



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 08/22 thru 08/28.

(prices in dollars per carton)

Fri. Aug 22, 2008

SHELL EGG NATIONAL SUMMARY

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR						
	25.2% of 18,000 stores		40.0% of 18,000 stores				38.1% 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		430 1.49		410 1.13		720 1.23						
	White 18 pack		160 1.76		680 2.44								
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack		200	1.00	1,250	1.08	10	0.99	1,920	1.08	190	1.09	1,030
White 18 pack		200 2.23		280 1.85		430 1.80							
Brown 12 pack				120 2.79		120 2.79							
USDA ORGANIC													
White 12 pack													
Brown 12 pack		80 3.97		300 3.85		10 4.00		240 2.74					
OMEGA-3													
White 12 pack		110	2.58	1,180	2.70	530	2.78	950	2.45	370	3.05	1,350	2.54
Brown 12 pack		40 3.00		30 2.11		640 2.50							
CAGE-FREE													
White 12 pack		120 2.50		20 1.98		60 1.88							
Brown 12 pack		840 3.05		610 2.82		210 2.50		1,010 2.62					

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,240	3,540	2,370	Large Eggs on Aug-18-2008
Specialty	2,370	2,440	3,890	
Total (includes MD)	5,200	6,150	6,270	397.4
Special Rate 4/:	2.8%	11.4%	10.6%	up 10%

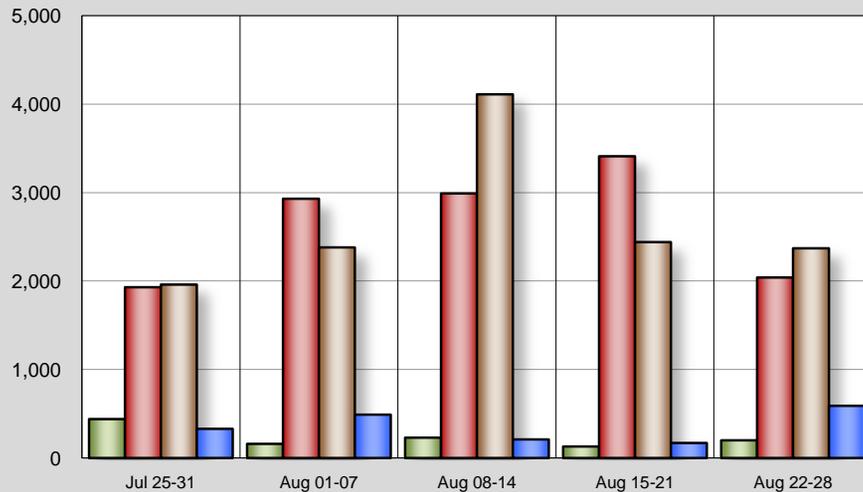
5/: 1,000's of 30-doz cases

SHELL EGG and EGG PRODUCTS FEATURING

Promotion activity on regular shell eggs is sharply lower than last week, however, only slightly less than data collected a year ago. The average price of Large white eggs, Grade A or better, remained unchanged from a week ago. "No price" ads are not as visible as a week ago. Medium egg ads are showing up more frequently. Specialty shell egg features are less than both the previous week and a year ago. Omega-3 white eggs are highly promoted, although USDA Certified Organic features are hard to find. In the liquid egg sector, ads continue declining in volume.

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/}		28.2% of 3,900 sampled outlets Activity Index = 1,280 (includes Medium)						14.1% of 4,900 sampled outlets Activity Index = 900 (includes Medium)						39.3% of 3,000 sampled outlets Activity Index = 1,260 (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				1.67	10	1.67														
	White 18 pack																				
	Brown 12 pack																				
	MEDIUM	White 12 pack						White 12 pack						White 12 pack							
USDA GRADE A	White 12 pack				0.88 - 1.59	140	0.94	1.00	100	1.00	0.99 - 1.39	510	1.17	1.00	100	1.00	0.69 - 1.34	490	1.01		
	White 18 pack				2.50	130	2.50														
	Brown 12 pack																				
	MEDIUM	White 12 pack			0.88	10	0.88	White 12 pack			1.00	10	1.00	White 12 pack			0.77 - 1.00	390	0.96		
		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 - 4.99	80	3.97														
	OMEGA-3																				
	White 12 pack	2.59	100	2.59	2.00 - 2.99	620	2.46				2.00	100	2.00								
	Brown 12 pack																3.00	10	3.00		
	CAGE-FREE																				
	White 12 pack																				
	Brown 12 pack				2.50 - 2.59	190	2.53				3.19 - 3.79	180	3.54				2.50 - 3.50	270	3.33		
		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/}		24.0% of 3,000 sampled outlets Activity Index = 1,050 (includes Medium)						29.7% of 2,300 sampled outlets Activity Index = 510 (includes Medium)						20.0% of 900 sampled outlets Activity Index = 200 (includes Medium)							
USDA GRADE AA	White 12 pack				0.99 - 1.25	180	1.11				1.25 - 2.39	200	1.91				0.99 - 1.25	40	1.07		
	White 18 pack				1.77	140	1.77										1.69	20	1.69		
	Brown 12 pack																				
	MEDIUM	White 12 pack			1.00	60	1.00	White 12 pack						White 12 pack			1.00	#####	1.00		
USDA GRADE A	White 12 pack				0.99 - 1.25	110	1.12														
	White 18 pack				1.48 - 2.00	70	1.72														
	Brown 12 pack																				
	MEDIUM	White 12 pack			0.88	40	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																				
	OMEGA-3																				
	White 12 pack				2.29 - 2.50	130	2.48				3.49	310	3.49	2.50	10	2.50	2.50 - 2.99	20	2.73		
	Brown 12 pack				3.00	30	3.00														
	CAGE-FREE																				
	White 12 pack				2.50	120	2.50														
	Brown 12 pack				2.50 - 3.00	170	2.65										2.50 - 3.99	30	3.15		

Note: See page 1 for explanatory notes.



