



USDA Weekly Retail Shell Egg and Egg Products Feature Activity
 Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 03/23 thru 03/29
 (prices in dollars per carton)

Fri. Mar 23, 2007

SHELL EGG NATIONAL SUMMARY													
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	40.1% of 17,000 stores				22.6% of 17,000 stores				36.0% of 17,000 stores				
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE		
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
REGULAR	USDA GRADE AA												
	White 12 pack			1,170	1.09			140	0.96			1,610	1.00
	White 18 pack			530	2.47			260	1.74			920	1.35
REGULAR	USDA GRADE A												
	White 12 pack			480	0.93			700	0.98	30	1.98	550	0.87
	White 18 pack			850	1.78			360	1.75			540	1.36
SPECIALTY	USDA ORGANIC												
	White 12 pack												
	Brown 12 pack			1,000	3.45			770	3.24			130	3.44
LARGE	OMEGA-3												
	White 12 pack	30	2.50	890	2.40	10	2.50	320	2.15			400	2.37
	Brown 12 pack							350	2.52	590	2.50	590	2.50
TINY	CAGE-FREE												
	White 12 pack			340	2.46			30	2.50				
	Brown 12 pack			290	3.12			1,040	2.58			1,130	2.28

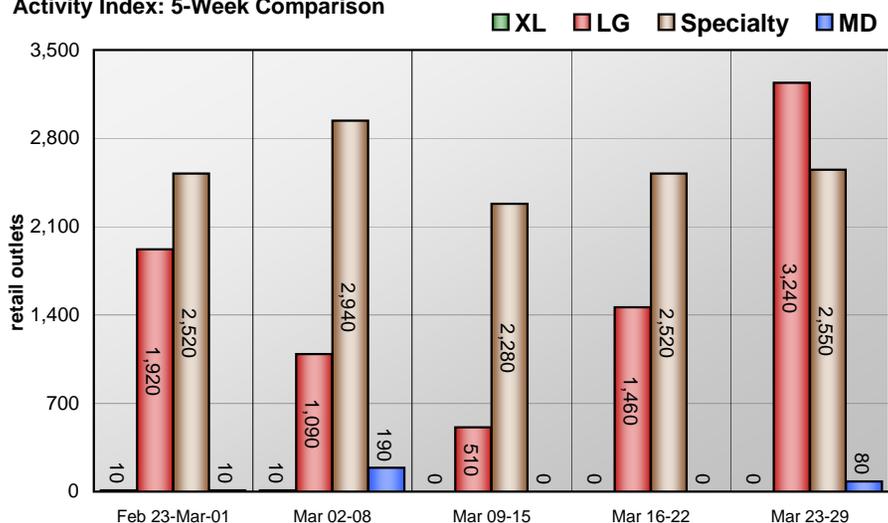
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	3,240	1,460	3,650	Large Eggs on Mar-19-2007
Specialty	2,550	2,520	2,840	
Total (includes MD)	5,870	3,980	6,660	617.1
Special Rate 4/:	9.1%	8.0%	7.2%	up 7%

