



SHELL EGG NATIONAL SUMMARY

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR							
	26.8% of 19,200 stores		35.6% of 19,200 stores				25.8% of 18,600 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	1.48	320	1.33	70	1.50	360	1.31	30	1.99	680	1.42
	White 18 pack				830	1.44	10	2.59	1,150	2.01			200	3.00
	Brown 12 pack													
	USDA GRADE A													
	White 12 pack		10	0.99	640	1.08			880	1.31	130	1.30	1,420	1.27
White 18 pack				350	1.24			510	1.91			30	1.85	
Brown 12 pack				30	2.00									
SPECIALTY	USDA ORGANIC													
	White 12 pack													
	Brown 12 pack				940	3.65			860	3.89	20	4.49	100	3.97
	OMEGA-3													
	White 12 pack		360	2.08	1,130	2.53			1,300	2.19	100	2.99	1,100	2.73
	Brown 12 pack				130	2.79			60	2.50			40	2.99
CAGE-FREE														
White 12 pack				80	2.99			240	2.25			80	2.50	
Brown 12 pack				640	2.78	140	1.83	1,600	2.61			1,270	3.25	
VEGETARIAN FED														
White 12 pack				190	2.50									
Brown 12 pack				350	2.91			460	2.67					

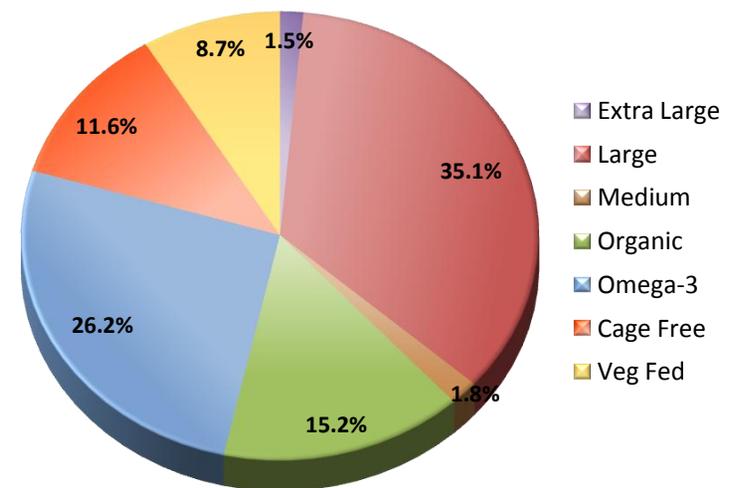
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,260	2,980	2,490	Large Eggs on Jan-11-2010
Specialty	3,820	4,660	2,710	
Total (includes MD)	6,190	7,780	5,320	371.3
Special Rate 4/:	3.1%	7.7%	4.1%	down 16%

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

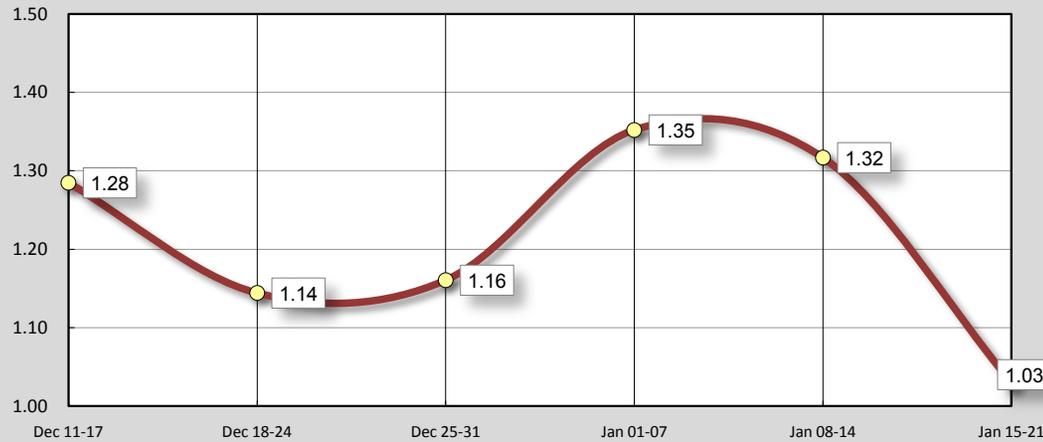
SHELL EGG and EGG PRODUCTS FEATURING

Regular shell egg promotional activity declined from last week with most regions seeing only sporadic featuring. The average price to consumers for Grade A Large white eggs is down sharply from levels of recent weeks. USDA Grade AA 18-pack eggs are still being heavily promoted in the South Central and West Coast regions. Specialty shell egg feature activity is also down from a week ago with most ads occurring near the end of the ad cycle. Omega-3 white eggs are most actively featured in this sector, followed closely by USDA Organic brown eggs. Cage free brown eggs ads are not as common as a week ago. Even though liquid egg promotional activity declined this cycle, 14-16 oz. cartons are still heavily promoted, predominately in the Northeast region. Liquid egg ads are very hard to find in the Northwest. Shell egg promotional activity is enetering the long stretch ahead of the Easter demand period which comes one week earlier this year with Easter on April 4.

