



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 01/05 thru 01/11
 (prices in dollars per carton)

Fri. Jan 05, 2007

SHELL EGG NATIONAL SUMMARY													
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	21.7% of 17,000 stores				15.8% of 17,000 stores				32.4% of 16,700 stores				
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE		
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
REGULAR	USDA GRADE AA												
	White 12 pack			720	1.44			140	0.99	20	1.20	500	0.85
	White 18 pack	180	1.69	150	1.99	180	1.69	650	2.00			440	1.19
REGULAR	USDA GRADE A												
	White 12 pack	20	1.50	540	1.22	70	1.00	510	0.93	330	0.90	2,070	0.81
	White 18 pack			700	1.55			200	1.69			740	1.25
SPECIALTY	USDA ORGANIC												
	White 12 pack												
	Brown 12 pack	110	3.59	150	3.39			110	3.72			160	2.99
CAGE-FREE	OMEGA-3												
	White 12 pack	10	1.58	160	2.00	120	1.99	380	2.61	20	2.00	830	2.07
	Brown 12 pack	210	2.50	490	2.40			10	3.29	560	1.99	560	1.99
CAGE-FREE	CAGE-FREE												
	White 12 pack												
	Brown 12 pack			660	2.84			680	2.45	200	2.39	1,580	2.14

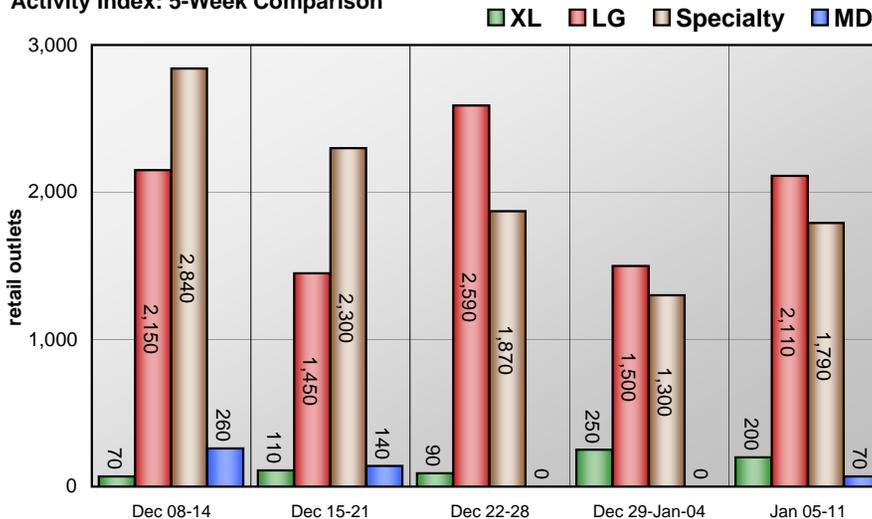
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,310	1,750	4,100	Large Eggs on Jan-01-2007
Specialty	1,790	1,300	3,910	
Total (includes MD)	4,170	3,050	8,040	422.2
Special Rate 4/:	2.6%	3.0%	3.6%	down 4%