5/: 1,000's of 30-dozen cases

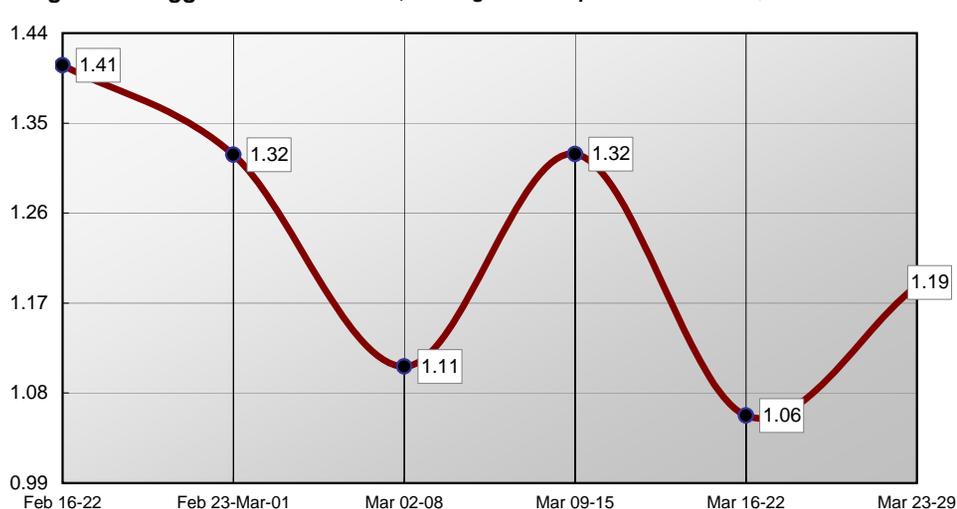
SHELL EGG and EGG PRODUCTS FEATURING

Feature activity on regular shell eggs is sharply higher than in previous weeks, however slightly less than the same week a year ago. Promotions, although sporadic, are aided by sizeable outlets this cycle. Grade AA shell eggs ads increased significantly. The most active regions are the Southwest and Northwest with more than 70% of sampled outlets with promotions. Specialty shell eggs are higher than last week by a slim margin. USDA Certified Organic features showed up in increased volume and claimed top spot in this sector. Cage Free Brown egg ads declined in volumes, but Omega-3 eggs maintained a steady pace. Overall feature activity of liquid eggs continued lower.

Activity Index: 5-Week Comparison



Large White Eggs - Grade A or better, wtd avg. featured price converted to \$/dozen



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		44.8% of 3,900 sampled outlets						5.7% of 4,700 sampled outlets						33.0% of 2,800 sampled outlets					
2/ Activity Index		Activity Index = 2,100 (includes Medium)						Activity Index = 230 (includes Medium)						Activity Index = 1,030 (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	10	1.19				1.19	30	1.19				0.99	10	0.99
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				1.00	210	1.00				1.99	10	1.99				0.77 - 1.09	260	0.88
	White 18 pack				2.19 - 2.50	400	2.43				1.50	120	1.50				1.50	120	1.50
	Brown 12 pack				1.00	210	1.00												
	MEDIUM	White 12 pack			0.89 20 0.89			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				3.99 - 4.00	460	4.00				2.98	190	2.98				2.99	190	2.99
	Brown 12 pack																		
	OMEGA-3	2.50	30	2.50	1.66 - 3.59	560	2.51							1.79 - 2.50			330	2.23	
	CAGE-FREE																		
	White 12 pack				1.99	30	1.99												
	Brown 12 pack				2.50	170	2.50							3.99			120	3.99	
		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		46.7% of 2,700 sampled outlets						98.6% of 1,900 sampled outlets						70.4% of 1,000 sampled outlets					
2/ Activity Index		Activity Index = 920 (includes Medium)						Activity Index = 1,190 (includes Medium)						Activity Index = 400 (includes Medium)					
USDA GRADE AA	White 12 pack				0.69 - 1.29	420	0.86				0.99 - 1.59	340	1.24				0.99 - 1.69	360	1.19
	White 18 pack										2.50	500	2.50				1.99	30	1.99
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				0.77	10	0.77												
	White 18 pack				0.99 - 1.99	320	1.06												
	Brown 12 pack																		
	MEDIUM	White 12 pack			1.00 60 1.00			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	110	2.99				2.99	40	2.99				2.99	10	2.99
	Brown 12 pack																		
	OMEGA-3																		
	White 12 pack										2.50	310	2.50						
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack																		
	Brown 12 pack																		

Note: See page 1 for explanatory notes.

