



**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 08/29 thru 09/04.

(prices in dollars per carton)

Fri. Aug 29, 2008

**SHELL EGG NATIONAL SUMMARY**

Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR							
	25.6% of 18,000 stores				25.2% of 18,000 stores				31.0% 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		70	1.50	510		1.19		430		1.49		10		1.29	
	White 18 pack				530		2.63		160		1.76					
	Brown 12 pack												230		2.18	
	<b>USDA GRADE A</b>															
	White 12 pack		20	0.99	470		1.01		200		1.00		1,250		1.08	
	White 18 pack				160		2.30						200		2.23	
	Brown 12 pack		60	1.68									210		1.50	
	<b>USDA ORGANIC</b>															
White 12 pack				90		4.18						400		3.97		
Brown 12 pack								80		3.97		900		3.67		
<b>OMEGA-3</b>																
White 12 pack		120	2.69	770		2.60		110		2.58		1,180		2.70		
Brown 12 pack				30		2.29						40		3.00		
<b>CAGE-FREE</b>																
White 12 pack				530		2.99						120		2.50		
Brown 12 pack				1,310		3.10						840		3.05		
								320		2.67		870		2.64		

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,820	2,240	1,360	Large Eggs on Aug-25-2008
Specialty	2,850	2,370	4,370	
Total (includes MD)	4,800	5,200	5,780	389.8
Special Rate 4/:	4.3%	2.8%	15.7%	down 2%

