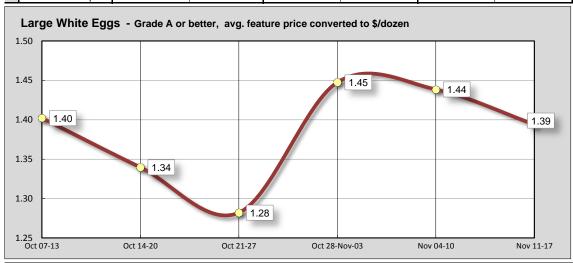


## USDA Weekly Retail Shell Egg and Egg Products Feature Activity Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 11/11 thru 11/17. (prices in dollars per carton)

SHELL EGG NATIONAL SUMMARY														
			PREVIO	US WEEK	(	PREVIOUS YEAR								
Feature Rate		43.3% of 19,500 stores			es	29	.3% of 19	9,500 sto	res	30.5% of 19,200 stores				
			ARGE	LAR	GE	X LA	ARGE	LARGE		X LARGE		LAR	GE	
_			Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
R	USDA GRADE AA													
E	White 12 pack			540	1.71	130	1.97	420	1.52	60	1.68	720	1.19	
G	White 18 pack			630	2.12	30	2.50	870	2.40	30	1.44	300	1.66	
u	Brown 12 pack													
ı	USDA GRADE A													
Ā	White 12 pack	40	1.67	1,980	1.38	30	1.41	990	1.22	130	0.94	1,430	1.04	
R	White 18 pack	50	2.50	1,540	1.94			1,910	2.20	50	1.50	150	1.74	
	Brown 12 pack													
	USDA ORGANIC													
s	White 12 pack			370	5.41									
P	Brown 12 pack			250	3.61	10	2.99	560	5.06			300	3.88	
E	OMEGA-3													
C	White 12 pack	700	2.91	1,650	2.65	120	2.29	1,290	2.31	230	2.99	810	2.58	
ī	Brown 12 pack			180	2.38			60	2.59			320	2.40	
Ā	CAGE-FREE													
ī	White 12 pack			140	2.11	70	2.99	20	2.10	90	2.50	430	2.52	
T	Brown 12 pack			440	3.09	20	3.99	510	3.06			190	2.45	
Υ	VEGETARIAN FED													
	White 12 pack			130	2.00			230	1.99					
	Brown 12 pack	30	2.29	750	2.90			260	3.21			370	2.65	

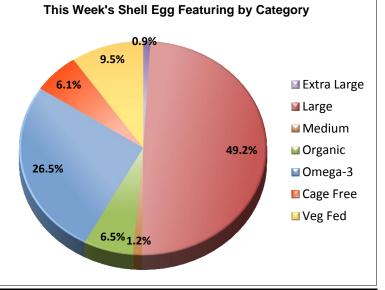


Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/		
Regular	4,780	4,380	2,870	Large Eggs on		
Specialty	4,640	3,150	2,740	Nov-07-2011		
Total (includes MD)	9,530	7,740	5,760	660.7		
Special Rate 4/:	8.9%	3.6%	8.4%	up 2.3%		

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

## SHELL EGG and EGG PRODUCTS FEATURING

Promotional activity for shell eggs for the holiday baking season is following a different pattern from years past. While overall featuring is on par with last year, albeit at much higher ad price levels, retailers have chosen to spread promotions over two ad cycles this year leading into the holiday. While eggs have hit circulars though much of the country, featuring in stores along the East Coast is noticeably lagging. Regular shell eggs continue to outpace specialty by the slightest of margins but specialty types increase in offer late in the ad cycle. Omega-3's are most prevalent and pricing rises. Organic white eggs, normally scarce in ads, are quite visible this cycle and outnumber their brown counterparts. Liquid eggs back off on offer but ad prices surge. Egg nog is becoming more visible but lags behind last year's pace. Not too worry as their is still a long holiday season ahead to get your fill of this seasonal favorite. Shell eggs should remain on shopping lists over the days leading up to the holiday but deals may begin to recede.



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.)

