



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 04/20 thru 04/26
 (prices in dollars per carton)

Fri. Apr 20, 2007

SHELL EGG NATIONAL SUMMARY												
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
	23.9% of 17,000 stores				19.8% of 17,000 stores				22.4% 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		310 1.40		90 0.80		90 1.79		320 0.98			
	White 18 pack		720 1.71		220 1.14				910 1.27			
SPECIALTY	USDA GRADE A											
	White 12 pack		30 1.29		540 1.04		20 1.09		380 0.85		20 0.79	
	White 18 pack		580 1.63				70 1.67		150 1.81			
CAGE-FREE	USDA ORGANIC											
	White 12 pack								30 2.50			
	Brown 12 pack		180 2.99		920 3.30		110 3.59		110 3.49		930 3.30	
LARGE	OMEGA-3											
	White 12 pack		210 2.48		620 2.25		60 2.50		510 2.41		800 2.50	
	Brown 12 pack								260 2.28		10 1.99	
TINY	CAGE-FREE											
	White 12 pack				280 2.20		80 1.99					
	Brown 12 pack				230 2.73		80 2.89				1,120 2.60	

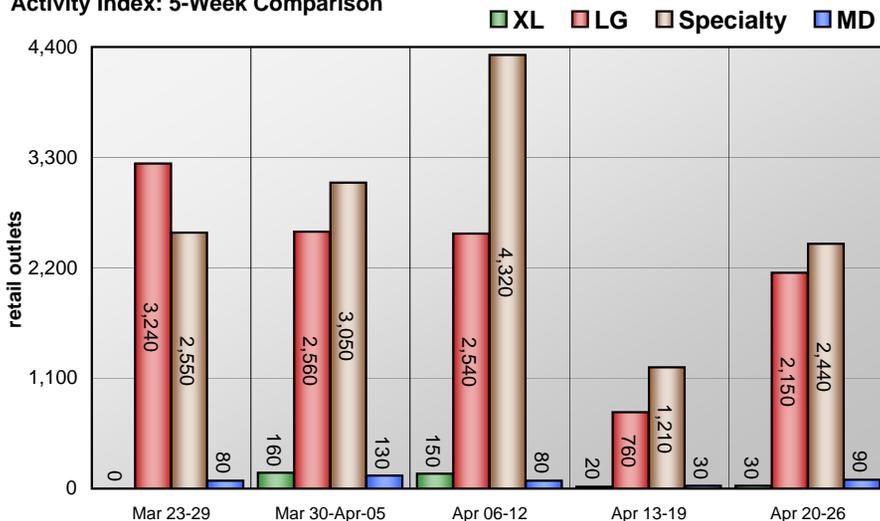
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,180	780	1,650	Large Eggs on Apr-16-2007
Specialty	2,440	1,210	3,980	
Total (includes MD)	4,710	2,020	5,680	329.7
Special Rate 4/:	3.0%	12.0%	5.1%	down 2%