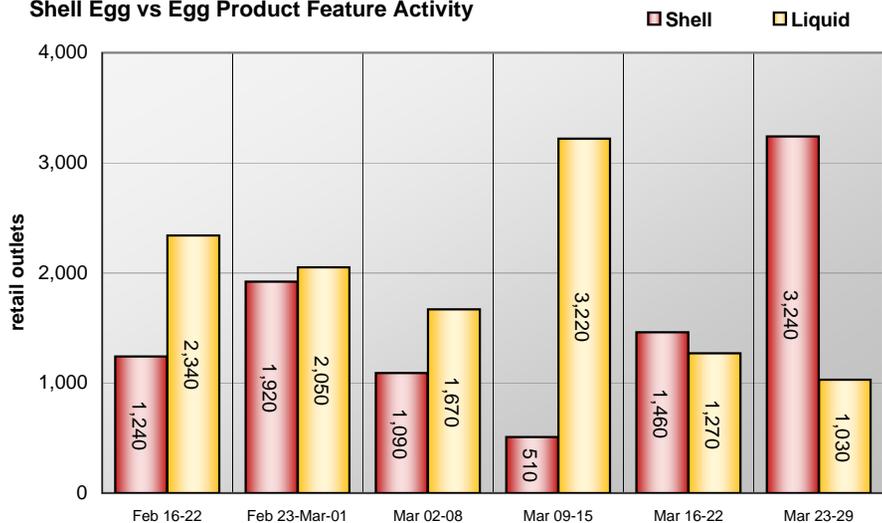


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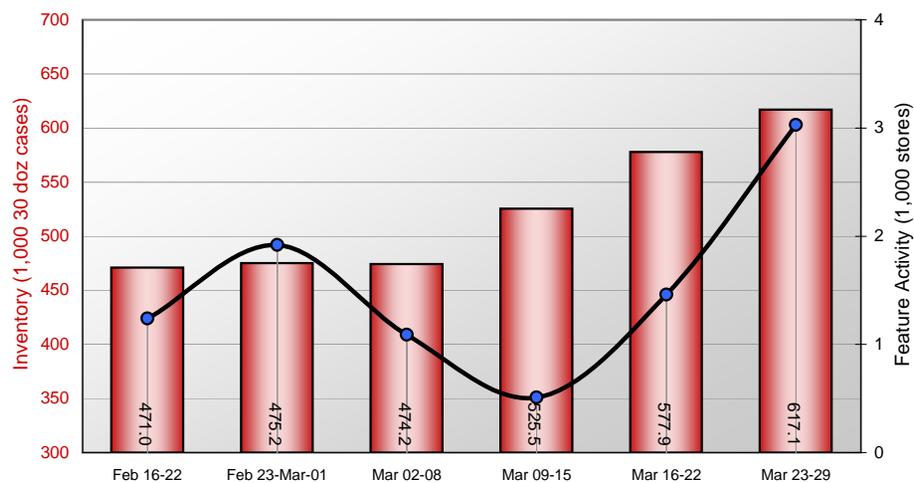
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EGG PRODUCTS	THIS WEEK		LAST WEEK		NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST	
1/ Feature Rate	7.0%		7.9%		24.0% of 3,900 sampled		2.6% of 4,700 sampled		3.2% of 2,800 sampled		1.6% of 2,700 sampled		0.0% of 1,900 sampled		0.0% of 1,000 sampled	
2/ Activity Index	1,030		1,270		Activity Index = 780		Activity Index = 120		Activity Index = 90		Activity Index = 40		Activity Index = 0		Activity Index = 0	
	Stores	Avg 3/	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
14-16 oz. carton	670	2.34	700	2.50	1.67 - 3.00	540	2.41				1.79 - 2.50	90	1.95	1.98 - 2.50	40	2.33
32 oz. carton	50	3.99	480	4.17												
3 - 4 oz. cups	120	2.50	90	2.00												
2 - 8 oz. cups	190	2.99			2.99	70	2.99	2.99	120	2.99						

Shell Egg vs Egg Product Feature Activity



Retail Feature Activity vs. Large Egg Inventory (Large White Shell Eggs)



Note: See page 1 for explanatory notes.