



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 04/27 thru 05/03
 (prices in dollars per carton)

Fri. Apr 27, 2007

SHELL EGG NATIONAL SUMMARY													
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	32.8% of 17,000 stores				23.9% of 17,000 stores				33.0% 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												
			180	1.04			310	1.40	200	1.00	150	1.12	
	White 12 pack												
White 18 pack													
Brown 12 pack													
REGULAR	USDA GRADE A												
	120	1.17	1,000	0.94	30	1.29	540	1.04	100	1.00	710	0.85	
	White 12 pack												
White 18 pack													
Brown 12 pack													
SPECIALTY	USDA ORGANIC												
	90	3.98	270	3.31	180	2.99	920	3.30			700	2.71	
White 12 pack													
Brown 12 pack													
CAGE-FREE	OMEGA-3												
			370	1.98	210	2.48	620	2.25			1,380	2.20	
White 12 pack													
Brown 12 pack													
CAGE-FREE	CAGE-FREE												
	80	2.50	720	2.55			280	2.20					
White 12 pack													
Brown 12 pack													

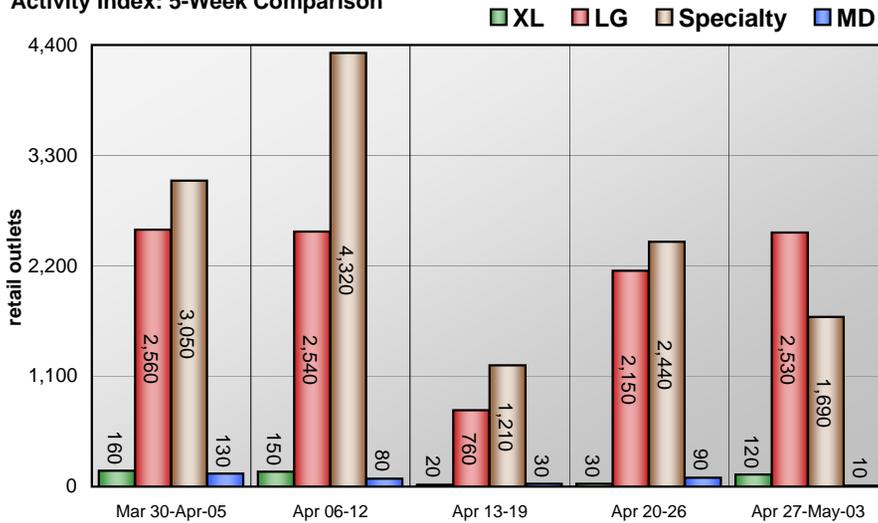
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,650	2,180	2,780	Large Eggs on Apr-23-2007
Specialty	1,690	2,440	2,880	
Total (includes MD)	4,350	4,710	5,690	342.8
Special Rate 4/:	13.1%	3.0%	14.0%	up 4%