This Week's Shell Egg Featuring by Category



Large White Eggs - Grade A or better, wtd avg. feature 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.)

		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)						
Feature Rate ^{1/} Activity Index ^{2/}		52.0% of 4,000 sampled outlets Activity Index = 2,540 (includes Medium)						6.7% of 5,100 sampled outlets Activity Index = 440 (includes Medium)						23.7% of 3,200 sampled outlets Activity Index = 920 (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						0.99	30	0.99				1.50	10	1.50		
	White 18 pack															0.99	10	0.99		
	Brown 12 pack																			
	MEDIUM	White 12 pack						White 12 pack						White 12 pack						
USDA GRADE A	White 12 pack				1.00 - 1.50	300	1.15				1.50	10	1.50	0.99	10	0.99	0.68 - 1.59	280	1.04	
	White 18 pack				0.99 - 2.84	150	1.13				0.99	50	0.99				0.99 - 1.99	120	1.30	
	Brown 12 pack																2.00	30	2.00	
	MEDIUM	White 12 pack White 30 pack			0.99 50 0.99			White 12 pack White 30 pack						White 12 pack White 30 pack			0.79 10 0.79			
S P E C I A L T Y	USDA ORGANIC																			
	White 12 pack																			
	Brown 12 pack				3.49 - 4.49	850	3.67				2.89 - 3.69	90	3.45							
	OMEGA-3																			
	White 12 pack	1.69 - 2.99	330	2.09	1.68 - 2.99	460	2.70	2.00	30	2.00	1.99 - 2.19	90	2.13				2.19 - 2.50	330	2.40	
Brown 12 pack				2.69	120	2.69														
CAGE-FREE																				
White 12 pack				2.50 - 2.99	270	2.96				2.19 - 3.39	140	2.89				2.19 - 3.39	120	2.30		
Brown 12 pack																				
VEGETARIAN FED																				
White 12 pack				2.69 - 3.49	350	2.91										2.50	190	2.50		
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)						
Feature Rate ^{1/} Activity Index ^{2/}		21.0% of 3,500 sampled outlets Activity Index = 750 (includes Medium)						31.8% of 2,400 sampled outlets Activity Index = 400 (includes Medium)						44.4% of 1,000 sampled outlets Activity Index = 600 (includes Medium)						
USDA GRADE AA	White 12 pack				1.19 - 1.50	140	1.30	1.50 - 1.99	70	1.55	1.40 - 1.50	20	1.45			0.88 - 1.59	120	1.41		
	White 18 pack				0.99	360	0.99				2.49	130	2.49			0.99 - 2.00	330	1.53		
	Brown 12 pack																			
	MEDIUM	White 12 pack						White 12 pack						White 12 pack						
USDA GRADE A	White 12 pack				0.48 - 0.99	50	0.83													
	White 18 pack				1.98	30	1.98													
	Brown 12 pack																			
	MEDIUM	White 12 pack White 30 pack			1.00 20 1.00			White 12 pack White 30 pack						White 12 pack White 30 pack						
S P E C I A L T Y	USDA ORGANIC																			
	White 12 pack																			
	Brown 12 pack																			
	OMEGA-3																			
	White 12 pack				1.79 - 1.99	110	1.94				2.99	130	2.99			2.99	10	2.99		
Brown 12 pack										3.99	10	3.99								
CAGE-FREE																				
White 12 pack										2.99	10	2.99			2.99	70	2.99			
Brown 12 pack				2.29	40	2.29								2.99	70	2.99				
VEGETARIAN FED																				
White 12 pack																				
Brown 12 pack																				

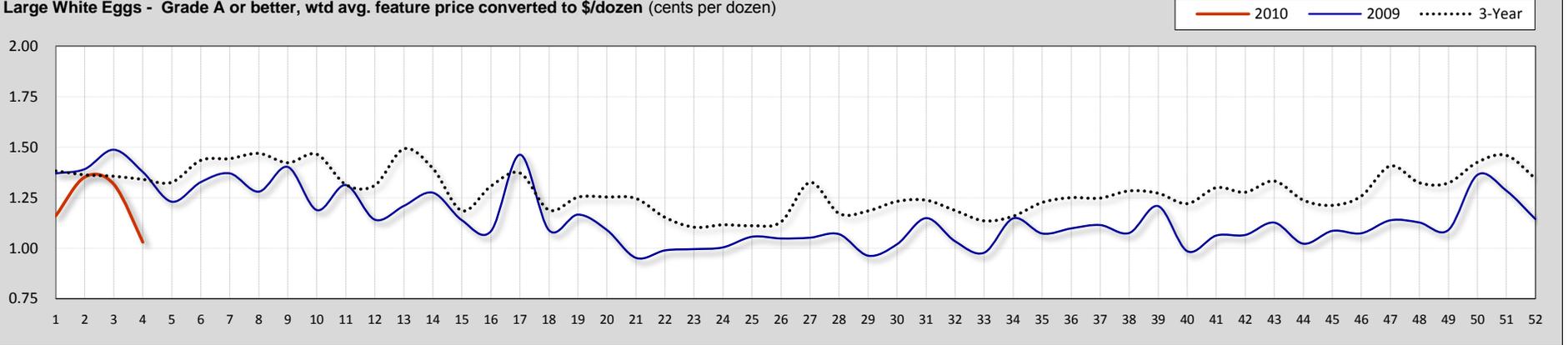


USDA Weekly Retail Shell Egg and Egg Products Feature Activity
Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 01/15 thru 01/21.
 (prices in dollars per carton)