			/07			AST U.S.					AST U.S.	0	MIDWEST U.S.							
_	Fea	ture Rate 1/ vity Index 4	,	26.2% of 3,9	000 s	NH,NJ,NY,PA,F ampled outlets (includes Me	s			59.5% of 5,100	C,SC,TN,VA,W\ sampled outlets 0 (includes Med	(IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)  53.9% of 3,300 sampled outlets  Activity Index = 1,670 (includes Medium)								
			Activity Index = 3,500 (includes Medium)  EXTRA LARGE  LARGE							LARGE	LAF	EXTRA LARGE LARGE								
	(	CLASS	Price Range		3/	Price Range		Ava 3/	Price Range		Price Range	_	Price Range	Stores Avg 3/	Price Range	Stores	Avg 3/			
	SDA ADE	White 12 pack White 18 pack Brown 12 pack	0			<u> </u>		<u> </u>		Ü	<u> </u>		5	S	1.25 1.88	90 10	1.25 1.88			
4	4A	MEDIUM		White 12 pa	ack					White 12 pack				White 12 pack						
GR	SDA ADE	White 12 pack White 18 pack Brown 12 pack	1.50 - 1.79	20 1.	.59	0.98 - 1.50 1.99	40 180	1.99			0.98 - 1.67 1.88 - 2.00	1,080 1.65 510 1.97	1.50	10 1.50	0.88 - 1.44 1.59 - 2.00	610 540	1.01 1.92			
	Α	MEDIUM		White 12 pa White 30 pa		0.89 - 0.99	50	0.93		White 12 pack White 30 pack	1.39	10 1.39		White 12 pack White 30 pack	1.32	20	1.32			
S	USDA	A ORGANIC White 12 pack Brown 12 pack				4.49 - 5.98	370	5.41							3.99	100	3.99			
E C	OME	White 12 pack Brown 12 pack	2.49 - 2.99	390 2	.97	1.99 - 3.99 2.00 - 3.29	1,290 180	2.61 2.38	2.49 - 2.79	100 2.55			2.49 - 3.00	210 2.97	2.50	70	2.50			
A L T		E-FREE White 12 pack Brown 12 pack				2.59 2.49 - 3.99		2.59 3.42							2.59	10	2.59			
Y	VEGE	TARIAN FED White 12 pack Brown 12 pack	2.29	30 2	.29	2.00 2.00 - 3.99	130 560	2.00 2.91			2.89	190 2.89								
				SOUTH	CEN	NTRAL U.S				SOUTHV	VEST U.S.			NORTH	WEST U.S.					
			(A	AR,AZ,CO,KS	,LA,N	MO,NM,OK,TX,	UT)			•	,NV)		(ID,MT,OR,WA,WY)							
		ture Rate 1/		,		ampled outlet				•	sampled outlets		45.3% of 1,100 sampled outlets							
_	Acti	vity Index 2/	Acti	Activity Index = 1,060 (includes Medium)					Acti	ivity Index = 740	(includes Medi		A	Activity Index = 670 (includes Medium)						
GR	SDA ADE	White 12 pack White 18 pack Brown 12 pack				1.19 - 2.50 1.77 - 2.09	80 320	1.67 1.87			1.39 - 2.50 1.99 - 2.50	290 1.93 280 2.42			1.25 - 1.67 1.99	80 20	1.46 1.99			
	~~	MEDIUM		White 12 pa	ack					White 12 pack				White 12 pack						
	SDA ADE	White 12 pack White 18 pack Brown 12 pack	1.99 2.50		.99 .50	0.99 - 1.19 1.79 - 2.00	210 310	1.18 1.89							0.99	40	0.99			
	Α	MEDIUM		White 12 pa		1.32	30	1.32		White 12 pack White 30 pack				White 12 pack White 30 pack						
	USDA	A ORGANIC								'										
S		White 12 pack Brown 12 pack				2.50	20	2.50			3.49	130 3.49								
E	OME	GA-3 White 12 pack Brown 12 pack				2.19	30	2.19			2.50	10 2.50			2.50 - 3.00	250	2.98			
A L	CAGI	E-FREE White 12 pack									2.99	10 2.99			2.00	120	2.00			
Y	VEGE	Brown 12 pack TARIAN FED White 12 pack Brown 12 pack									3.99	20 3.99			2.00 - 3.99	160	2.50			
80	IIICO:	IISDA Agricultur	al Marketing	Service Pou	Itry N	Market News a	nd Anal	veie - (	202) 720-6911	website: httr	://www.ams.us	da gov/nymark	etnews htm				2 of 3			

