



**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 03/30 thru 04/05  
 (prices in dollars per carton)

Fri. Mar 30, 2007

SHELL EGG NATIONAL SUMMARY													
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	42.5% of 17,000 stores				40.1% of 17,000 stores				27.1% 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	<b>USDA GRADE AA</b>												
	White 12 pack	20	1.50	750	1.15			1,170	1.09			320	0.81
	White 18 pack			190	1.68			530	2.47			400	1.20
	Brown 12 pack			10	1.50								
	<b>USDA GRADE A</b>												
	White 12 pack	140	1.04	960	1.14			480	0.93	120	0.84	480	0.89
White 18 pack			630	1.82			850	1.78			740	1.24	
Brown 12 pack			20	1.63			210	1.00					
SPECIALTY	<b>USDA ORGANIC</b>												
	White 12 pack												
	Brown 12 pack	10	6.00	760	2.87			1,000	3.45	110	3.59	210	3.65
CAGE-FREE	<b>OMEGA-3</b>												
	White 12 pack	420	2.25	1,050	2.32	30	2.50	890	2.40			1,130	2.34
	Brown 12 pack			110	2.50							600	2.03
LARGE	<b>CAGE-FREE</b>												
	White 12 pack							340	2.46				
	Brown 12 pack			700	2.45			290	3.12			740	2.57

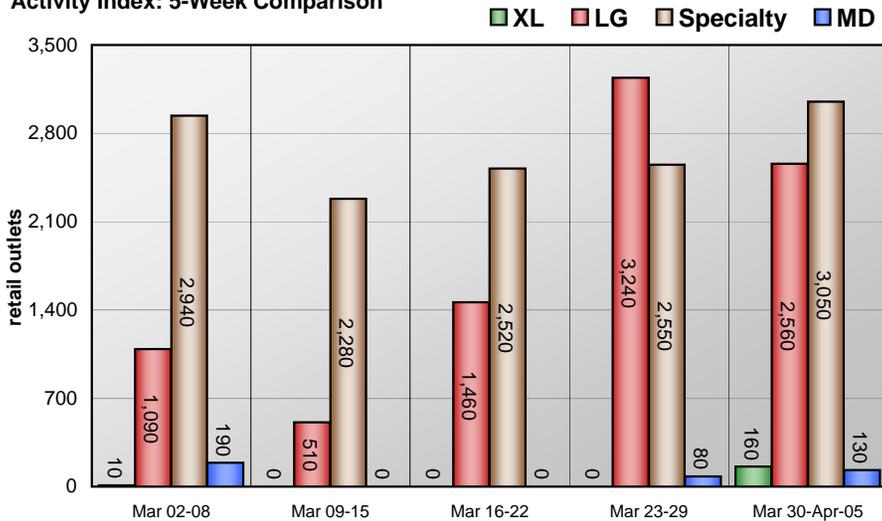
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,720	3,240	2,060	Large Eggs on Mar-26-2007
Specialty	3,050	2,550	2,790	
Total (includes MD)	5,900	5,870	5,210	606.8
Special Rate 4/:	13.2%	9.1%	4.5%	down 2%

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

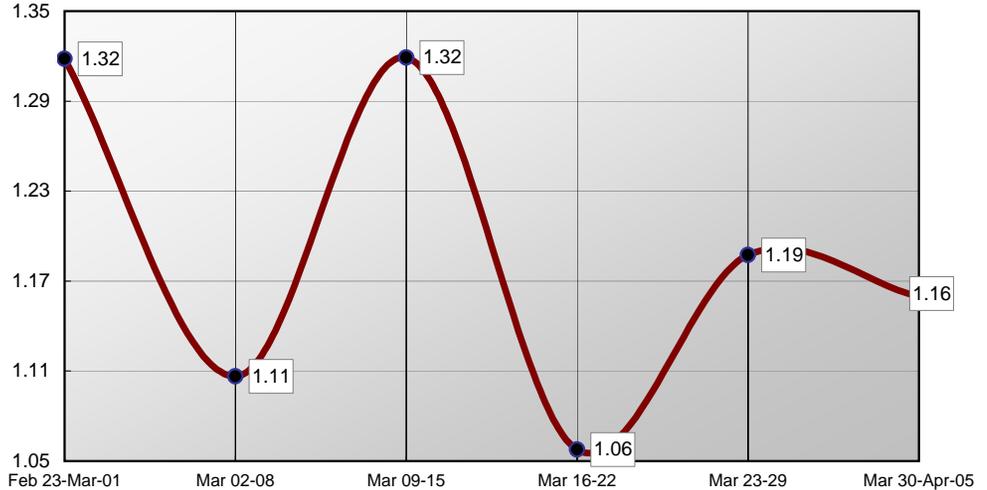
**SHELL EGG and EGG PRODUCTS FEATURING**

