



USDA Weekly Retail Shell Egg Feature Activity
Advertised Prices for Shell Eggs to Consumers at Major Retail Supermarket Outlets during the period of 05/19 thru 05/25
 (prices in dollars per carton)

Fri. May 19, 2006

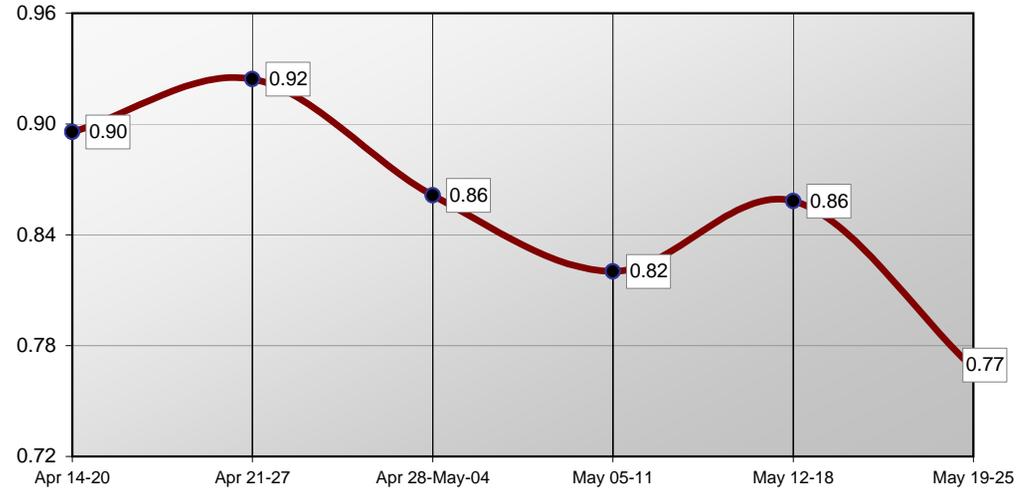
NATIONAL SUMMARY									
Feature Rate	THIS WEEK				PREVIOUS WEEK				
	44.7% of 17,000 stores				37.7% of 17,000 stores				
	X LARGE		LARGE		X LARGE		LARGE		
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
REGULAR	USDA GRADE AA								
	White 12 pack	10	0.58	30	0.63	200	1.00	980	0.93
	White 18 pack			1,050	1.23			70	1.48
	USDA GRADE A								
White 12 pack	70	1.00	1,710	0.79	30	0.64	1,700	0.83	
White 18 pack			920	1.00			440	1.19	
Brown 12 pack			130	0.88					
SPECIALTY	USDA ORGANIC								
	White 12 pack								
	Brown 12 pack			520	3.41			340	3.28
	OMEGA-3								
White 12 pack	410	2.48	1,390	2.37	350	2.26	1,050	2.23	
Brown 12 pack			480	2.87			630	2.05	
	CAGE-FREE								
White 12 pack	50	1.99	70	2.15	50	1.99	50	1.99	
Brown 12 pack	30	2.50	880	2.27	30	2.50	620	2.52	
ACTIVITY INDEX SUMMARY		THIS WEEK		LAST WEEK		INVENTORY 5/			
Regular Shell Eggs (XL/LG; AA/A; W/B)		3,920		3,420		Large Eggs on			
Specialty Shell Eggs		3,830		3,120		May-15-2006			
Total (including Medium)		8,170		6,620		462.4			
Special Rate 4/:		12.2%		14.3%		down 14%			

