



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 07/25 thru 07/31.

(prices in dollars per carton)

Fri. Jul 25, 2008

SHELL EGG NATIONAL SUMMARY

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR							
	34.4% of 18,000 stores		27.8% of 18,000 stores				33.2% 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		40	1.49	400	1.38	30	1.66	50	1.20	10	1.68	670	1.23
	White 18 pack				140	2.94			170	2.89			430	2.24
	Brown 12 pack													
	USDA GRADE A													
	White 12 pack		400	1.51	760	1.19	180	1.40	800	1.46	40	1.30	140	1.17
White 18 pack				630	2.39			30	1.92			670	1.75	
Brown 12 pack								120	1.99					
USDA ORGANIC														
White 12 pack														
Brown 12 pack				700	3.71	10	3.98	760	4.00	110	3.59	670	3.14	
OMEGA-3														
White 12 pack				380	2.59	130	2.70	1,730	2.17	130	2.44	200	2.63	
Brown 12 pack				10	1.89			230	2.47	600	2.49	610	2.48	
CAGE-FREE														
White 12 pack				120	1.99			130	2.50			20	2.29	
Brown 12 pack				750	2.70			630	2.83	120	2.50	1,300	2.27	

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,370	1,380	1,960	Large Eggs on Jul-21-2008
Specialty	1,960	3,620	3,760	
Total (includes MD)	4,660	5,040	5,770	430.8
Special Rate 4/:	11.7%	5.0%	13.8%	down 1%

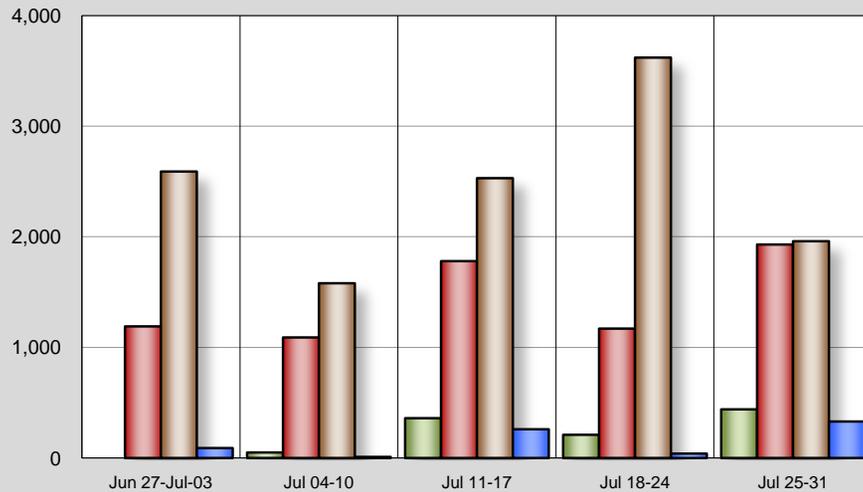
5/: 1,000's of 30-dozen cases

SHELL EGG and EGG PRODUCTS FEATURING

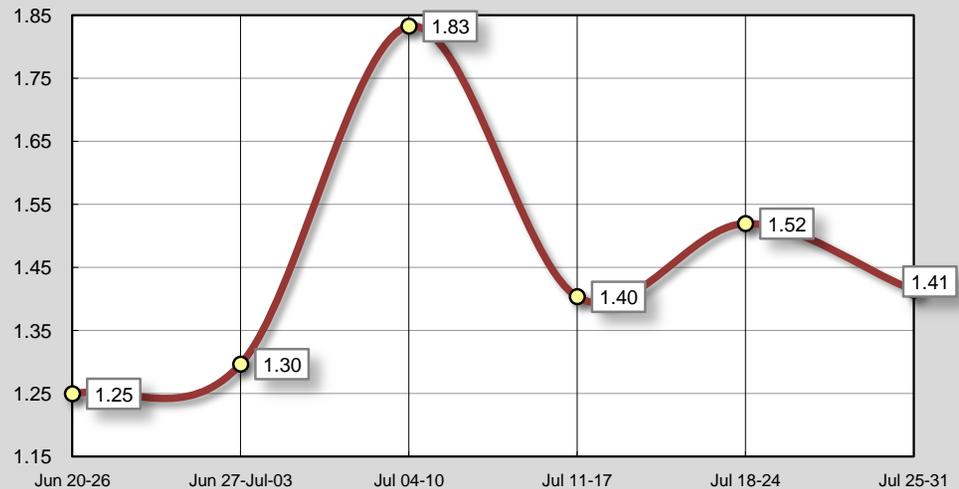
Regular shell egg feature activity improved significantly and is sharply higher than last week and last year. The average price of Large white eggs, Grade A or better, declined 11 cents. Notably, the occurrence of "no price" features more than doubled from a week ago. Specialty shell egg promotions declined. Cage Free and USDA Certified Organic maintain a steady pace, however Omega-3 egg ads decreased. In the egg products sector, liquid eggs features are more than the previous week, but fall short of a year ago. 14-16 oz. carton egg promotions are up dramatically.