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

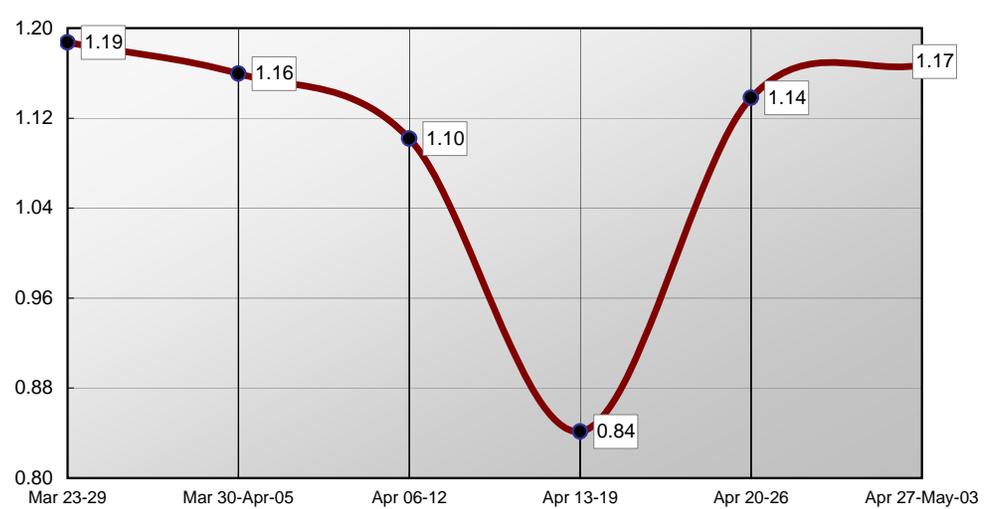
SHELL EGG and EGG PRODUCTS FEATURING

Feature activity on regular shell eggs is higher than last week, but slightly lower than the same week in 2006. Sampled outlets promoting Large White Grade A 12 pack eggs almost doubled those from a week ago, with a 10 cent drop in average price. All regions are fairly active with the exception of the Southeast where only about 9% of stores are promoting shell eggs. Notably, regular shell egg features surpassed both specialty and liquid eggs this cycle. Specialty shell egg ads declined when compared to last week and last year. Cage Free brown eggs promotions show up more frequently than Omega-3 and USDA Certified Organic. This week's Omega-3 white egg features are 73% less than a year ago. In the egg products sector, overall activity is lower than the previous week. Stores featuring 14-16 oz. cartons dropped sharply. Liquid egg activity is virtually nonexistent in the Southwest and Northwest regions 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		35.8% of 3,900 sampled outlets						9.0% of 4,700 sampled outlets						42.6% of 2,800 sampled outlets						
2/ Activity Index		Activity Index = 1,410 (includes Medium)						Activity Index = 490 (includes Medium)						Activity Index = 1,250 (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 - 1.29	40	1.26										0.69	10	0.69	
	White 18 pack																1.79	20	1.79	
	Brown 12 pack																			
	MEDIUM	White 12 pack						White 12 pack						White 12 pack						
USDA GRADE A	White 12 pack	0.99 - 1.19	120	1.17	0.85 - 1.00	240	0.94				0.77 - 1.00	50	0.96				0.49 - 1.25	650	0.94	
	White 18 pack				2.00	140	2.00				1.49 - 1.50	180	1.50				0.89 - 1.50	130	1.35	
	Brown 12 pack																			
	MEDIUM	White 12 pack			0.88	10	0.88	White 12 pack			White 12 pack			White 12 pack			White 30 pack			
S P E C I A L T Y	USDA ORGANIC																			
	White 12 pack																			
	Brown 12 pack	3.98	90	3.98	1.69 - 3.98	110	3.62										2.49 - 3.99	30	3.53	
	OMEGA-3																			
White 12 pack				1.98 - 2.00	230	1.99										1.79 - 2.00	140	1.98		
Brown 12 pack																				
	CAGE-FREE																			
White 12 pack				2.29	20	2.29				2.39	130	2.39				2.39	10	2.39		
Brown 12 pack	2.50	10	2.50	2.50 - 3.29	400	2.63				2.39 - 2.50	130	2.39				2.50	70	2.50		
		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		27.5% of 2,700 sampled outlets						73.7% of 1,900 sampled outlets						42.7% of 1,000 sampled outlets						
2/ Activity Index		Activity Index = 330 (includes Medium)						Activity Index = 750 (includes Medium)						Activity Index = 120 (includes Medium)						
USDA GRADE AA	White 12 pack				1.00	80	1.00				1.00	40	1.00				1.00	10	1.00	
	White 18 pack				1.79	110	1.79				1.79 - 2.50	670	2.32				1.50 - 2.59	100	2.34	
	Brown 12 pack																			
	MEDIUM	White 12 pack						White 12 pack						White 12 pack						
USDA GRADE A	White 12 pack				0.79 - 1.00	60	0.88													
	White 18 pack																			
	Brown 12 pack																			
	MEDIUM	White 12 pack			White 30 pack			White 12 pack			White 30 pack			White 12 pack			White 30 pack			
S P E C I A L T Y	USDA ORGANIC																			
	White 12 pack																			
	Brown 12 pack				2.99	80	2.99				2.99	40	2.99				2.99	10	2.99	
	OMEGA-3																			
White 12 pack																				
Brown 12 pack																				
	CAGE-FREE																			
White 12 pack																				
Brown 12 pack																				

Note: See page 1 for explanatory notes.