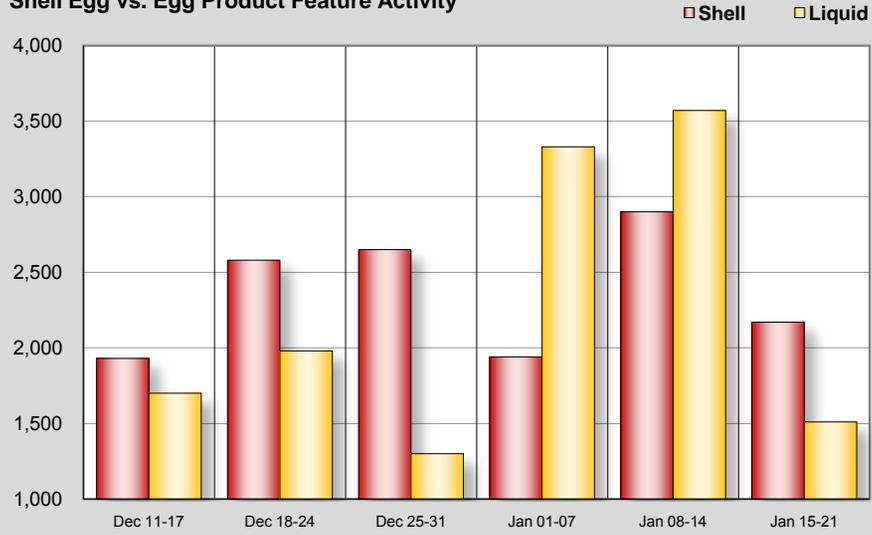
Fri. Jan 15, 2010

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	7.5%	17.1%	11.1%	22.1% of 4,000 sampled	1.3% of 5,100 sampled	6.7% of 3,200 sampled	3.5% of 3,500 sampled	6.1% of 2,400 sampled	0.0% of 1,000 sampled
2/ Activity Index	1,510	3,570	1,940	Activity Index = 930	Activity Index = 60	Activity Index = 240	Activity Index = 120	Activity Index = 160	Activity Index = 0
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range Stores Avg ^{3/}					
14-16 oz. crtn	1,120 2.43	3,060 2.31	1,610 2.22	1.99 - 3.00 570 2.45	2.29 - 2.99 50 2.73	1.89 - 2.69 220 2.24	1.67 - 2.89 120 2.39	2.49 - 2.69 160 2.52	
32 oz. crtn	390 4.71	510 4.98	310 4.41	3.79 - 5.99 360 4.78	3.79 10 3.79	3.99 20 3.99			
3 - 4 oz. cup									
2 - 8 oz. cup			20 3.29						

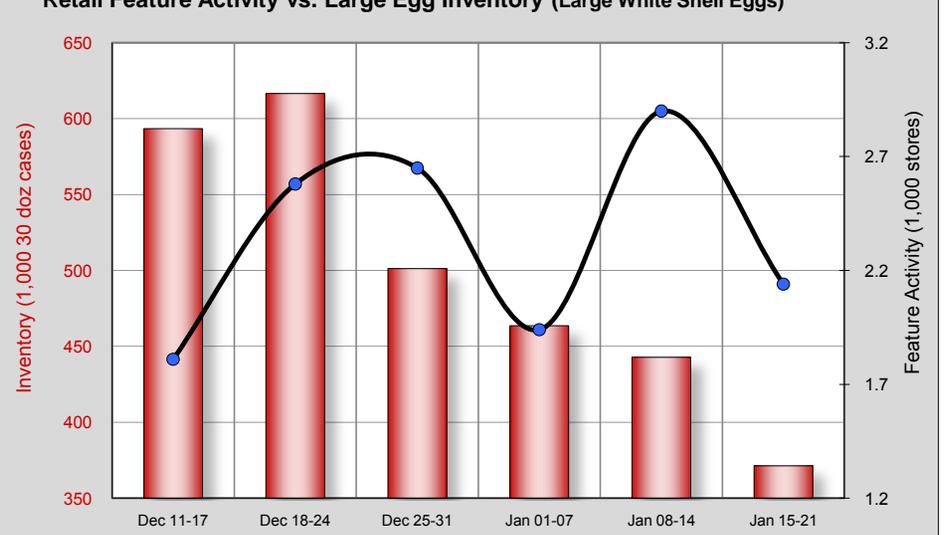
Large White Eggs - Grade A or better, wtd avg. feature price converted to \$/dozen (cents per dozen)



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.