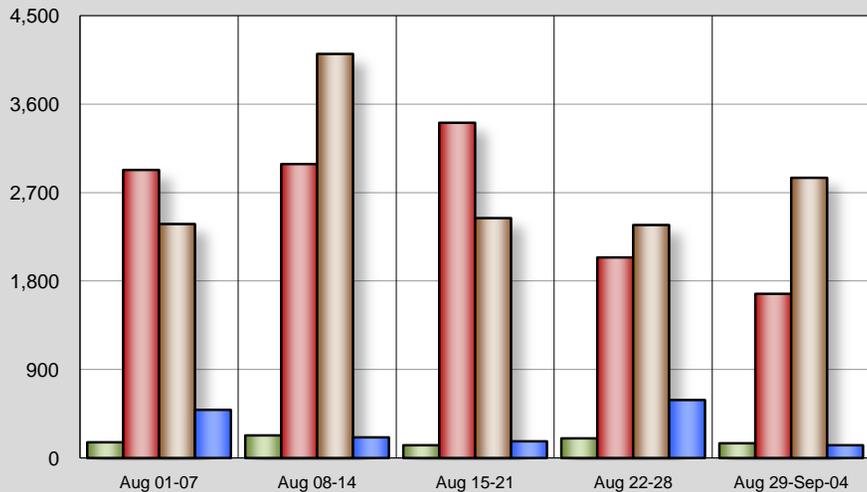
5/: 1,000's of 30-dozen cases

**SHELL EGG and EGG PRODUCTS FEATURING**

Feature activity on regular shell eggs declined when compared to last week, but is slightly more than the same week a year ago. The average price of Large white eggs, Grade A or better, increased 14 cents from a week ago. Ads of Large white 18 pack, Grade AA, eggs increased in both store volume and average price. Specialty shell egg features are higher than the previous week, however fall short of last years accumulated data. Cage free brown egg promotions dominate this sector. Omega-3 white eggs are still highly promoted, although USDA Certified Organic features are very 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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		<b>NORTHEAST U.S.</b> <small>(CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)</small>						<b>SOUTHEAST U.S.</b> <small>(AL,FL,GA,MS,NC,SC,TN,VA,WV)</small>						<b>MIDWEST U.S.</b> <small>(IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)</small>					
<b>Feature Rate <sup>1/</sup></b> <b>Activity Index <sup>2/</sup></b>		<b>34.4% of 3,900 sampled outlets</b> <b>Activity Index = 1,590 (includes Medium)</b>						<b>8.9% of 4,900 sampled outlets</b> <b>Activity Index = 450 (includes Medium)</b>						<b>12.4% of 3,000 sampled outlets</b> <b>Activity Index = 380 (includes Medium)</b>					
<b>CLASS</b>		<b>EXTRA LARGE</b>			<b>LARGE</b>			<b>EXTRA LARGE</b>			<b>LARGE</b>			<b>EXTRA LARGE</b>			<b>LARGE</b>		
		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/
<b>USDA GRADE AA</b>	White 12 pack				1.59	10	1.59										0.99 - 1.25	110	1.06
	White 18 pack																		
	Brown 12 pack																		
	<b>MEDIUM</b>																		
<b>USDA GRADE A</b>	White 12 pack				0.79 - 1.69	210	0.99				0.79 - 0.94	140	0.90	0.99	20	0.99	0.79 - 1.49	60	1.14
	White 18 pack				2.49	130	2.49										1.28	10	1.28
	Brown 12 pack	1.68	60	1.68															
	<b>MEDIUM</b>										1.33	70	1.33				0.88 - 1.33	20	1.09
	White 12 pack																		
	White 30 pack																		
<b>SPECIALTY</b>	<b>USDA ORGANIC</b>																		
	White 12 pack																		
	Brown 12 pack				3.99 - 5.98	80	4.46												
<b>CELESTIAL</b>	<b>OMEGA-3</b>																		
	White 12 pack	2.69	120	2.69	1.98 - 2.69	720	2.59				2.00	20	2.00						
	Brown 12 pack										2.29	30	2.29						
<b>LIBERTY</b>	<b>CAGE-FREE</b>																		
	White 12 pack																		
	Brown 12 pack				2.99 - 3.49	260	3.04				2.99 - 3.19	190	3.07				2.50 - 3.19	160	2.90
		<b>SOUTH CENTRAL U.S.</b> <small>(AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)</small>						<b>SOUTHWEST U.S.</b> <small>(CA,NV)</small>						<b>NORTHWEST U.S.</b> <small>(ID,MT,OR,WA,WY)</small>					
<b>Feature Rate <sup>1/</sup></b> <b>Activity Index <sup>2/</sup></b>		<b>23.7% of 3,000 sampled outlets</b> <b>Activity Index = 740 (includes Medium)</b>						<b>54.8% of 2,300 sampled outlets</b> <b>Activity Index = 1,130 (includes Medium)</b>						<b>54.8% of 900 sampled outlets</b> <b>Activity Index = 510 (includes Medium)</b>					
<b>USDA GRADE AA</b>	White 12 pack	1.50	30	1.50	0.99 - 1.25	200	1.01	1.50	40	1.50	1.50	130	1.50				1.29	60	1.29
	White 18 pack				1.89	10	1.89				2.50 - 3.00	390	2.59				1.84 - 3.00	130	2.81
	Brown 12 pack																		
	<b>MEDIUM</b>				0.79	10	0.79												
<b>USDA GRADE A</b>	White 12 pack				1.19	60	1.19												
	White 18 pack				1.59	20	1.59												
	Brown 12 pack																		
	<b>MEDIUM</b>				0.69 - 1.00	30	0.91												
	White 12 pack																		
	White 30 pack																		
<b>SPECIALTY</b>	<b>USDA ORGANIC</b>																		
	White 12 pack																		
	Brown 12 pack				1.96	10	1.96												
<b>CELESTIAL</b>	<b>OMEGA-3</b>																		
	White 12 pack										3.00	10	3.00				2.99 - 3.99	20	3.49
	Brown 12 pack																		
<b>LIBERTY</b>	<b>CAGE-FREE</b>																		
	White 12 pack										2.99	250	2.99				2.99	280	2.99
	Brown 12 pack				1.86 - 2.99	370	2.95				3.49	310	3.49				2.50 - 2.99	20	2.78

