



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 04/06 thru 04/12
 (prices in dollars per carton)

Fri. Apr 06, 2007

SHELL EGG NATIONAL SUMMARY														
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR					
	51.9% of 17,000 stores				42.5% of 17,000 stores				51.3% 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		1,020 1.11		20 1.50		750 1.15				1,210 1.02			
	White 18 pack		20 2.50				190 1.68				1,570 1.61			
	Brown 12 pack						10 1.50							
SPECIALTY	USDA GRADE A													
	White 12 pack		150 1.00		1,380 1.10		140 1.04		960 1.14		250 0.84		1,960 0.81	
	White 18 pack				120 1.52				630 1.82				340 1.11	
	Brown 12 pack								20 1.63					
CAGE-FREE	USDA ORGANIC													
	White 12 pack													
	Brown 12 pack		340 3.10		10 6.00		760 2.87				640 2.96			
	OMEGA-3													
White 12 pack		590 2.50		1,440 2.33		420 2.25		1,050 2.32		500 2.06		1,090 2.05		
Brown 12 pack								110 2.50						
LARGE	CAGE-FREE													
	White 12 pack				270 1.89						210 2.02			
	Brown 12 pack		120 2.50		1,560 2.33				700 2.45		570 2.67			

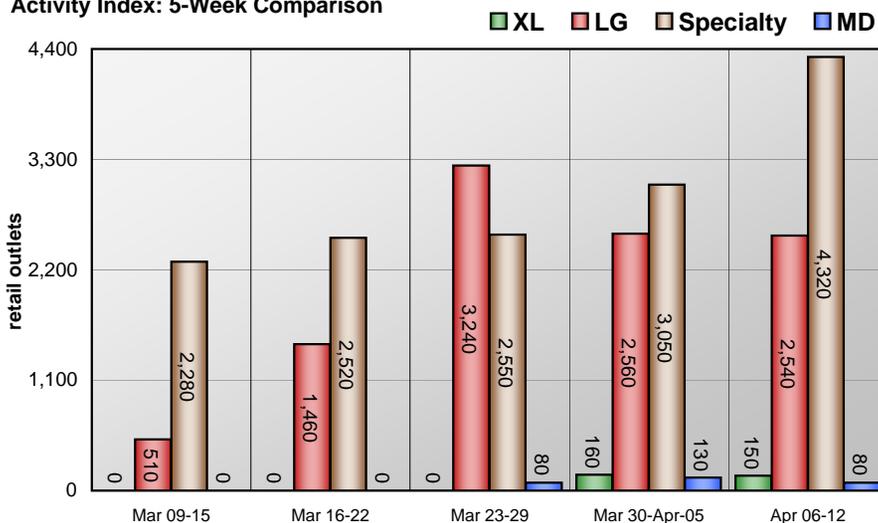
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,690	2,720	5,330	Large Eggs on Apr-02-2007
Specialty	4,320	3,050	3,010	
Total (includes MD)	7,090	5,900	8,780	476.9
Special Rate 4/:	26.3%	13.2%	16.3%	down 21%