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

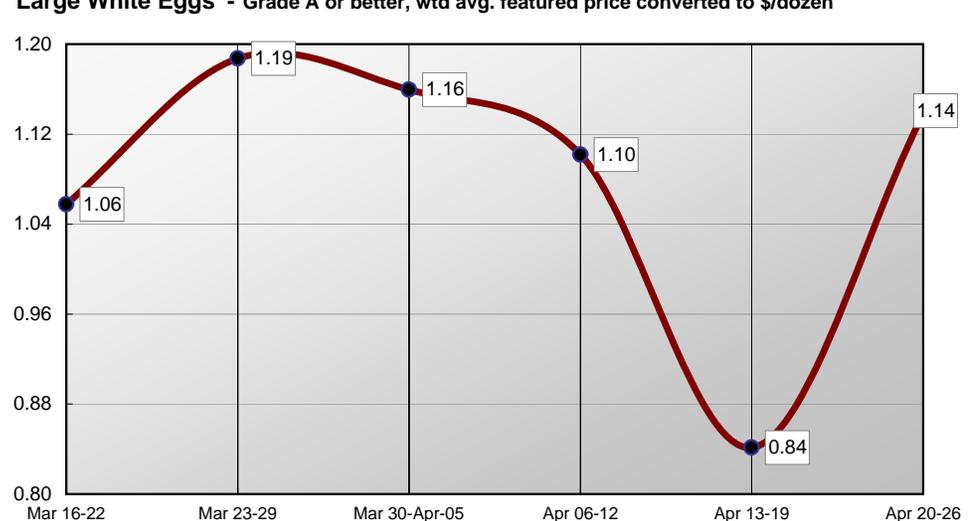
SHELL EGG and EGG PRODUCTS FEATURING

This week's promotional activity on regular shell eggs is higher than both last week and the same week a year ago. The average price of Grade A or better Large White eggs increased significantly from the previous week. The special rate dropped to 3% as a limited number of "free w/purchase" or "Buy 1, Get 1 Free" ads are present this cycle. Specialty shell egg are also higher than the previous week, however lower than this time last year. USDA Certified Organic eggs are the clear frontrunner in this sector as Earth Day approaches. Cage Free brown and Omega-3 white egg features are visible this ad cycle, however, not as much as last year. Liquid egg features are still more active than regular shell eggs even though the overall liquid activity is slightly lower than a week ago. The average price on 14-16 oz. cartons declined compared to last week. 32 oz. cartons and liquid cup promotions increased this week.

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		38.3% of 3,900 sampled outlets						7.8% of 4,700 sampled outlets						37.3% of 2,800 sampled outlets						
2/ Activity Index		Activity Index = 1,570 (includes Medium)						Activity Index = 330 (includes Medium)						Activity Index = 1,210 (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				0.88	30	0.88				1.78	10	1.78	
	White 18 pack																			
	Brown 12 pack																			
	MEDIUM	White 12 pack						White 12 pack						White 12 pack			0.58 10 0.58			
USDA GRADE A	White 12 pack	1.29	30	1.29	0.99 - 1.25	370	1.14				0.79	10	0.79				0.77 - 0.88	140	0.85	
	White 18 pack				1.59	130	1.59				1.59 - 1.79	290	1.70				1.49	140	1.49	
	Brown 12 pack																			
	MEDIUM	White 12 pack						White 12 pack						White 12 pack						
S P E C I A L T Y	USDA ORGANIC																			
	White 12 pack				1.69 - 4.49	640	3.45							2.99	180	2.99	2.49 - 2.98	140	2.94	
	Brown 12 pack																			
	OMEGA-3																			
White 12 pack	2.00	10	2.00	1.99 - 2.50	270	2.46					2.50	200	2.50				1.88	190	1.88	
Brown 12 pack																				
	CAGE-FREE																			
White 12 pack				2.00 - 2.50	110	2.44											2.29	200	2.29	
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		16.2% of 2,700 sampled outlets						26.3% of 1,900 sampled outlets						23.8% of 1,000 sampled outlets						
2/ Activity Index		Activity Index = 640 (includes Medium)						Activity Index = 510 (includes Medium)						Activity Index = 450 (includes Medium)						
USDA GRADE AA	White 12 pack				1.50	10	1.50				1.50	130	1.50				0.79 - 1.50	130	1.43	
	White 18 pack				1.50 - 1.88	350	1.66				1.59 - 1.79	340	1.76				1.50 - 1.59	20	1.55	
	Brown 12 pack																			
	MEDIUM	White 12 pack						White 12 pack						White 12 pack			1.00 80 1.00			
USDA GRADE A	White 12 pack				0.79	20	0.79													
	White 18 pack				1.49 - 1.79	20	1.72													
	Brown 12 pack																			
	MEDIUM	White 12 pack						White 12 pack						White 12 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	20	2.99	
	Brown 12 pack																			
	OMEGA-3																			
White 12 pack				1.88 - 2.50	160	2.35														
Brown 12 pack																				
	CAGE-FREE																			
White 12 pack																	1.99	80	1.99	
Brown 12 pack																	2.99	120	2.99	

Note: See page 1 for explanatory notes.