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

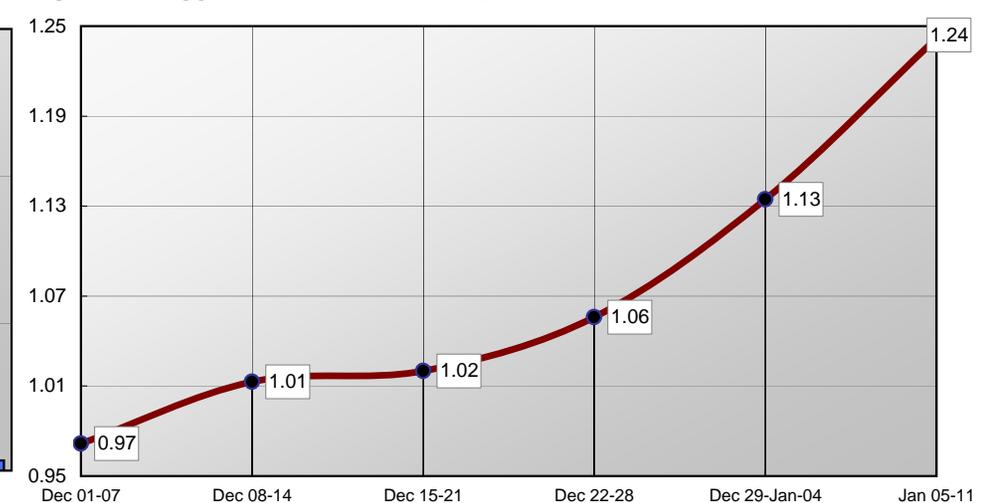
SHELL EGG and EGG PRODUCTS FEATURING

Feature activity on regular shell eggs is higher than a week ago, although lower than the same week last year. The average price of Large white Grade A or better eggs to consumers continues moving upward. Medium egg ads are more available this cycle. Specialty egg promotions are up slightly from last week and are concentrated mostly on the East coast and Midwest region. Brown specialty eggs increased in visibility. Overall feature activity on carton Egg Products is up 52% from a week ago. Notably, carton eggs commanded more ad space than shell eggs this week.

Activity Index: 5-Week Comparison



Large White Eggs - Grade A or better, wtd avg. featured 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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		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)							
1/ Feature Rate		39.7% of 3,900 sampled outlets						3.7% of 4,700 sampled outlets						22.4% of 2,800 sampled outlets							
2/ Activity Index		Activity Index = 1,900 (includes Medium)						Activity Index = 290 (includes Medium)						Activity Index = 810 (includes Medium)							
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE				
		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/		
USDA GRADE AA	White 12 pack				0.99	10	0.99										1.48	190	1.48		
	White 18 pack																				
	Brown 12 pack																				
	MEDIUM	White 12 pack						White 12 pack						White 12 pack							
USDA GRADE A	White 12 pack				1.50	140	1.50				0.79 - 0.99	10	0.89				0.79 - 1.29	240	1.23		
	White 18 pack				1.48 - 1.69	630	1.55				1.47 - 1.50	20	1.48				1.59	50	1.59		
	Brown 12 pack																				
	MEDIUM	White 12 pack						White 12 pack						White 12 pack			0.59 - 1.00			70	0.81
SPECIALTY	USDA ORGANIC																				
	White 12 pack																				
	Brown 12 pack	3.59	110	3.59	3.49 - 3.59	130	3.51				2.79	10	2.79								
SPECIALTY	OMEGA-3																				
	White 12 pack							1.58	10	1.58				1.58	10	1.58			2.29	20	2.29
	Brown 12 pack	2.50	140	2.50	1.99 - 2.50	400	2.41	2.50	70	2.50	1.99 - 2.50	80	2.40				1.99	10	1.99		
SPECIALTY	CAGE-FREE																				
	White 12 pack																				
	Brown 12 pack				2.50 - 3.29	340	2.65				1.58 - 2.50	80	2.34				1.99 - 3.50	230	3.35		
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)						SOUTHWEST U.S. (CA,NV)						NORTHWEST U.S. (ID,MT,OR,WA,WY)							
1/ Feature Rate		16.1% of 2,700 sampled outlets						42.7% of 1,900 sampled outlets						9.7% of 1,000 sampled outlets							
2/ Activity Index		Activity Index = 400 (includes Medium)						Activity Index = 660 (includes Medium)						Activity Index = 110 (includes Medium)							
USDA GRADE AA	White 12 pack				1.39 - 1.48	50	1.46				0.89 - 1.50	460	1.45				0.78	10	0.78		
	White 18 pack	1.69	10	1.69	1.99	140	1.99	1.69	170	1.69							1.99	10	1.99		
	Brown 12 pack																				
	MEDIUM	White 12 pack						White 12 pack						White 12 pack							
USDA GRADE A	White 12 pack				0.79 - 0.99	150	0.96	1.50	20	1.50											
	White 18 pack																				
	Brown 12 pack																				
	MEDIUM	White 12 pack						White 12 pack						White 12 pack			White 30 pack				
SPECIALTY	USDA ORGANIC																				
	White 12 pack																				
	Brown 12 pack										2.50	10	2.50								
SPECIALTY	OMEGA-3																				
	White 12 pack				1.98	50	1.98										1.99	80	1.99		
	Brown 12 pack																				
SPECIALTY	CAGE-FREE																				
	White 12 pack																				
	Brown 12 pack																1.50	10	1.50		

Note: See page 1 for explanatory notes.

