



**USDA Weekly Retail Shell Egg Feature Activity**  
**Advertised Prices for Shell Eggs to Consumers at Major Retail Supermarket Outlets during the period of 06/16 thru 06/22**  
 (prices in dollars per carton)

Fri. Jun 16, 2006

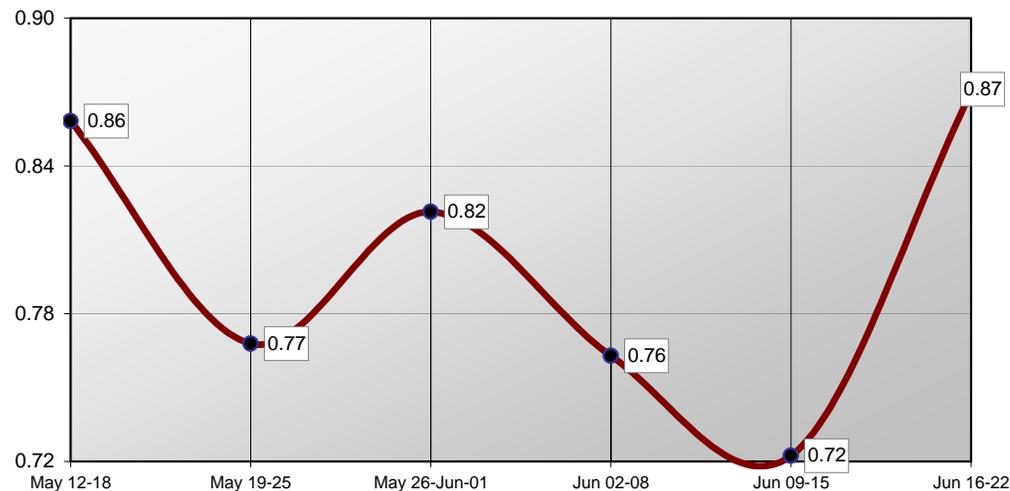
NATIONAL SUMMARY									
Feature Rate	THIS WEEK				PREVIOUS WEEK				
	32.1% of 17,000 stores				60.6% of 17,000 stores				
	X LARGE		LARGE		X LARGE		LARGE		
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
<b>REGULAR</b>	<b>USDA GRADE AA</b>								
	White 12 pack	200	1.00	110	0.97	60	0.84	750	0.71
	White 18 pack			110	1.49	110	0.98	440	0.99
	Brown 12 pack								
<b>SPECIALTY</b>	<b>USDA GRADE A</b>								
	White 12 pack	20	0.89	600	0.95	160	0.90	1,590	0.73
	White 18 pack			620	1.12			1,480	1.11
	Brown 12 pack								
<b>OMEGA-3</b>	<b>USDA ORGANIC</b>								
	White 12 pack								
	Brown 12 pack			870	2.83	260	3.13	820	3.04
<b>CAGE-FREE</b>	White 12 pack			670	2.18	200	2.50	1,160	2.18
	Brown 12 pack			110	3.00				
<b>ACTIVITY INDEX SUMMARY</b>	White 12 pack			130	2.34				
	Brown 12 pack			1,070	2.27			560	2.40
<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)		1,660		4,590		Large Eggs on			
Specialty Shell Eggs		2,850		3,000		Jun-12-2006			
<b>Total (including Medium)</b>		5,070		7,750		463.0			
Special Rate 4/:		10.3%		22.3%		18%			

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

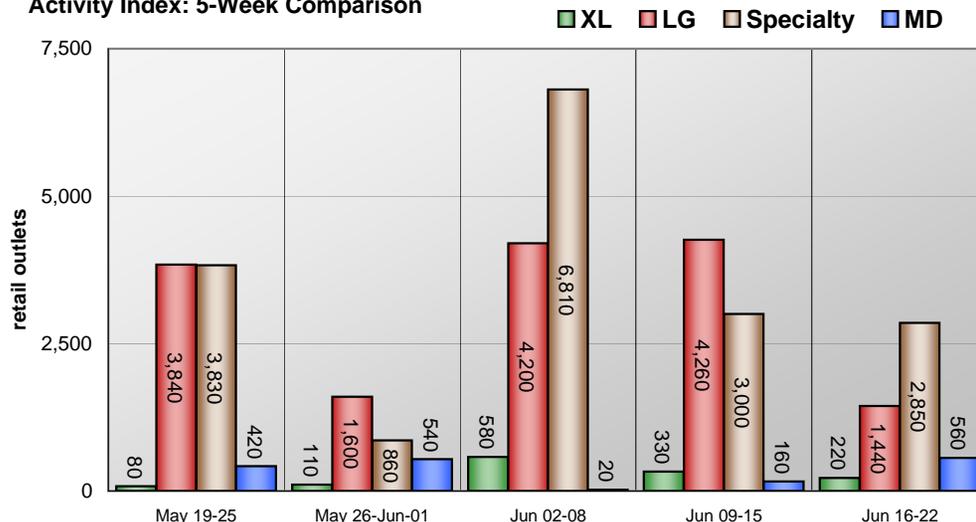
**Shell Egg Featuring - 06/16 thru 06/22**