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/}		34.2% of 3,900 sampled outlets Activity Index = 1,490 (includes Medium)							10.6% of 4,900 sampled outlets Activity Index = 480 (includes Medium)							48.0% of 3,000 sampled outlets Activity Index = 1,370 (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/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack				1.59	10	1.59										0.89	20	0.89			
	White 18 pack																					
	Brown 12 pack																					
	MEDIUM	White 12 pack							White 12 pack				White 12 pack									
USDA GRADE A	White 12 pack	1.99	140	1.99	0.99 - 1.67	140	1.05	1.67	70	1.67	0.99 - 1.48	270	1.41	0.88 - 1.67	140	1.13	0.98 - 1.49	280	1.07	1.50 - 2.00	100	1.70
	White 18 pack				1.99 - 3.00	450	2.61															
	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				3.49 - 3.99	360	3.67				3.49	70	3.49				3.48 - 3.49	20	3.48			
	OMEGA-3																					
	White 12 pack				2.50 - 2.79	120	2.77				2.50	50	2.50				2.50	210	2.50			
	Brown 12 pack																					
	CAGE-FREE																					
	White 12 pack																			2.50 - 2.98	320	2.80
	Brown 12 pack				2.50 - 3.59	270	2.86															
		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/}		31.6% of 3,000 sampled outlets Activity Index = 570 (includes Medium)							55.2% of 2,300 sampled outlets Activity Index = 230 (includes Medium)							75.7% of 900 sampled outlets Activity Index = 520 (includes Medium)						
USDA GRADE AA	White 12 pack				0.88 - 1.67	210	1.47	1.49 - 1.50	40	1.49	1.25	40	1.25				0.99 - 1.99	120	1.33			
	White 18 pack										2.00 - 3.00	140	2.94									
	Brown 12 pack																					
	MEDIUM	White 12 pack							White 12 pack				White 12 pack									
USDA GRADE A	White 12 pack	0.99	50	0.99	1.00 - 1.25	70	1.05															
	White 18 pack				1.88 - 2.00	80	1.97															
	Brown 12 pack																					
	MEDIUM	White 12 pack			0.88 30 0.88				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				3.98 - 3.99	80	3.99				3.98	10	3.98				3.49 - 3.99	160	3.74			
	OMEGA-3																					
	White 12 pack																					
	Brown 12 pack				1.89	10	1.89															
	CAGE-FREE																					
	White 12 pack																1.99	120	1.99			
	Brown 12 pack				2.98	40	2.98										1.99	120	1.99			