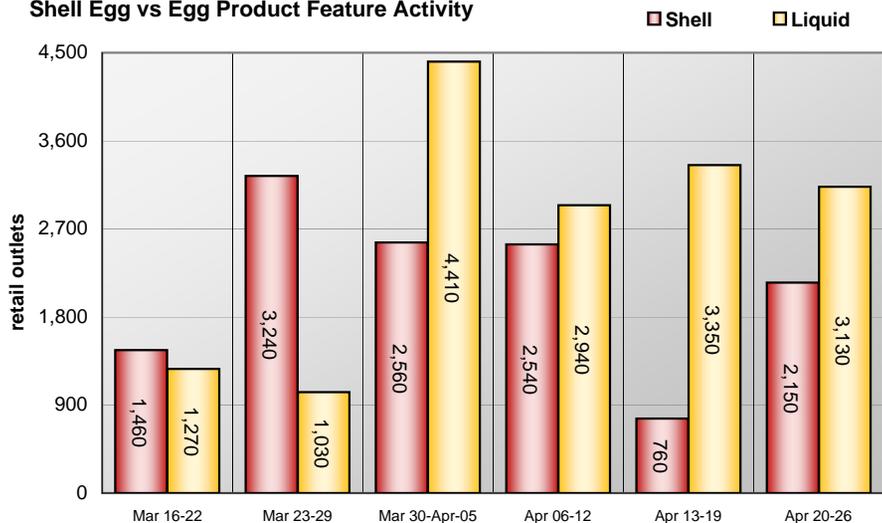


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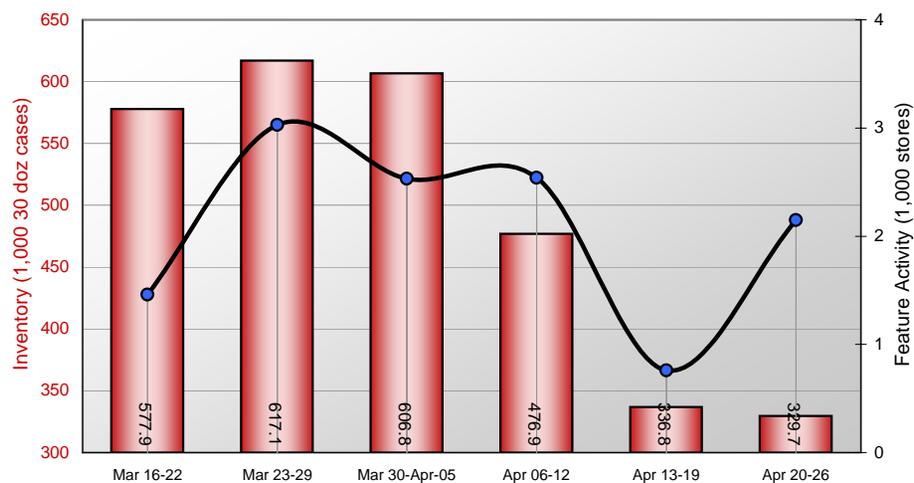
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EGG PRODUCTS	THIS WEEK		LAST WEEK		NORTHEAST			SOUTHEAST			MIDWEST			SOUTH CENTRAL			SOUTHWEST			NORTHWEST		
1/ Feature Rate	18.2%		19.3%		30.5% of 3,900 sampled			13.0% of 4,700 sampled			29.9% of 2,800 sampled			6.5% of 2,700 sampled			15.3% of 1,900 sampled			1.1% of 1,000 sampled		
2/ Activity Index	3,130		3,350		Activity Index = 1,130			Activity Index = 610			Activity Index = 810			Activity Index = 350			Activity Index = 210			Activity Index = 20		
	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	2,460	2.34	3,210	2.67	1.67 - 2.69	890	2.14	1.67 - 2.79	490	2.52	2.00 - 2.77	720	2.47	2.00 - 2.69	180	2.57	2.00 - 2.50	170	2.11	2.50	10	2.50
32 oz. carton	370	3.79	140	3.50	3.99	240	3.99	3.50	120	3.50	2.49	10	2.49									
3 - 4 oz. cups	300	2.34									1.50 - 2.69	80	1.69	2.50 - 2.69	170	2.60	2.50	40	2.50	2.50	10	2.50
2 - 8 oz. cups																						

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.