Pre-Easter feature activity on regular shell eggs is higher than the same time period last year, however declined when compared to last week. The special rate is sharply higher as "Buy 1 Get 1 Free" and "free with additional purchase" promotions increased. Although the majority of regions are active with over 40% of sampled outlets with ad, the Southeast region was noticeably less with only about 14% of stores with shell egg features. Specialty shell eggs are higher than both last week and a year ago. Omega-3 eggs are most commonly features this week, followed closely by USDA Certified Organic and Cage Free Brown eggs. Overall feature activity of liquid eggs is sharply higher than last week, outpacing regular shell eggs by a wide margin. 14-16 oz. cartons are featured heavy throughout all regions, especially in the Southeast.

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		55.1% of 3,900 sampled outlets						14.4% of 4,700 sampled outlets						48.0% of 2,800 sampled outlets						
2/ Activity Index		Activity Index = 2,260 (includes Medium)						Activity Index = 570 (includes Medium)						Activity Index = 1,360 (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				1.00	120	1.00				1.49 - 1.99	80	1.92	
	White 18 pack																			
	Brown 12 pack																			
	<b>MEDIUM</b>	White 12 pack						White 12 pack						White 12 pack						
USDA GRADE A	White 12 pack				0.79 - 1.50	250	1.34				1.00	50	1.00	0.99 - 1.37	140	1.04	0.49 - 1.29	520	1.10	
	White 18 pack				0.99 - 2.49	290	2.36				1.78 - 1.99	20	1.85				1.17 - 2.01	210	1.24	
	Brown 12 pack																1.63	20	1.63	
	<b>MEDIUM</b>	White 12 pack			1.00 20 1.00			White 12 pack			1.08 80 1.08			White 12 pack			1.08 - 1.10 30 1.09			
		White 30 pack						White 30 pack						White 30 pack						
SPECIALTY	<b>USDA ORGANIC</b>																			
	White 12 pack				2.00 - 3.99	300	2.44				2.98	190	2.98				3.86 - 4.27	40	4.07	
	Brown 12 pack																			
	<b>OMEGA-3</b>																			
White 12 pack	1.78 - 2.50	400	2.24	1.98 - 3.59	540	2.48							2.37	20	2.37	1.99 - 2.30	60	2.09		
Brown 12 pack				2.50	110	2.50														
	<b>CAGE-FREE</b>																			
White 12 pack				1.99 - 3.19	340	2.36					2.50 - 2.59	110	2.59				2.50 - 3.07	240	2.54	
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		40.5% of 2,700 sampled outlets						73.5% of 1,900 sampled outlets						56.8% of 1,000 sampled outlets						
2/ Activity Index		Activity Index = 910 (includes Medium)						Activity Index = 450 (includes Medium)						Activity Index = 350 (includes Medium)						
USDA GRADE AA	White 12 pack				0.99 - 1.20	170	1.00	1.50	20	1.50	0.99 - 1.59	240	1.21				0.99 - 1.50	210	1.28	
	White 18 pack				1.50	100	1.50										1.50	10	1.50	
	Brown 12 pack										1.50	10	1.50							
	<b>MEDIUM</b>	White 12 pack						White 12 pack						White 12 pack						
USDA GRADE A	White 12 pack				0.99 - 1.00	140	0.99										1.50	10	1.50	
	White 18 pack				1.17 - 1.99	100	1.49													
	Brown 12 pack																			
	<b>MEDIUM</b>	White 12 pack						White 12 pack						White 12 pack						
		White 30 pack						White 30 pack						White 30 pack						
SPECIALTY	<b>USDA ORGANIC</b>																			
	White 12 pack				2.99	80	2.99	6.00	10	6.00	2.99	40	2.99				2.99 - 3.50	110	3.29	
	Brown 12 pack																			
	<b>OMEGA-3</b>																			
White 12 pack				1.99 - 2.50	320	2.01					2.50	130	2.50							
Brown 12 pack																				
	<b>CAGE-FREE</b>																			
White 12 pack																	1.99	10	1.99	
Brown 12 pack																				

Note: See page 1 for explanatory notes.

