



SHELL EGG NATIONAL SUMMARY

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR						
	27.9% of 19,200 stores		40.9% of 19,200 stores				27.6% 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	1.40	1,280	1.12	210	1.06	790	1.14	70	1.26	1,360	1.19
	White 18 pack			20	0.99			1,110	1.41				
	Brown 12 pack												
REGULAR USDA GRADE A	White 12 pack			800	0.90			540	0.87	180	0.99	1,140	1.04
	White 18 pack			170	1.03			1,060	1.10			440	1.97
	Brown 12 pack									60	1.50		
SPECIALTY USDA ORGANIC	White 12 pack											690	3.89
	Brown 12 pack			80	3.98	20	5.00	110	4.24				
	OMEGA-3												
SPECIALTY OMEGA-3	White 12 pack	470	2.63	1,170	2.35	50	2.99	3,200	2.32	150	2.50	430	2.29
	Brown 12 pack			60	1.89			40	1.89			80	2.69
SPECIALTY CAGE-FREE	White 12 pack			240	2.95			30	2.49			150	2.49
	Brown 12 pack			700	3.09			790	3.31	120	2.00	1,180	2.63
SPECIALTY VEGETARIAN FED	White 12 pack			10	2.50			10	2.50			30	2.50
	Brown 12 pack	20	1.99	280	2.80			1,340	2.15			110	2.88

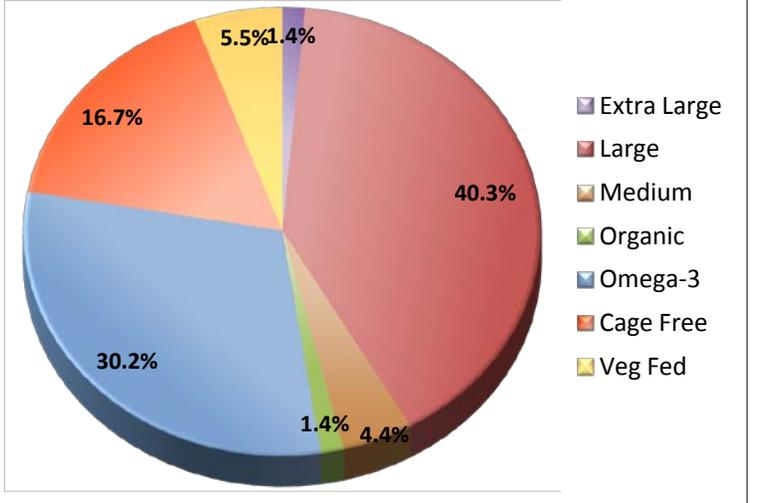
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,350	3,710	3,250	Large Eggs on Jul-19-2010
Specialty	3,030	5,590	2,940	
Total (includes MD)	5,630	9,480	6,530	411.0
Special Rate 4/:	4.2%	2.5%	3.3%	down 4%

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

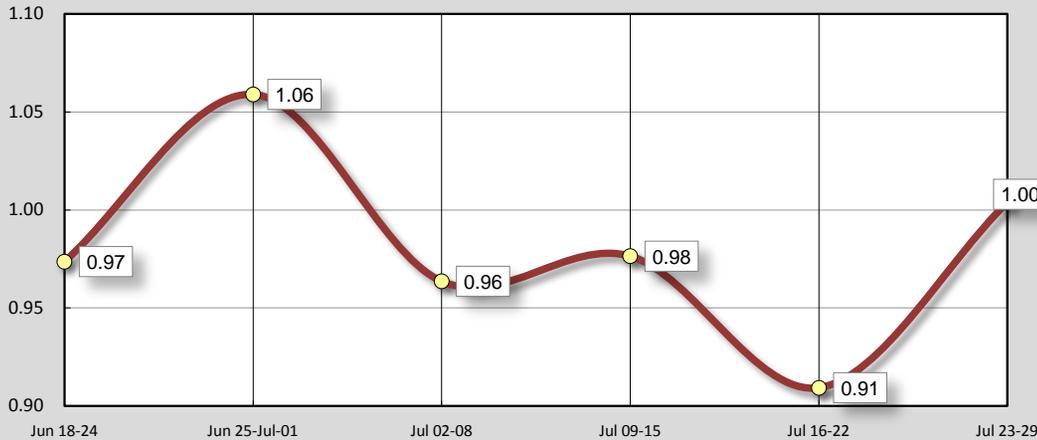
SHELL EGG and EGG PRODUCTS FEATURING

Featuring for regular shell eggs is less active than a week ago. The weighted average advertised price of Grade A or better, Large white eggs is higher than the previous week, although based on fewer promotions. Stores conducting "combination" promotions such as "free eggs with juice" or "free eggs with cereal" caused an increase in the rate of no price specials. While overall shell egg feature activity is lively in the Southwest, the Southeast region is quiet with a very low percentage of sampled outlets advertising eggs. Medium egg promotions are maintaining a constant level of visibility, however, Extra Large eggs are hard to find this cycle. Featuring of specialty shell eggs dropped significantly from last week, led by a sharp decline in ads for Omega-3 and Vegetarian-Fed eggs. In the egg products sector, liquid egg promotions are higher in number, with 14-16 ounce cartons still most commonly featured.

