



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 08/15 thru 08/21.

(prices in dollars per carton)

Fri. Aug 15, 2008

SHELL EGG NATIONAL SUMMARY

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR							
	40.0% of 18,000 stores		45.5% of 18,000 stores				30.9% 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		410 1.13		20 1.20		370 1.41		130 1.27		270 1.57			
	White 18 pack		680 2.44				530 2.57				170 2.39			
	Brown 12 pack				100 1.50									
	USDA GRADE A													
	White 12 pack		10 0.99		1,920 1.08		110 1.33		1,490 1.09		20 0.99		620 0.96	
	White 18 pack				280 1.85				590 1.81				10 1.57	
	Brown 12 pack		120 2.79		120 2.79				10 2.50					
	USDA ORGANIC													
White 12 pack														
Brown 12 pack				300 3.85				780 4.08				1,670 3.09		
OMEGA-3														
White 12 pack		530 2.78		950 2.45		540 2.72		1,800 2.51		30 1.98		700 2.17		
Brown 12 pack				30 2.11				570 2.77						
CAGE-FREE														
White 12 pack				20 1.98				80 2.99				280 2.00		
Brown 12 pack				610 2.82				340 2.98		120 2.50		1,100 2.25		

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	3,540	3,220	1,220	Large Eggs on Aug-11-2008
Specialty	2,440	4,110	3,900	
Total (includes MD)	6,150	7,540	5,370	362.4
Special Rate 4/:	11.4%	10.6%	9.2%	down 3%

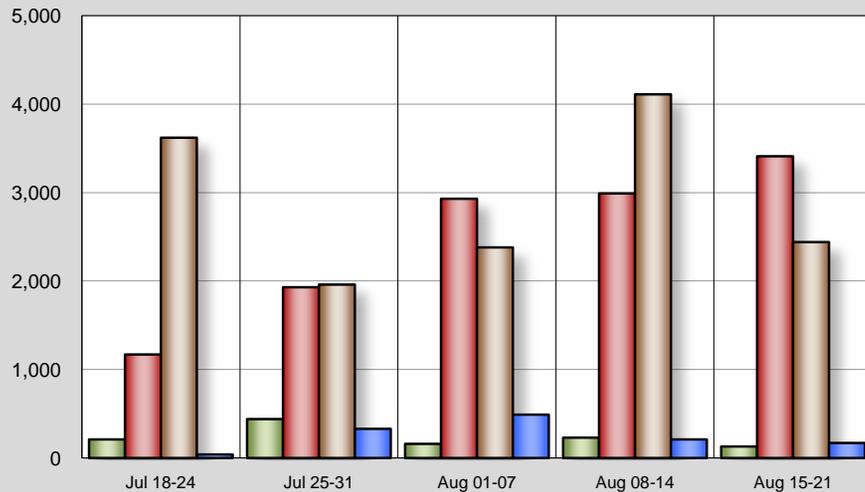
5/: 1,000's of 30-dozen cases

SHELL EGG and EGG PRODUCTS FEATURING

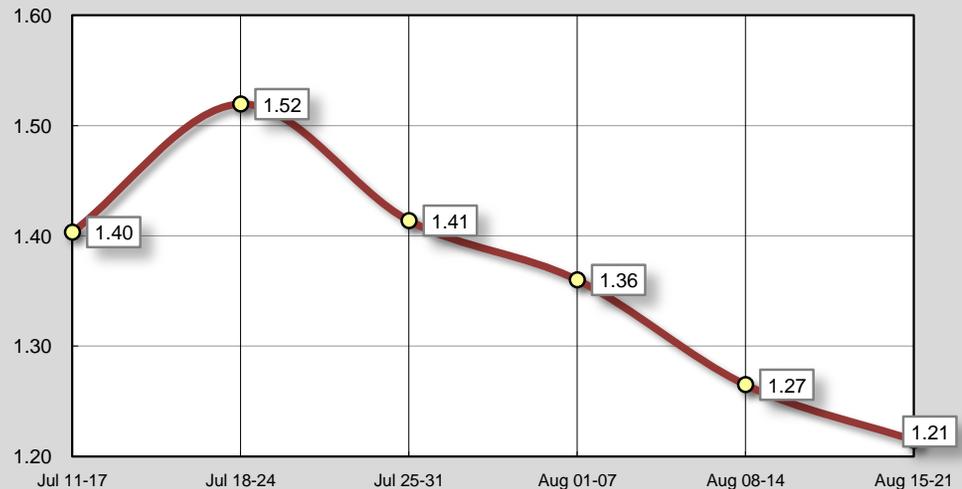
Regular shell egg promotions are significantly higher than last week and year. The average price of Large white eggs, Grade A or better, continues downward aided this week by larger outlets with ads below \$1.00. Over 70% of supermarkets in the Northwest are conducting ads with most being "buy, get 1 free ". Extra large and Medium eggs are still showing up. Specialty shell egg features are lower than a week ago. Omega-3 white eggs remain in the top position. Liquid egg promotions are less visible this week, however 14-16 oz. carton ads still dominate this sector.

