



**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 05/04 thru 05/10**  
 (prices in dollars per carton)

Fri. May 04, 2007

SHELL EGG NATIONAL SUMMARY												
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
	31.2% of 17,000 stores				32.8% of 17,000 stores				32.9% 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		550 0.76				180 1.04		130 1.15		510 0.97	
	White 18 pack		320 2.07				900 2.24				620 1.04	
REGULAR	USDA GRADE A											
	White 12 pack		140 0.89		1,000 0.94		120 1.17		1,000 0.94		140 0.99	
	White 18 pack				140 2.00		450 1.61				2,000 0.82	
SPECIALTY	USDA ORGANIC											
	White 12 pack				1,140 3.08		90 3.98		270 3.31		380 4.00	
	Brown 12 pack								630 3.63			
SPECIALTY	OMEGA-3											
	White 12 pack		120 2.50		840 2.47		370 1.98				370 2.58	
	Brown 12 pack				210 2.52				130 2.86			
SPECIALTY	CAGE-FREE											
	White 12 pack				340 2.91		160 2.38		50 1.99		50 1.99	
	Brown 12 pack		590 2.50		1,220 2.27		80 2.50		720 2.55		240 2.50	

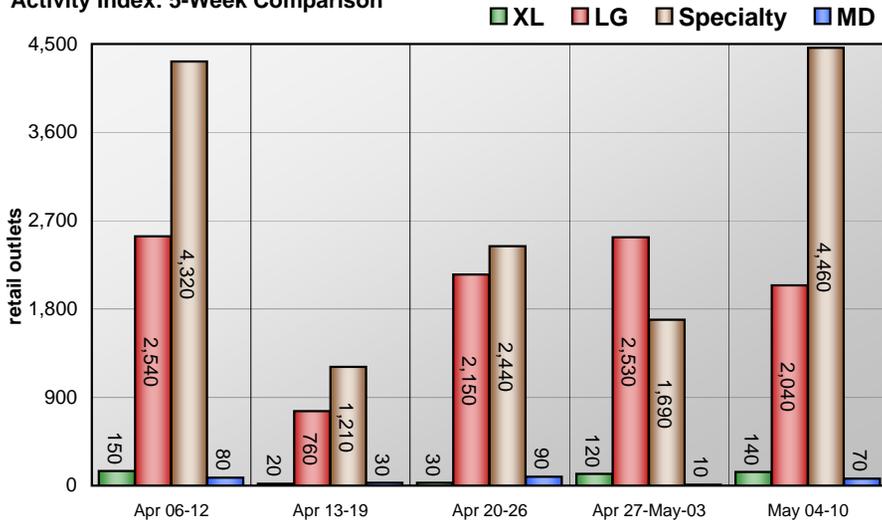
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,180	2,650	4,700	Large Eggs on Apr-30-2007
Specialty	4,460	1,690	3,010	
Total (includes MD)	6,710	4,350	7,970	413.5
Special Rate 4/:	5.5%	13.1%	6.6%	up 21%

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

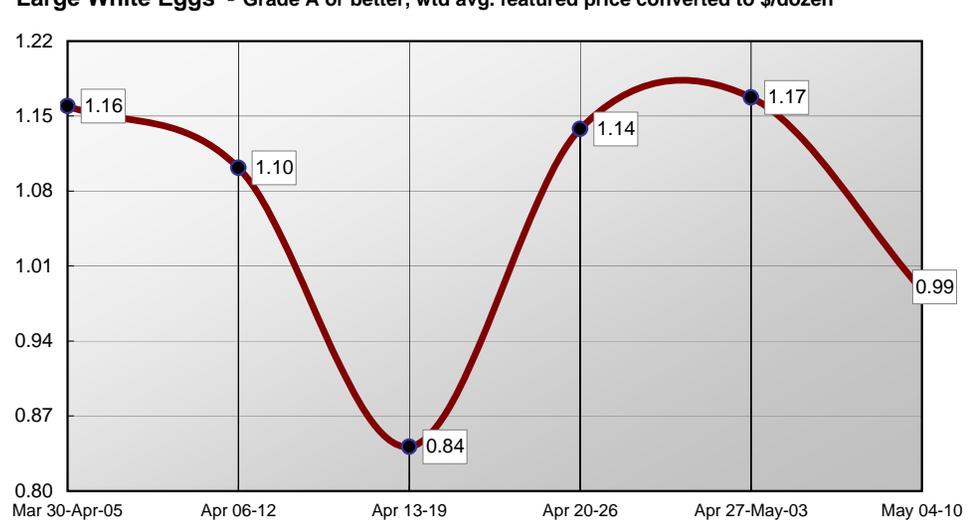
**SHELL EGG and EGG PRODUCTS FEATURING**