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

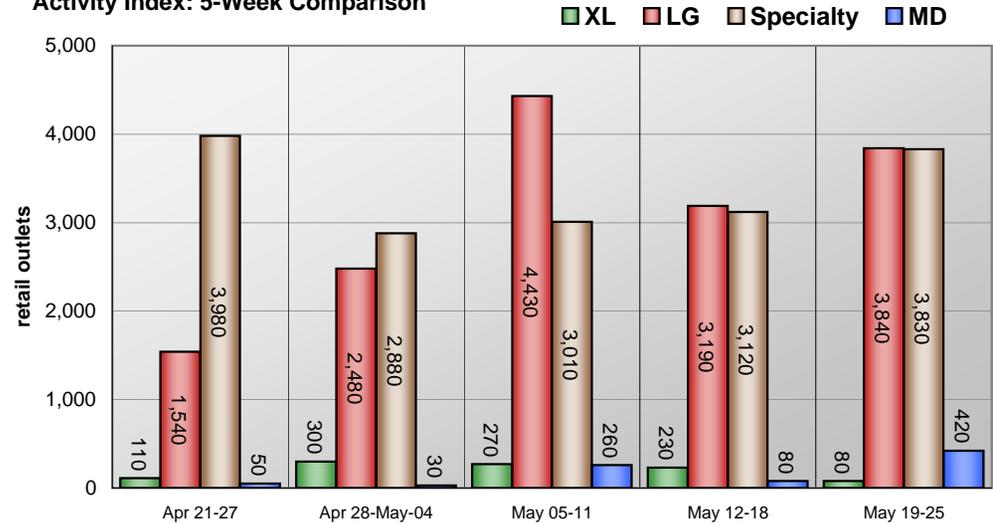
Shell Egg Featuring - 05/19 thru 05/25

Although promotions on regular shell eggs and specialty shell eggs are again about equal, the overall activity index is higher than a week ago. The most active regions are the Northeast, Southwest, and Northwest with more than 60% of sampled stores with ads. Features of Grade AA white eggs in 18 packs increased significantly this period. The average price level of Large Grade A shell eggs offered to consumers decreased when compared to the past month. Specialty egg features are spread throughout the country, primarily in the Northeast region. White shelled Omega-3 egg ads remained highly visible.

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 2/ Activity Index		63.7% of 3,900 sampled outlets Activity Index = 3,440 (includes Medium)						32.1% of 4,700 sampled outlets Activity Index = 1,620 (includes Medium)						36.1% of 2,800 sampled outlets Activity Index = 1,320 (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				0.59 - 0.77	20	0.64				0.77	0.77		0.58	10	0.58				
	White 18 pack				0.88	10	0.88										1.00	20	1.00	
	Brown 12 pack																			
	MEDIUM	White 12 pack						White 12 pack						White 12 pack						
USDA GRADE A	White 12 pack				0.69 - 1.00	600	0.80	1.00	50	1.00	0.69 - 1.00	960	0.80				0.49 - 0.79	130	0.66	
	White 18 pack				0.88 - 1.50	400	1.15				0.88 - 1.00	280	0.98				0.77 - 0.88	200	0.78	
	Brown 12 pack				0.88	130	0.88													
	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				2.99 - 3.69	220	3.08										3.58 - 3.99	250	3.79	
	Brown 12 pack																			
	OMEGA-3																			
White 12 pack	2.50	330	2.50	1.69 - 2.69	910	2.47	2.00 - 2.50	80	2.41	1.99 - 2.50	100	2.34				1.49 - 2.50	140	2.32		
Brown 12 pack				2.50 - 3.49	320	3.16														
	CAGE-FREE																			
White 12 pack																	2.50	2.50		
Brown 12 pack	2.50	30	2.50	1.99 - 2.50	470	2.28				2.00 - 2.50	20	2.11				2.00 - 2.50	300	2.18		
		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 2/ Activity Index		30.0% of 2,700 sampled outlets Activity Index = 790 (includes Medium)						60.7% of 1,900 sampled outlets Activity Index = 590 (includes Medium)						62.5% of 1,000 sampled outlets Activity Index = 410 (includes Medium)						
USDA GRADE AA	White 12 pack				1.00	290	1.00				0.99 - 1.50	510	1.48				0.59	10	0.59	
	White 18 pack																1.00	220	1.00	
	Brown 12 pack																			
	MEDIUM	White 12 pack						White 12 pack						White 12 pack						
USDA GRADE A	White 12 pack	1.00	20	1.00	1.00	20	1.00													
	White 18 pack				0.77	40	0.77													
	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				2.99	50	2.99													
	Brown 12 pack																			
	OMEGA-3																			
White 12 pack				1.99 - 2.50	60	2.17				1.99	80	1.99				1.50 - 2.49	100	1.98		
Brown 12 pack				1.99 - 2.99	80	2.60										2.00	80	2.00		
	CAGE-FREE																			
White 12 pack	1.99	50	1.99	1.99 - 2.50	70	2.15														
Brown 12 pack				2.00 - 2.89	90	2.50														

Note: See page 1 for explanatory notes.