



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 02/02 thru 02/08
 (prices in dollars per carton)

Fri. Feb 02, 2007

SHELL EGG NATIONAL SUMMARY													
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	26.0% of 17,000 stores				16.3% of 17,000 stores				19.8% 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			80	1.50			340	1.02	20	0.96	120	0.87
	White 18 pack			280	1.40			140	0.99				
REGULAR	USDA GRADE A												
	White 12 pack	60	1.05	60	0.98			240	0.88	90	0.87	440	0.74
	White 18 pack			120	1.29			260	2.16			610	1.44
SPECIALTY	USDA ORGANIC												
	White 12 pack												
	Brown 12 pack			120	3.19			220	4.39			260	2.54
LARGE	OMEGA-3												
	White 12 pack	310	1.99	680	2.04	850	2.51	1,120	2.37	560	2.50	1,290	2.44
	Brown 12 pack	520	2.50	520	2.50	210	2.50	210	2.50	510	2.30	340	2.21
TINY	CAGE-FREE												
	White 12 pack												
	Brown 12 pack			1,290	2.40			220	2.50			640	2.65

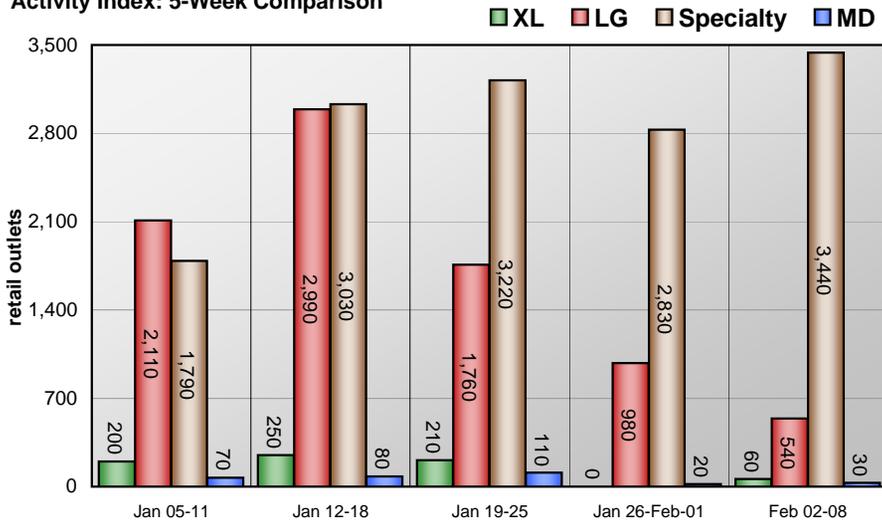
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	600	980	1,390	Large Eggs on Jan-29-2007
Specialty	3,440	2,830	3,600	
Total (includes MD)	4,070	3,830	4,990	365.3
Special Rate 4/:	12.4%	14.5%	0.6%	up 23%

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

SHELL EGG and EGG PRODUCTS FEATURING

Although most retailers shifted their focus to Super Bowl-related promotions this week, the overall feature activity is slightly higher than the previous week and lower than the same period last year. Regular shell egg ads are very limited this cycle and easily outpaced by specialty eggs. Specialty eggs are 21% higher than last week. Cage Free brown eggs increased sharply and claimed the top spot. Omega-3 white eggs decreased in both store volume and average price. Liquid egg products dropped slightly, but still continue to be promoted more than regular shell eggs.

Activity Index: 5-Week Comparison



Large White Eggs - Grade A or better, wtd avg. featured price c



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		39.2% of 3,900 sampled outlets						5.2% of 4,700 sampled outlets						20.8% of 2,800 sampled outlets					
2/ Activity Index		Activity Index = 3,070 (includes Medium)						Activity Index = 100 (includes Medium)						Activity Index = 240 (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																		
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM																		
	White 12 pack																		
USDA GRADE A	White 12 pack	1.19	10	1.19	0.89	10	0.89	1.00 - 1.19	50	1.02	1.00	50	1.00				1.29	120	1.29
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM																		
	White 12 pack																		
	White 30 pack																		
SPECIALTY	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack				3.59	30	3.59										2.99	10	2.99
	OMEGA-3																		
	White 12 pack	1.99 - 2.00	310	1.99	1.99 - 2.29	480	2.01				1.69		1.69				1.69	70	1.69
	Brown 12 pack	2.50	520	2.50	2.50	520	2.50												
	CAGE-FREE																		
	White 12 pack				1.99 - 3.00	1,190	2.44										1.99	10	1.99
	Brown 12 pack																		
		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		38.3% of 2,700 sampled outlets						32.4% of 1,900 sampled outlets						40.4% of 1,000 sampled outlets					
2/ Activity Index		Activity Index = 400 (includes Medium)						Activity Index = 80 (includes Medium)						Activity Index = 180 (includes Medium)					
USDA GRADE AA	White 12 pack																1.50	80	1.50
	White 18 pack				1.29 - 1.50	220	1.43				1.29	40	1.29				1.29 - 1.50	20	1.39
	Brown 12 pack																		
	MEDIUM																		
	White 12 pack																		
USDA GRADE A	White 12 pack																		
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM																		
	White 12 pack																		
	White 30 pack																		
SPECIALTY	USDA ORGANIC																		
	White 12 pack				2.99 - 3.29	70	3.07				2.99	10	2.99						
	Brown 12 pack																		
	OMEGA-3																		
	White 12 pack				1.69 - 2.49	100	2.31				2.29 - 2.50	30	2.37						
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack																		
	Brown 12 pack				1.59	10	1.59										1.89	80	1.89

Note: See page 1 for explanatory notes.

