



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 07/11 thru 07/17.

(prices in dollars per carton)

Fri. Jul 11, 2008

SHELL EGG NATIONAL SUMMARY

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR							
	31.6% of 18,000 stores		16.1% of 18,000 stores				39.2% 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	510	1.28	30	2.50	320	2.08	60	1.56	660	0.92
	White 18 pack				160	2.94			350	2.92			460	2.15
	Brown 12 pack				130	3.79								
	USDA GRADE A													
	White 12 pack		330	1.38	630	1.38	20	1.23	390	1.58	220	0.92	1,130	0.96
	White 18 pack				350	2.05			30	1.85				
	Brown 12 pack												120	0.99
	USDA ORGANIC													
White 12 pack														
Brown 12 pack				600	2.95			670	4.61	390	4.00	1,230	3.51	
OMEGA-3														
White 12 pack		200	2.70	180	2.39	140	2.50	270	2.66			550	2.30	
Brown 12 pack				330	3.37			80	2.89			280	2.67	
CAGE-FREE														
White 12 pack				30	2.59	10	2.69	150	3.12			20	2.29	
Brown 12 pack				1,190	2.96			260	2.95	120	2.50	800	2.29	

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,140	1,140	2,650	Large Eggs on Jul-07-2008
Specialty	2,530	1,580	3,390	
Total (includes MD)	4,930	2,730	6,050	472.6
Special Rate 4/:	11.1%	3.2%	15.8%	up 10%

