

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 09/28 thru 10/04. (prices in dollars per carton)

	SHELL EGG NATIONAL SUMMARY													
THIS WEEK							PREVIO	JS WEEK	(PREVIOUS YEAR				
	Feature Rate		6% of 22	,500 stor	es	30	.8% of 22	2,500 sto	res	29.1% of 19,500 stores				
		X LA	ARGE	LARGE		X LA	X LARGE		LARGE		X LARGE		LARGE	
			Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
R	USDA GRADE AA													
E	White 12 pack			470	1.40	10	1.69	1,410	1.52	10	0.99	630	1.40	
G	White 18 pack			500	2.62	30	1.79	150	2.79			1,660	2.29	
U	Brown 12 pack													
ī	USDA GRADE A													
Ā	White 12 pack	180	1.92	700	1.11	150	1.68	740	1.38	110	1.57	1,130	1.13	
R	White 18 pack			680	2.35			400	1.97			550	2.03	
	Brown 12 pack			10	1.19			180	1.49					
	USDA ORGANIC													
_	White 12 pack													
S	Brown 12 pack	20	4.98	140	3.92			340	4.15	30	3.66	560	3.75	
P E	OMEGA-3													
C	White 12 pack	340	2.58	950	2.70	470	2.72	1,930	2.14	380	2.89	1,920	2.47	
ı	Brown 12 pack			180	3.77	10	2.50	400	3.68			10	2.50	
A	CAGE-FREE													
î	White 12 pack			650	2.43							300	3.11	
- -	Brown 12 pack	30	2.49	2,410	2.56			270	2.93	20	2.99	190	2.91	
Ÿ	VEGETARIAN FED													
	White 12 pack							200	2.37					
	Brown 12 pack			400	2.97			190	2.31	10	2.50	440	3.09	

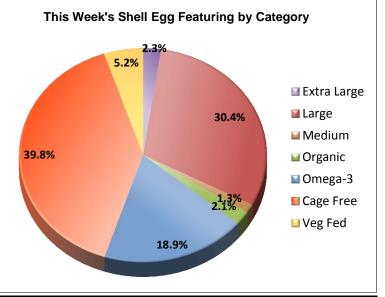
	ge White Eggs	- Grade A or bette	r, avg. feature pri	ce converted to \$/do	ozen	
1.65						
1.60			1.61			
1.55						
1.50					1.47	
1.45	1.42					1.44
1.40		1.39		1.37		
1.55 Aug 2	24-30 Aug	g 31-Sep-06	Sep 07-13	Sep 14-20	Sep 21-27	Sep 28-Oct-04

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,540	3,070	4,090	Large Eggs on
Specialty	5,120	3,810	3,860	Sep-24-2012
Total (includes MD)	7,760	7,260	8,110	495.3
Special Rate 4/:	1.1%	0.8%	1.0%	up 11.2%

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

SHELL EGG and EGG PRODUCTS FEATURING

Feature activity for regular shell eggs is down compared to last week's numbers. The average price of Grade A or better, Large white eggs offered to consumers continues to fluctuate and moves downward. Shoppers are finding more "no price" incentives offered this ad cycle. Specialty shell eggs continue to command more ad space than regular shell eggs and is significantly higher than a week ago. Cage-free varieties are enjoying active featuring across the nation. Omega-3 type egg ads are fewer in number, but still make a respectable showing in circulars. Retailers are featuring other specialty types at a relatively steady pace. Promotions of liquid egg products are higher with most activity centered on the East Coast. Fall is here and cooler temperatures and baking season is not far away. We will watch to see if eggs will follow seasonal patterns in the weeks ahead.



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.)

