



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 07/18 thru 07/24.

(prices in dollars per carton)

Fri. Jul 18, 2008

SHELL EGG NATIONAL SUMMARY

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR					
	27.8% of 18,000 stores		31.6% of 18,000 stores				36.4% 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	1.66	50	1.20	30	2.50	510	1.28		300	0.96
	White 18 pack			170	2.89			160	2.94		10	1.50
	Brown 12 pack							130	3.79			
	USDA GRADE A											
	White 12 pack	180	1.40	800	1.46	330	1.38	630	1.38		990	1.12
	White 18 pack			30	1.92			350	2.05		140	1.50
	Brown 12 pack			120	1.99							
	USDA ORGANIC											
White 12 pack									160	2.50		
Brown 12 pack	10	3.98	760	4.00			600	2.95		410	3.03	
OMEGA-3												
White 12 pack	130	2.70	1,730	2.17	200	2.70	180	2.39		1,880	2.23	
Brown 12 pack			230	2.47			330	3.37	210	5.00	420	2.87
CAGE-FREE												
White 12 pack			130	2.50			30	2.59		30	1.99	
Brown 12 pack			630	2.83			1,190	2.96		750	3.05	

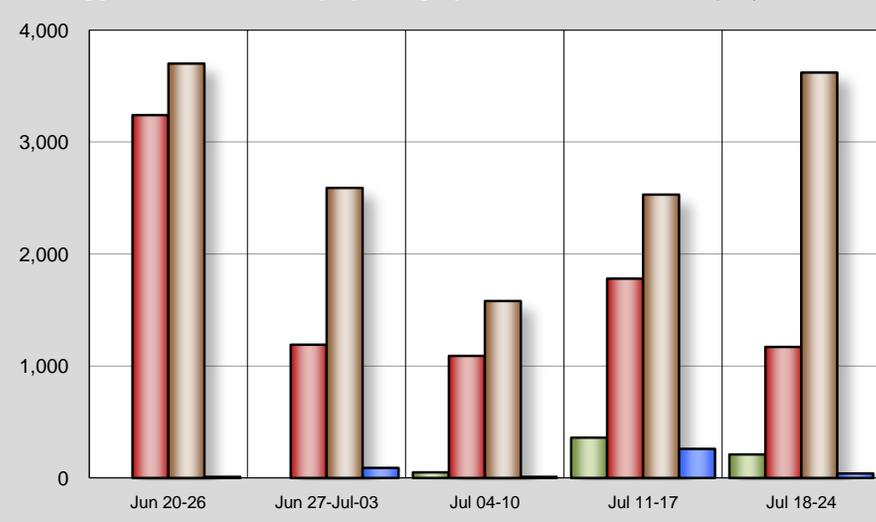
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,380	2,140	1,440	Large Eggs on Jul-14-2008
Specialty	3,620	2,530	3,860	
Total (includes MD)	5,040	4,930	5,310	434.9
Special Rate 4/:	5.0%	11.1%	12.1%	down 8%