Although the number of sampled outlets with promotions declined, the average advertised price of regular large white shell eggs is significantly higher. Stores with ads are most active the early part of the week and decline considerably toward week's end. Mediums are more visible than two weeks ago. Specialty eggs are slightly lower than a week ago. Cage free shell eggs are commanding more ad space this week, however other specialty eggs are still highly featured.

**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		48.0% of 3,900 sampled outlets						24.6% of 4,700 sampled outlets						31.0% of 2,800 sampled outlets						
2/ Activity Index		Activity Index = 2,000 (includes Medium)						Activity Index = 390 (includes Medium)						Activity Index = 980 (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				0.85 - 0.88	20	0.86				0.88		0.88							
	White 18 pack																			
	Brown 12 pack																			
	<b>MEDIUM</b>																White 12 pack	0.50	0.50	
USDA GRADE A	White 12 pack	0.89	20	0.89	0.50 - 1.50	370	0.99				0.99		0.99				0.79 - 0.99	210	0.89	
	White 18 pack				0.69 - 1.00	160	1.00				0.69 - 1.00	80	0.99				0.69 - 1.49	250	1.37	
	Brown 12 pack																			
	<b>MEDIUM</b>				White 12 pack			White 12 pack			0.33	50	0.33	White 12 pack			0.33	100	0.33	
					White 30 pack			White 30 pack						White 12 pack						
														White 30 pack						
S P E C I A L T Y	<b>USDA ORGANIC</b>																			
		White 12 pack				2.40 - 3.99	450	2.93										2.50	190	2.50
		Brown 12 pack																		
		<b>OMEGA-3</b>										1.66 - 2.19	130	1.68				2.19	110	2.19
	White 12 pack				1.99 - 2.89	430	2.34													
	Brown 12 pack				3.00	110	3.00													
	<b>CAGE-FREE</b>																			
	White 12 pack				1.99 - 2.89	440	2.32				1.99 - 2.19	130	2.00				1.99 - 2.19	120	2.17	
	Brown 12 pack																			
		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		18.0% of 2,700 sampled outlets						37.1% of 1,900 sampled outlets						36.5% of 1,000 sampled outlets						
2/ Activity Index		Activity Index = 490 (includes Medium)						Activity Index = 780 (includes Medium)						Activity Index = 430 (includes Medium)						
USDA GRADE AA	White 12 pack	1.00	200	1.00	0.99	10	0.99				0.99	80	0.99							
	White 18 pack																1.49 - 1.50	110	1.49	
	Brown 12 pack																			
	<b>MEDIUM</b>				White 12 pack	0.50	190	0.50	White 12 pack				White 12 pack	0.50	220	0.50				
USDA GRADE A	White 12 pack				0.99	20	0.99				0.88	130	0.88							
	White 18 pack																			
	Brown 12 pack																			
	<b>MEDIUM</b>				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	<b>USDA ORGANIC</b>																			
		White 12 pack				2.50 - 2.99	50	2.61				2.99	180	2.99						
		Brown 12 pack																		
		<b>OMEGA-3</b>																		
	White 12 pack										1.99 - 2.50	110	2.37				1.89	10	1.89	
	Brown 12 pack				2.39	10	2.39				2.29 - 2.50	280	2.49				1.50 - 2.00	90	1.93	
	<b>CAGE-FREE</b>																			
	White 12 pack				1.29	10	1.29													
	Brown 12 pack																			

Note: See page 1 for explanatory notes.