



SHELL EGG NATIONAL SUMMARY

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR							
	21.8% of 19,200 stores		33.7% of 19,200 stores				48.1% 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		10	1.50	380	1.47	30	1.50	320	1.29	920	1.48		
	White 18 pack								1,220	1.74	20	3.39		
	Brown 12 pack													
	USDA GRADE A													
	White 12 pack				910	1.30			1,360	1.15	200	1.38	1,900	1.28
White 18 pack				50	1.89			980	1.68			630	2.16	
Brown 12 pack								10	0.99					
SPECIALTY	USDA ORGANIC													
	White 12 pack													
	Brown 12 pack				620	3.95			450	3.84	70	4.99	980	3.96
	OMEGA-3													
	White 12 pack		130	2.46	1,160	2.39	70	2.99	1,080	2.28	30	3.00	850	2.46
	Brown 12 pack				130	3.99			130	3.99			10	1.99
	CAGE-FREE													
	White 12 pack				170	2.99			430	2.55			240	2.43
	Brown 12 pack				840	3.28			1,000	2.93			930	2.76
	VEGETARIAN FED													
White 12 pack								200	2.99					
Brown 12 pack		10	2.00	340	2.38			460	2.77					

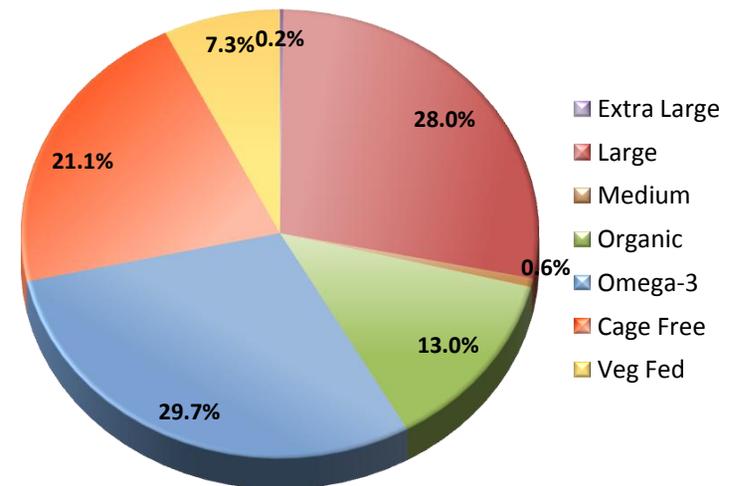
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,350	3,920	3,670	Large Eggs on Feb-01-2010
Specialty	3,400	3,820	3,110	
Total (includes MD)	4,780	8,110	6,950	431.5
Special Rate 4/:	1.3%	2.9%	24.6%	up 12%

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

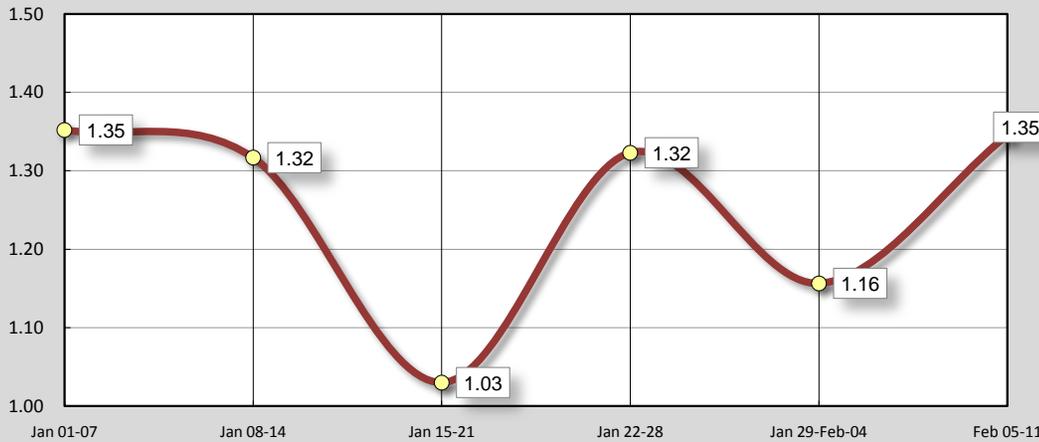
SHELL EGG and EGG PRODUCTS FEATURING

Shell egg promotions failed to score points with retailers this week as many are passing the saving onto Super Bowl and Valentine's Day related items. Regular shell egg feature activity is down as promotions of Grade A and AA white 18 sharply declined. The weighted average price of Grade A or better, Large white eggs to consumers continued its roller coaster ride and is back up. Medium egg promotions are noticeably fewer in number this week and ads for Extra Large eggs are still virtually nonexistent. Feature activity on specialty shell eggs declined slightly. Omega-3 white egg features continue commanding the most ad space. Overall featuring of egg products is up this week with average prices higher on 14-16 ounce cartons. A major winter storm will impact the eastern seaboard this weekend and will definitely disrupt normal shopping patterns.

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.)