Regular shell egg promotions are slightly lower than a week earlier and 54% less than the same week a year ago. The weighted average price of Large white eggs to consumers, Grade A or better declined. Specialty shell egg features increased sharply, surpassing last week's and last year's ad activity. Cage Free brown and USDA Certified Organic features dominate ad space this cycle, however Cage Free brown eggs claim top position by a narrow margin. Omega-3 white eggs are still highly promoted. In the egg products sector, overall activity is again lower than the previous week. Interestingly, the Northeast is the most active region featuring regular eggs, specialty eggs and egg products this period.

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		61.2% of 3,900 sampled outlets						4.6% of 4,700 sampled outlets						13.6% of 2,800 sampled outlets						
2/ Activity Index		Activity Index = 3,890 (includes Medium)						Activity Index = 370 (includes Medium)						Activity Index = 470 (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										0.69 - 1.00	20	0.91	
	White 18 pack																2.00	10	2.00	
	Brown 12 pack																			
	<b>MEDIUM</b>	White 12 pack						White 12 pack						White 12 pack						
USDA GRADE A	White 12 pack	0.89	140	0.89	0.79 - 1.20	440	1.00				0.79 - 1.20	160	0.83				0.88 - 1.00	130	0.97	
	White 18 pack				2.00	140	2.00										1.00	30	1.00	
	Brown 12 pack																0.60	70	0.60	
	<b>MEDIUM</b>	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	<b>USDA ORGANIC</b>																			
	White 12 pack				1.69 - 3.79	800	3.00										2.49 - 3.99	200	3.43	
	Brown 12 pack																			
	<b>OMEGA-3</b>																			
White 12 pack	2.50	120	2.50	1.99 - 2.50	760	2.48				2.50	70	2.50				1.99	10	1.99		
Brown 12 pack				2.52	210	2.52														
	<b>CAGE-FREE</b>																			
White 12 pack				2.29	20	2.29														
Brown 12 pack	2.50	520	2.50	2.00 - 2.69	730	2.45	2.50	70	2.50	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		34.7% of 2,700 sampled outlets						50.4% of 1,900 sampled outlets						39.2% of 1,000 sampled outlets						
2/ Activity Index		Activity Index = 950 (includes Medium)						Activity Index = 640 (includes Medium)						Activity Index = 390 (includes Medium)						
USDA GRADE AA	White 12 pack				0.69 - 1.00	290	0.79				0.79	10	0.79				0.69	220	0.69	
	White 18 pack				1.99	10	1.99				1.99 - 2.79	280	2.05				2.49	20	2.49	
	Brown 12 pack																			
	<b>MEDIUM</b>	White 12 pack						White 12 pack						White 12 pack						
USDA GRADE A	White 12 pack				0.79 - 1.00	270	0.89													
	White 18 pack																			
	Brown 12 pack																			
	<b>MEDIUM</b>	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	<b>USDA ORGANIC</b>																			
	White 12 pack				2.99	80	2.99				2.99	40	2.99				2.99	20	2.99	
	Brown 12 pack																			
	<b>OMEGA-3</b>																			
White 12 pack																				
Brown 12 pack																				
	<b>CAGE-FREE</b>																			
White 12 pack											3.00	310	3.00				1.50	10	1.50	
Brown 12 pack					1.89	300	1.89										1.99	120	1.99	

Note: See page 1 for explanatory notes.

