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 01/09 thru 01/15. (prices in dollars per carton)

Fri. Jan 09, 2009

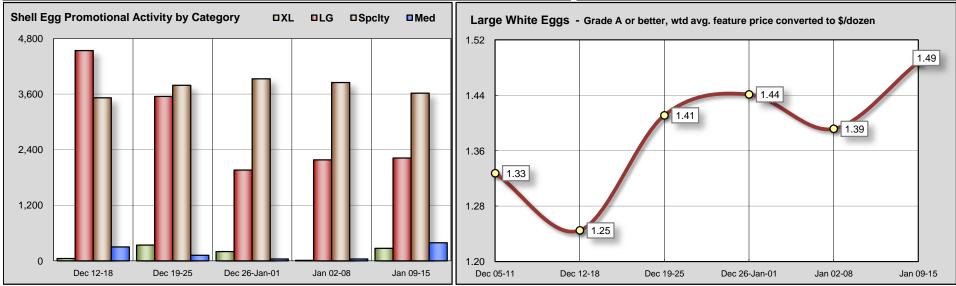
| | SHELL EGG NATIONAL SUMMARY | | | | | | | | | | | | | |
|----|----------------------------|---------|------------------------|--------|------|--------|-----------|-----------|-------|---------------|-----------|-----------|------|--|
| | THIS WEEK | | | | | | PREVIO | JS WEEK | (| PREVIOUS YEAR | | | | |
| | Feature Rate | | 38.0% of 18,600 stores | | | | .3% of 18 | 3,600 sto | res | 27 | .9% of 17 | 7,000 sto | res | |
| | | X LARGE | | LARGE | | X LA | X LARGE | | LARGE | | X LARGE | | RGE | |
| | | Stores | Avg | Stores | Avg | Stores | Avg | Stores | Avg | Stores | Avg | Stores | Avg | |
| R | USDA GRADE AA | | | | | | | | | | | | | |
| E | White 12 pack | 150 | 1.96 | 650 | 1.25 | 10 | 1.50 | 560 | 1.29 | | | 610 | 1.60 | |
| G | White 18 pack | | | 460 | 2.99 | | | 340 | 2.61 | | | | | |
| 11 | Brown 12 pack | | | | | | | | | | | | | |
| ı | USDA GRADE A | | | | | | | | | | | | | |
| Ā | White 12 pack | 120 | 1.38 | 790 | 1.34 | | | 780 | 1.07 | | | 390 | 1.97 | |
| R | White 18 pack | | | 320 | 2.42 | | | 500 | 2.65 | | | 20 | 2.49 | |
| | Brown 12 pack | | | | | | | | | | | | | |
| | USDA ORGANIC | | | | | | | | | | | | | |
| | White 12 pack | | | 110 | 3.98 | 100 | 4.19 | | | | | | | |
| | Brown 12 pack | | | 340 | 3.95 | 10 | 2.69 | 660 | 3.68 | | | 550 | 3.57 | |
| | OMEGA-3 | | | | | | | | | | | | | |
| | White 12 pack | | | 1,840 | 2.77 | 70 | 2.99 | 1,080 | 2.16 | 50 | 2.50 | 1,150 | 2.56 | |
| | Brown 12 pack | | | 620 | 2.37 | | | 1,270 | 2.40 | | | 100 | 2.31 | |
| | CAGE-FREE | | | | | | | | | | | | | |
| | White 12 pack | | | 120 | 2.50 | | | 120 | 2.50 | | | | | |
| | Brown 12 pack | 10 | 2.49 | 580 | 2.78 | 150 | 2.49 | 390 | 2.75 | 90 | 2.29 | 750 | 2.26 | |

| Activity Summary | THIS WEEK | LAST WEEK | YEAR AGO | INVENTORY 5/ |
|---------------------|-----------|-----------|----------|---------------|
| Regular | 2,490 | 2,190 | 1,020 | Large Eggs on |
| Specialty | 3,620 | 3,850 | 2,690 | Jan-05-2009 |
| Total (includes MD) | 6,500 | 6,080 | 3,790 | 398.9 |
| Special Rate 4/: | 10.3% | 12.4% | 11.4% | up 20% |

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

SHELL EGG and EGG PRODUCTS FEATURING

Feature activity for regular shell eggs increased from last week. The average ad price for regular white Large shell eggs jumped 10 cents higher led by an increase in promotions for 18-packs. The occurrence of "no price" add is slightly less than a week ago. There is a significant increase in Medium and Extra Large egg promotions this ad cycle as well as for Jumbo sizes. Specialty shell eggs are heavily promoted, although not to the same degree as last week. Omega-3 enriched eggs continue to dominate the specialty egg sector. Promotional activity for liquid eggs declined this week.