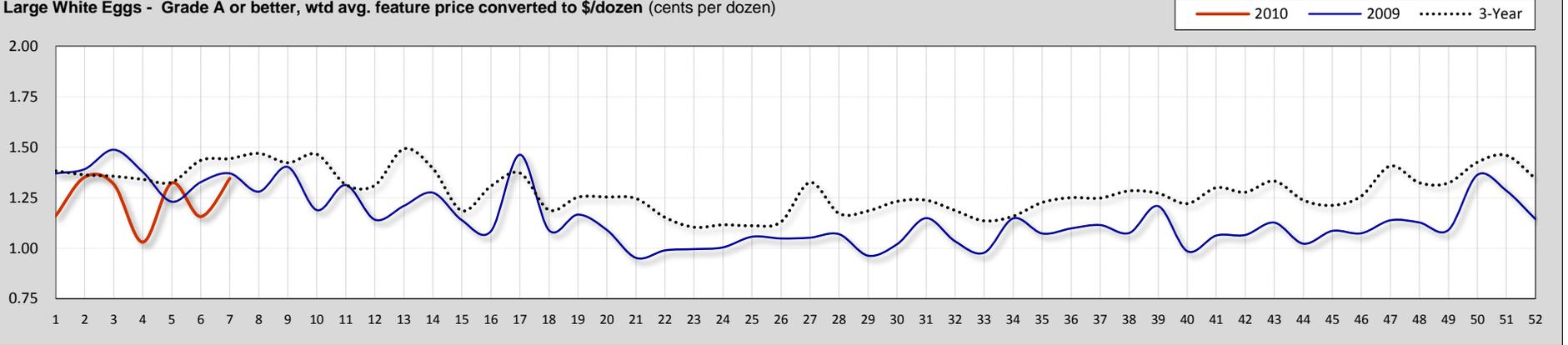


USDA Weekly Retail Shell Egg and Egg Products Feature Activity
Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 02/05 thru 02/11.
 (prices in dollars per carton)

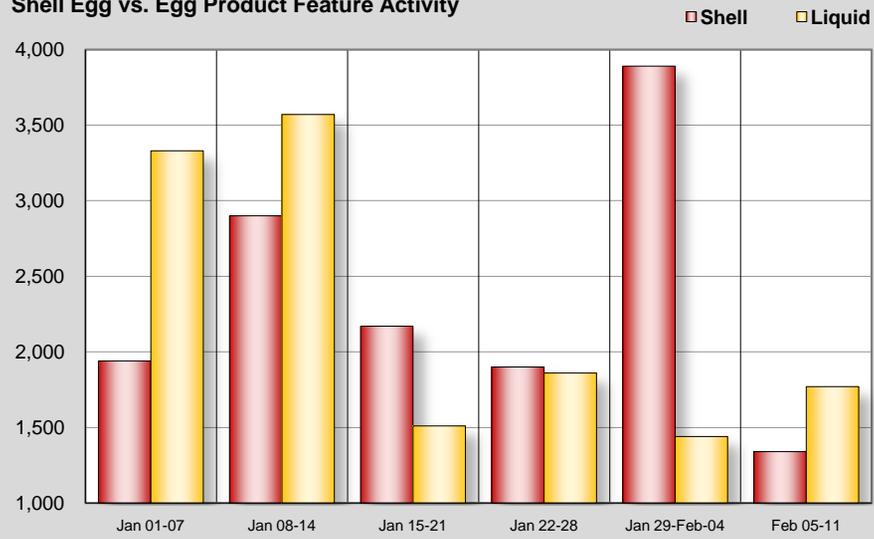
Fri. Feb 05, 2010

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	10.0%	9.7%	14.5%	32.1% of 4,000 sampled	3.7% of 5,100 sampled	1.3% of 3,200 sampled	7.7% of 3,500 sampled	5.6% of 2,400 sampled	0.0% of 1,000 sampled
2/ Activity Index	1,770	1,440	3,000	Activity Index = 1,270	Activity Index = 190	Activity Index = 40	Activity Index = 270	Activity Index = 0	Activity Index = 0
	Stores Avg ^{3/}	Stores Avg 3/	Stores Avg 3/	Price Range Stores Avg ^{3/}					
14-16 oz. crtn	1,120 2.50	1,280 2.38	2,050 2.67	1.99 - 2.99 950 2.50	2.50 70 2.50	2.00 - 2.50 40 2.41	2.50 - 2.89 60 2.65		
32 oz. crtn	360 3.22	160 4.89	640 4.26	5.99 30 5.99	3.99 120 3.99		1.69 - 2.99 210 2.38		
3 - 4 oz. cup	290 2.50		310 2.00	2.49 - 2.50 290 2.50					
2 - 8 oz. cup									

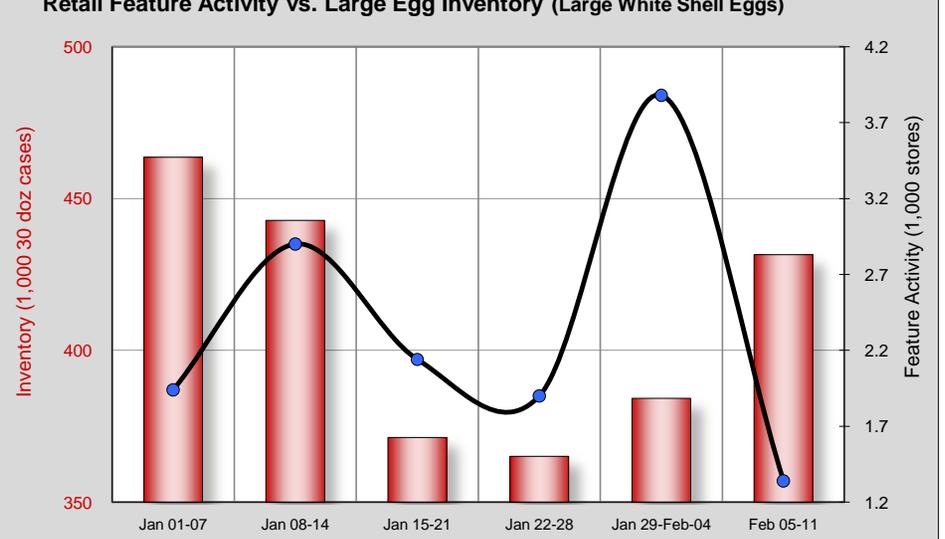
Large White Eggs - Grade A or better, wtd avg. feature price converted to \$/dozen (cents per dozen)



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.