



**USDA Weekly Retail Shell Egg Feature Activity**  
**Advertised Prices for Shell Eggs to Consumers at Major Retail Supermarket Outlets during the period of 03/31 thru 04/06.**  
 (prices in dollars per carton)

Fri. Mar 31, 2006

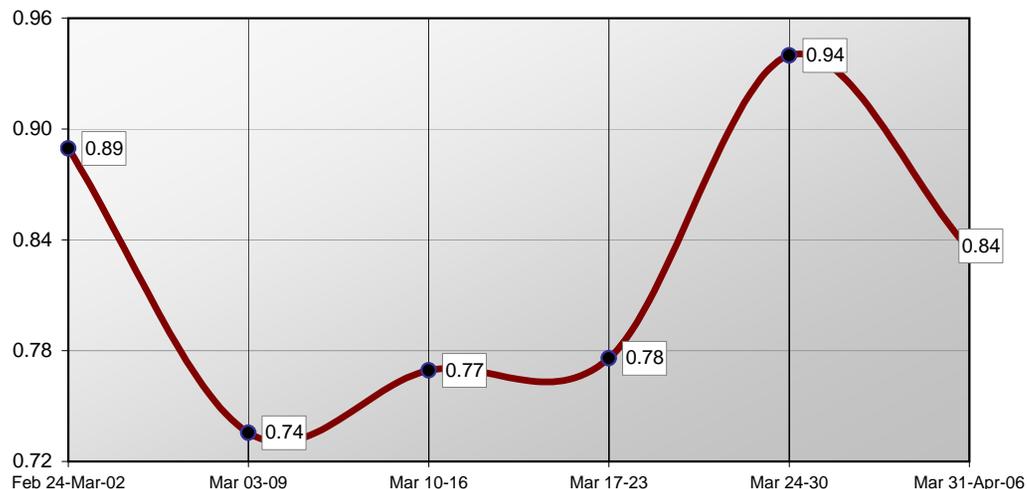
NATIONAL SUMMARY									
Feature Rate	THIS WEEK				PREVIOUS WEEK				
	27.1% of 17,000 stores				36.0% of 17,000 stores				
	X LARGE		LARGE		X LARGE		LARGE		
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
REGULAR	<b>USDA GRADE AA</b>								
	White 12 pack			320	0.81			1,610	1.00
	White 18 pack			400	1.20			920	1.35
	Brown 12 pack								
	<b>USDA GRADE A</b>								
	White 12 pack	120	0.84	480	0.89	30	1.98	550	0.87
White 18 pack			740	1.24			540	1.36	
Brown 12 pack	320	1.41	320	1.41					
SPECIALTY	<b>USDA ORGANIC</b>								
	White 12 pack								
Brown 12 pack	110	3.59	210	3.65			130	3.44	
LARGE	<b>OMEGA-3</b>								
	White 12 pack			1,130	2.34			400	2.37
Brown 12 pack			600	2.03	590	2.50	590	2.50	
MEDIUM	<b>CAGE-FREE</b>								
	White 12 pack								
Brown 12 pack			740	2.57			1,130	2.28	
<b>ACTIVITY INDEX SUMMARY</b>		<b>THIS WEEK</b>		<b>LAST WEEK</b>		<b>INVENTORY 5/</b>			
Regular Shell Eggs (XL/LG; AA/A; W/B)		2,700		3,650		Large Eggs on			
Specialty Shell Eggs		2,790		2,840		Mar-27-2006			
<b>Total (including Medium)</b>		5,850		6,660		679.2			
Special Rate 4/:		4.5%		7.2%		up 17%			

5/: Inventory in thousands of 30-dozen cases.

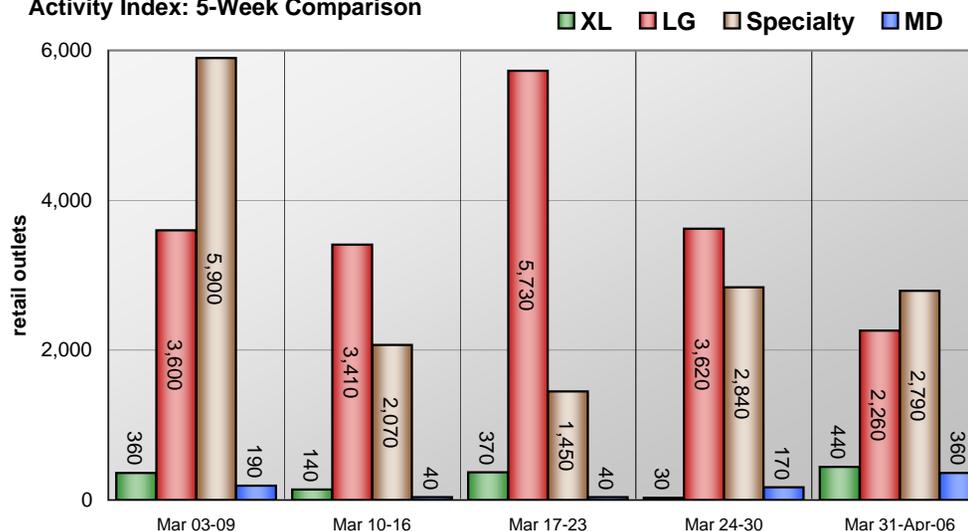
**Shell Egg Featuring - 03/31 thru 04/06**