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

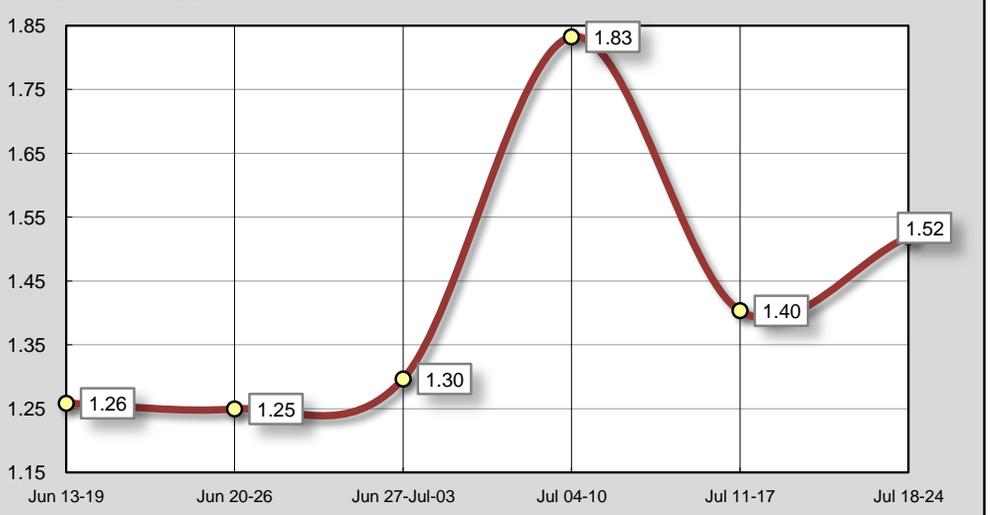
SHELL EGG and EGG PRODUCTS FEATURING

Regular shell egg feature activity is down sharply when compared to last week, but only slightly less than last year. Although the number of sampled outlets declined, the average price of Large white eggs, Grade A or better is higher than a week ago. Early week ads are sporadic, but increase in number near end of the ad cycle. Specialty egg promotional activity is more than data collected a week ago. Cage Free Brown eggs are out-paced by Omega-3 white eggs. In the egg products sector, liquid eggs features are less than both the previous week and year yet still enjoy more promotion than regular shell eggs.

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.)



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 07/18 thru 07/24.

(prices in dollars per carton)

Fri. Jul 18, 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)					
Feature Rate ^{1/} Activity Index ^{2/}		36.1% of 3,900 sampled outlets Activity Index = 1,270 (includes Medium)						30.2% of 4,900 sampled outlets Activity Index = 1,550 (includes Medium)						19.4% of 3,000 sampled outlets Activity Index = 860 (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	10	1.59												
	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				1.50 - 1.67	180	1.51	1.67	70	1.67	1.39 - 1.67	90	1.60	0.99 - 1.25	110	1.24	0.89 - 1.67	400	1.45
	White 18 pack				1.99	10	1.99												
	Brown 12 pack				1.99	120	1.99												
	MEDIUM	White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack		
		White 30 pack			White 30 pack			White 30 pack			White 30 pack			White 30 pack			White 30 pack		
SPECIALTY	USDA ORGANIC																		
		White 12 pack																	
		Brown 12 pack				4.99 - 5.18	80	5.04			3.49	70	3.49				2.99 - 3.49	50	3.16
		OMEGA-3																	
	White 12 pack	2.00 - 2.79	130	2.70	1.99 - 2.79	450	2.29			1.99 - 2.00	940	2.00					2.50	210	2.50
	Brown 12 pack									2.50	220	2.50							
	CAGE-FREE																		
	White 12 pack																		
	Brown 12 pack				2.50 - 2.99	290	2.94			2.50 - 3.19	150	2.98					2.49 - 2.89	60	2.58
		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/}		12.2% of 3,000 sampled outlets Activity Index = 620 (includes Medium)						41.3% of 2,300 sampled outlets Activity Index = 590 (includes Medium)						26.3% of 900 sampled outlets Activity Index = 150 (includes Medium)					
USDA GRADE AA	White 12 pack	1.89	20	1.89				1.20	10	1.20							0.99 - 1.29	40	1.10
	White 18 pack													2.50 - 3.00	170	2.89			
	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				1.00 - 1.49	130	1.35												
	White 18 pack				1.88	20	1.88												
	Brown 12 pack																		
	MEDIUM	White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack		
		White 30 pack			White 30 pack			White 30 pack			White 30 pack			White 30 pack			White 30 pack		
SPECIALTY	USDA ORGANIC																		
		White 12 pack																	
		Brown 12 pack				3.99	80	3.99			3.99	400	3.99	3.98	10	3.98	3.99	80	3.99
		OMEGA-3																	
	White 12 pack				2.50	120	2.50										2.29	10	2.29
	Brown 12 pack				1.89	10	1.89												
	CAGE-FREE																		
	White 12 pack				2.50	120	2.50										2.50	10	2.50
	Brown 12 pack				2.50	120	2.50			2.99	10	2.99							

Note: See page 1 for explanatory notes.