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

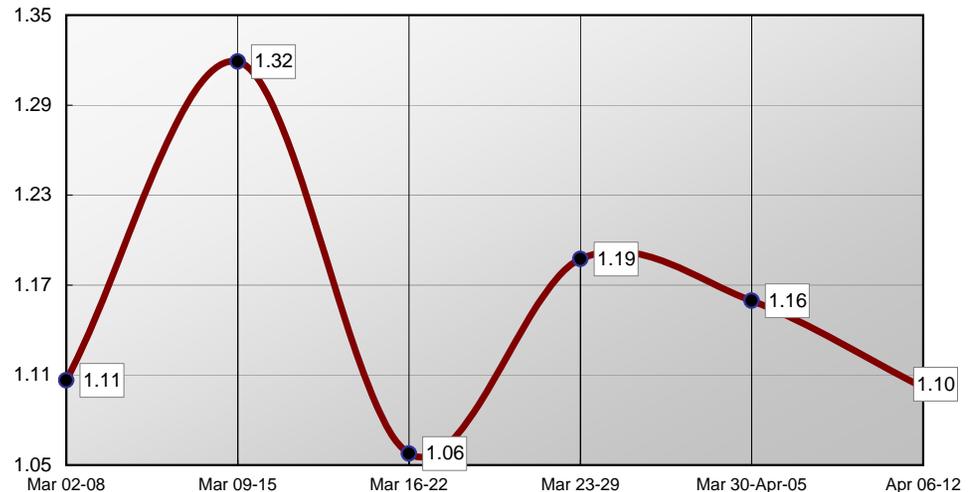
SHELL EGG and EGG PRODUCTS FEATURING

Regular shell egg feature activity in the week preceding the Easter holiday is sharply lower than a year ago and only slightly lower than last week. The special rate is doubled from the previous week due in part to an increased presence of "Buy 1 Get 1 Free" and "free with purchase" promotions. All regions are active with at least 40% of sample outlets running ads, however the Northwest region was notably more with about 96% of sampled stores featuring shell eggs. Specialty shell egg promotions increased when compared to both the previous week and year. Omega-3 eggs remain the frontrunner over Cage Free and USDA Organic eggs. Liquid egg feature activity is lower than last week, however promotions continue to be more prevalent than shell egg ads. 14-16 oz. cartons continue to be the most common in this sector, with the majority of ads appearing in the Northeast and Southwest regions.

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		47.9% of 3,900 sampled outlets						41.7% of 4,700 sampled outlets						68.3% of 2,800 sampled outlets					
2/ Activity Index		Activity Index = 3,040 (includes Medium)						Activity Index = 450 (includes Medium)						Activity Index = 1,440 (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				0.78	40	0.78				0.68 - 1.50	100	1.00
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				0.69 - 1.50	490	1.20	1.00	50	1.00	0.89 - 1.25	140	1.03	1.00	100	1.00	0.48 - 1.29	640	1.05
	White 18 pack				1.59	20	1.59										1.50	30	1.50
	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				1.69 - 3.29	210	3.16												
	Brown 12 pack																		
	OMEGA-3	2.50	520	2.50	1.99 - 2.50	810	2.48	2.50	70	2.50	2.50	70	2.50				2.00	10	2.00
	CAGE-FREE																		
	White 12 pack				1.99	40	1.99										1.87	190	1.87
	Brown 12 pack	2.50	120	2.50	2.29 - 3.19	820	2.53				2.00 - 2.50	80	2.45				2.00 - 2.29	370	2.01
		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		50.7% of 2,700 sampled outlets						41.7% of 1,900 sampled outlets						95.9% of 1,000 sampled outlets					
2/ Activity Index		Activity Index = 1,410 (includes Medium)						Activity Index = 310 (includes Medium)						Activity Index = 440 (includes Medium)					
USDA GRADE AA	White 12 pack				0.89 - 1.00	470	0.98				0.89 - 1.50	220	1.33				0.89 - 1.50	180	1.28
	White 18 pack										2.50	20	2.50						
	Brown 12 pack																		
	MEDIUM	White 12 pack			0.80 60 0.80			White 12 pack			0.89 20 0.89			White 12 pack					
USDA GRADE A	White 12 pack				0.69 - 1.29	110	1.02												
	White 18 pack				1.50	70	1.50												
	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	80	2.99				2.99	40	2.99				2.99	10	2.99
	Brown 12 pack																		
	OMEGA-3																		
	White 12 pack				1.48 - 2.50	330	2.16										2.00	220	2.00
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack				1.87	40	1.87												
	Brown 12 pack				1.78 - 2.29	250	2.10				2.00	10	2.00				1.99 - 2.50	30	2.21

Note: See page 1 for explanatory notes.