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/}		48.1% of 4,000 sampled outlets Activity Index = 2,270 (includes Medium)						8.0% of 5,100 sampled outlets Activity Index = 140 (includes Medium)						23.2% of 3,200 sampled outlets Activity Index = 640 (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				0.88 - 1.00	70	0.89				0.79	20	0.79				0.97	10	0.97
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM		White 12 pack		0.75	100	0.75		White 12 pack					White 12 pack					
USDA GRADE A	White 12 pack				1.00	120	1.00				0.78 - 0.88	30	0.80				0.49 - 0.99	470	0.86
	White 18 pack				0.99 - 1.50	160	1.04												
	Brown 12 pack																		
	MEDIUM		White 12 pack		0.69 - 0.88	20	0.82		White 12 pack		0.59	10	0.59		White 12 pack				
			White 30 pack		1.99	30	1.99		White 30 pack					White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack				3.98 - 4.00	80	3.98												
	Brown 12 pack																		
	OMEGA-3		1.98 - 2.79	190	2.10	1.99 - 2.79	960	2.36			1.99 - 2.04	70	2.01				1.79 - 2.50	140	2.47
	White 12 pack																		
Brown 12 pack																			
CAGE-FREE																			
White 12 pack					2.50	10	2.50										2.50	10	2.50
Brown 12 pack					2.69 - 3.59	230	3.04			2.49	10	2.49							
VEGETARIAN FED																			
White 12 pack		1.99 - 2.00	20	1.99	1.99 - 2.99	280	2.80										2.50	10	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/}		21.9% of 3,500 sampled outlets Activity Index = 920 (includes Medium)						56.1% of 2,400 sampled outlets Activity Index = 1,320 (includes Medium)						17.1% of 1,000 sampled outlets Activity Index = 340 (includes Medium)					
USDA GRADE AA	White 12 pack				0.88 - 0.99	390	0.93	1.20	60	1.20	0.89 - 1.49	650	1.19	1.99	20	1.99	0.89 - 1.69	140	1.45
	White 18 pack										0.99	20	0.99						
	Brown 12 pack																		
	MEDIUM		White 12 pack		0.36	10	0.36		White 12 pack		0.84	10	0.84		White 12 pack				
USDA GRADE A	White 12 pack				0.50 - 1.27	180	0.95												
	White 18 pack				1.00	10	1.00												
	Brown 12 pack																		
	MEDIUM		White 12 pack		0.68 - 0.89	70	0.77		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																		
	Brown 12 pack																		
	OMEGA-3									2.99	280	2.99							
	White 12 pack				1.89	60	1.89												
Brown 12 pack																			
CAGE-FREE																			
White 12 pack					2.99	80	2.99			2.99	50	2.99				2.99	90	2.99	
Brown 12 pack					1.99 - 2.99	120	2.66			1.99 - 3.59	250	3.40				2.99	90	2.99	
VEGETARIAN FED																			
White 12 pack																			
Brown 12 pack																			

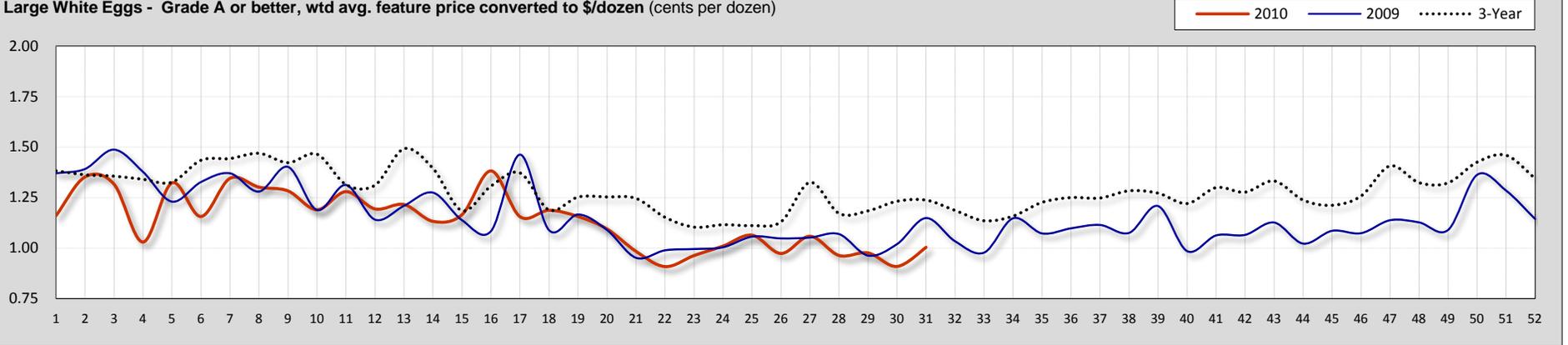


USDA Weekly Retail Shell Egg and Egg Products Feature Activity
Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 07/23 thru 07/29.
 (prices in dollars per carton)