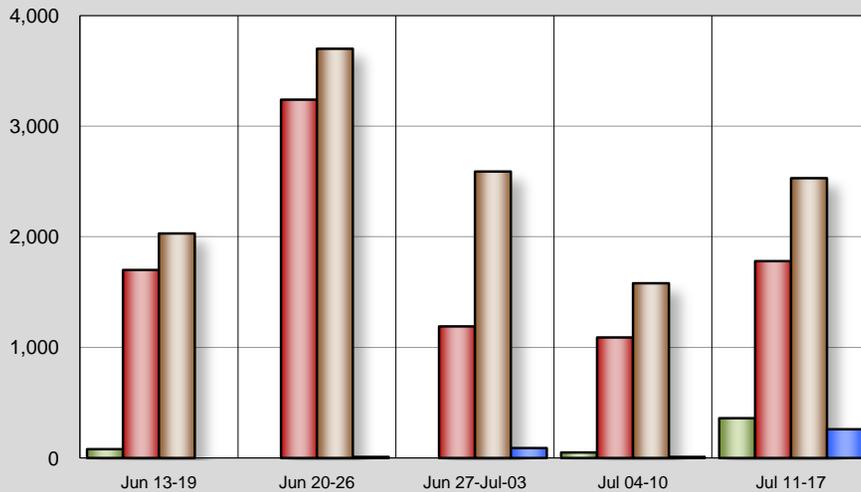
5/: 1,000's of 30-dozen cases

SHELL EGG and EGG PRODUCTS FEATURING

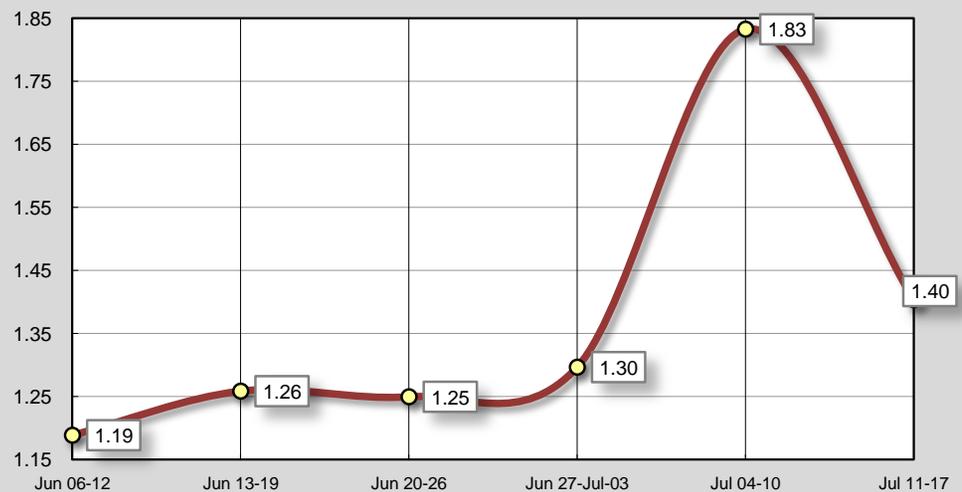
Regular shell egg feature activity is significantly higher than last week, but is less than data collected last year. The average price of Large white eggs, Grade A or better is less than a week ago, however is still higher than in past weeks. Medium and Extra Large egg ads are more visible this cycle. "Buy 1, Get 1 free" promotions increase this week in frequency. Specialty egg promotions are more common than a week ago, but less so than last year. Cage-free brown eggs dominate this sector to claim top position. In the egg products sector, liquid egg features increased and surpassed regular shell eggs 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 ^{1/} Activity Index ^{2/}		29.4% of 3,900 sampled outlets Activity Index = 1,440 (includes Medium)						27.6% of 4,900 sampled outlets Activity Index = 1,320 (includes Medium)						20.4% of 3,000 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				1.59 - 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				1.33	10	1.33	1.25 - 1.50	130	1.39	1.25 - 1.50	360	1.45	1.25 - 1.49	160	1.33	0.99 - 1.69	150	1.26	
	White 18 pack				1.50 - 3.00	290	2.18				1.39	50	1.39				1.50	10	1.50	
	Brown 12 pack																			
	MEDIUM	White 12 pack			0.98 - 1.00	30	0.99	White 12 pack						White 12 pack			1.00	30	1.00	
		White 30 pack						White 30 pack						White 30 pack						
S P E C I A L T Y	USDA ORGANIC																			
	White 12 pack				2.29 - 3.49	350	2.92				2.99	210	2.99							
	Brown 12 pack																			
	OMEGA-3																			
	White 12 pack	2.00	60	2.00	2.00 - 2.99	180	2.39													
	Brown 12 pack				3.49	210	3.49				2.89	100	2.89							
	CAGE-FREE																			
	White 12 pack				2.59	30	2.59													
	Brown 12 pack				2.19 - 3.49	260	3.20				2.79	470	2.79				2.50 - 3.50	410	3.01	
		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 ^{1/} Activity Index ^{2/}		38.1% of 3,000 sampled outlets Activity Index = 840 (includes Medium)						40.7% of 2,300 sampled outlets Activity Index = 540 (includes Medium)						54.7% of 900 sampled outlets Activity Index = 30 (includes Medium)						
USDA GRADE AA	White 12 pack				0.99 - 1.50	410	1.22	2.50	30	2.50	1.25 - 2.00	70	1.58				1.25	10	1.25	
	White 18 pack										2.69 - 3.00	160	2.94							
	Brown 12 pack										3.79	130	3.79							
	MEDIUM	White 12 pack			1.20	60	1.20	White 12 pack						White 12 pack						
USDA GRADE A	White 12 pack	1.50	40	1.50	0.98 - 1.50	110	1.33													
	White 18 pack																			
	Brown 12 pack																			
	MEDIUM	White 12 pack			0.99	120	0.99	White 12 pack						White 12 pack			1.25	#####	#####	
		White 30 pack						White 30 pack						White 30 pack						
S P E C I A L T Y	USDA ORGANIC																			
	White 12 pack				2.99	30	2.99				2.99	10	2.99							
	Brown 12 pack																			
	OMEGA-3																			
	White 12 pack							3.00	140	3.00										
	Brown 12 pack				4.49	20	4.49													
	CAGE-FREE																			
	White 12 pack																			
	Brown 12 pack				2.79	50	2.79													