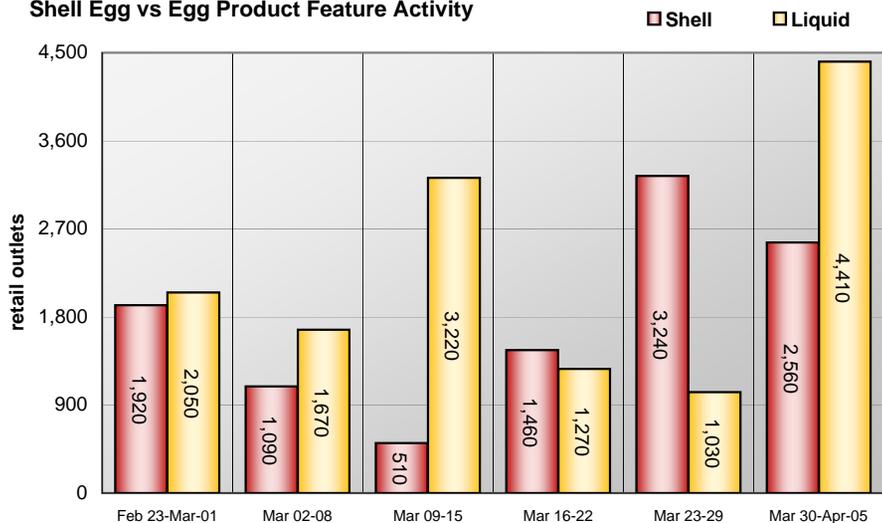


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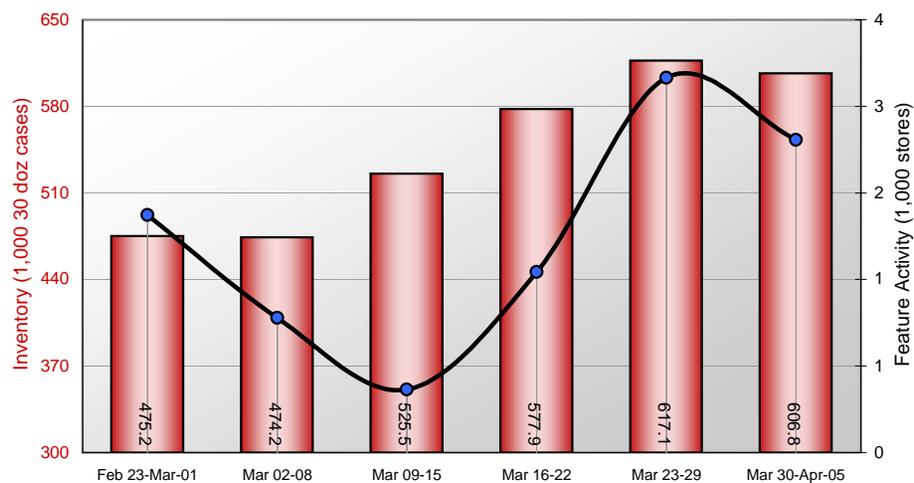
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EGG PRODUCTS	THIS WEEK		LAST WEEK		NORTHEAST		SOUTHEAST			MIDWEST			SOUTH CENTRAL		SOUTHWEST		NORTHWEST					
<b>1/ Feature Rate</b>	<b>21.0%</b>		<b>7.0%</b>		<b>27.7% of 3,900 sampled</b>		<b>30.2% of 4,700 sampled</b>			<b>22.3% of 2,800 sampled</b>			<b>8.8% of 2,700 sampled</b>		<b>0.0% of 1,900 sampled</b>		<b>23.4% of 1,000 sampled</b>					
<b>2/ Activity Index</b>	<b>4,410</b>		<b>1,030</b>		<b>Activity Index = 1,320</b>		<b>Activity Index = 1,670</b>			<b>Activity Index = 610</b>			<b>Activity Index = 260</b>		<b>Activity Index = 320</b>		<b>Activity Index = 230</b>					
	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/	Price Range	Stores	Avg 3/			
14-16 oz. carton	3,450	2.34	670	2.34	1.99 - 3.00	630	2.68	2.00 - 2.50	1,430	2.15	2.00 - 2.89	600	2.55	2.00 - 2.50	240	2.10	2.50	320	2.50	2.00 - 2.29	230	2.02
32 oz. carton	410	4.39	50	3.99	4.29 - 4.49	410	4.39															
3 - 4 oz. cups	290	2.53	120	2.50	3.00	140	3.00	2.00	120	2.00	2.50	10	2.50	2.50	20	2.50						
2 - 8 oz. cups	260	3.26	190	2.99	3.49	140	3.49	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.