



USDA Weekly Retail Shell Egg Feature Activity
Advertised Prices for Shell Eggs to Consumers at Major Retail Supermarket Outlets during the period of 05/26 thru 06/01
 (prices in dollars per carton)

Fri. May 26, 2006

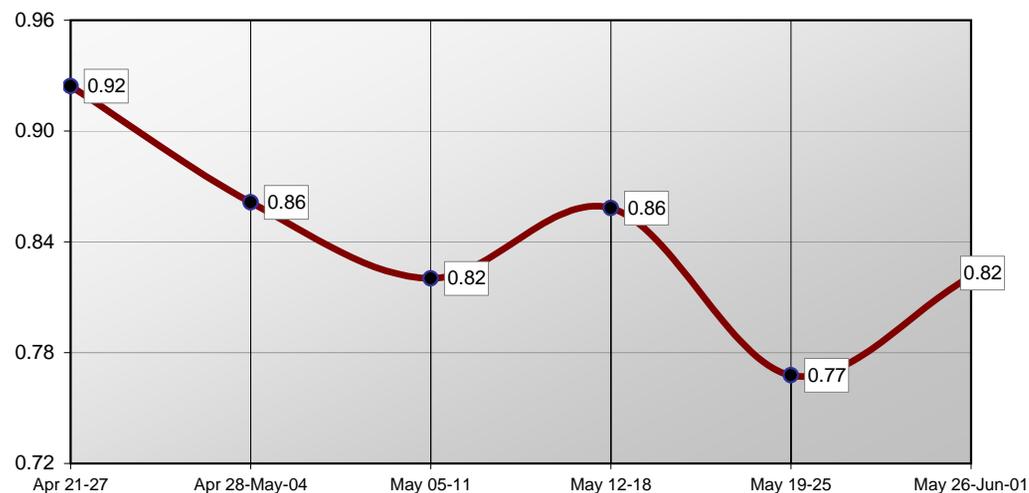
NATIONAL SUMMARY									
Feature Rate	THIS WEEK				PREVIOUS WEEK				
	27.2% of 17,000 stores				44.7% of 17,000 stores				
	X LARGE		LARGE		X LARGE		LARGE		
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
REGULAR	USDA GRADE AA								
	White 12 pack			130	1.10	10	0.58	30	0.63
	White 18 pack			80	1.59			1,050	1.23
	USDA GRADE A								
White 12 pack	110	0.69	800	0.75	70	1.00	1,710	0.79	
White 18 pack			590	1.23			920	1.00	
Brown 12 pack							130	0.88	
SPECIALTY	USDA ORGANIC								
	White 12 pack							520	3.41
	Brown 12 pack			110	2.99				
	OMEGA-3								
White 12 pack	10	2.00	330	2.10	410	2.48	1,390	2.37	
Brown 12 pack							480	2.87	
	CAGE-FREE								
White 12 pack					50	1.99	70	2.15	
Brown 12 pack	30	2.50	380	2.32	30	2.50	880	2.27	
ACTIVITY INDEX SUMMARY		THIS WEEK		LAST WEEK		INVENTORY 5/			
Regular Shell Eggs (XL/LG; AA/A; W/B)		1,710		3,920		Large Eggs on			
Specialty Shell Eggs		860		3,830		May-22-2006			
Total (including Medium)		3,110		8,170		401.0			
Special Rate 4/:		10.9%		12.2%		down 13%			

