

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 12/17 thru 12/23. (prices in dollars per carton)

	SHELL EGG NATIONAL SUMMARY													
			THIS	WEEK			PREVIO	JS WEEK	(PREVIOUS YEAR				
Feature Rate		41.	5% of 19	,200 stor	es	33	.2% of 19	9,200 sto	res	28.6% of 18,600 stores				
		X LA	ARGE	LARGE		X LARGE		LARGE		X LARGE		LAR	GE	
			Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
R	USDA GRADE AA													
E	White 12 pack			370	1.45	80	1.58	800	1.53	120	1.25	300	1.33	
G	White 18 pack			1,500	1.95					30	2.25	360	1.59	
Ü	Brown 12 pack							30	2.22					
L	USDA GRADE A													
Ā	White 12 pack		1.38	1,090	1.26	50	1.15	1,230	1.37	170	1.03	1,270	1.09	
R	White 18 pack			730	2.36	30	1.50	360	1.90	110	2.19	650	1.82	
	Brown 12 pack													
	USDA ORGANIC													
s	White 12 pack													
P	Brown 12 pack	110	4.06	400	3.95	10	2.79	820	3.95			410	4.19	
E	OMEGA-3													
c	White 12 pack		2.26	1,190	2.27	280	2.50	870	2.49	490	2.23	1,600	2.28	
ī	Brown 12 pack	20	4.69	60	3.44					200	3.79	440	3.11	
A	CAGE-FREE													
ı	White 12 pack			140	2.47	30	2.49	500	2.43			380	2.36	
T	Brown 12 pack	240	2.49	820	2.84			930	2.64			560	2.60	
Υ	VEGETARIAN FED													
•	White 12 pack													
	Brown 12 pack			30	2.49			200	3.44			250	2.50	

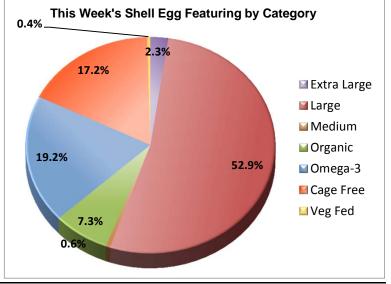
Large White Eggs	- Grade A or be	tter, avg. feature price	converted to \$/do	zen	
1.50					
1.40				1.40	1.36
1.30	1.29	1.29	1.23		
1.20					
1.10					
1.00 Nov 12-18	Nov 19-25	Nov 26-Dec-02	Dec 03-09	Dec 10-16	Dec 17-23

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/		
Regular	3,850	2,580	3,010	Large Eggs on		
Specialty	3,080	3,640	4,330	Dec-13-2010		
Total (includes MD)	6,970	6,420	7,340	635.8		
Special Rate 4/:	15.5%	8.8%	2.9%	up 14%		

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

SHELL EGG and EGG PRODUCTS FEATURING

As cold temperatures settle in over the country, many thoughts are turning to "in home" baking to prepare for the upcoming holiday. Christmas promotional activity for regular shell eggs is at its peak as retailers heavily promote shell eggs and other holiday-related baking essentials. Large white eggs are predominately featured and covers over 50 percent of total shell eggs advertised this week. Consumers can celebrate the holiday with savings as the average price of Grade A White eggs is lower and the number of "no price" specials is sharply higher. Retailers are offering shoppers a variety of incentives including "buy 2 dozen eggs, get 1 dozen free" and "free eggs with the purchase of a breakfast item ". Ads for specialty shell eggs and liquid eggs are fewer in number. Egg nog promotional activity nearly doubled this week led by a sharp increase of stores featuring 64 ounce cartons. The long-awaited holiday is almost here with a long Winter to follow.



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.)

