



**USDA Weekly Retail Shell Egg Feature Activity**  
**Advertised Prices for Shell Eggs to Consumers at Major Retail Supermarket Outlets during the period of 05/12 thru 05/18**  
 (prices in dollars per carton)

Fri. May 12, 2006

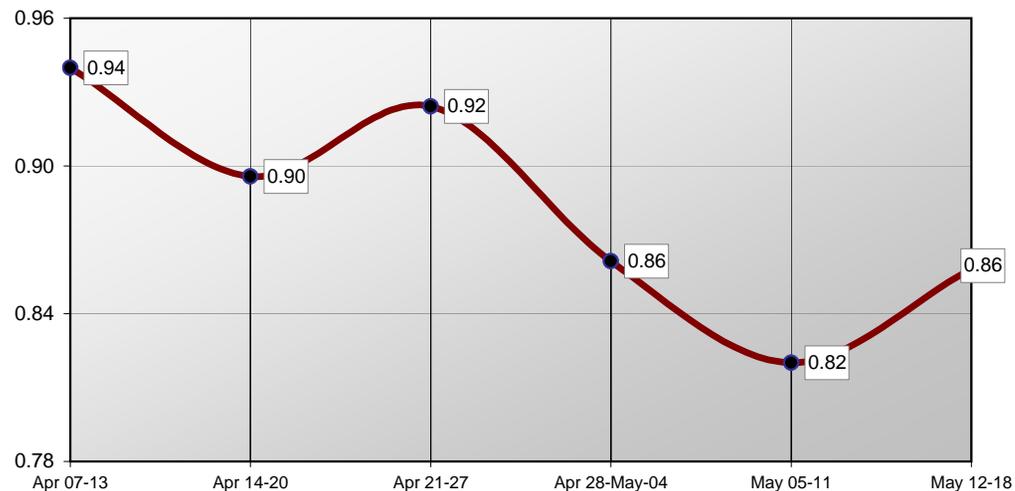
NATIONAL SUMMARY									
Feature Rate	THIS WEEK				PREVIOUS WEEK				
	37.6% of 17,000 stores				32.9% of 17,000 stores				
	X LARGE		LARGE		X LARGE		LARGE		
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
<b>REGULAR</b>	<b>USDA GRADE AA</b>								
	White 12 pack	200	1.00	980	0.93	130	1.15	510	0.97
	White 18 pack			70	1.48			620	1.04
	<b>USDA GRADE A</b>								
White 12 pack	30	0.64	1,700	0.83	140	0.99	2,000	0.82	
White 18 pack			440	1.19			1,300	1.24	
	<b>USDA ORGANIC</b>								
White 12 pack									
Brown 12 pack			340	3.28	380	4.00	630	3.63	
<b>SPECIALTY</b>	<b>OMEGA-3</b>								
	White 12 pack	350	2.26	1,050	2.23			370	2.58
Brown 12 pack			630	2.05			130	2.86	
<b>TY</b>	<b>CAGE-FREE</b>								
	White 12 pack	50	1.99	50	1.99	50	1.99	50	1.99
Brown 12 pack	30	2.50	620	2.52	240	2.50	1,160	2.57	
<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)		3,420		4,700		Large Eggs on			
Specialty Shell Eggs		3,120		3,010		<b>May-08-2006</b>			
<b>Total (including Medium)</b>		6,620		7,970		537.2			
Special Rate 4/:		14.3%		6.6%		down 9%			

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

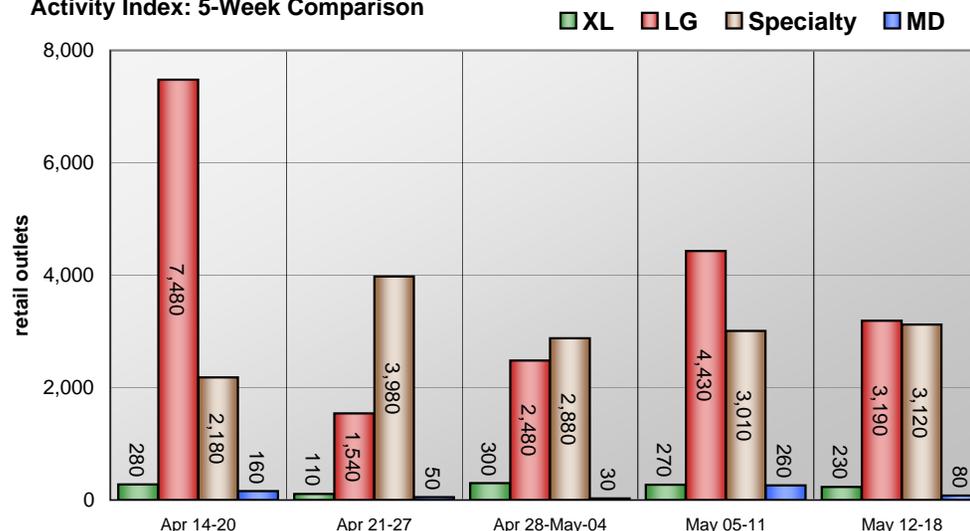
**Shell Egg Featuring - 05/12 thru 05/18**