Specialty shell egg promotional activity is about unchanged, however regular shell egg activity is considerably lower than a week ago. The Northeast region was most active with over 50% of sampled outlets reflecting ads. Notably, the Southeast was relatively quiet with less than 10% of stores with features. Large white grade A weighted average price declined 10 cents. Mediums are more visible than in previous weeks. Omega-3 eggs out paced other specialty eggs to reclaim the top spot this week.

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



**Activity Index: 5-Week Comparison**



**Explanatory Notes**

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		58.8% of 3,900 sampled outlets						9.4% of 4,700 sampled outlets						20.3% of 2,800 sampled outlets						
2/ Activity Index		Activity Index = 3,310 (includes Medium)						Activity Index = 600 (includes Medium)						Activity Index = 1,060 (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				0.95	10	0.95				0.79	30	0.79							
	White 18 pack				1.49	40	1.49													
	Brown 12 pack																			
	<b>MEDIUM</b>			White 12 pack						White 12 pack						White 12 pack				
USDA GRADE A	White 12 pack	0.79	50	0.79	0.78 - 1.00	290	0.91	0.88	50	0.88	0.88 - 1.00	80	0.93				0.67 - 1.00	50	0.80	
	White 18 pack				1.29	430	1.29				1.29	130	1.29				0.99 - 1.29	180	1.09	
	Brown 12 pack	1.45 - 1.50	250	1.49	1.45 - 1.50	250	1.49							1.15	70	1.15	1.15	70	1.15	
	<b>MEDIUM</b>			White 12 pack	0.33 - 0.67	190	0.55			White 12 pack	0.59 - 0.72	80	0.72			White 12 pack	0.72	30	0.72	
				White 30 pack						White 30 pack						White 30 pack				
S P E C I A L T Y	<b>USDA ORGANIC</b>																			
		White 12 pack																		
		Brown 12 pack	3.59	110	3.59	3.49 - 3.99	200	3.68												
		<b>OMEGA-3</b>																		
		White 12 pack				1.99 - 2.50	530	2.26				1.99	80	1.99				1.79 - 3.00	440	2.58
	Brown 12 pack				2.04	520	2.04				2.04	70	2.04							
	<b>CAGE-FREE</b>																			
	White 12 pack																			
	Brown 12 pack				2.49 - 2.50	440	2.50				1.99 - 2.49	80	2.00				1.99 - 3.00	220	2.94	
		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		26.9% of 2,700 sampled outlets						14.5% of 1,900 sampled outlets						30.5% of 1,000 sampled outlets						
2/ Activity Index		Activity Index = 390 (includes Medium)						Activity Index = 290 (includes Medium)						Activity Index = 200 (includes Medium)						
USDA GRADE AA	White 12 pack				0.59 - 0.84	30	0.70				0.84	180	0.84				0.69 - 0.99	70	0.75	
	White 18 pack				0.99 - 1.50	260	1.01				1.50 - 2.00	100	1.60							
	Brown 12 pack																			
	<b>MEDIUM</b>			White 12 pack						White 12 pack	0.80		0.80			White 12 pack	0.4 - 0.80	40	0.50	
USDA GRADE A	White 12 pack	0.88	20	0.88	0.79 - 0.88	60	0.82													
	White 18 pack																			
	Brown 12 pack																			
	<b>MEDIUM</b>			White 12 pack	0.72	20	0.72			White 12 pack						White 12 pack				
				White 30 pack						White 30 pack						White 30 pack				
S P E C I A L T Y	<b>USDA ORGANIC</b>																			
		White 12 pack									2.99	10	2.99							
		Brown 12 pack																		
		<b>OMEGA-3</b>																		
		White 12 pack															1.99	80	1.99	
	Brown 12 pack															1.50	10	1.50		
	<b>CAGE-FREE</b>																			
	White 12 pack																			
	Brown 12 pack																			

Note: See page 1 for explanatory notes.