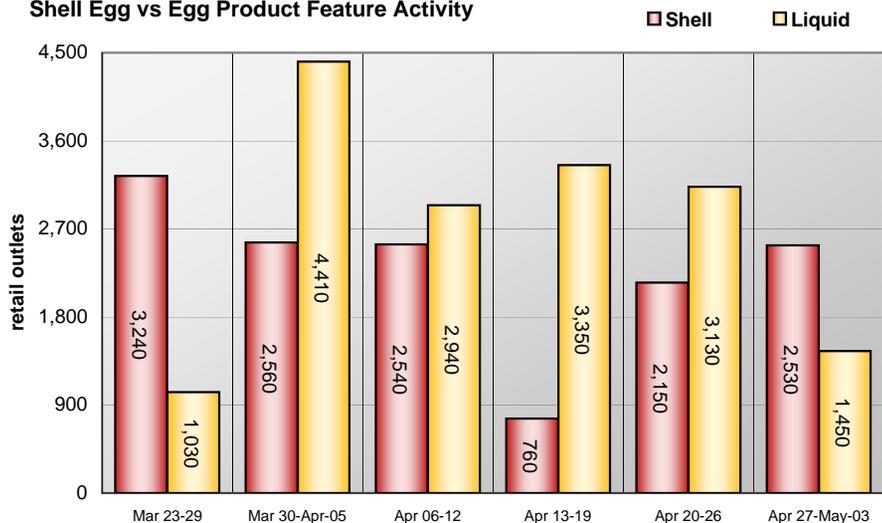


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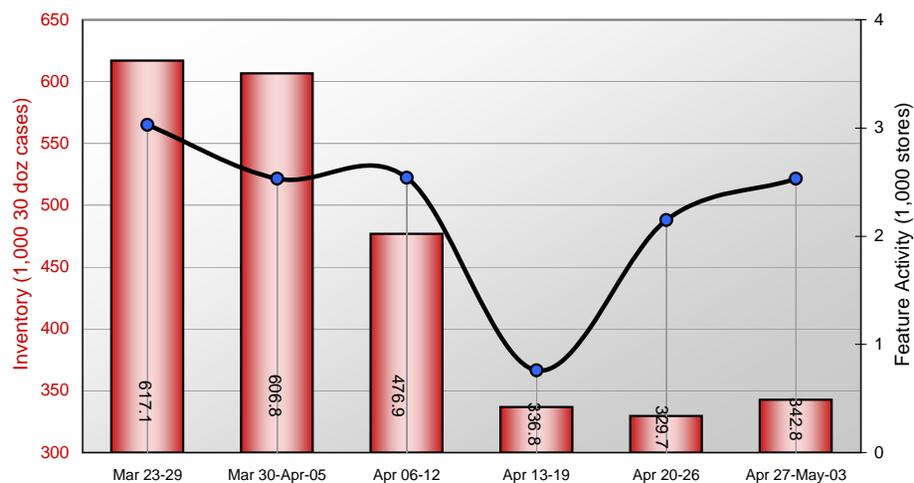
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EGG PRODUCTS	THIS WEEK	LAST WEEK	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	9.3%	18.2%	23.5% of 3,900 sampled	3.0% of 4,700 sampled	11.2% of 2,800 sampled	3.2% of 2,700 sampled	6.7% of 1,900 sampled	0.0% of 1,000 sampled
2/ Activity Index	1,450	3,130	Activity Index = 880	Activity Index = 150	Activity Index = 300	Activity Index = 120	Activity Index = 0	Activity Index = 0
	Stores Avg 3/	Stores Avg 3/	Price Range Stores Avg 3/					
14-16 oz. carton	940 2.48	2,460 2.34	1.99 - 2.79 440 2.61	1.99 - 2.50 130 2.07	2.50 300 2.50	1.98 - 2.50 70 2.40		
32 oz. carton	320 4.86	370 3.79	4.99 260 4.99	4.99 10 4.99		3.50 - 4.99 50 4.15		
3 - 4 oz. cups	190 1.74	300 2.34	1.50 - 2.50 180 1.76	1.50 10 1.50				
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.