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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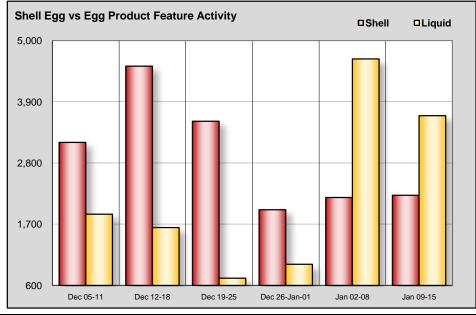
| | | NORTHEAS | T U.S. | | | 1 | SOUTHEAS | T U.S. | | | (4) | MIDWEST U | .S. | | | | TOP | | |
|--|--|--|--------------------------|---|----------|------------------------------|--|--------------------------------|--|------------------------------------|--------------------|----------------|-----------------------------|-------------------------|--------------|--------|--------|--|--|
| (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT) | | | | | | | | NC,SC,TN,VA,WV) | | (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI) | | | | | | | | | |
| | ture Rate 1/ | , | 38.2% of 4,000 | sampled outlet | | 36.0% of 5,100 s | sampled outlets | 25.1% of 3,100 sampled outlets | | | | | | | | | | | |
| Acti | ivity Index 2/ | Activ | vity Index = 1,1 | 30 (includes Me | Act | ivity Index = 890 | (includes Medi | um) | | Ac | tivity Index = 1,4 | i60 (includ | des Me | dium) | | | | | |
| | CLASS | EXTRA | LARGE | LA | LARGE | | EXTRA | LARGE | LAF | RGE | | EXTRA | LARGE | | LA | RGE | | | |
| , | CLASS | Price Range | Stores Avg 3/ | Price Range | Stores A | Avg 3/ | Price Range | Stores Avg 3/ | Price Range | Stores | Avg 3/ | Price Range | Stores Avg 3/ | Price F | Range | Stores | Avg 3/ | | |
| USDA | White 12 pack | | | 1.59 | 10 | 1.59 | | | | | | | | | 1.00 | 10 | 1.00 | | |
| GRADE | White 18 pack | | | | | | | | | | | | | | | | | | |
| AA | Brown 12 pack | | | | | | | | | | | | | | | | | | |
| AA | MEDIUM | | White 12 pack | | | | | White 12 pack | | | | | White 12 pack | | | | | | |
| | White 12 pack | 1.88 | 10 1.88 | 1.50 | 60 | 1.50 | 1.33 | 70 1.33 | 1.25 - 1.35 | 350 | 1.32 | | | 1.00 - | 1.69 | 70 | 1.36 | | |
| USDA | White 18 pack | | | | | | | | 1.99 | 60 | 1.99 | | | 1.89 - | 1.99 | 110 | 1.98 | | |
| GRADE | Brown 12 pack | | | | | | | | | | | | | | | | | | |
| Α | MEDIUM | | White 12 pack | 1.33 | 20 | 1.33 | | White 12 pack | | | | | White 12 pack | 0.75 - | 1.00 | 300 | 0.92 | | |
| | | | White 30 pack | | | | | White 30 pack | | | | | White 30 pack | | | | | | |
| S USD | A ORGANIC | | | | | | | | | | | | | | | | | | |
| P | White 12 pack | | | 3.98 | 110 | 3.98 | | | | | | | | | | | | | |
| E | Brown 12 pack | | | | | | | | | | | | | 2.79 - | 3.99 | 310 | 3.94 | | |
| C OME | GA-3 | | | | | | | | | | | | | | | | | | |
| 1 | White 12 pack | | | 1.98 - 2.99 | 390 | 2.36 | | | 2.59 | 220 | 2.59 | | | 1.99 - | 2.50 | 340 | 2.49 | | |
| Α | Brown 12 pack | | | 1.99 - 3.99 | 520 | 2.30 | | | | | | | | | 2.49 | 80 | 2.49 | | |
| L CAG | E-FREE | | | | | | | | | | | | | | | | | | |
| Т | White 12 pack | | | | | | | | | | | | | | | | | | |
| Y | Brown 12 pack | 2.49 | 10 2.49 | | | | | | 2.79 - 3.19 | 190 | 2.97 | | | 2.49 - | 3.19 | 240 | 2.80 | | |
| | | SOUTH CEN | NTRAL U.S | | | ADD | SOUTHWES | ST U.S. | | | 1 | NORTHWES | T U.S. | | | , | | | |
| | | (AR,AZ,CO,KS,I | LA,MO,NM,OK,TX | ,UT) | | T. H | (CA,NV) | | | | 77 | (ID,MT,OR,WA,V | VY) | | | (| | | |
| | ture Rate 1/ | | 35.4% of 3,200 | sampled outlets | 5 | | | 65.8% of 2,300 s | sampled outlets | | | | 30.5% of 900 | sampled | outlets | | | | |
| Acti | ivity Index 2/ | Activity Index = 1,490 (includes Medium) | | | | | Activity Index = 1,210 (includes Medium) | | | | | Ad | ctivity Index = 32 | = 320 (includes Medium) | | | | | |
| USDA | White 12 pack | | | 0.99 - 1.50 | 370 | 1.19 | 1.50 - 2.00 | 150 1.96 | 1.29 - 1.79 | 90 | 1.51 | | | 0.99 - | 1.99 | 170 | 1.25 | | |