## USDA

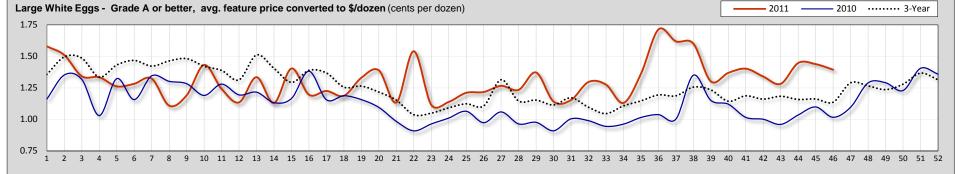
## USDA Weekly Retail Shell Egg and Egg Products Feature Activity

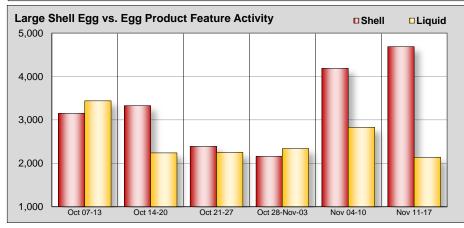
Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 11/11 thru 11/17.

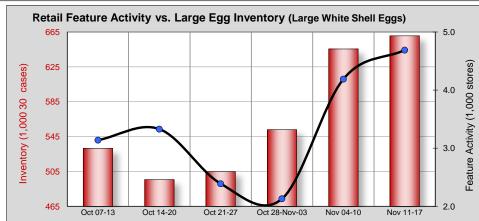
(prices in dollars per carton)

EGG	THIS	LAST	LAST	NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST											
PRODUCTS	WEEK	WEEK	YEAR																						
1/ Feature Rate	5.0%	13.1%	13.5%	11.1% of 3,900 sampled		11.1% of 3,900 sampled		2.9% of 5,100 sampled		mpled 2.9% of 5,100 sampl		4.0% of 3,300 sampled		4.0% of 3,300 sampled		3.7% of 3,600 sampled		3.7% of 3,600 sampled		3.7% of 3,600 sampled		5.1% of 2,500 sampled		0.5% of 1,10	0 sampled
2/ Activity Index	2,140	2,830	2,520	Activity Index = 1,550		Activity Index = 150		Activity Index = 140		Activity Index = 130		Activity Index = 130		Activity Index = 40											
	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	1,530 2.54	2,100 1.97	1,950 2.49	2.00 - 3.29	1,090 2.58	2.19 - 2.50	150 2.27	1.99 - 2.50	120 2.46	1.99 - 2.69	130 2.62			2.49 - 2.79	40 2.54										
32 oz. crtn	380 4.79	730 4.43	460 4.29	4.99	230 4.99			4.49	20 4.49			4.49	130 4.49												
3 - 4 oz. cup	230 2.99		110 2.90	2.99	230 2.99																				
2 - 8 oz. cup																									
EGG NOG	THIS LAST LAST WEEK YEAR		NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST												
EGG NOG			YEAR	NORTHEAST		SOUTHEAST		INIIDAAESI		300 IN CENTRAL		SOUTHWEST		NORTHWEST											
1/ Feature Rate	8.9%	7.2%	39.8%	8.3% of 4,0	00 sampled	3.9% of 5,1	00 sampled	10.5% of 3,2	00 sampled	11.6% of 3,5	00 sampled	13.8% of 2,4	00 sampled	8.6% of 1,00	0 sampled										
2/ Activity Index	2,660	1,520	7,480	Activity Inc	dex = 1,090	Activity Index = 200		Activity Index = 340		Activity Index = 340 Activity Index = 4		ctivity Index = 420 Activity Index = 540		Activity Index = 70											
	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	StoresAvg 3/										
32 ounce	2,060 2.62	680 2.55	2,530 2.30	1.99 - 2.99	830 2.65	1.69 - 2.50	70 2.02	1.67 - 2.50	320 2.09	1.79 - 2.99	310 2.40	1.79 - 3.79	520 3.11	1.99	10 1.99										
64 ounce	600 4.04	840 4.13	4,950 3.28	3.49 - 4.99	260 4.26	4.19 - 4.69	130 4.27	2.99 - 3.09	20 3.03	2.99 - 3.79	110 3.21	4.49	20 4.49	2.98 - 4.99	60 4.27										

(Non-alcoholic egg nog; this section will run through January 1, 2012)







Note: See page 1 for explanatory notes.