



USDA Weekly Retail Shell Egg Feature Activity
Advertised Prices for Shell Eggs to Consumers at Major Retail Supermarket Outlets during the period of 04/14 thru 04/20
 (prices in dollars per carton)

Fri. Apr 14, 2006

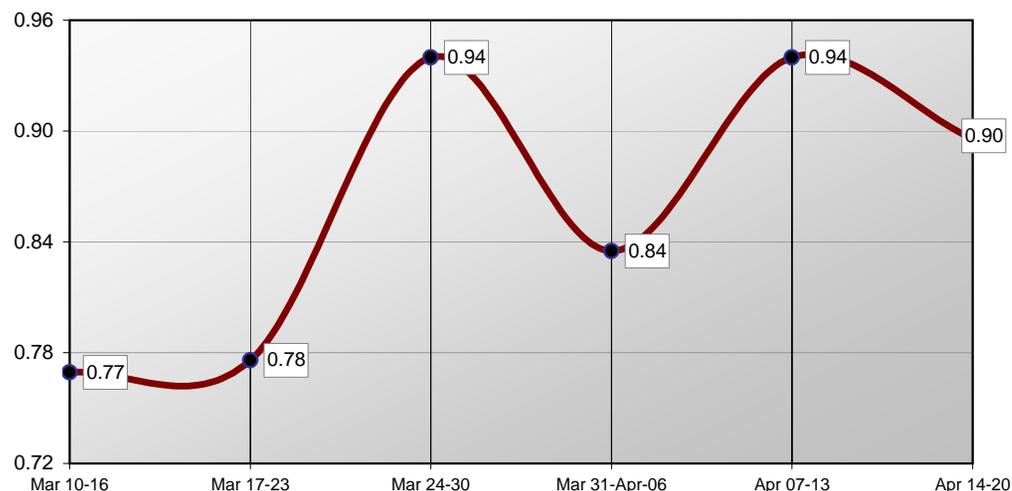
NATIONAL SUMMARY									
Feature Rate	THIS WEEK				PREVIOUS WEEK				
	58.3% of 17,000 stores				51.3% of 17,000 stores				
	X LARGE		LARGE		X LARGE		LARGE		
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
REGULAR	USDA GRADE AA								
	White 12 pack			1,220	0.99		1,210	1.02	
	White 18 pack			1,600	1.59		1,570	1.61	
SPECIALTY	USDA GRADE A								
	White 12 pack	280	0.79	3,930	0.80	250	0.84	1,960	0.81
	White 18 pack			730	1.35			340	1.11
ORGANIC	USDA ORGANIC								
	White 12 pack								
	Brown 12 pack			280	3.21			640	2.96
OMEGA-3	OMEGA-3								
	White 12 pack	340	2.29	950	2.16	500	2.06	1,090	2.05
	Brown 12 pack			140	3.00				
CAGE-FREE	CAGE-FREE								
	White 12 pack	50	1.99	250	1.99			210	2.02
	Brown 12 pack			170	2.19			570	2.67
ACTIVITY INDEX SUMMARY		THIS WEEK	LAST WEEK	INVENTORY 5/					
Regular Shell Eggs (XL/LG; AAA; W/B)		7,760	5,330	Large Eggs on					
Specialty Shell Eggs		2,180	3,010	Apr-10-2006					
Total (including Medium)		10,100	8,780	566.6					
Special Rate 4/:		20.4%	16.3%	down 20%					

