



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 05/11 thru 05/17
 (prices in dollars per carton)

Fri. May 11, 2007

SHELL EGG NATIONAL SUMMARY												
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
	34.9% of 17,000 stores				31.2% of 17,000 stores				37.7% 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		980 1.21		550 0.76		200 1.00		980 0.93			
	White 18 pack		370 1.54		320 2.07				70 1.48			
Brown 12 pack												
SPECIALTY	USDA GRADE A											
	White 12 pack		430 1.15		140 0.89		1,000 0.94		30 0.64		1,700 0.83	
	White 18 pack		1,010 1.60		140 2.00		30 1.00				440 1.19	
Brown 12 pack		10 0.99										
CAGE-FREE	USDA ORGANIC											
	White 12 pack		120 2.50		310 3.10		1,140 3.08				340 3.28	
	Brown 12 pack											
OMEGA-3	White 12 pack		440 2.37		970 2.41		120 2.50		840 2.47		350 2.26	
	Brown 12 pack		110 2.50		210 2.52				630 2.05			
	White 12 pack						340 2.91		50 1.99		50 1.99	
Brown 12 pack		930 2.33		590 2.50		1,220 2.27		30 2.50		620 2.52		

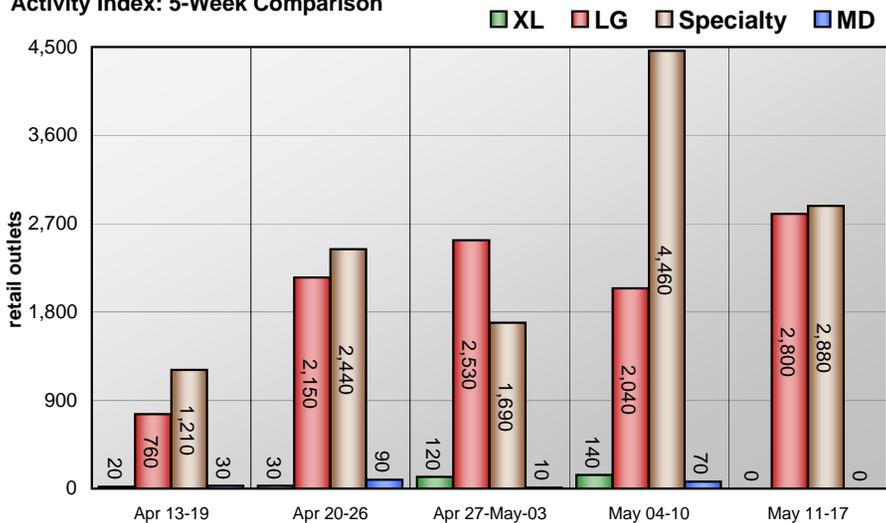
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,800	2,180	3,420	Large Eggs on May-07-2007
Specialty	2,880	4,460	3,120	
Total (includes MD)	5,680	6,710	6,620	461.3
Special Rate 4/:	12.2%	5.5%	14.3%	up 12%