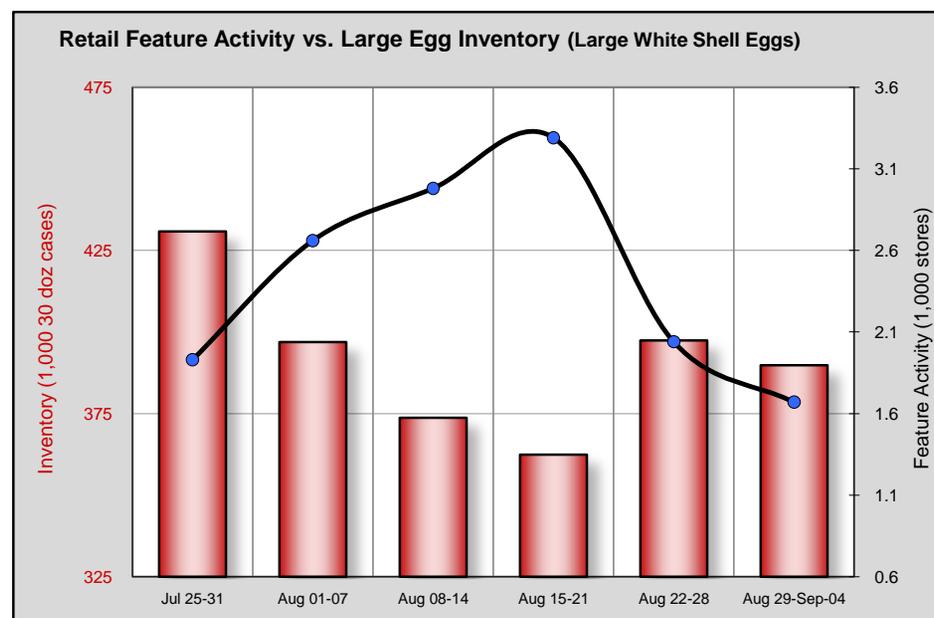
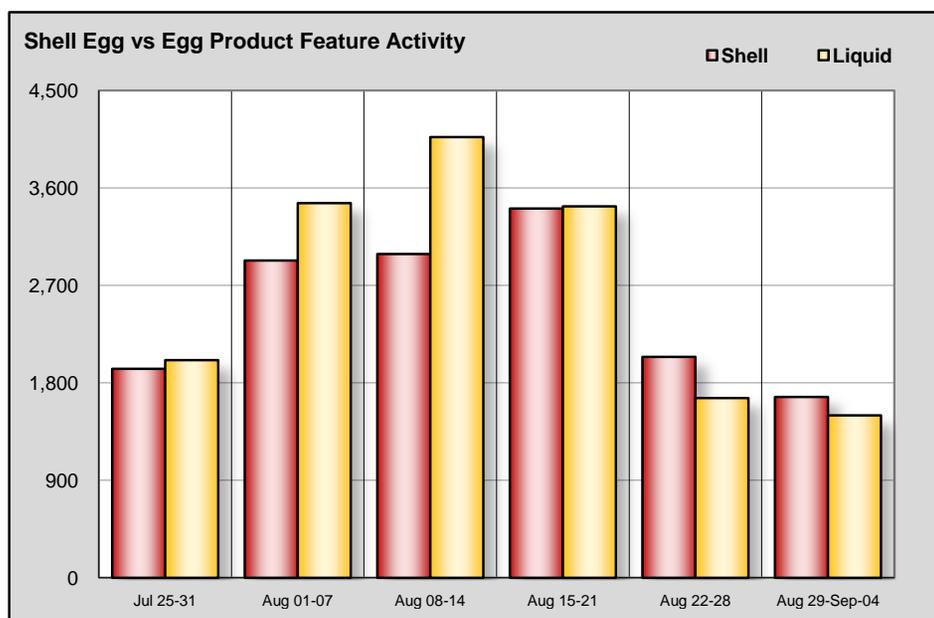
Note: See page 1 for explanatory notes.



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EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST	
1/ Feature Rate	8.0%	8.7%	15.8%	26.2% of 3,900 sampled		0.2% of 4,900 sampled		6.8% of 3,000 sampled		7.2% of 3,000 sampled		0.0% of 2,300 sampled		0.0% of 900 sampled	
2/ Activity Index	1,500	1,660	3,300	Activity Index = 1,060		Activity Index = 10		Activity Index = 210		Activity Index = 220		Activity Index = 0		Activity Index = 0	
	Stores Avg <sup>3/</sup>	Stores Avg 3/	Stores Avg 3/	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	810 2.48	1,380 2.62	1,760 2.24	2.19 - 2.79	400 2.49			2.28 190 2.28		2.28 - 2.69	220 2.62				
32 oz. crtn	420 4.99	270 4.74	1,110 3.28	4.99	400 4.99			4.99 20 4.99							
3 - 4 oz. cup	270 2.06	10 2.39	390 2.69	1.69 - 2.49	260 2.08	1.69	10 1.69								
2 - 8 oz. cup			40 2.99												



Note: See page 1 for explanatory notes.