



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 02/23 thru 03/01
 (prices in dollars per carton)

Fri. Feb 23, 2007

SHELL EGG NATIONAL SUMMARY												
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
	34.3% of 17,000 stores				17.8% of 17,000 stores				27.0% of 17,000 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		880 1.25		90 1.37		80 0.99		1,380 0.99			
	White 18 pack		500 2.50						10 0.99			
SPECIALTY	USDA GRADE A											
	White 12 pack		10 0.89		270 0.96		1,150 1.41		20 0.50		1,370 0.77	
	White 18 pack				270 1.87						240 1.46	
CAGE-FREE	USDA ORGANIC											
	White 12 pack						570 3.19				640 3.26	
	Brown 12 pack		340 3.40									
LARGE	OMEGA-3											
	White 12 pack		120 2.50		410 2.27		240 2.50		750 2.13		10 1.88	
	Brown 12 pack		210 2.79		210 2.79				190 2.89		220 2.42	
MEDIUM	CAGE-FREE											
	White 12 pack				140 3.79							
	Brown 12 pack		1,090 2.54				330 2.72				530 2.84	

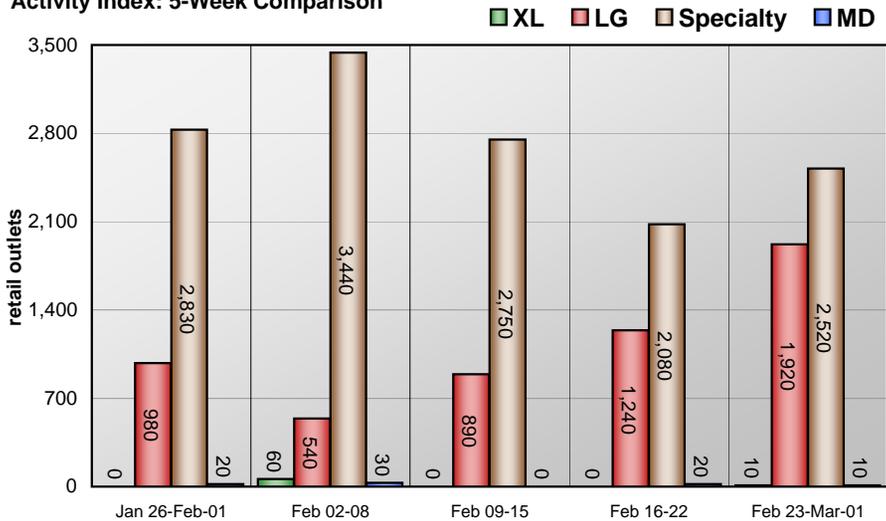
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,930	1,240	3,210	Large Eggs on Feb-19-2007
Specialty	2,520	2,080	2,340	
Total (includes MD)	4,460	3,340	5,860	475.2
Special Rate 4/:	14.7%	4.2%	2.6%	up 1%