| GRADE | White 18 pack | | | | | | | | 1.20 1.70 | | | | | 0.00 | | | | | |
| AA | Brown 12 pack | | | | | | | | 2.99 - 3.00 | 460 | 2.99 | | | 0.00 | | | | | |
| | 2.0 pao | | | | | | | | | 460 | 2.99 | | | 0.00 | | | | | |
| ~~ | MEDIUM | | White 12 pack | | | | | White 12 pack | | | 2.99 | | White 12 pack | | 0.88 | ##### | 0.88 | | |
| 77 | | 1.33 | White 12 pack 40 1.33 | 1.19 - 1.69 | 310 | 1.32 | | White 12 pack | 2.99 - 3.00 | | | | White 12 pack | | 0.88 | ##### | 0.88 | | |
| USDA | MEDIUM | 1.33 | | 1.19 - 1.69 2.00 - 3.00 | | 1.32 2.92 | | White 12 pack | 2.99 - 3.00 | | | | White 12 pack | | 0.88 | ##### | 0.88 | | |
| | MEDIUM White 12 pack | 1.33 | 40 1.33 | | | | | · | 2.99 - 3.00 | | | | · | | 0.88 | ##### | 0.88 | | |
| USDA | MEDIUM White 12 pack White 18 pack Brown 12 pack | 1.33 | | | 150 | | | White 12 pack White 12 pack | 2.99 - 3.00 | | | | White 12 pack White 12 pack | | 0.88 | ##### | 0.88 | | |
| USDA GRADE A | MEDIUM White 12 pack White 18 pack Brown 12 pack MEDIUM | 1.33 | 40 1.33 | 2.00 - 3.00 | 150 | 2.92 | | · | 2.99 - 3.00 | | | | · | | 0.88 | ##### | 0.88 | | |
| USDA GRADE A | MEDIUM White 12 pack White 18 pack Brown 12 pack | 1.33 | 40 1.33 White 12 pack | 2.00 - 3.00 | 150 | 2.92 | | White 12 pack | 2.99 - 3.00 | | | | White 12 pack | | 0.88 | ##### | 0.88 | | |
| USDA GRADE A | MEDIUM White 12 pack White 18 pack Brown 12 pack MEDIUM | | 40 1.33 White 12 pack | 2.00 - 3.00 | 150 | 2.92 | | White 12 pack | 2.99 - 3.00 | | | | White 12 pack | | 0.88 | ##### | 0.88 | | |
| USDA GRADE A S USDA | MEDIUM White 12 pack White 18 pack Brown 12 pack MEDIUM A ORGANIC White 12 pack Brown 12 pack | | 40 1.33 White 12 pack | 2.00 - 3.00 | 150 | 2.92 | | White 12 pack | 2.99 - 3.00 | 10 | | | White 12 pack | | 0.88 | ##### | 0.88 | | |
| USDA GRADE A S USDA | MEDIUM White 12 pack White 18 pack Brown 12 pack MEDIUM A ORGANIC White 12 pack Brown 12 pack GA-3 | | 40 1.33 White 12 pack | 2.00 - 3.00 | 30 | 2.92 | | White 12 pack | 2.99 - 3.00 1.33 3.59 | 10 | 3.59 | | White 12 pack | | 4.39 | 20 | 4.39 | | |
| USDA GRADE A S USDA | MEDIUM White 12 pack White 18 pack Brown 12 pack MEDIUM A ORGANIC White 12 pack Brown 12 pack GA-3 White 12 pack | | 40 1.33 White 12 pack | 2.00 - 3.00 | 30 | 2.92 | | White 12 pack | 2.99 - 3.00 1.33 3.59 2.99 - 3.49 | 10 | 3.59 3.31 | | White 12 pack | | 4.39 2.99 | 20 | 4.39 | | |
| USDA GRADE A S USDA P E C OME | MEDIUM White 12 pack White 18 pack Brown 12 pack MEDIUM A ORGANIC White 12 pack Brown 12 pack GA-3 White 12 pack Brown 12 pack | | 40 1.33 White 12 pack | 2.00 - 3.00 | 30 | 2.92 | | White 12 pack | 2.99 - 3.00 1.33 3.59 | 10 | 3.59 | | White 12 pack | | 4.39 | 20 | 4.39 | | |
| USDA GRADE A S USDA P E C OME I A L CAG | MEDIUM White 12 pack White 18 pack Brown 12 pack MEDIUM A ORGANIC White 12 pack Brown 12 pack GA-3 White 12 pack Brown 12 pack Brown 12 pack | | 40 1.33 White 12 pack | 2.00 - 3.00 0.88 - 1.20 2.50 - 2.99 | 30 320 | 2.92 1.06 2.81 | | White 12 pack | 2.99 - 3.00 1.33 3.59 2.99 - 3.49 | 10 | 3.59 3.31 | | White 12 pack | | 4.39 2.99 | 20 | 4.39 | | |
| USDA GRADE A S USDA P E C OME | MEDIUM White 12 pack White 18 pack Brown 12 pack MEDIUM A ORGANIC White 12 pack Brown 12 pack GA-3 White 12 pack Brown 12 pack | | 40 1.33 White 12 pack | 2.00 - 3.00 | 30 | 2.92 1.06 2.81 2.50 | | White 12 pack | 2.99 - 3.00 1.33 3.59 2.99 - 3.49 | 10 | 3.59 3.31 | | White 12 pack | | 4.39 2.99 | 20 | 4.39 | | |

