



USDA Weekly Retail Shell Egg Feature Activity
Advertised Prices for Shell Eggs to Consumers at Major Retail Supermarket Outlets during the period of 05/05 thru 05/11
 (prices in dollars per carton)

Fri. May 05, 2006

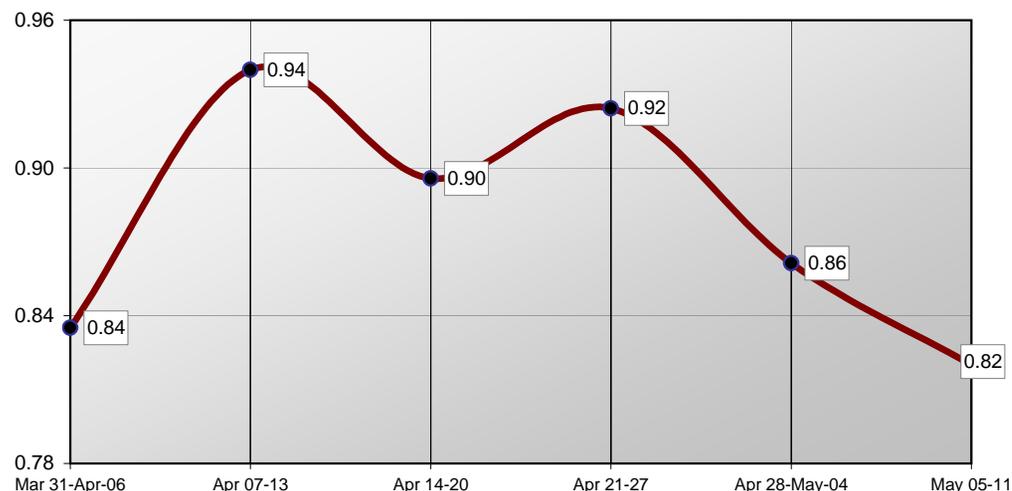
NATIONAL SUMMARY									
Feature Rate	THIS WEEK				PREVIOUS WEEK				
	32.9% of 17,000 stores				33.0% of 17,000 stores				
	X LARGE		LARGE		X LARGE		LARGE		
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
REGULAR	USDA GRADE AA								
	White 12 pack	130	1.15	510	0.97	200	1.00	150	1.12
	White 18 pack			620	1.04			670	1.29
	Brown 12 pack								
	USDA GRADE A								
	White 12 pack	140	0.99	2,000	0.82	100	1.00	710	0.85
White 18 pack			1,300	1.24			950	1.24	
Brown 12 pack									
SPECIALTY	USDA ORGANIC								
	White 12 pack								
Brown 12 pack	380	4.00	630	3.63			700	2.71	
LARGE	OMEGA-3								
	White 12 pack			370	2.58			1,380	2.20
Brown 12 pack			130	2.86			210	2.19	
TINY	CAGE-FREE								
	White 12 pack	50	1.99	50	1.99				
Brown 12 pack	240	2.50	1,160	2.57			590	2.56	
ACTIVITY INDEX SUMMARY		THIS WEEK		LAST WEEK		INVENTORY 5/			
Regular Shell Eggs (XL/LG; AA/A; W/B)		4,700		2,780		Large Eggs on			
Specialty Shell Eggs		3,010		2,880		May-01-2006			
Total (including Medium)		7,970		5,690		589.2			
Special Rate 4/:		6.6%		14.0%		up 16%			

