



**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 08/08 thru 08/14.

(prices in dollars per carton)

Fri. Aug 08, 2008

**SHELL EGG NATIONAL SUMMARY**

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR								
	45.5% of 18,000 stores		35.3% of 18,000 stores				27.5% 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	<b>USDA GRADE AA</b>														
	White 12 pack		20	1.20			330		1.44	20		1.50	780		1.30
	White 18 pack				530		2.57				310		2.64		
	Brown 12 pack		100	1.50			70		3.00						
	<b>USDA GRADE A</b>														
	White 12 pack		110	1.33	1,490	1.09	160	1.33	1,580	1.16	220	1.72	150	1.02	
	White 18 pack				590		1.81		440		2.60		80		1.93
	Brown 12 pack				10		2.50		200		1.94				
	<b>USDA ORGANIC</b>														
White 12 pack				780		4.08		10		2.48		750		3.96	
Brown 12 pack												240		3.27	
<b>OMEGA-3</b>															
White 12 pack		540	2.72	1,800	2.51			340	2.30			1,210	2.42		
Brown 12 pack				570		2.77		180		2.84		210	2.79	210	2.79
<b>CAGE-FREE</b>															
White 12 pack				80		2.99						10		1.50	
Brown 12 pack				340		2.98		1,100		2.69		140	2.99	800	2.58

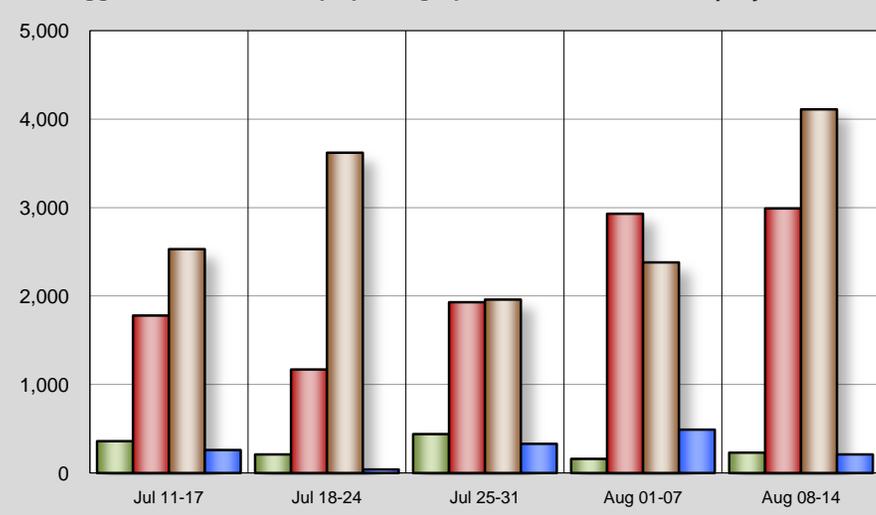
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	3,220	3,090	1,250	Large Eggs on Aug-04-2008
Specialty	4,110	2,380	2,820	
Total (includes MD)	7,540	5,960	4,320	373.7
Special Rate 4/:	10.6%	7.7%	10.2%	down 6%

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

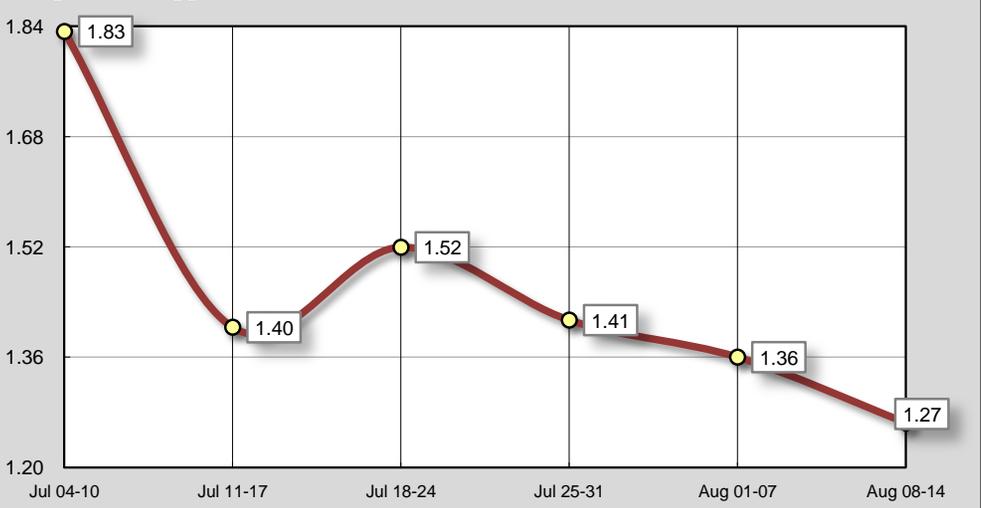
**SHELL EGG and EGG PRODUCTS FEATURING**