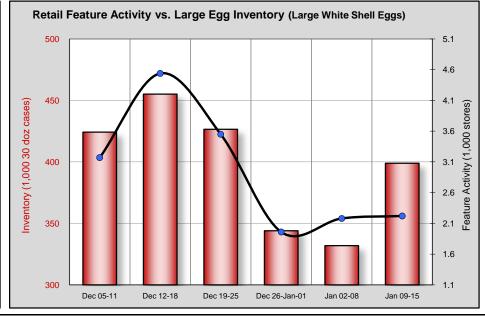
Note: See page 1 for explanatory notes.

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| EGG PRODUCTS | THIS WEEK | LAST WEEK | LAST YEAR | NORTHEAST | | SOUTHEAST | | MIDWEST | | SOUTH C | ENTRAL | so | UTHWEST | NORTHWEST | |
|-------------------|---------------|---------------|---------------|------------------------|---------------|-----------------------|---------------|------------------------|---------------|------------------------|---------------|------------------------|------------------------------|---------------------|---------------|
| 1/ Feature Rate | 18.0% 22.4% | | 11.8% | 30.1% of 4,000 sampled | | 8.2% of 5,100 sampled | | 18.7% of 3,100 sampled | | 18.0% of 3,200 sampled | | 24.5% of 2,300 sampled | | 0.0% of 900 sampled | |
| 2/ Activity Index | 3,650 4,670 | | 2,290 | Activity Index = 1,340 | | Activity Index = 420 | | Activity Index = 460 | | Activity Index = 840 | | Activity Index = 570 | | Activity Index = 20 | |
| | 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 R | ange Stores Avg ³ | Price Range | Stores Avg 3/ |
| 14-16 oz. crtn | 2,800 2.44 | 3,180 2.36 | 1,260 2.41 | 1.99 - 3.00 | 960 2.36 | 1.97 - 3.00 | 420 2.21 | 1.99 - 3.0 | 270 2.31 | 2.00 - 3.00 | 560 2.70 | 2.00 - | 3.29 570 2.56 | 2.50 | 20 2.50 |
| 32 oz. crtn | 840 4.34 | 1,100 4.17 | 1,010 4.76 | 3.99 - 4.99 | 370 4.63 | | | 4.99 - 5.4 | 9 190 5.01 | 3.49 | 280 3.49 | | | | |
| 3 - 4 oz. cup | 10 2.50 | 390 2.23 | 20 1.99 | 2.50 | 10 2.50 | | | | | | | | | | |
| 2 - 8 oz. cup | | | | | | | | | | | | | | | |





Note: See page 1 for explanatory notes.