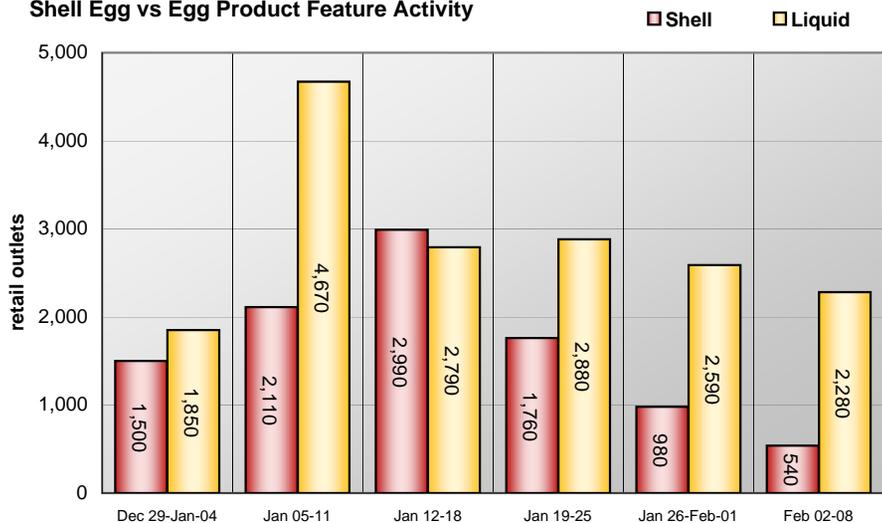


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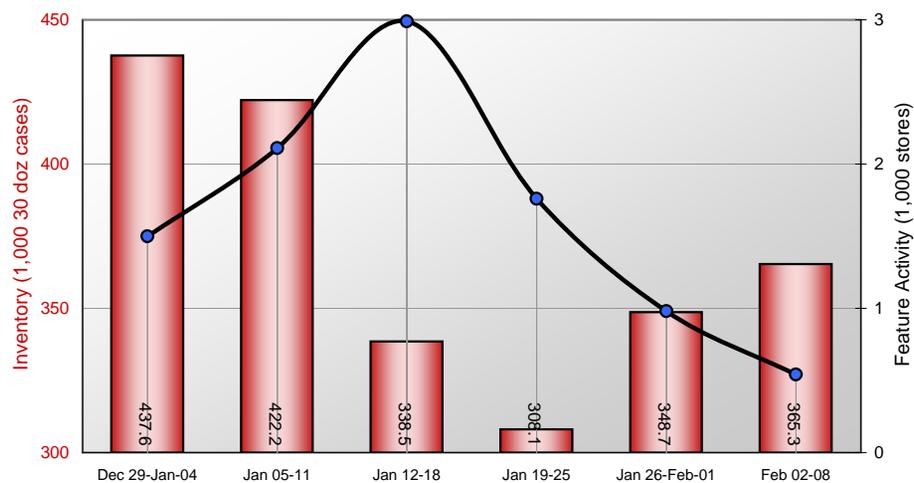
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EGG PRODUCTS	THIS WEEK		LAST WEEK		NORTHEAST			SOUTHEAST			MIDWEST			SOUTH CENTRAL			SOUTHWEST			NORTHWEST			
1/ Feature Rate	13.8%		13.6%		29.6% of 3,900 sampled			0.9% of 4,700 sampled			11.6% of 2,800 sampled			11.5% of 2,700 sampled			26.1% of 1,900 sampled			0.0% of 1,000 sampled			
2/ Activity Index	2,280		2,590		Activity Index = 1,300			Activity Index = 40			Activity Index = 100			Activity Index = 320			Activity Index = 520			Activity Index = 0			
	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	1,380	2.51	2,410	2.39	2.00 - 2.99	940	2.71	2.50 - 2.79	40	2.76	2.50	100	2.50	1.87	300	1.87							
32 oz. carton	230	4.26	160	3.99	4.29	210	4.29										3.99	20	3.99				
3 - 4 oz. cups	530	2.00	20	1.79	2.00	10	2.00							1.88	20	1.88	2.00	500	2.00				
2 - 8 oz. cups	140	2.5			2.50	140	2.50																

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.