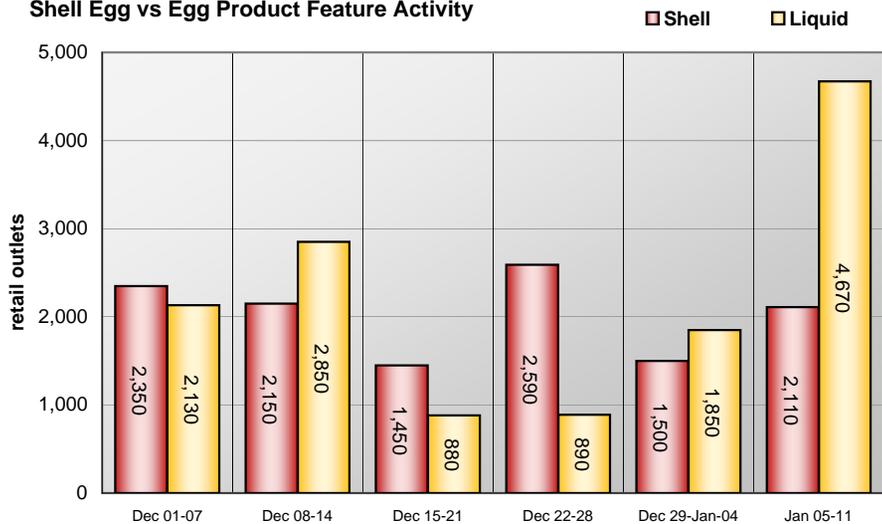


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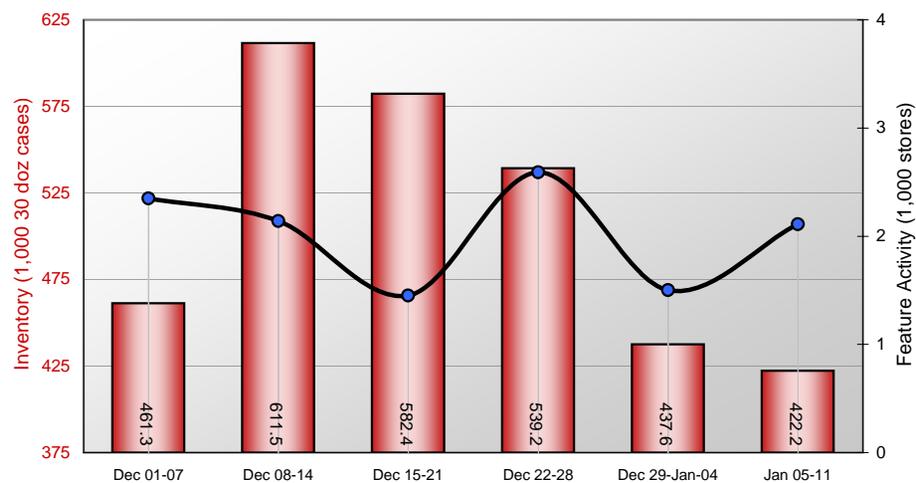
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EGG PRODUCTS	THIS WEEK		LAST WEEK		NORTHEAST			SOUTHEAST			MIDWEST			SOUTH CENTRAL			SOUTHWEST			NORTHWEST		
1/ Feature Rate	23.9%		8.4%		44.5% of 3,900 sampled			32.2% of 4,700 sampled			5.4% of 2,800 sampled			17.0% of 2,700 sampled			8.7% of 1,900 sampled			4.0% of 1,000 sampled		
2/ Activity Index	4,670		1,850		Activity Index = 2,010			Activity Index = 1,860			Activity Index = 150			Activity Index = 440			Activity Index = 170			Activity Index = 40		
	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. carton	3,780	2.42	1,460	2.34	2.00 - 2.99	1,440	2.54	1.99 - 2.69	1,540	2.17	2.50 - 2.79	150	2.58	2.50 - 2.99	440	2.64	2.50 - 2.99	170	2.88	2.29 - 2.79	40	2.47
32 oz. carton	650	3.39	300	4.48	2.99 - 3.99	330	3.40	2.98 - 3.99	320	3.38												
3 - 4 oz. cups	70	1.95			1.79 - 2.00	70	1.95															
2 - 8 oz. cups	170	2.91	90	2.99	2.50 - 3.00	170	2.91															

Shell Egg vs Egg Product Feature Activity



Retail Feature Activity vs. Large Egg Inventory (Large White Shell Eggs)



Note: See page 1 for explanatory notes.