



**SHELL EGG NATIONAL SUMMARY**

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR						
	21.4% of 19,200 stores		32.9% of 19,200 stores				29.0% 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	
<b>REGULAR</b> USDA GRADE AA	White 12 pack	10	1.29	300	1.31			340	1.54	60	1.40	660	1.06
	White 18 pack					30	2.99	1,090	1.94			980	2.05
	Brown 12 pack	20	1.18										
<b>REGULAR</b> USDA GRADE A	White 12 pack	90	1.44	340	1.01	30	1.70	310	1.36	50	1.41	1,250	1.09
	White 18 pack							150	1.99			590	2.04
	Brown 12 pack												
<b>SPECIALTY</b> USDA ORGANIC	White 12 pack												
	Brown 12 pack	10	2.98	250	3.70			320	4.10			560	4.41
<b>SPECIALTY</b> OMEGA-3	White 12 pack	460	3.08	1,900	2.54	370	2.58	1,830	2.38	480	2.64	1,140	2.42
	Brown 12 pack			150	2.88			250	2.52				
<b>SPECIALTY</b> CAGE-FREE	White 12 pack			180	2.33			20	2.06			80	2.49
	Brown 12 pack			890	2.87			620	3.04	50	2.99	920	2.85
<b>SPECIALTY</b> VEGETARIAN FED	White 12 pack											10	2.50
	Brown 12 pack			780	2.93	30	3.00	270	2.62			10	2.00

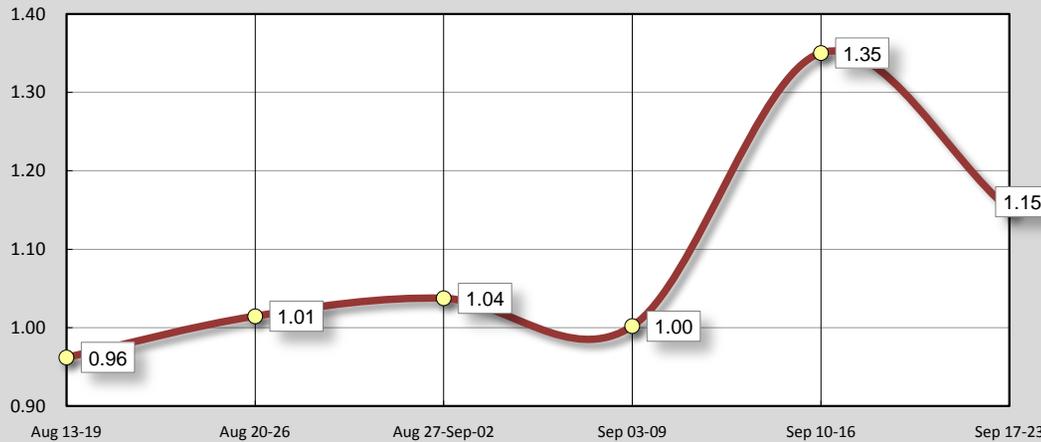
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	760	1,950	3,590	Large Eggs on Sep-13-2010
Specialty	4,620	3,710	3,250	
Total (includes MD)	5,470	5,790	6,900	584.6
Special Rate 4/:	2.1%	8.2%	3.4%	up 11%

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

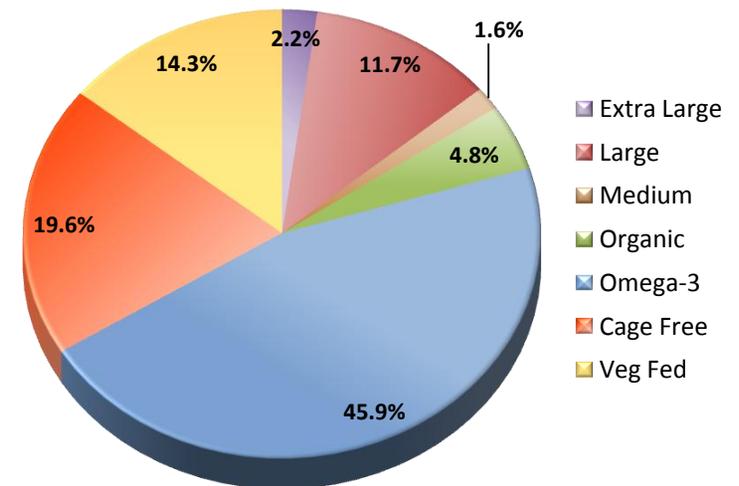
**SHELL EGG and EGG PRODUCTS FEATURING**

Feature activity for regular shell eggs is dismal this week as retailers are choosing to increase promotions on specialty shell egg and liquid egg products. Regular shell egg featuring is very sporadic nationwide. USDA Grade AA 18 pack egg ads sharply declined from last week's high and are very hard to find this ad cycle. The average ad price for regular Large white shell eggs, Grade A or better, continues to fluctuate and is significantly lower than the previous week. No price incentives are not as visible as the prior promotional period. Specialty shell egg promotions are higher in number than a week ago. All areas are actively promoting eggs in this category, however the bulk of ads can still be found in the Northeast region, with Omega-3 most commonly featured. Egg products are seeing a boost in promotional activity in all areas. Features of 14-16 ounce carton are a popular offering, especially in the Northeast and Midwest regions.

**Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen**



**This Week's Shell Egg Featuring by Category**



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 <sup>1/</sup> Activity Index <sup>2/</sup>		58.1% of 4,000 sampled outlets Activity Index = 3,260 (includes Medium)						9.5% of 5,100 sampled outlets Activity Index = 320 (includes Medium)						11.7% 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 White 18 pack Brown 12 pack																			
	MEDIUM			White 12 pack						White 12 pack						White 12 pack				
USDA GRADE A	White 12 pack White 18 pack Brown 12 pack	0.99 - 1.69	80	1.54	0.89 - 1.00	240	0.89				1.50	30	1.50	0.67	10	0.67	0.88 - 1.79	60	1.21	
	MEDIUM			White 12 pack White 30 pack						White 12 pack White 30 pack	0.78	20	0.78			White 12 pack White 30 pack				
S P E C I A L T Y	USDA ORGANIC White 12 pack Brown 12 pack				3.49 - 3.99	120	3.58							2.98	10	2.98	1.88 - 3.50	20	2.79	
	OMEGA-3 White 12 pack Brown 12 pack	1.99	170	1.99	1.99 - 2.99 2.69 - 2.99	1,520 130	2.53 2.71			2.09 - 2.50	100	2.36	1.50	10	1.50	1.50 - 3.00	280	2.67		
	CAGE-FREE White 12 pack Brown 12 pack				2.99 - 3.98 2.50 - 2.99	70 480	3.07 2.96			1.99 1.99 - 3.39	40 130	1.99 2.90				3.00 - 3.39	200	3.02		
	VEGETARIAN FED White 12 pack Brown 12 pack				2.00 - 3.29	450	2.89									2.99 - 3.00	330	3.00		
		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 <sup>1/</sup> Activity Index <sup>2/</sup>		10.5% of 3,500 sampled outlets Activity Index = 370 (includes Medium)						12.7% of 2,400 sampled outlets Activity Index = 310 (includes Medium)						24.3% of 1,000 sampled outlets Activity Index = 290 (includes Medium)						
USDA GRADE AA	White 12 pack White 18 pack Brown 12 pack				0.99 - 1.29	180	1.08	1.29	10	1.29						1.29 - 1.67	120	1.65		
	MEDIUM			White 12 pack	0.60	10	0.60			White 12 pack				1.18	10	1.18				
USDA GRADE A	White 12 pack White 18 pack Brown 12 pack				1.29	10	1.29													
	MEDIUM			White 12 pack White 30 pack	7.90	60	7.90			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				3.99	110	3.99													
	OMEGA-3 White 12 pack Brown 12 pack							3.79	280	3.79			3.99	10	3.99		3.99	10	3.99	
	CAGE-FREE White 12 pack Brown 12 pack															1.79 1.79 - 2.50	70 80	1.79 1.84		
	VEGETARIAN FED White 12 pack Brown 12 pack																			

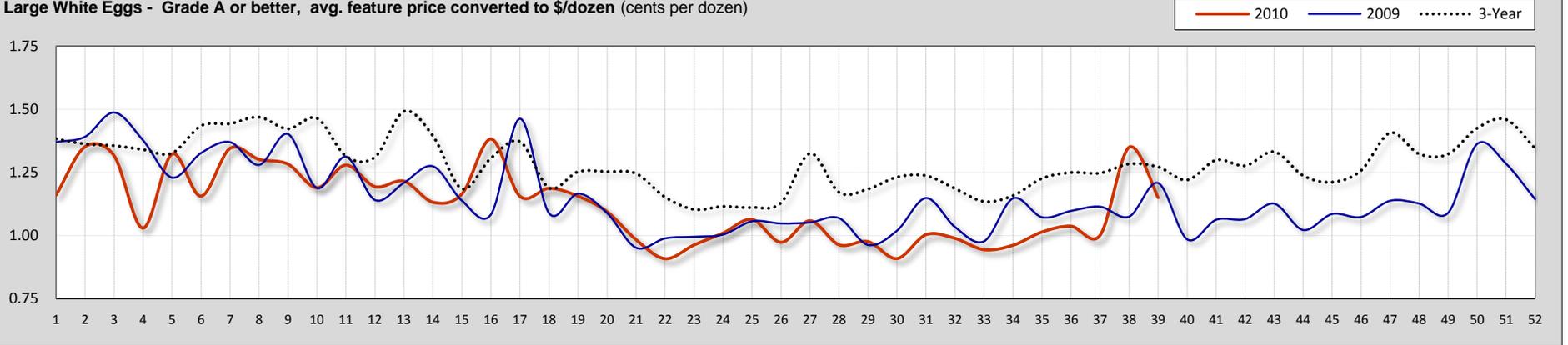


**USDA Weekly Retail Shell Egg and Egg Products Feature Activity**  
**Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 09/17 thru 09/23.**  
 (prices in dollars per carton)