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/}		48.0% of 3,900 sampled outlets Activity Index = 2,190 (includes Medium)						35.1% of 4,900 sampled outlets Activity Index = 1,640 (includes Medium)						22.9% of 3,000 sampled outlets Activity Index = 640 (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										0.98 - 0.99	40	0.99
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM																		
USDA GRADE A	White 12 pack				0.99 - 1.67	500	1.30				0.88 - 1.39	1,280	1.00	0.99	10	0.99	0.88 - 1.39	100	1.02
	White 18 pack				3.99	40	3.99							1.49 - 1.57	200	1.49			
	Brown 12 pack	2.79	120	2.79	2.79	120	2.79												
	MEDIUM				0.79	80	0.79												
	White 12 pack																		
	White 30 pack																		
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack				3.49 - 4.49	290	3.87												
	OMEGA-3																		
	White 12 pack	2.98 - 3.19	340	3.11	1.88 - 2.79	470	2.21	2.18	190	2.18	2.00	100	2.00				2.49 - 2.50	240	2.50
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack				2.50 - 2.79	220	2.65				3.19	70	3.19				2.50 - 3.19	50	2.67
	Brown 12 pack																		
		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/}		35.4% of 3,000 sampled outlets Activity Index = 660 (includes Medium)						53.0% of 2,300 sampled outlets Activity Index = 740 (includes Medium)						71.2% of 900 sampled outlets Activity Index = 280 (includes Medium)					
USDA GRADE AA	White 12 pack				0.88 - 1.25	280	1.02				1.25	40	1.25				1.25 - 1.99	40	1.81
	White 18 pack				2.49	60	2.49				1.99 - 3.00	540	2.43				2.49	80	2.49
	Brown 12 pack																		
	MEDIUM										0.99	10	0.99						
USDA GRADE A	White 12 pack				0.98 - 1.25	40	1.12												
	White 18 pack				1.49	40	1.49												
	Brown 12 pack																		
	MEDIUM				0.68 - 0.79	80	0.73												
	White 12 pack																		
	White 30 pack																		
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack										3.50	10	3.50						
	Brown 12 pack																		
	OMEGA-3																		
	White 12 pack										3.49	140	3.49						
	Brown 12 pack				2.19	10	2.19										2.00 - 2.19	20	2.07
	CAGE-FREE																		
	White 12 pack																1.98	20	1.98
	Brown 12 pack				1.99 - 2.50	150	2.39										3.49	120	3.49