			NORTHE (CT,DE,MA,MD,ME,	E AST U.S. ,NH,NJ,NY,PA,R	el,VT)		(A		AST U.S. C,SC,TN,VA,WV	·)	(EST U.S. N,ND,NE,OH,SD,	,WI)	
Feature Rate 17 Activity Index 41			33.1% of 4,400 : Activity Index = 1,88	sampled outlets	3		26	6.9% of 6,000 s	sampled outlets 0 (includes Med	32.8% of 4,000 sampled outlets Activity Index = 1,260 (includes Medium)					
CLASS		CLASS	EXTRA LARGE	LARGE			EXTRA LARGE		LAR	GE	EXTRA	LARGE	LARGÉ		
_			Price Range Stores Avg 3/	Price Range	Stores A	vg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores	Avg 3/
U	SDA	White 12 pack											1.25 - 1.49	50	1.29
GF	ADE	White 18 pack													
	AA	Brown 12 pack	White 12 pack				V	White 12 pack				White 12 pack			
_		MEDIUM White 12 pack	White 12 pack	0.99 - 2.00	40	1 22	2.19	110 2.19	0.99	190 0.99	1.29 - 1.49	50 1.46	0.89 - 1.28	410	1.10
- 11	SDA	White 18 pack		1.99	20		2.19	110 2.19	1.98 - 2.49	500 2.42	1.29 - 1.49	30 1.40	1.98 - 1.99	30	1.10
	ADE	Brown 12 pack		1.55	20	1.55			1.30 - 2.43	300 2.42			1.19	10	1.19
О.	Α	•	White 12 pack	1.28 - 1.39	50	1.34	V	White 12 pack	0.88 - 1.50	20 1.19		White 12 pack	1.10	10	1.10
		MEDIUM	White 30 pack					White 30 pack				White 30 pack			
	USD/	ORGANIC						·							
_		White 12 pack													
S		Brown 12 pack		3.99	70	3.99					4.98	20 4.98	3.99	40	3.99
E	OME														
c		White 12 pack	2.49 - 2.99 280 2.64	1.98 - 3.26		2.85			1.99	20 1.99			1.95 - 2.50	90	2.15
ī		Brown 12 pack		3.00	20	3.00									
Α	CAGE	E-FREE													
L		White 12 pack	0.40	2.99		2.99			2.49 - 2.50	400 2.50			0.40 0.00	5.40	0.54
Т	VECE	Brown 12 pack TARIAN FED	2.49 30 2.49	2.49 - 3.59	220	3.01			2.00 - 2.50	470 2.42			2.49 - 2.69	540	2.54
Y	VEGE	White 12 pack													
		Brown 12 pack		2.99 - 3.59	360	3.06							2.39	20	2.39
_		Brown 12 pack	SOUTH CE	NTRAL U.S	000	0.00		SOUTHW	/EST U.S.			NORTH	WEST U.S.	20	2.00
			(AR,AZ,CO,KS,LA		UT)				II, NV)				OR,WA,WY)		
_	Fea	ture Rate 1/	30.2% of 4,000				35	· ·	sampled outlets				sampled outlet	s	
		vity Index 2/	Activity Index = 1,36	•				-	0 (includes Med		A	-	0 (includes Med		
		White 12 pack	•	1.25	160	1.25		<u> </u>	1.25 - 1.80	200 1.51			1.25 - 1.99	60	1.56
	SDA RADE	White 18 pack		2.49	40	2.49			2.49 - 2.88	460 2.63					
	AA	Brown 12 pack													
		MEDIUM	White 12 pack					White 12 pack				White 12 pack			
		White 12 pack		1.28 - 1.68	50		1.56	20 1.56	1.39	10 1.39					
	SDA	White 18 pack		1.97 - 2.50	130	2.24									
GI	ADE	Brown 12 pack	\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\	1 10		4.40		Minite 40 I				\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\			
	A	MEDIUM	White 12 pack	1.19	30	1.19		White 12 pack				White 12 pack			
_	HSD/	ORGANIC	White 30 pack				V	White 30 pack				White 30 pack			
	USDA	White 12 pack													
S		Brown 12 pack							3.99	20 3.99			2.99	10	2.99
P	OME														
E		White 12 pack	2.28 60 2.28	2.00 - 2.29	100	2.23									
C		Brown 12 pack		1.79 - 3.99	100	3.78			3.99	60 3.99					
Δ	CAGE	-FREE													
L		White 12 pack											2.00 - 2.50	200	2.17
T		Brown 12 pack		2.00 - 2.50	670	2.47			2.50 - 3.00	290 2.93			2.00 - 2.99	220	2.23
Υ	VEGE	TARIAN FED													
		White 12 pack													
		Brown 12 pack	al Marketing Service Poultry	1.89 - 2.19	20										2 of 3

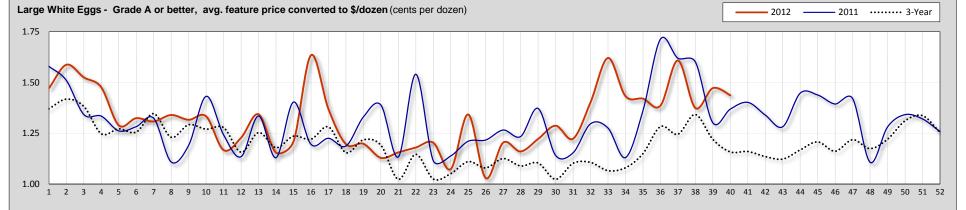


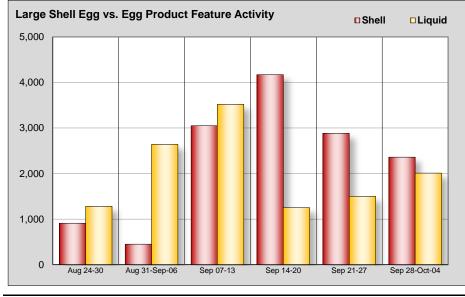
USDA Weekly Retail Shell Egg and Egg Products Feature Activity

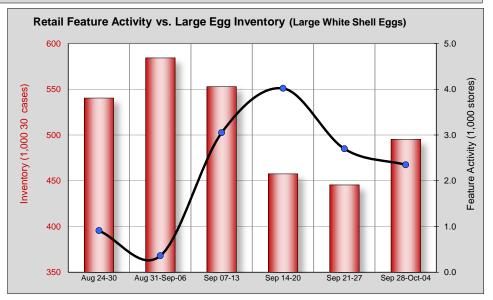
Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 09/28 thru 10/04.

(prices in dollars per carton)

EGG PRODUCTS	THIS LAST WEEK WEEK		LAST YEAR	NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST	
1/ Feature Rate			12.5%	9.6% of 4,400 sampled		24.7% of 6,000 sampled		2.5% of 4,000 sampled		4.2% of 4,000 sampled		0.0% of 2,900 sampled		0.0% of 1,200 sampled	
2/ Activity Index	x 2,010 1,500		3,440	3,440 Activity Index = 420		Activity Index = 1,480		Activity Index = 100		Activity Index = 10		Activity Index = 0		Activity Index = 0	
	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	1,750 2.03	830 2.52	1,960 2.46	2.37 - 2.99	360 2.75	1.67 - 2.39	1,280 1.80	1.95 - 2.99	100 2.35	2.00	10 2.00				
32 oz. crtn	260 3.93	630 4.41	1,240 4.41	3.88 - 4.99	60 4.75	3.68	200 3.68								
3 - 4 oz. cup		40 2.71	240 2.77												
2 - 8 oz. cup															







Note: See page 1 for explanatory notes.