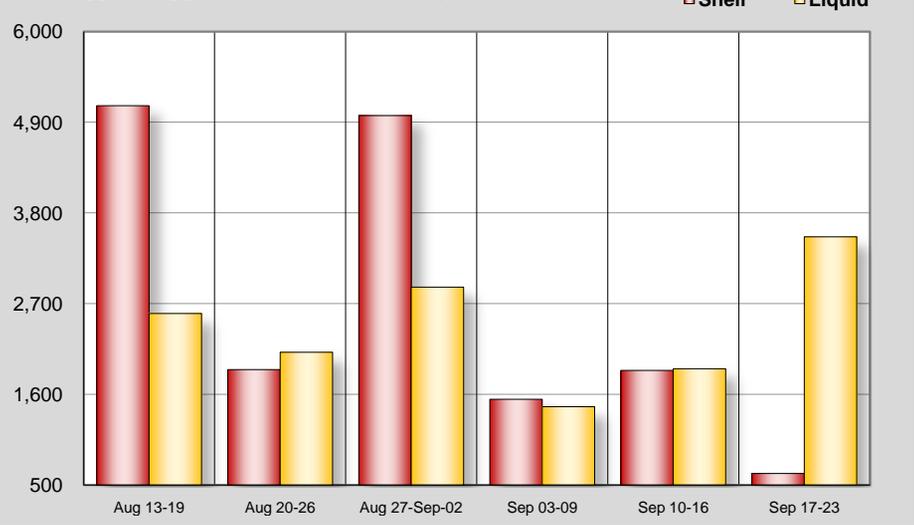
Fri. Sep 17, 2010

EGG PRODUCTS	THIS WEEK		LAST WEEK		LAST YEAR		NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST		
1/ Feature Rate	16.0%		9.9%		11.0%		31.1% of 4,000 sampled		10.6% of 5,100 sampled		14.1% of 3,200 sampled		9.1% of 3,500 sampled		8.4% of 2,400 sampled		30.5% of 1,000 sampled		
2/ Activity Index	3,510		1,910		2,010		Activity Index = 1,540		Activity Index = 560		Activity Index = 640		Activity Index = 220		Activity Index = 200		Activity Index = 350		
	Stores	Avg <sup>3/</sup>	Stores	Avg 3/	Stores	Avg 3/	Price Range	Stores	Avg <sup>3/</sup>	Price Range	Stores	Avg <sup>3/</sup>	Price Range	Stores	Avg <sup>3/</sup>	Price Range	Stores	Avg <sup>3/</sup>	
14-16 oz. crtn	2,610	2.52	1,330	2.38	1,320	2.49	1.99 - 2.99	860	2.57	1.50 - 2.99	360	2.11	1.50 - 2.79	620	2.44	1.50 - 2.29	220	2.24	3.49 200 3.49
32 oz. crtn	550	5.22	420	4.35	610	4.56	3.99 - 5.99	530	5.23				4.99	20	4.99				
3 - 4 oz. cup	350	2.26	160	2.46	80	2.85	2.50 - 2.99	150	2.60	2.00	200	2.00							
2 - 8 oz. cup																			

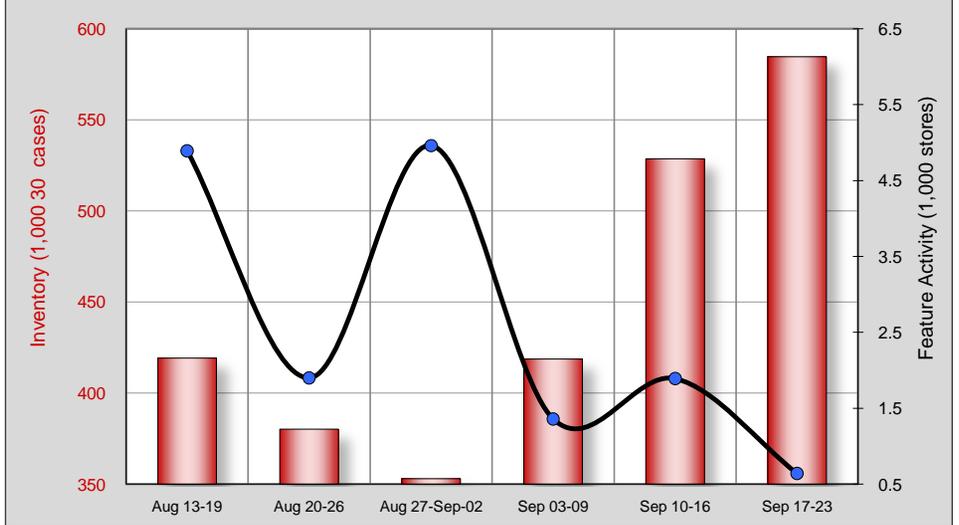
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



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.