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

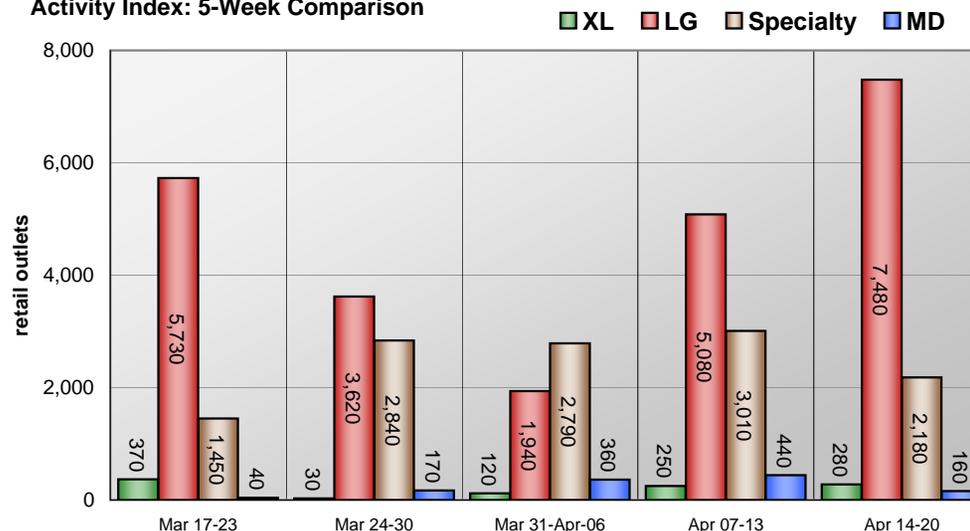
Shell Egg Featuring - 04/14 thru 04/20

Regular shell egg promotional activity is up sharply this week with more than half of sampled outlets running shell egg features for the Easter observance this weekend. Although all regions are very active, the Northwest is the clear frontrunner with over 90% of sampled stores promoting eggs. There is a significant increase on "buy 1, get 1 free" and "free eggs w/purchase" promotions as Easter weekend approaches. The average price of large white shell eggs offered to consumers on promotions is down compared to the previous week. Although Specialty shell egg feature activity declined, ads on Omega-3, Cage-Free and USDA Organic were visible throughout the 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		54.0% of 3,900 sampled outlets						41.9% of 4,700 sampled outlets						72.2% of 2,800 sampled outlets					
2/ Activity Index		Activity Index = 2,130 (includes Medium)						Activity Index = 1,610 (includes Medium)						Activity Index = 1,860 (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				0.89	40	0.89				0.68 - 1.25	30	0.79
	White 18 pack																1.20	10	1.20
	Brown 12 pack																		
	MEDIUM			White 12 pack						White 12 pack						White 12 pack			
USDA GRADE A	White 12 pack	0.69 - 0.79	40	0.73	0.50 - 1.00	920	0.86	0.88	50	0.88	0.58 - 1.00	1,320	0.77	0.79	120	0.79	0.39 - 1.00	1,380	0.76
	White 18 pack				0.99 - 1.69	410	1.51				1.23	50	1.23				0.99 - 1.45	120	1.39
	Brown 12 pack																		
	MEDIUM			White 12 pack	0.50	40	0.50			White 12 pack	0.50	20	0.50			White 12 pack	0.33 - 0.50	40	0.47
				White 30 pack						White 30 pack						White 30 pack			
S P E C I A L T Y	USDA ORGANIC																		
		White 12 pack				2.99 - 3.99	110	3.22									3.49 - 3.79	120	3.55
		Brown 12 pack																	
	OMEGA-3																		
	White 12 pack	2.50	200	2.50	2.00 - 3.49	370	2.40				1.99		1.99				2.00		2.00
	Brown 12 pack										3.00	130	3.00				3.00	10	3.00
	CAGE-FREE																		
	White 12 pack																		
	Brown 12 pack				2.69	30	2.69										1.99	30	1.99
		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		61.7% of 2,700 sampled outlets						63.8% of 1,900 sampled outlets						94.4% of 1,000 sampled outlets					
2/ Activity Index		Activity Index = 2,430 (includes Medium)						Activity Index = 960 (includes Medium)						Activity Index = 1,110 (includes Medium)					
USDA GRADE AA	White 12 pack				0.69 - 1.25	590	0.99				0.69 - 0.96	240	0.83				0.69 - 1.25	310	1.16
	White 18 pack				0.88 - 2.00	610	1.18				1.90 - 2.25	670	2.05				1.20 - 1.63	310	1.42
	Brown 12 pack																		
	MEDIUM			White 12 pack						White 12 pack						White 12 pack	0.33 - 0.47	40	0.38
USDA GRADE A	White 12 pack	0.69 - 0.88	70	0.74	0.69 - 0.96	310	0.88												
	White 18 pack				0.88 - 0.99	150	0.91												
	Brown 12 pack																		
	MEDIUM			White 12 pack						White 12 pack	0.50	20	0.50			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				2.39	20	2.39									2.39	30	2.39
		Brown 12 pack																	
	OMEGA-3																		
	White 12 pack	2.00	140	2.00	1.99 - 2.00	360	2.00				1.99		1.99	2.00	2.00		1.99 - 2.00	220	2.00
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack	1.99	50	1.99	1.99	50	1.99										1.99 - 2.00	200	1.99
	Brown 12 pack				1.99	100	1.99				3.29	10	3.29						

Note: See page 1 for explanatory notes.