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

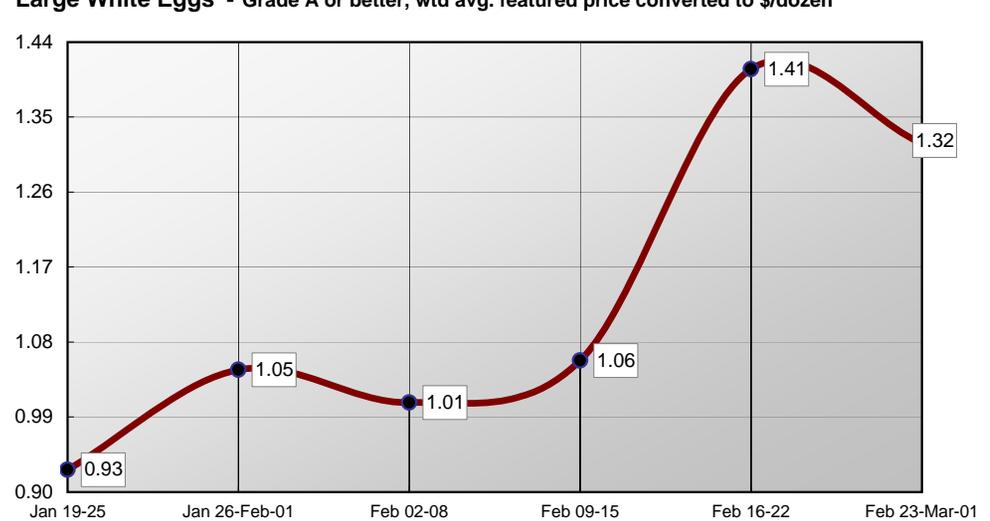
SHELL EGG and EGG PRODUCTS FEATURING

Feature activity on regular shell eggs is higher than previous weeks, but is 40% less than the same week a year ago. Promotions are sporadic early week and increase significantly towards week's end. Although lower than last week, the average price of Large white eggs, Grade A or better, is still considerably higher than much earlier weeks. The Special rate increased this cycle due to Buy 1 - Get 1 Free and Free Eggs w/purchase promotions. Cage Free brown eggs showed up more than Omega-3 and USDA Organic in the specialty egg sector. Specialty eggs and Egg Products are still outpacing regular egg, but not by as wide a margin as in previous weeks. Activity in the egg products sector declined compared to a week ago. There is a noticeable decline in 14-16 oz. cartons, however 32 oz. cartons are still very active.

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		49.4% of 3,900 sampled outlets						3.4% of 4,700 sampled outlets						24.3% of 2,800 sampled outlets							
2/ Activity Index		Activity Index = 2,150 (includes Medium)						Activity Index = 130 (includes Medium)						Activity Index = 490 (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				1.19	10	1.19														
	White 18 pack																				
	Brown 12 pack																				
	MEDIUM	White 12 pack						White 12 pack						White 12 pack							
USDA GRADE A	White 12 pack				1.00 - 1.09	70	1.02				0.79	10	0.79	0.89	10	0.89	0.79 - 0.99	190	0.95		
	White 18 pack				2.50	140	2.50										1.50	50	1.50		
	Brown 12 pack																				
	MEDIUM	White 12 pack			0.98	10	0.98	White 12 pack			White 12 pack			White 12 pack			White 30 pack				
	White 30 pack							White 30 pack													
S P E C I A L T Y	USDA ORGANIC																				
		White 12 pack				3.29 - 3.99	180	3.60									3.99	10	3.99		
		Brown 12 pack																			
		OMEGA-3																			
		White 12 pack	2.50	120	2.50	2.50	180	2.50			2.19	110	2.19				2.00	120	2.00		
	Brown 12 pack	2.79	210	2.79	2.79	210	2.79														
	CAGE-FREE																				
	White 12 pack				3.79	140	3.79														
	Brown 12 pack				2.29 - 2.99	880	2.60			2.50	10	2.50				2.50	110	2.50			
		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		35.1% of 2,700 sampled outlets						80.4% of 1,900 sampled outlets						56.6% of 1,000 sampled outlets							
2/ Activity Index		Activity Index = 980 (includes Medium)						Activity Index = 560 (includes Medium)						Activity Index = 150 (includes Medium)							
USDA GRADE AA	White 12 pack				0.79 - 1.50	290	0.92				0.99 - 1.69	520	1.47				0.88 - 1.19	60	0.96		
	White 18 pack				2.50	500	2.50														
	Brown 12 pack																				
	MEDIUM	White 12 pack						White 12 pack						White 12 pack							
USDA GRADE A	White 12 pack				0.98 - 1.50	80	1.01														
	White 18 pack																				
	Brown 12 pack																				
	MEDIUM	White 12 pack			White 30 pack			White 12 pack			White 30 pack			White 12 pack			White 30 pack				
	White 30 pack							White 30 pack						White 30 pack							
S P E C I A L T Y	USDA ORGANIC																				
		White 12 pack				2.99 - 3.99	100	3.20			2.99	40	2.99				2.99	10	2.99		
		Brown 12 pack																			
		OMEGA-3																			
		White 12 pack																			
	Brown 12 pack																				
	CAGE-FREE																				
	White 12 pack				1.69	10	1.69										1.99	80	1.99		
	Brown 12 pack																				

Note: See page 1 for explanatory notes.