Feature activity on regular shell eggs continues higher, increasing 4% over last week's collected data. More than 45% of sampled stores are promoting eggs this week. The average price of Large white eggs, Grade A or better, is 9 cents less than a week ago. "No price" promotions are more common. Specialty shell egg ads are dramatically higher than both last week and year. Omega-3 white eggs surpasses other classes of eggs by a wide margin. In the egg products sector, liquid egg promotions are also very visible this week and 14-16 oz. cartons ads dominate this area. Notably, most promotions appear late in the ad cycle.

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. (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>		59.4% of 3,900 sampled outlets Activity Index = 2,800 (includes Medium)						38.2% of 4,900 sampled outlets Activity Index = 1,830 (includes Medium)						37.9% of 3,000 sampled outlets Activity Index = 1,050 (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 - 1.67	120	1.60							0.89	10	0.89	0.88	10	0.88
	White 18 pack																2.49	210	2.49
	Brown 12 pack	1.50	100	1.50															
	<b>MEDIUM</b>	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				0.88 - 1.50	240	1.25	1.33	70	1.33	0.79 - 1.39	260	1.11				0.88 - 1.25	630	1.04
	White 18 pack				1.69	160	1.69				1.99	340	1.99				1.28 - 1.99	90	1.32
	Brown 12 pack				2.50	10	2.50												
	<b>MEDIUM</b>	White 12 pack			1.79	40	1.79	White 12 pack			1.79	20	1.79	White 12 pack			1.00	30	1.00
	White 30 pack							White 30 pack						White 30 pack					
S P E	<b>USDA ORGANIC</b>																		
	White 12 pack																		
	Brown 12 pack				3.49 - 4.98	690	4.17				3.49	70	3.49				3.00 - 3.49	20	3.26
C I A	<b>OMEGA-3</b>																		
	White 12 pack	1.98 - 2.99	540	2.72	2.00 - 2.99	350	2.89				2.00 - 2.29	1,000	2.02				2.29	10	2.29
	Brown 12 pack				2.79	490	2.79				2.79	70	2.79						
L T Y	<b>CAGE-FREE</b>																		
	White 12 pack																		
	Brown 12 pack				3.49	60	3.49										2.50	40	2.50
		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>		42.3% of 3,000 sampled outlets Activity Index = 900 (includes Medium)						52.0% of 2,300 sampled outlets Activity Index = 750 (includes Medium)						44.6% of 900 sampled outlets Activity Index = 210 (includes Medium)					
USDA GRADE AA	White 12 pack				0.99 - 1.69	230	1.36	1.50	10	1.50							0.99	10	0.99
	White 18 pack										1.99 - 2.99	300	2.67				1.88 - 2.19	20	1.99
	Brown 12 pack																		
	<b>MEDIUM</b>	White 12 pack			0.60 - 0.89	80	0.66	White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack	1.33	40	1.33	0.98 - 1.33	360	1.05												
	White 18 pack																		
	Brown 12 pack																		
	<b>MEDIUM</b>	White 12 pack			0.79	40	0.79	White 12 pack			0.79	40	0.79	White 12 pack			0.79	40	0.79
	White 30 pack							White 30 pack						White 30 pack					
S P E	<b>USDA ORGANIC</b>																		
	White 12 pack																		
	Brown 12 pack																		
C I A	<b>OMEGA-3</b>																		
	White 12 pack										2.99 - 3.49	440	3.34						
	Brown 12 pack				1.89	10	1.89												
L T Y	<b>CAGE-FREE</b>																		
	White 12 pack																2.99	80	2.99
	Brown 12 pack				3.00	140	3.00										1.50 - 3.00	100	2.85