			NORTHEAS	T U.S.					1	SOUTHEAS	ST U.S.				MIDWE	ST U.	S.					
			(CT,DE,MA,MD,	ME,NH,N	J,NY,PA	,RI,VT)				(AL,FL,GA,MS,NC,SC,TN,VA,VVV)						(IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)						
	Fea Acti	ture Rate ^{1/} vity Index ⁴ ′	39.5% of 4,000 sampled outlets Activity Index = 2,080 (includes Medium)							43.7% of 5,100 sampled outlets Activity Index = 1,320 (includes Medium)						36.9% of 3,200 sampled outlets Activity Index = 890 (includes Medium)						
	CLASS		EXTRA LARGE			LARGE				EXTRA LARGE		LARGE			EXTRA LARGE			L	ARGE			
		JLASS	Price Range	Stores	Avg 3/	Price	Range	Stores	Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores A	Avg 3/	Price R	ange	Stores	Avg 3/	Price Range	Stores	Avg 3/	
US	DA	White 12 pack					1.69	10	1.69													
	ADE	White 18 pack																	1.49 - 1.99	90	1.94	
4	Α	Brown 12 pack		\A/I-!(- 4	01-						\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\						10/1-11 - 4/	01-				
		MEDIUM White 12 pack		White 1	2 pack	0.59 -	1 90	250	1.71		White 12 pack	1.19	80	1.19	1.39 -	1 70	White 12 110	2 pack 1.55	0.49 - 1.38	410	1.09	
us	DA	White 18 pack				1.79 -			1.71			1.99 - 2.50	520		1.39 -	1.79	110	1.55	0.49 - 1.36	410	1.09	
	ADE	Brown 12 pack				1.73	2.43	140	1.55			1.99 - 2.00	320	2.40								
	Α	•		White 1	2 pack						White 12 pack	0.99	30	0.99			White 12	2 pack				
		MEDIUM		White 3	•						White 30 pack						White 30					
	USD/	ORGANIC			•																	
s		White 12 pack																				
Р		Brown 12 pack	4.19	100	4.19	3.99 -	4.00	380	3.99							2.79	10	2.79	3.56	10	3.56	
E	OME		0.00	00	0.00	4.07	0.00	000	0.50			4.40	000	4 40	4.50	4 70	40	4 74	4.50 0.40	400	4.07	
С		White 12 pack	2.99 4.69	30 20		1.97 - 2.49 -		860 40	2.52 4.04			1.48	220	1.48	1.50 -	1.79	40	1.71	1.50 - 2.49	100	1.97	
1	CAGE	Brown 12 pack	4.09	20	4.09	2.49 -	4.49	40	4.04													
Α	OAGL	White 12 pack																				
니		Brown 12 pack	2.49 - 2.50	240	2.49	2.99 -	3.00	10	3.00			2.99	470	2.99					2.50 - 2.99	90	2.67	
Ţ	/EGE	TARIAN FED																				
T		White 12 pack																				
		Brown 12 pack																	2.49	30	2.49	
			SOUTH CEN					Į		SOUTHWES	ST U.S.			1	NORTH	_				,		
		4/	(AR,AZ,CO,KS,I			,			~~~	(CA,NV)				12	(ID,MT,OF	R,WA,W	,					
		ture Rate 1/				sampled				35.4% of 2,400 sampled outlets						53.8% of 1,000 sampled outlets Activity Index = 540 (includes Medium)						
_	ACti	vity Index 2/ White 12 pack	Acti	vity inde	X = 1,2	7 0 (includ 1.19 -		190	1.48	ACI	tivity Index = 870	1.33		1.33		AC	tivity inc	iex = 54	0.88 - 1.50	160	1.40	
	DA	White 18 pack				1.19 -	1.49		1.49			1.99 - 3.00	750						1.49 - 1.99	300	1.40	
	ADE	Brown 12 pack						000												000		
-	A	MEDIUM		White 1	2 pack						White 12 pack						White 12	2 pack				
		White 12 pack	0.99	50	0.99	0.98 -	1.50	340	1.15			1.19	10	1.19								
	DA	White 18 pack					2.50	50	2.50										2.50	20	2.50	
	ADE	Brown 12 pack									14/11/2											
4	A	MEDIUM		White 1	•		4.00	10	4.00		White 12 pack						White 12					
$\overline{}$	IISD/	ORGANIC		White 3	во раск		1.99	10	1.99		White 30 pack						White 30	о раск				
	0007	White 12 pack																				
S		Brown 12 pack																	2.99	10	2.99	
P	OME																					
C		White 12 pack					1.79		1.79													
		Brown 12 pack					1.99	10	1.99										2.50	10	2.50	
A	CAGE	-FREE										_								_		
L		White 12 pack				0.50	2.50		2.50			2.50		2.50					1.99 - 2.50	20	2.31	
T	/FGF	Brown 12 pack TARIAN FED				2.50 -	2.99	1/0	2.65			2.50	60	2.50					2.50	20	2.50	
Υ	LGE	White 12 pack																				
		Brown 12 pack																				
		: := p.s.e.r.								1												



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Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 12/17 thru 12/23.