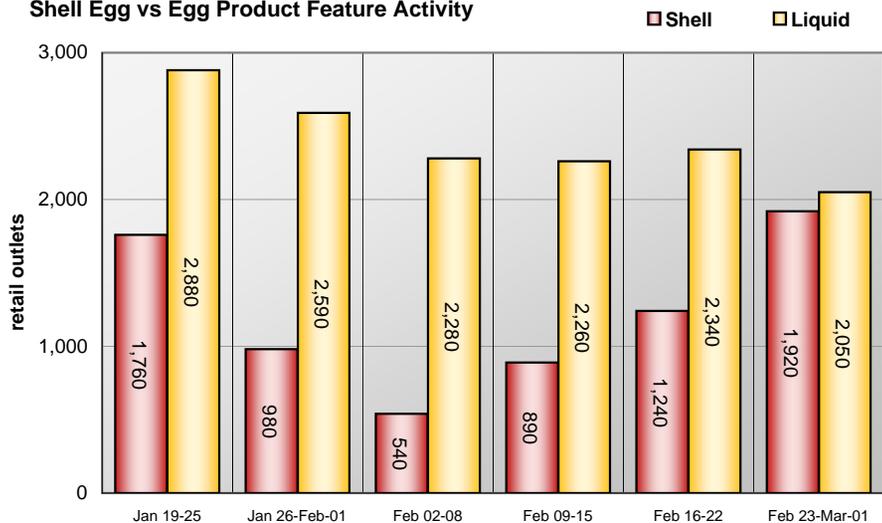


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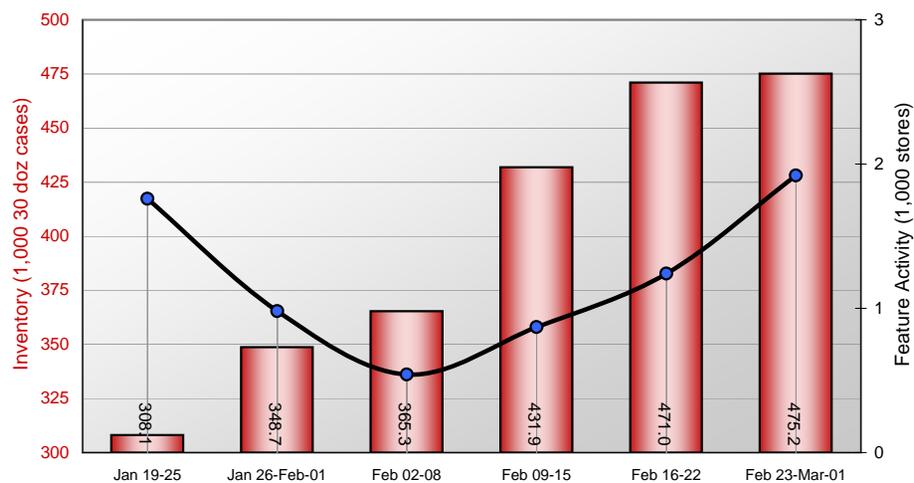
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EGG PRODUCTS	THIS WEEK		LAST WEEK		NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST	
1/ Feature Rate	11.9%		13.5%		29.8% of 3,900 sampled		1.8% of 4,700 sampled		11.6% of 2,800 sampled		12.0% of 2,700 sampled		6.7% of 1,900 sampled		0.0% of 1,000 sampled	
2/ Activity Index	2,050		2,340		Activity Index = 1,170		Activity Index = 90		Activity Index = 330		Activity Index = 330		Activity Index = 130		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/
14-16 oz. carton	490	2.16	1,090	2.10	2.00 - 2.59	210	2.07									
32 oz. carton	1,200	3.44	1,200	3.68	3.99	620	3.99	3.99 - 4.29	80	4.01	3.50 - 3.99	180	3.80	1.87 - 4.29	320	2.04
3 - 4 oz. cups	360	2.06	50	1.49	1.50 - 2.50	340	2.08	1.50	10	1.50	1.99	10	1.99			
2 - 8 oz. cups																

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.