL U.S. <small>(AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)</small> | | | | | | SOUTHWEST U.S. <small>(CA,NV)</small> | | | | | | NORTHWEST U.S. <small>(ID,MT,OR,WA,WY)</small> | | | | | | |
| Feature Rate ^{1/} Activity Index ^{2/} | | 6.4% of 3,000 sampled outlets Activity Index = 220 (includes Medium) | | | | | | 28.1% of 2,300 sampled outlets Activity Index = 850 (includes Medium) | | | | | | 25.7% of 900 sampled outlets Activity Index = 330 (includes Medium) | | | | | | |
| USDA GRADE AA | White 12 pack | | | | | | | 2.50 | 30 | 2.50 | 1.89 - 2.50 | 180 | 2.36 | | | | 1.67 - 2.50 | 120 | 1.72 | |
| | White 18 pack | | | | 2.19 | 10 | 2.19 | | | | 2.50 - 3.00 | 320 | 2.99 | | | | 2.19 | 20 | 2.19 | |
| | Brown 12 pack | | | | | | | | | | | | | | | | | | | |
| | MEDIUM | White 12 pack | | | | | | White 12 pack | | | | | | White 12 pack | | | | | | |
| USDA GRADE A | White 12 pack | | | | 1.00 | 20 | 1.00 | | | | | | | | | | | | | |
| | White 18 pack | | | | 1.78 | 20 | 1.78 | | | | | | | | | | | | | |
| | 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 | | | | 2.76 | 10 | 2.76 | | | | 4.49 | 310 | 4.49 | | | | | | | |
| | Brown 12 pack | | | | | | | | | | | | | | | | | | | |
| | OMEGA-3 | | | | | | | | | | | | | | | | | | | |
| | White 12 pack | 2.50 | 60 | 2.50 | 2.50 | 60 | 2.50 | | | | | | | 2.50 | 80 | 2.50 | 2.50 | 80 | 2.50 | |
| | Brown 12 pack | | | | 1.89 | 10 | 1.89 | | | | | | | 3.29 | 10 | 3.29 | | | | |
| | CAGE-FREE | | | | | | | | | | | | | | | | | | | |
| | White 12 pack | | | | 1.99 | 10 | 1.99 | | | | | | | 2.69 | 10 | 2.69 | 2.69 | 10 | 2.69 | |
| | Brown 12 pack | | | | 1.88 | 10 | 1.88 | | | | 1.99 | 10 | 1.99 | | | | | | | |