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

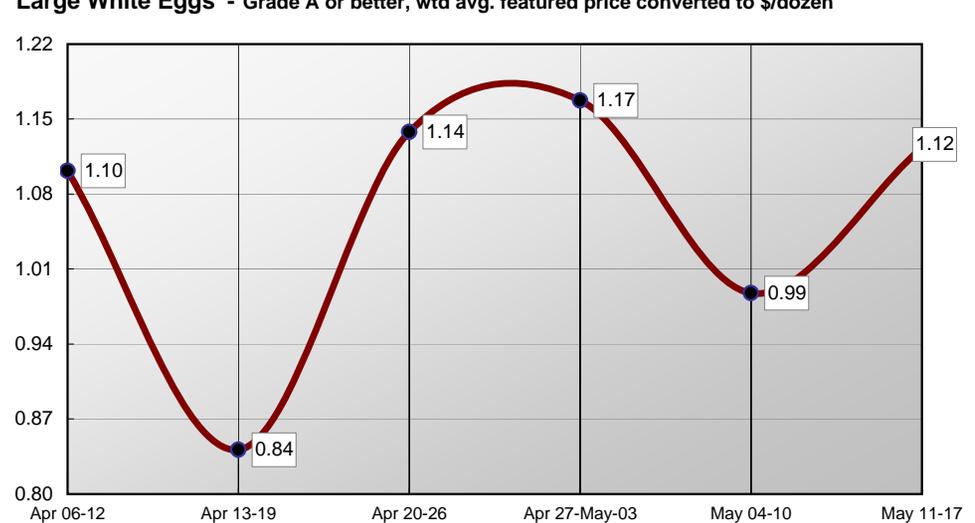
SHELL EGG and EGG PRODUCTS FEATURING

Feature activity on regular shell eggs is higher than last week, although significantly less than the same week last year. Stores promoting Grade A White 18 pack eggs sharply increased this period. The highest percentage of activity is in the Western regions. Specialty shell egg features are lower compared to both the previous week and year ago. Omega-3 white eggs reclaimed top position, edging out Cage Free Brown eggs by a slight margin. USDA Certified Organic egg ads dropped sharply. In the egg products sector, overall activity is higher than the previous week. 32 oz. carton promotions increased in both store volume and average price this week. 14-16 oz cartons also advanced in store volume, but was about the same in average prices.

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)					
		39.5% of 3,900 sampled outlets Activity Index = 2,030 (includes Medium)						12.6% of 4,700 sampled outlets Activity Index = 790 (includes Medium)						23.7% of 2,800 sampled outlets Activity Index = 730 (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										1.50	10	1.50
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				0.99 - 1.50	280	1.24				1.00	120	1.00				0.89	30	0.89
	White 18 pack				1.69	20	1.69				1.50 - 1.69	420	1.61				1.50 - 1.77	220	1.64
	Brown 12 pack				0.99	10	0.99												
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
		White 30 pack						White 30 pack						White 30 pack					
SPECIALTY	USDA ORGANIC																		
	White 12 pack																2.49	10	2.49
	Brown 12 pack	2.50	120	2.50	2.50 - 3.98	170	3.00												
	OMEGA-3																		
	White 12 pack	2.00 - 2.50	430	2.37	2.00 - 2.50	710	2.26	2.29	10	2.29							2.04 - 3.00	260	2.80
	Brown 12 pack				2.50	110	2.50												
	CAGE-FREE																		
	White 12 pack				1.99 - 2.29	170	2.04				2.50	240	2.50				3.00	200	3.00
	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)					
		41.4% of 2,700 sampled outlets Activity Index = 1,380 (includes Medium)						72.6% of 1,900 sampled outlets Activity Index = 550 (includes Medium)						61.8% of 1,000 sampled outlets Activity Index = 200 (includes Medium)					
USDA GRADE AA	White 12 pack				0.69 - 1.50	410	0.85				1.00 - 1.50	450	1.49				0.99 - 1.50	110	1.37
	White 18 pack				1.25 - 1.50	240	1.35				1.49 - 2.79	60	1.92				1.49 - 1.99	60	1.90
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				1.50 - 1.89	350	1.55												
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
		White 30 pack						White 30 pack						White 30 pack					
SPECIALTY	USDA ORGANIC																		
	White 12 pack				3.29	80	3.29				2.99 - 3.29	40	3.24				3.29	10	3.29
	Brown 12 pack																		
	OMEGA-3																		
	White 12 pack																		
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack				1.89	300	1.89										2.79	20	2.79
	Brown 12 pack																		

Note: See page 1 for explanatory notes.