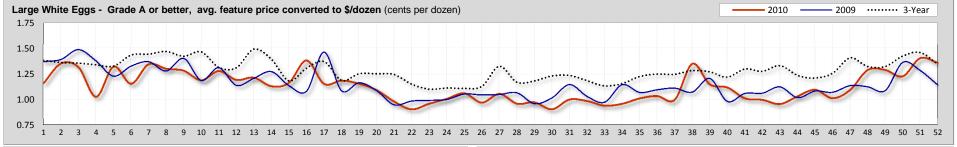
(prices in dollars per carton)

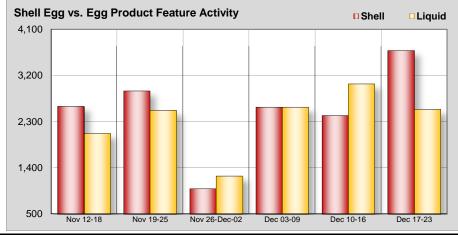
EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST		
1/ Feature Rate	11.2%	16.4%	5.3%	42.7% of 4,0	42.7% of 4,000 sampled		2.6% of 5,100 sampled		2.0% of 3,200 sampled		1.2% of 3,500 sampled		8.9% of 2,400 sampled		0.6% of 1,000 sampled	
2/ Activity Index	2,540	3,040	1,300	Activity Inc	Activity Index = 2,090		Activity Index = 130		Activity Index = 60		Activity Index = 40		Activity Index = 210		Activity Index = 10	
	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 Range	Stores Avg 3/	Price Range	Stores Avg 3/	
14-16 oz. crtn	1,620 2.37	1,990 2.49	770 2.61	1.99 - 3.00	1,410 2.39	2.00 - 2.99	110 2.28	1.88 - 2.19	40 2.04	2.00	40 2.00	1.99	10 1.99	2.99	10 2.99	
32 oz. crtn	680 4.83	970 5.16	460 4.00	3.99 - 5.99	440 5.25	4.49	20 4.49	3.99 - 4.99	20 4.42			3.99	200 3.99			
3 - 4 oz. cup	240 2.50	80 2.68	70 2.69	2.50	240 2.50											
2 - 8 oz. cup																

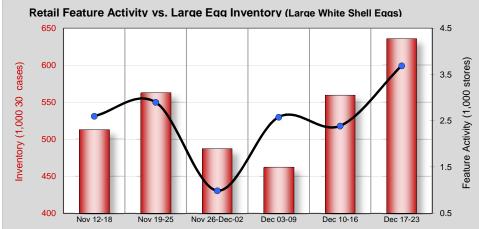
SPECIAL SEASONAL PROMOTIONS FEATURING EGG PRODUCTS - EGG NOG

(Non-alcoholic egg nog: this section will run through January 1, 2011)

	(Noti-alcoholic egg flog, tills section will full tillough January 1, 2011)														
EGG NOG	THIS	LAST	LAST	NORTH	EAST	SOUTH	JE V G T	MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST	
EGG NOG	WEEK	WEEK	YEAR	NOKIH	EASI	SOUTHEAST		MIDWEST		300TH CENTRAL		3001	HWEST		
1/ Feature Rate	52.3%	27.3%	42.8%	70.9% of 4,0	00 sampled	18.7% of 5,100 sampled		62.8% of 3,200 sampled		50.9% of 3,500 sampled		71.3% of 2,400 sampled		74.0% of 1,000 sampled	
2/ Activity Index	10,410	5,360	9,930	Activity Ind	ex = 3,040	Activity Index = 970		Activity Index = 1,970		Activity Index = 1,960		Activity Index = 1,690		Activity Index = 780	
	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 Rang	e Stores Avg 3,	Price Range	StoresAvg 3/
32 ounce	2,760 2.21	2,410 2.24	2,970 2.11	1.50 - 2.99	780 2.59	1.62 - 2.49	190 2.02	1.49 - 2.69	750 1.95	1.19 - 2.99	720 2.19	1.50 - 2.9	99 70 2.24	1.50 - 1.99	250 1.96
64 ounce	7,650 3.26	2,950 3.41	6,960 3.29	2.59 - 4.59	2,260 3.85	2.59 - 3.99	780 3.23	2.19 - 3.59	1,220 2.88	2.38 - 3.99	1,240 3.10	2.50 - 3.9	99 1,620 2.91	2.79 - 3.99	530 3.17







Note: See page 1 for explanatory notes.