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

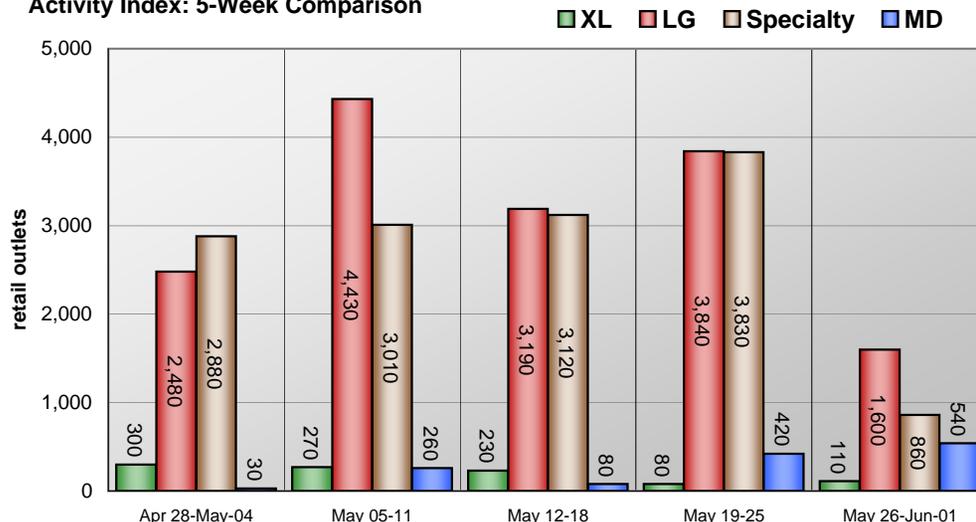
Shell Egg Featuring - 05/26 thru 06/01

Feature activity on regular shell eggs is sharply lower this week as retailers focus on promoting items related to the Memorial Day holiday. Although the overall number of sampled outlets with features declined, the average price of Large Grade A shell eggs increased slightly from a week ago. Promotions in the specialty shell egg sector dropped dramatically compared to previous ad cycles. Cage free brown eggs claimed top spot by a small margin over Omega-3 white eggs.

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		32.0% of 3,900 sampled outlets						16.8% of 4,700 sampled outlets						29.7% of 2,800 sampled outlets					
2/ Activity Index		Activity Index = 1,030 (includes Medium)						Activity Index = 810 (includes Medium)						Activity Index = 840 (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 - 0.77	20	0.76				0.77		0.77						
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM			White 12 pack						White 12 pack						White 12 pack			
USDA GRADE A	White 12 pack	0.59 - 0.89	40	0.72	0.67 - 1.50	350	0.93	0.68	50	0.68	0.50 - 1.00	160	0.69			0.48 - 0.79	260	0.57	
	White 18 pack										1.29	470	1.29						
	Brown 12 pack																		
	MEDIUM			White 12 pack	0.50	170	0.50			White 12 pack					White 12 pack	0.33 - 0.58	310	0.48	
				White 30 pack						White 30 pack					White 30 pack				
SPECIALTY	USDA ORGANIC																		
		White 12 pack																	
		Brown 12 pack				2.99	110	2.99											
	OMEGA-3															2.29	120	2.29	
	White 12 pack	2.00	10	2.00	1.98 - 2.00	210	1.99												
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack															1.99 - 2.29	150	2.24	
	Brown 12 pack	2.50	30	2.50	2.50 - 2.99	90	2.85				2.00	130	2.00						
		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		21.7% of 2,700 sampled outlets						34.4% of 1,900 sampled outlets						52.2% of 1,000 sampled outlets					
2/ Activity Index		Activity Index = 250 (includes Medium)						Activity Index = 90 (includes Medium)						Activity Index = 90 (includes Medium)					
USDA GRADE AA	White 12 pack				0.69 - 1.29	20	0.98				1.29	80	1.29			0.50	10	0.50	
	White 18 pack															1.59	80	1.59	
	Brown 12 pack																		
	MEDIUM			White 12 pack						White 12 pack					White 12 pack				
USDA GRADE A	White 12 pack	0.68	20	0.68	0.39 - 0.68	30	0.58												
	White 18 pack				0.58 - 1.29	120	1.02												
	Brown 12 pack																		
	MEDIUM			White 12 pack	0.58	40	0.58			White 12 pack					White 12 pack				
				White 30 pack	0.99	20	0.99			White 30 pack					White 30 pack				
SPECIALTY	USDA ORGANIC																		
		White 12 pack																	
		Brown 12 pack																	
	OMEGA-3																		
	White 12 pack																		
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack																		
	Brown 12 pack										2.99	10	2.99						

Note: See page 1 for explanatory notes.