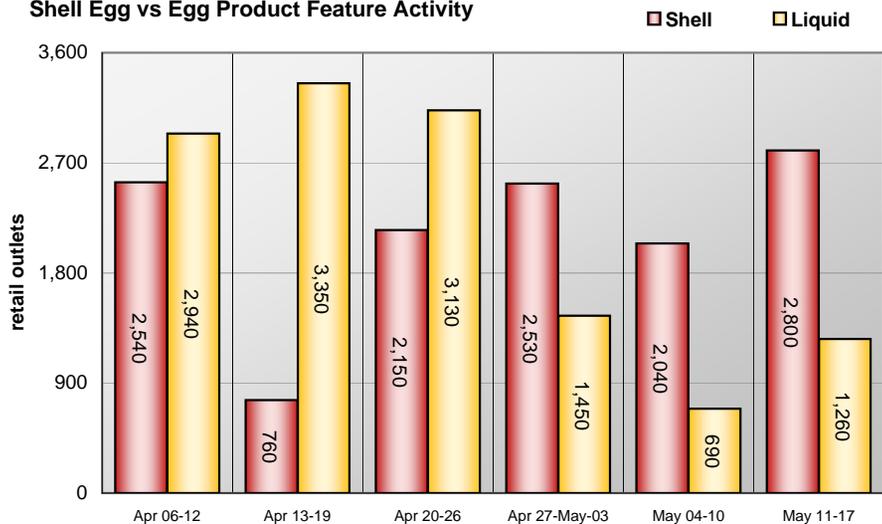


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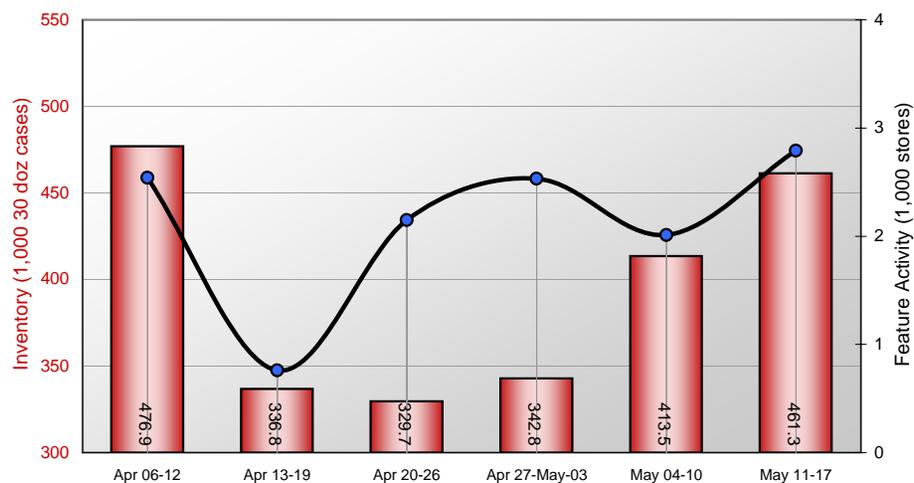
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EGG PRODUCTS	THIS WEEK	LAST WEEK	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	7.8%	3.6%	21.9% of 3,900 sampled	1.9% of 4,700 sampled	12.2% of 2,800 sampled	1.3% of 2,700 sampled	0.9% of 1,900 sampled	0.0% of 1,000 sampled
2/ Activity Index	1,260	690	Activity Index = 790	Activity Index = 100	Activity Index = 320	Activity Index = 30	Activity Index = 20	Activity Index = 0
	Stores Avg 3/	Stores Avg 3/	Price Range Stores Avg 3/					
14-16 oz. carton	560 2.32	460 2.31	1.67 - 2.50 320 2.09	1.67 - 2.79 90 2.70	2.48 - 2.79 120 2.68	1.98 10 1.98	2.50 20 2.50	
32 oz. carton	700 4.40	50 3.99	3.99 - 4.99 470 4.54	4.99 10 4.99	3.99 200 3.99	4.99 20 4.99		
3 - 4 oz. cups		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.