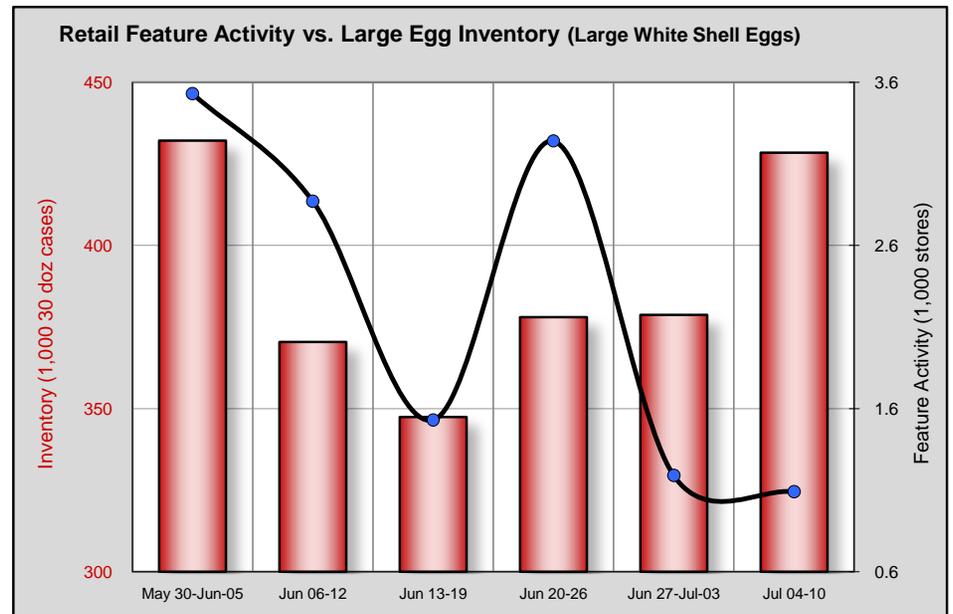
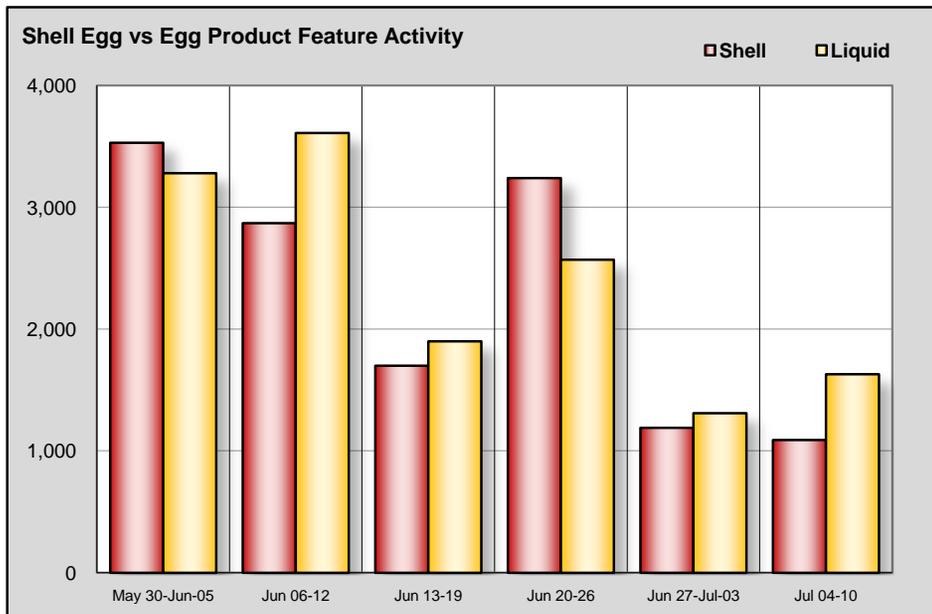
Note: See page 1 for explanatory notes.



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| EGG PRODUCTS | THIS WEEK | LAST WEEK | LAST YEAR | NORTHEAST | | SOUTHEAST | | MIDWEST | | SOUTH CENTRAL | | SOUTHWEST | | NORTHWEST | |
|-------------------|--------------------------|--------------------------|--------------------------|------------------------|--------------------------|-----------------------|--------------------------|-----------------------|--------------------------|-----------------------|--------------------------|-----------------------|--------------------------|---------------------|--------------------------|
| 1/ Feature Rate | 5.8% | 5.8% | 24.3% | 13.6% of 3,900 sampled | | 4.5% of 4,900 sampled | | 2.0% of 3,000 sampled | | 6.1% of 3,000 sampled | | 1.0% of 2,300 sampled | | 3.1% of 900 sampled | |
| 2/ Activity Index | 1,630 | 1,310 | 4,160 | Activity Index = 370 | | Activity Index = 680 | | Activity Index = 150 | | Activity Index = 380 | | Activity Index = 20 | | Activity Index = 30 | |
| | Stores Avg ^{3/} | Stores Avg ^{3/} | 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/} | Price Range | Stores Avg ^{3/} |
| 14-16 oz. crtn | 1,240 2.44 | 860 2.67 | 2,860 2.44 | 2.00 - 3.29 | 310 2.21 | 2.00 - 3.29 | 590 2.18 | 2.00 - 3.39 | 150 2.73 | 3.39 190 3.39 | | | | | |
| 32 oz. crtn | 240 4.78 | | 850 3.94 | | | | | | | 4.99 190 4.99 | | | | | |
| 3 - 4 oz. cup | 150 2.49 | 450 3.03 | 310 3.00 | 2.50 | 60 2.50 | 2.49 | 90 2.49 | | | | | 3.99 20 3.99 | | | |
| 2 - 8 oz. cup | | | 140 3.00 | | | | | | | | | | | 3.99 30 3.99 | |



Note: See page 1 for explanatory notes.