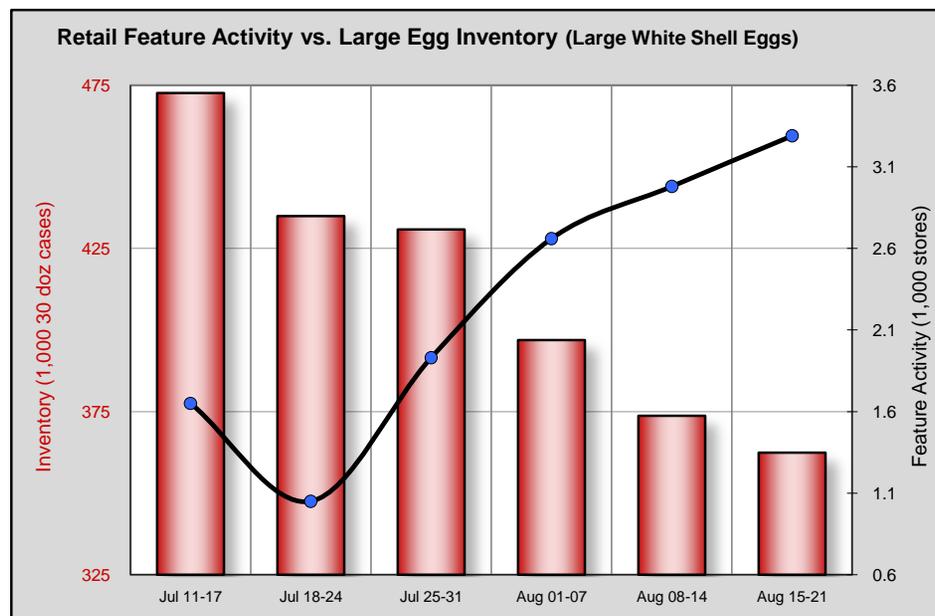
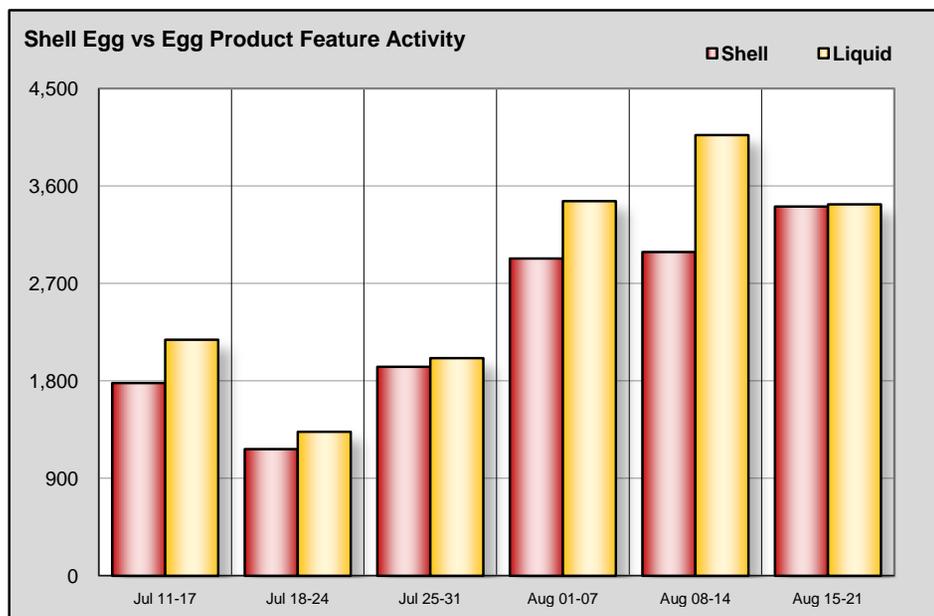
Note: See page 1 for explanatory notes.



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EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	17.6%	19.1%	6.0%	33.9% of 3,900 sampled	25.0% of 4,900 sampled	12.5% of 3,000 sampled	3.7% of 3,000 sampled	0.0% of 2,300 sampled	17.5% of 900 sampled
2/ Activity Index	3,430	4,070	960	Activity Index = 1,370	Activity Index = 1,230	Activity Index = 370	Activity Index = 300	Activity Index = 0	Activity Index = 160
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range Stores Avg ^{3/}					
14-16 oz. crtn	2,700 2.75	3,250 2.75	640 1.98	2.50 - 3.79 1,070 3.24	2.00 - 3.79 1,190 2.27	2.50 20 2.50	2.69 - 3.00 260 2.78		3.00 160 3.00
32 oz. crtn	490 4.15	790 3.85	50 3.56	3.99 - 4.99 290 4.08	4.99 40 4.99	3.99 - 4.99 160 4.06			
3 - 4 oz. cup	240 2.29	30 2.00	270 3.12	2.50 10 2.50		2.28 190 2.28	2.28 40 2.28		
2 - 8 oz. cup									



Note: See page 1 for explanatory notes.