Overall feature activity this week is about the same for regular eggs and specialty eggs. When compared to last week, regular shell egg features declined in number but specialty egg ads are about the same. Many retailers included eggs as part of their ads for Mother's Day observance and egg specials double in number. Over 80% of sampled supermarkets in the Northwest are promoting eggs as we enter the third week of Egg Month. The Northeast continues to reflect over 50% of sampled outlets with promotions. Omega-3 egg ads increased sharply this week and have 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.)



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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		53.2% of 3,900 sampled outlets						14.2% of 4,700 sampled outlets						29.8% of 2,800 sampled outlets								
2/ Activity Index		Activity Index = 3,140 (includes Medium)						Activity Index = 500 (includes Medium)						Activity Index = 900 (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				0.75 - 0.99	50	0.94				0.69	40	0.69				0.89		0.89			
	White 18 pack																					
	Brown 12 pack																					
	<b>MEDIUM</b>	White 12 pack						White 12 pack						White 12 pack								
USDA GRADE A	White 12 pack	0.69 - 0.77	20	0.71	0.50 - 1.00	490	0.82	0.77	0.77	0.50 - 1.08	220	1.03	0.50	10	0.50	0.44 - 1.00	590	0.71				
	White 18 pack				0.99 - 1.50	230	1.42			0.99	80	0.99				0.88 - 0.99	80	0.90				
	Brown 12 pack																					
	<b>MEDIUM</b>	White 12 pack			0.33 - 0.50	80	0.47	White 12 pack			White 12 pack			White 12 pack			White 30 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				3.00 - 4.00	150	3.79										2.39 - 2.50	30	2.43		
		Brown 12 pack																				
		<b>OMEGA-3</b>																				
	White 12 pack	1.99 - 2.69	340	2.27	1.99 - 2.89	850	2.28	2.15	10	2.15	1.99	80	1.99				1.79 - 2.04	80	2.00			
	Brown 12 pack				2.04 - 2.79	530	2.06				2.04	70	2.04									
	<b>CAGE-FREE</b>																					
	White 12 pack																					
	Brown 12 pack	2.50	30	2.50	2.50 - 2.99	370	2.64				2.50	2.50										
		2.50			110			2.50			110			2.50			2.50					
		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		38.9% of 2,700 sampled outlets						47.3% of 1,900 sampled outlets						87.0% of 1,000 sampled outlets								
2/ Activity Index		Activity Index = 1,140 (includes Medium)						Activity Index = 380 (includes Medium)						Activity Index = 560 (includes Medium)								
USDA GRADE AA	White 12 pack	1.00	200	1.00	0.70 - 1.29	270	0.86				0.99 - 1.29	370	1.06				0.50 - 0.99	250	0.86			
	White 18 pack																0.99 - 1.99	70	1.48			
	Brown 12 pack																					
	<b>MEDIUM</b>	White 12 pack						White 12 pack						White 12 pack								
USDA GRADE A	White 12 pack				0.49 - 0.99	400	0.90															
	White 18 pack				0.89	50	0.89															
	Brown 12 pack																					
	<b>MEDIUM</b>	White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 30 pack					
		White 30 pack			White 30 pack			White 30 pack			White 30 pack			White 30 pack			White 30 pack					
S P E C I A L T Y	<b>USDA ORGANIC</b>											3.18 - 3.50			10	3.42				2.50 - 3.18	150	2.93
		White 12 pack																				
		Brown 12 pack																				
		<b>OMEGA-3</b>																				
	White 12 pack				1.99	30	1.99										2.49	10	2.49			
	Brown 12 pack				1.99	30	1.99															
	<b>CAGE-FREE</b>																					
	White 12 pack	1.99	50	1.99	1.99	50	1.99															
	Brown 12 pack				1.29 - 2.89	60	2.53										1.99	80	1.99			

Note: See page 1 for explanatory notes.