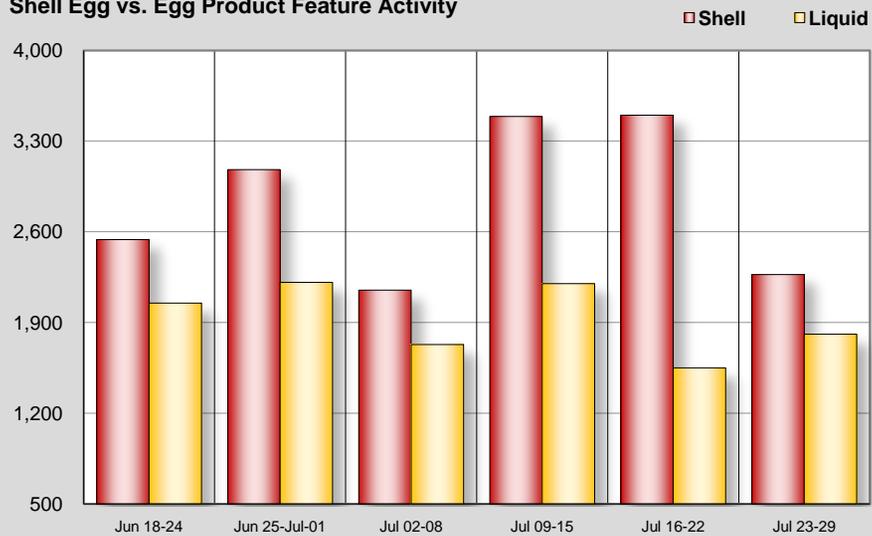
Fri. Jul 23, 2010

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	9.1%	8.2%	7.9%	18.5% of 4,000 sampled	4.5% of 5,100 sampled	20.0% of 3,200 sampled	3.7% of 3,500 sampled	0.0% of 2,400 sampled	0.6% of 1,000 sampled
2/ Activity Index	1,810	1,550	1,490	Activity Index = 890	Activity Index = 230	Activity Index = 640	Activity Index = 40	Activity Index = 0	Activity Index = 10
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range Stores Avg ^{3/}					
14-16 oz. crtn	1,630 2.45	940 2.47	1,010 2.59	1.99 - 3.29 720 2.59	2.00 220 2.00	1.99 - 2.99 640 2.47	1.66 - 2.47 40 2.04		2.50 10 2.50
32 oz. crtn	170 5.17	610 4.73	290 5.14	4.99 - 5.99 160 5.24	3.99 10 3.99				
3 - 4 oz. cup	10 2.00		190 2.36	2.00 10 2.00					
2 - 8 oz. cup									

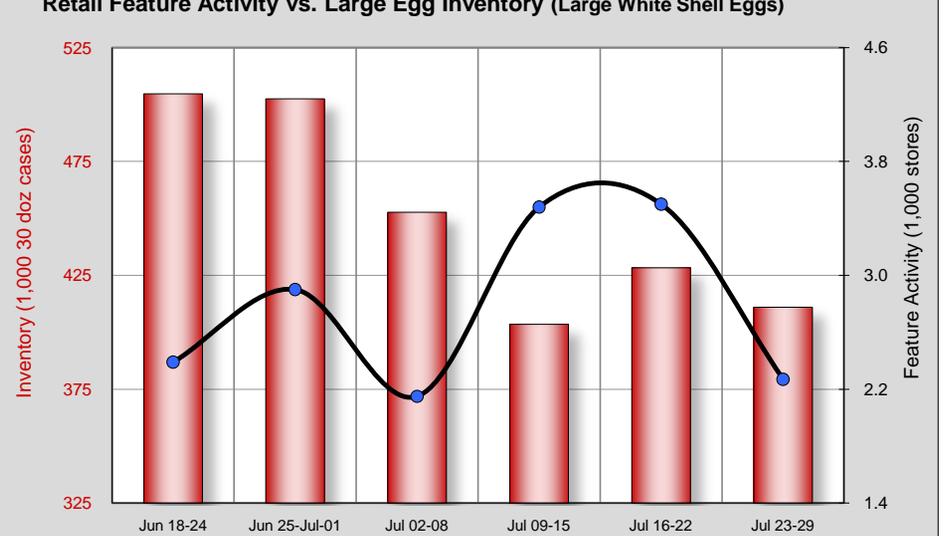
Large White Eggs - Grade A or better, wtd avg. feature price converted to \$/dozen (cents per dozen)



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.