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

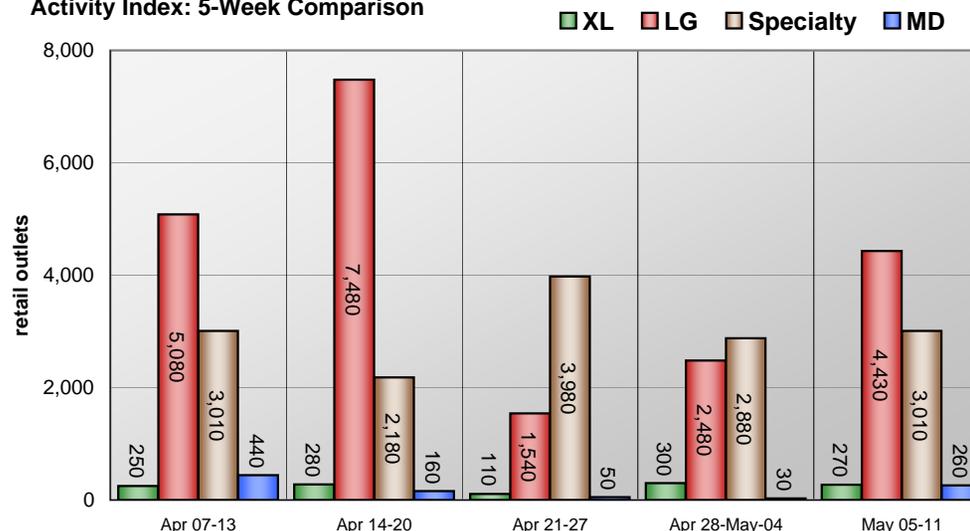
Shell Egg Featuring - 05/05 thru 05/11

The activity index summary, particularly for regular shell eggs, is significantly higher when compared to last week. The Northeast region is most active with over 50% of sampled outlets with promotions. Sampled stores advertising Medium regular shell eggs increased while Extra Large regular egg features maintained a steady pace. The average price levels of Grade A and Grade AA large eggs are lower than a week ago. Specialty shell egg featuring increased slightly with cage-free brown eggs most actively featured followed closely by USDA Organic brown eggs. Omega-3 egg features declined sharply when compared to previous weeks.

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		58.9% of 3,900 sampled outlets						17.7% of 4,700 sampled outlets						45.7% of 2,800 sampled outlets					
2/ Activity Index		Activity Index = 3,440 (includes Medium)						Activity Index = 1,610 (includes Medium)						Activity Index = 1,270 (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	1.19	110	1.19	0.59 - 1.00	120	0.96										1.00	100	1.00
	White 18 pack				0.88	10	0.88										0.77 - 1.00	20	0.83
	Brown 12 pack																		
	MEDIUM			White 12 pack						White 12 pack						White 12 pack	0.39	10	0.39
USDA GRADE A	White 12 pack	0.99	140	0.99	0.47 - 1.00	460	0.92				0.50 - 0.79	920	0.78				0.50 - 1.00	200	0.69
	White 18 pack				1.00 - 1.19	590	1.14				1.00 - 1.50	500	1.34				1.19 - 1.29	200	1.26
	Brown 12 pack																		
	MEDIUM			White 12 pack	0.72	30	0.72			White 12 pack						White 12 pack	0.33 - 0.39	130	0.34
				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	4.00	380	4.00	2.99 - 4.00	610	3.66											
		OMEGA-3																	
	White 12 pack				1.99 - 2.39	70	2.14				1.99	80	1.99				1.99 - 3.00	220	2.94
	Brown 12 pack				2.79	10	2.79				2.99	110	2.99						
	CAGE-FREE																		
	White 12 pack																		
	Brown 12 pack	2.50	240	2.50	1.99 - 2.99	670	2.61										2.00 - 3.00	390	2.52
		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		25.2% of 2,700 sampled outlets						7.0% of 1,900 sampled outlets						38.1% of 1,000 sampled outlets					
2/ Activity Index		Activity Index = 1,120 (includes Medium)						Activity Index = 150 (includes Medium)						Activity Index = 380 (includes Medium)					
USDA GRADE AA	White 12 pack				0.67 - 1.00	120	0.78	0.96	20	0.96	0.99	30	0.99				0.99 - 1.50	140	1.11
	White 18 pack				0.69 - 1.50	290	0.96				1.50	80	1.50				1.00	220	1.00
	Brown 12 pack																		
	MEDIUM			White 12 pack	0.39	90	0.39			White 12 pack						White 12 pack			
USDA GRADE A	White 12 pack				0.50 - 0.99	420	0.85												
	White 18 pack				1.29	10	1.29												
	Brown 12 pack																		
	MEDIUM			White 12 pack						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									2.69	10	2.69				2.99	10	2.99
		Brown 12 pack																	
		OMEGA-3																	
	White 12 pack																1.50	10	1.50
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack	1.99	50	1.99	1.99	50	1.99												
	Brown 12 pack				2.00 - 2.89	90	2.50				2.69	10	2.69						

Note: See page 1 for explanatory notes.