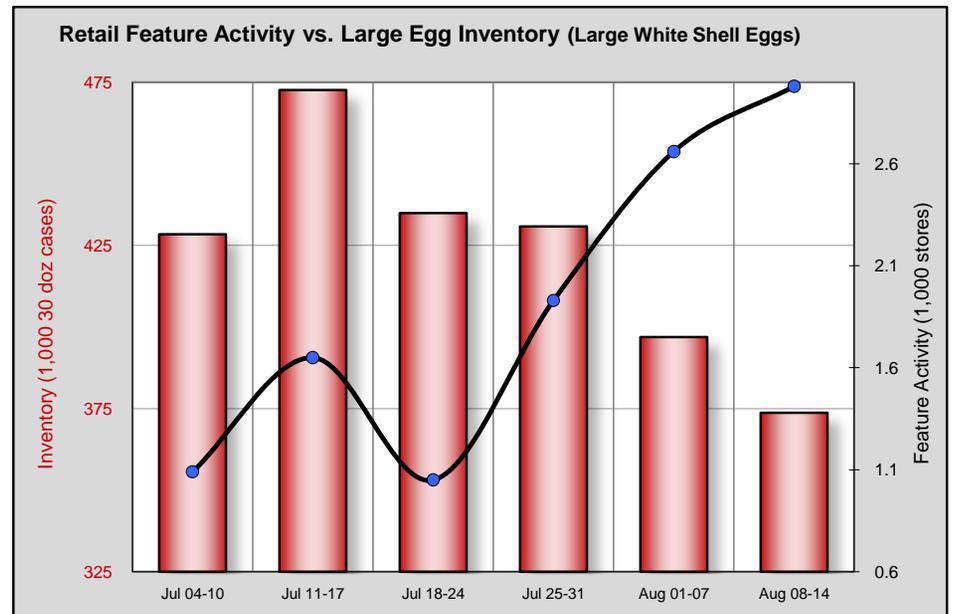
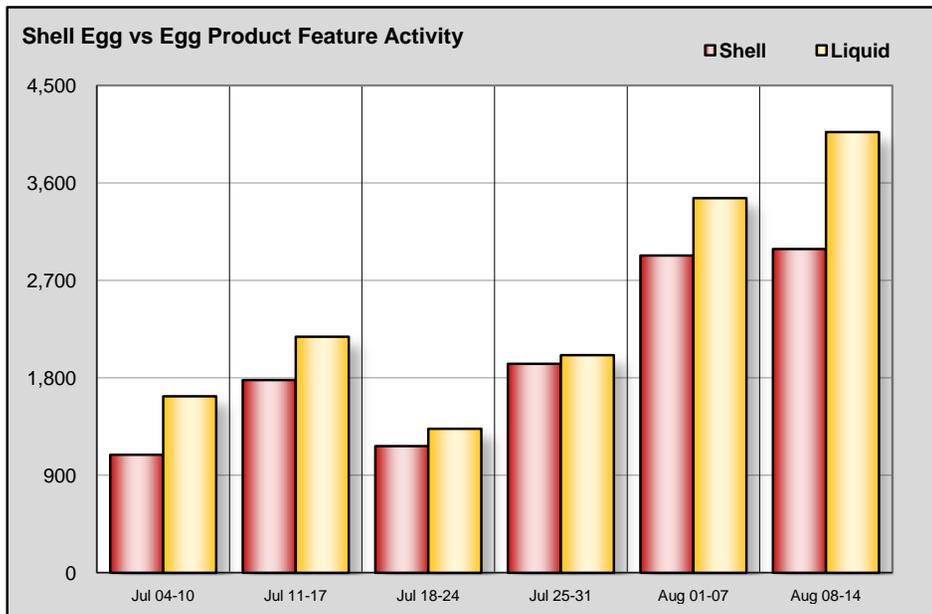
Note: See page 1 for explanatory notes.



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EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST	
1/ Feature Rate	19.1%	14.3%	8.9%	42.2% of 3,900 sampled		9.6% of 4,900 sampled		10.0% of 3,000 sampled		12.0% of 3,000 sampled		28.5% of 2,300 sampled		2.2% of 900 sampled	
2/ Activity Index	4,070	3,460	1,640	Activity Index = 1,730		Activity Index = 660		Activity Index = 300		Activity Index = 410		Activity Index = 960		Activity Index = 10	
	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	3,250 2.75	2,560 2.70	1,490 2.51	1.99 - 3.19	1,500 2.77	2.00 - 3.19	380 2.79	2.19 - 3.00	300 2.88	1.86 - 3.00	410 2.69	2.29 - 3.50	650 2.68	3.00	10 3.00
32 oz. crtn	790 3.85	780 4.88	140 4.80	3.59 - 4.99	200 4.58	3.58 - 3.99	280 3.71					3.50	310 3.50		
3 - 4 oz. cup	30 2.00	120 3.00	10 1.99	2.00	30 2.00										
2 - 8 oz. cup															



Note: See page 1 for explanatory notes.