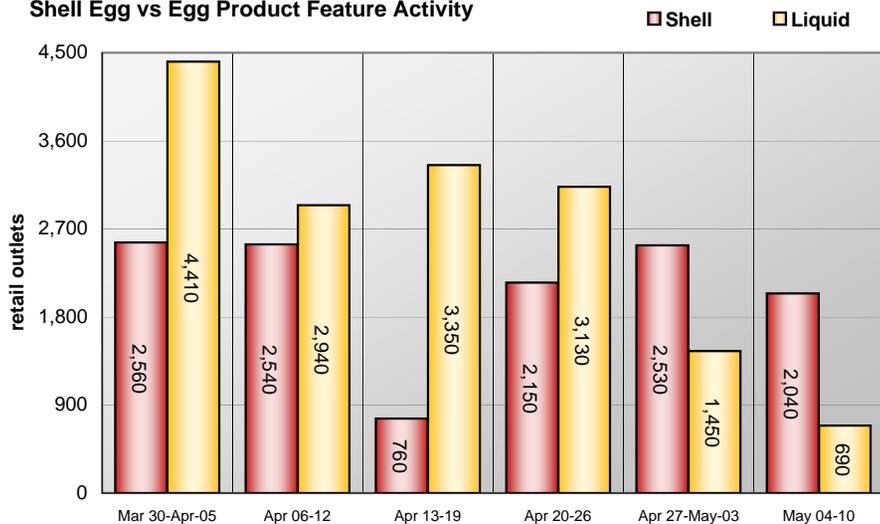


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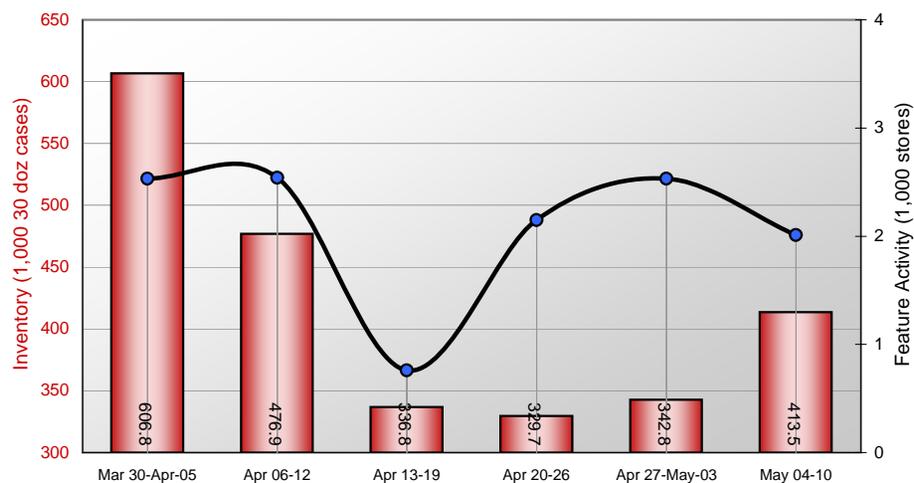
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EGG PRODUCTS	THIS WEEK		LAST WEEK		NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST			
1/ Feature Rate	3.6%		9.3%		12.8% of 3,900 sampled		0.0% of 4,700 sampled		0.4% of 2,800 sampled		0.4% of 2,700 sampled		0.9% of 1,900 sampled		8.2% of 1,000 sampled			
2/ Activity Index	690		1,450		Activity Index = 560		Activity Index = 10		Activity Index = 10		Activity Index = 10		Activity Index = 20		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/		
14-16 oz. carton	460	2.31	940	2.48	1.99 - 2.50	330	2.39	2.50	10	2.50	2.50	10	1.59	10	1.59	2.50	20	2.50
32 oz. carton	50	3.99	320	4.86	3.99	50	3.99											
3 - 4 oz. cups	180	2.27	190	1.74	2.00 - 2.50	180	2.27											
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.