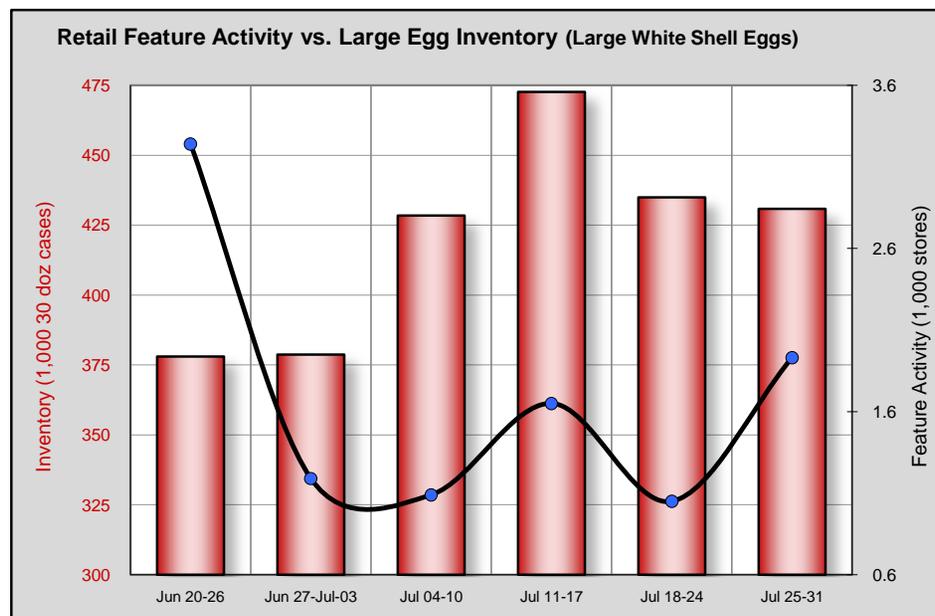
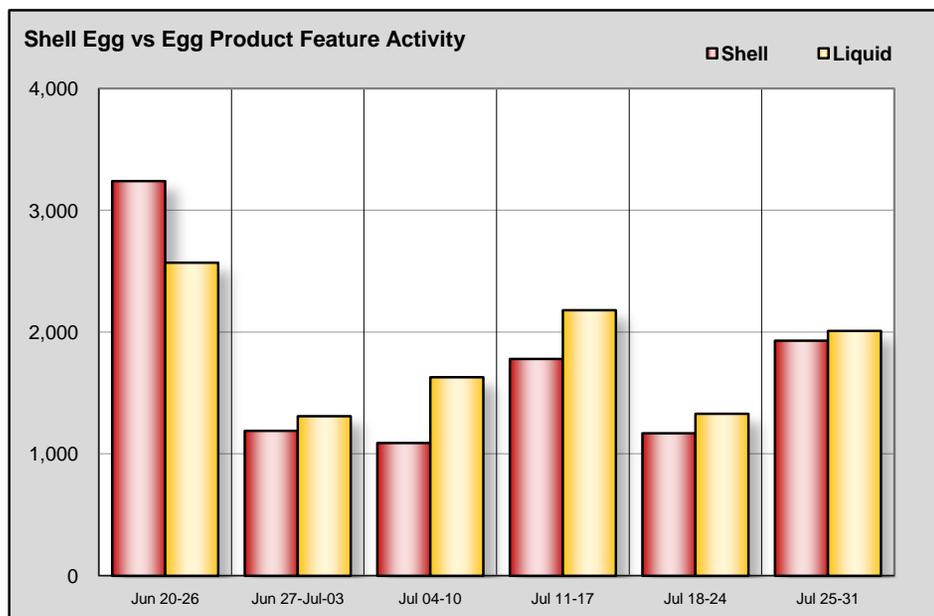
Note: See page 1 for explanatory notes.



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EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST	
1/ Feature Rate	8.9%	5.3%	16.2%	15.6% of 3,900 sampled		3.2% of 4,900 sampled		10.0% of 3,000 sampled		14.0% of 3,000 sampled		1.7% of 2,300 sampled		9.8% of 900 sampled	
2/ Activity Index	2,010	1,330	2,630	Activity Index = 890		Activity Index = 170		Activity Index = 340		Activity Index = 480		Activity Index = 40		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	1,740 2.74	750 2.46	2,000 2.38	2.00 - 3.50	620 2.62	2.19 - 2.99	170 2.79	2.00 - 2.99	340 2.50	2.19 - 3.00	480 2.91		3.00 40 3.00	3.00 - 3.49	90 3.43
32 oz. crtn	260 4.74	580 4.84	510 4.56	3.99 - 5.49	260 4.74										
3 - 4 oz. cup	10 1.99		120 2.99	1.99	10 1.99										
2 - 8 oz. cup															



Note: See page 1 for explanatory notes.