



USDA Weekly Retail Shell Egg Feature Activity
Advertised Prices for Shell Eggs to Consumers at Major Retail Supermarket Outlets during the period of 04/28 thru 05/04
 (prices in dollars per carton)

Fri. Apr 28, 2006

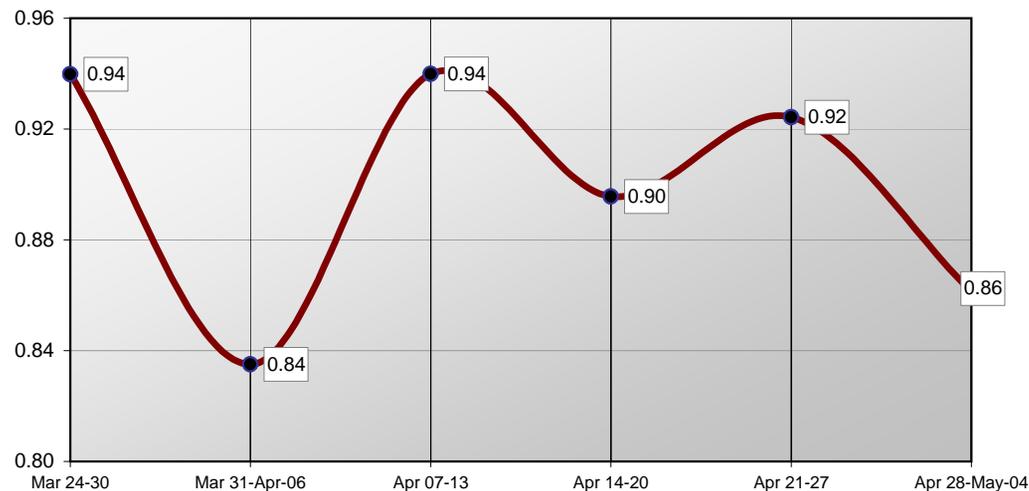
NATIONAL SUMMARY									
Feature Rate	THIS WEEK				PREVIOUS WEEK				
	33.0% of 17,000 stores				22.4% of 17,000 stores				
	X LARGE		LARGE		X LARGE		LARGE		
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
REGULAR	USDA GRADE AA								
	White 12 pack	200	1.00	150	1.12	90	1.79	320	0.98
	White 18 pack			670	1.29			910	1.27
	Brown 12 pack								
	USDA GRADE A								
	White 12 pack	100	1.00	710	0.85	20	0.79	160	0.98
White 18 pack			950	1.24			150	1.81	
Brown 12 pack									
SPECIALTY	USDA ORGANIC								
	White 12 pack						30	2.50	
	Brown 12 pack			700	2.71			930	3.30
LARGE	OMEGA-3								
	White 12 pack			1,380	2.20	800	2.50	1,090	2.48
	Brown 12 pack			210	2.19			10	1.99
MEDIUM	CAGE-FREE								
	White 12 pack								
Brown 12 pack			590	2.56			1,120	2.60	
ACTIVITY INDEX SUMMARY		THIS WEEK		LAST WEEK		INVENTORY 5/			
Regular Shell Eggs (XL/LG; AA/A; W/B)		2,780		1,650		Large Eggs on			
Specialty Shell Eggs		2,880		3,980		Apr-24-2006			
Total (including Medium)		5,690		5,680		509.3			
Special Rate 4/:		14.0%		5.1%		up 26%			

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

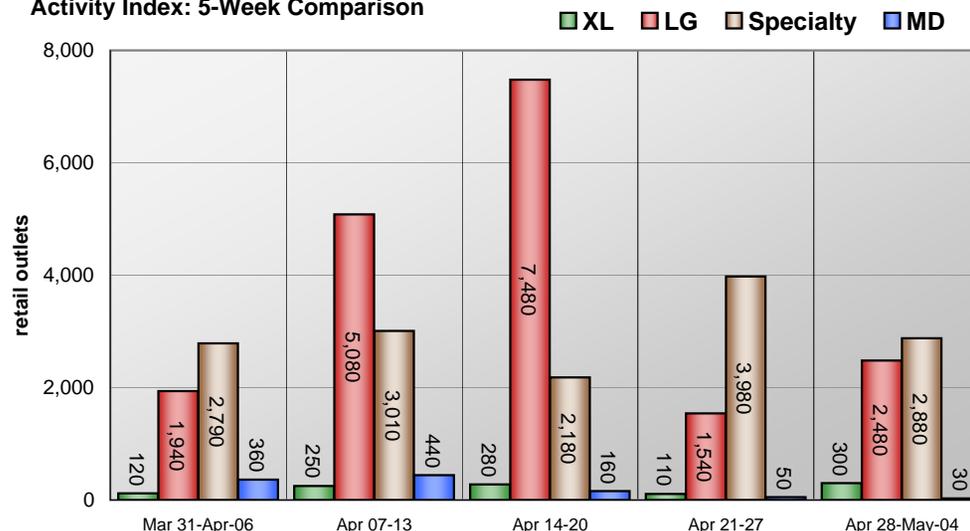
Shell Egg Featuring - 04/28 thru 05/04

Activity index summary for regular shell eggs was higher when compared to last week. The average price of Grade A or better large eggs dropped sharply although only a slight increase in activity was noted. Specialty shell eggs remained visible, however declined significantly from a week ago. Omega-3 eggs reclaimed top position in the specialty egg sector.

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.)