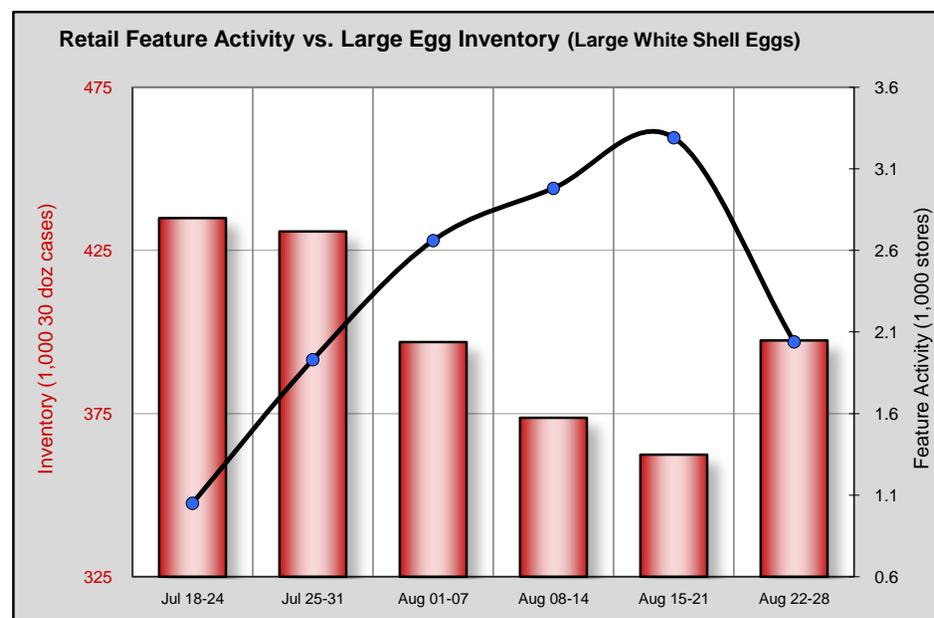
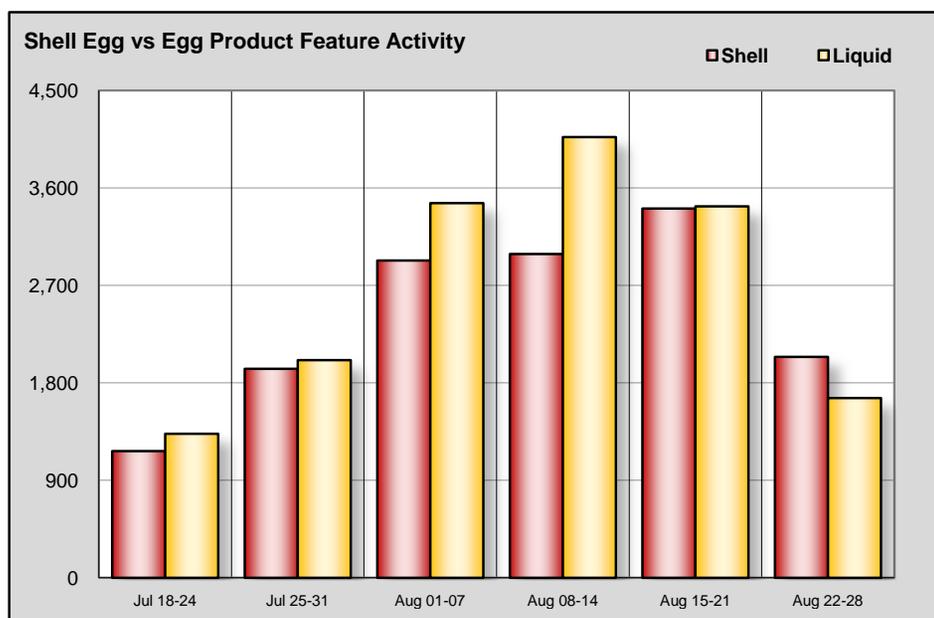
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EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	8.7%	17.6%	3.7%	16.2% of 3,900 sampled	0.0% of 4,900 sampled	10.3% of 3,000 sampled	12.5% of 3,000 sampled	10.1% of 2,300 sampled	3.1% of 900 sampled
2/ Activity Index	1,660	3,430	1,270	Activity Index = 680	Activity Index = 0	Activity Index = 330	Activity Index = 390	Activity Index = 230	Activity Index = 30
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range Stores Avg ^{3/}					
14-16 oz. crtn	1,380 2.62	2,700 2.75	250 2.32	2.00 - 3.99 680 2.59		2.39 - 2.59 110 2.55	2.69 - 3.00 380 2.84	2.00 - 3.00 210 2.35	4.79 30 4.79
32 oz. crtn	270 4.74	490 4.15	660 4.18			4.79 210 4.79	3.50 10 3.50	4.79 20 4.79	
3 - 4 oz. cup	10 2.39	240 2.29	360 2.02			2.39 10 2.39			
2 - 8 oz. cup									



Note: See page 1 for explanatory notes.