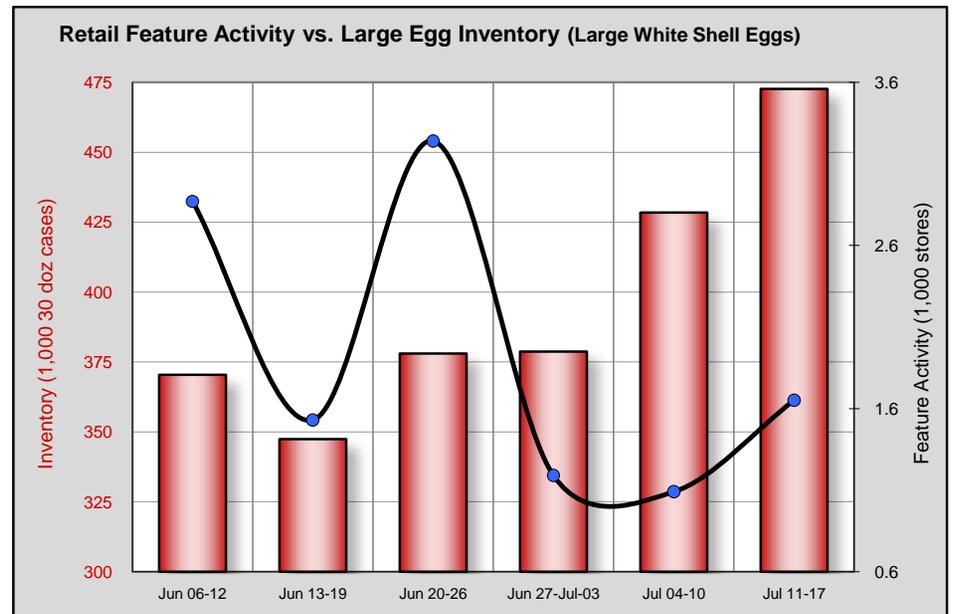
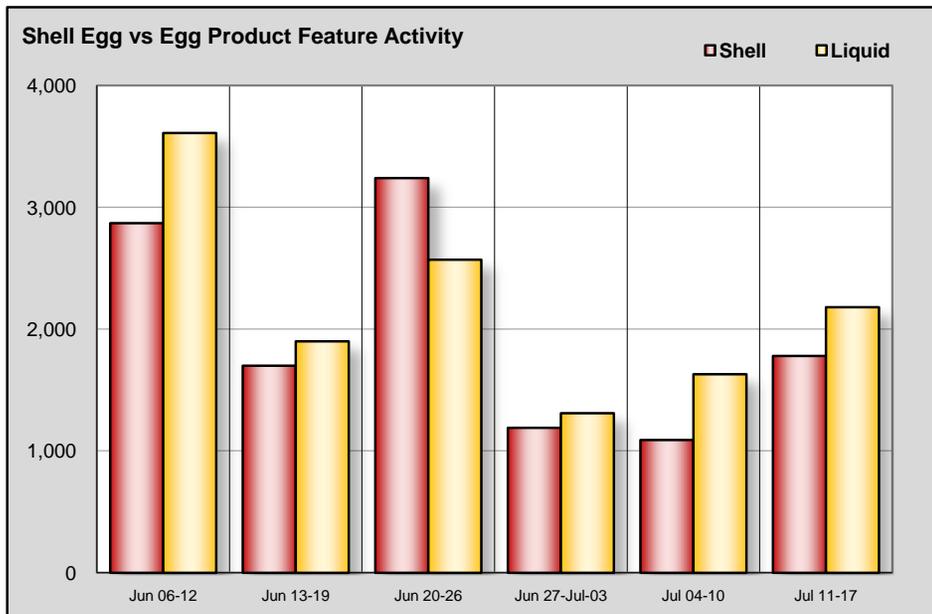
Note: See page 1 for explanatory notes.



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EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST	
1/ Feature Rate	11.2%	5.8%	7.5%	32.1% of 3,900 sampled		6.2% of 4,900 sampled		5.9% of 3,000 sampled		5.0% of 3,000 sampled		6.4% of 2,300 sampled		0.0% of 900 sampled	
2/ Activity Index	2,180	1,630	1,080	Activity Index = 1,400		Activity Index = 300		Activity Index = 180		Activity Index = 150		Activity Index = 150		Activity Index = 0	
	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	1,560 2.52	1,240 2.44	730 2.29	1.67 - 3.00	1,010 2.55	1.67 - 1.78	200 1.77	2.50 - 3.00	180 2.93	2.29 - 3.00	150 2.85		2.19 20 2.19		
32 oz. crtn	540 4.85	240 4.78	140 4.66	3.49 - 5.49	310 4.65	3.99	100 3.99						5.99 130 5.99		
3 - 4 oz. cup	80 2.06	150 2.49	210 2.00	1.99 - 2.50	80 2.06										
2 - 8 oz. cup															



Note: See page 1 for explanatory notes.