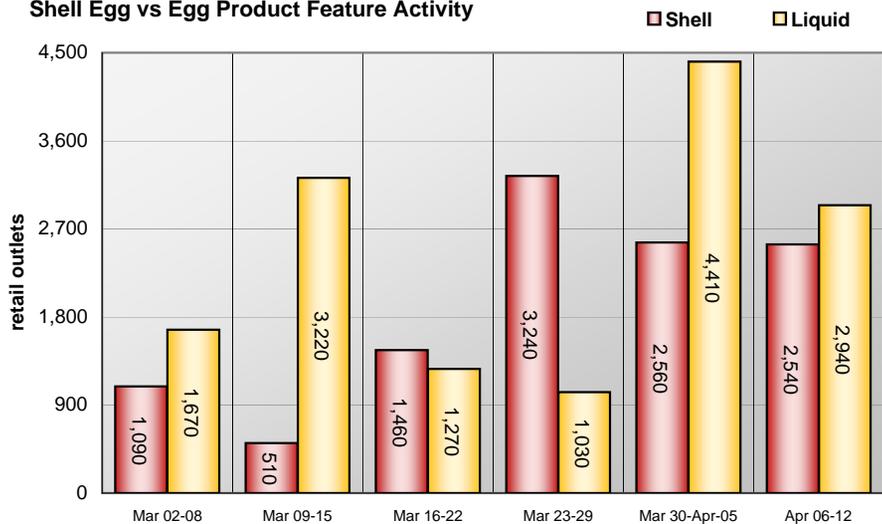


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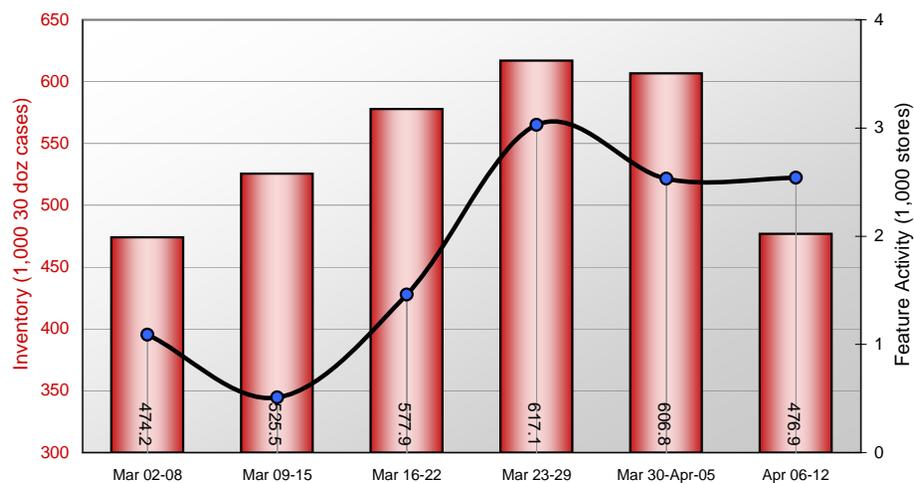
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EGG PRODUCTS	THIS WEEK		LAST WEEK		NORTHEAST			SOUTHEAST			MIDWEST			SOUTH CENTRAL			SOUTHWEST			NORTHWEST			
1/ Feature Rate	15.9%		21.0%		27.0% of 3,900 sampled			22.6% of 4,700 sampled			0.0% of 2,800 sampled			0.0% of 2,700 sampled			26.0% of 1,900 sampled			8.2% of 1,000 sampled			
2/ Activity Index	2,940		4,410		Activity Index = 1,290			Activity Index = 1,060			Activity Index = 0			Activity Index = 0			Activity Index = 510			Activity Index = 80			
	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/	Price Range	Stores	Avg 3/	
14-16 oz. carton	2,660	2.31	3,450	2.34	2.00 - 3.00	1,010	2.39	2.00 - 2.99	1,060	2.13							2.50 - 2.99	510	2.52		2.50	80	2.50
32 oz. carton			410	4.39																			
3 - 4 oz. cups	140	3.00	290	2.53	3.00	140	3.00																
2 - 8 oz. cups	140	2.99	260	3.26	2.99	140	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.