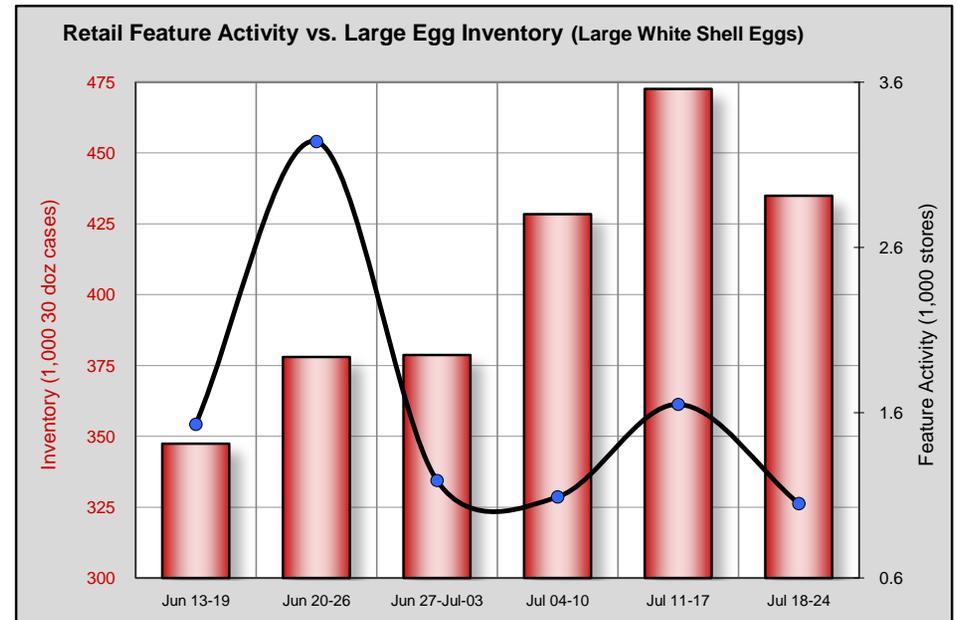
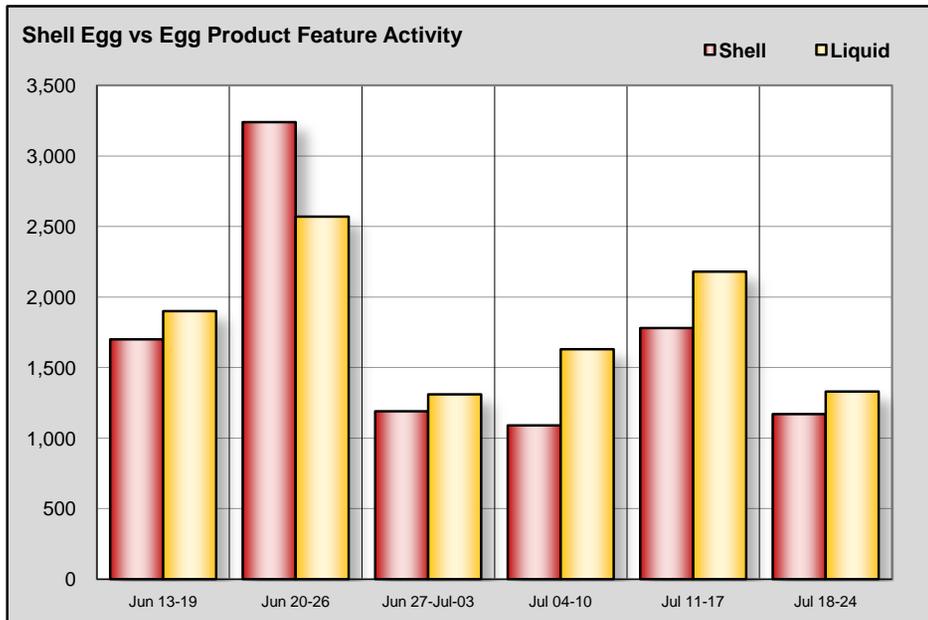
USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 07/18 thru 07/24.

(prices in dollars per carton)

Fri. Jul 18, 2008

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST		
1/ Feature Rate	5.3%	11.2%	8.2%	10.7% of 3,900 sampled		3.1% of 4,900 sampled		8.5% of 3,000 sampled		0.9% of 3,000 sampled		0.7% of 2,300 sampled		10.1% of 900 sampled		
2/ Activity Index	1,330	2,180	1,660	Activity Index = 750		Activity Index = 160		Activity Index = 280		Activity Index = 30		Activity Index = 20		Activity Index = 90		
	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	750 2.46	1,560 2.52	900 2.35	1.99 - 3.00	240 2.25	3.00	110 3.00	1.98 - 3.00	260 2.51	1.86 - 2.00	30 1.93		2.19	20 2.19	1.99 - 2.50	90 2.42
32 oz. crtn	580 4.84	540 4.85	520 4.03	3.99 - 5.99	510 4.83	4.79	50 4.79	4.99	20 4.99							
3 - 4 oz. cup		80 2.06	150 2.86													
2 - 8 oz. cup			90 2.99													



Note: See page 1 for explanatory notes.