



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 05/18 thru 05/24
 (prices in dollars per carton)

Fri. May 18, 2007

SHELL EGG NATIONAL SUMMARY													
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	24.9% of 17,000 stores				34.9% of 17,000 stores				44.7% 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	20	1.50	60	1.08			980	1.21	10	0.58	30	0.63
	White 18 pack							370	1.54			1,050	1.23
REGULAR	USDA GRADE A												
	White 12 pack			210	0.98			430	1.15	70	1.00	1,710	0.79
	White 18 pack			780	1.91			1,010	1.60			920	1.00
	Brown 12 pack			210	1.25			10	0.99			130	0.88
SPECIALTY	USDA ORGANIC												
	White 12 pack												
	Brown 12 pack	10	5.00	320	4.07	120	2.50	310	3.10			520	3.41
CAGE-FREE	OMEGA-3												
	White 12 pack	280	2.53	1,680	2.30	440	2.37	970	2.41	410	2.48	1,390	2.37
	Brown 12 pack							110	2.50			480	2.87
CAGE-FREE	CAGE-FREE												
	White 12 pack			120	2.00					50	1.99	70	2.15
	Brown 12 pack			1,110	2.14			930	2.33	30	2.50	880	2.27

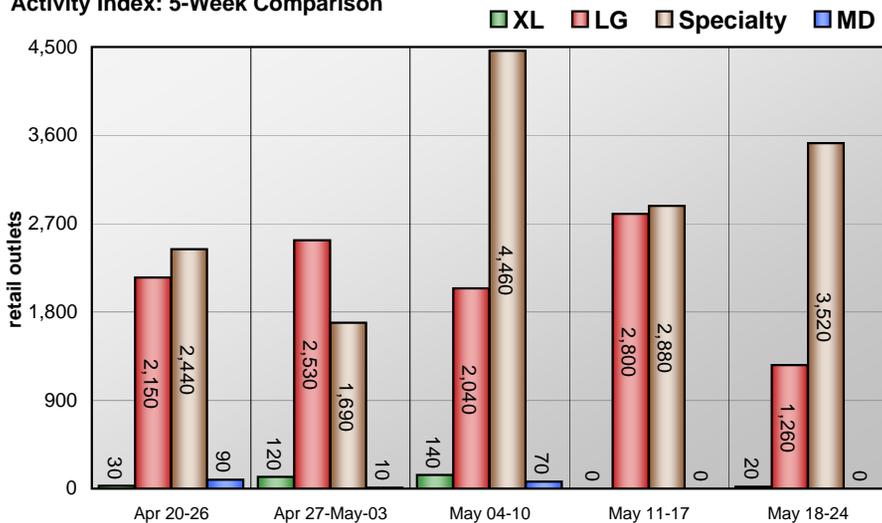
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,280	2,800	3,920	Large Eggs on May-14-2007
Specialty	3,520	2,880	3,830	
Total (includes MD)	4,800	5,680	8,170	435.1
Special Rate 4/:	8.1%	12.2%	12.2%	down 6%

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

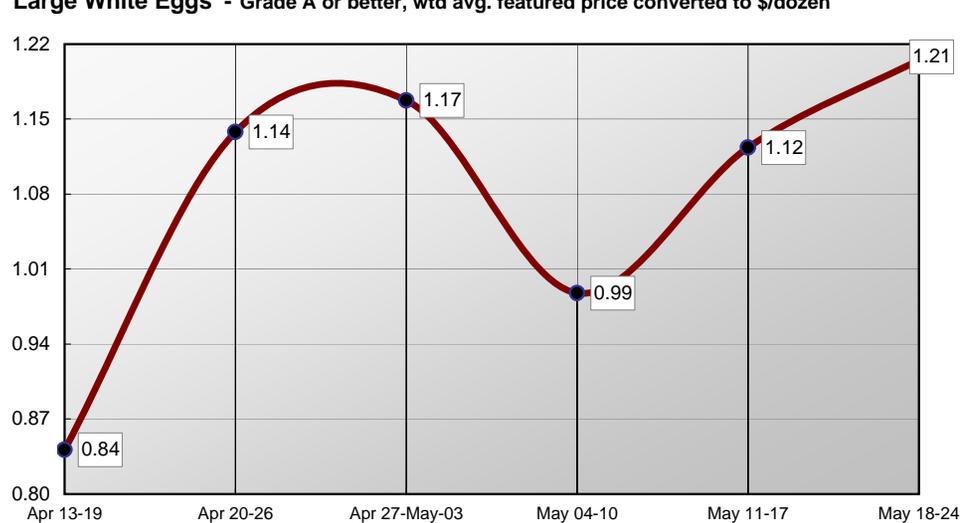
SHELL EGG and EGG PRODUCTS FEATURING

Feature activity on regular shell eggs is significantly lower than both last week and the same week last year. The weighted average price to consumers on Grade A Large is sharply higher than in previous weeks. Specialty shell egg features are higher than a week ago, although slightly lower than last year. The majority of ad space focused on Omega-3 white eggs and Cage Free Brown eggs respectively. USDA Certified Organic egg ads are about unchanged. Liquid eggs promotions are more visible this period than regular shell eggs. Overall feature activity on egg products is higher than the previous week. 14-16 oz cartons increased in store volume and is 10 cents higher in average price. 32 oz cartons maintained a steady pace.

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)								
		53.8% of 3,900 sampled outlets Activity Index = 2,390 (includes Medium)						8.1% of 4,700 sampled outlets Activity Index = 400 (includes Medium)						20.6% of 2,800 sampled outlets Activity Index = 570 (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	10	0.88			
	White 18 pack																					
	Brown 12 pack																					
	MEDIUM	White 12 pack						White 12 pack						White 12 pack								
USDA GRADE A	White 12 pack				0.78	10	0.78				0.79	70	0.79				0.89 - 1.29	80	1.23			
	White 18 pack				1.79 - 2.50	580	2.01				1.50 - 1.79	140	1.54				1.50 - 1.89	60	1.86			
	Brown 12 pack				1.25	210	1.25															
	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				3.29 - 4.49	290	4.13										3.50	10	3.50			
	Brown 12 pack																					
	OMEGA-3	2.50 - 2.59	280	2.53	1.88 - 2.50	960	2.29				2.04 - 2.29	190	2.23				2.29 - 2.50	220	2.49			
	CAGE-FREE																					
	White 12 pack				2.99	50	2.99										1.99	190	1.99			
	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)								
		21.6% of 2,700 sampled outlets Activity Index = 820 (includes Medium)						25.0% of 1,900 sampled outlets Activity Index = 490 (includes Medium)						11.5% of 1,000 sampled outlets Activity Index = 130 (includes Medium)								
USDA GRADE AA	White 12 pack							1.50	20	1.50				1.50	20	1.50				0.69	20	0.69
	White 18 pack																					
	Brown 12 pack																					
	MEDIUM	White 12 pack						White 12 pack						White 12 pack								
USDA GRADE A	White 12 pack				0.88	50	0.88															
	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								
S P E C I A L T Y	USDA ORGANIC																					
	White 12 pack				3.50	20	3.50	5.00	10	5.00				2.49	130	2.49				1.99	10	1.99
	Brown 12 pack				1.98 - 2.49	170	2.03															
	OMEGA-3																					
	White 12 pack				2.00	120	2.00				2.50	310	2.50				1.50 - 1.99	100	1.89			
	Brown 12 pack				1.89 - 2.00	460	1.93															

Note: See page 1 for explanatory notes.

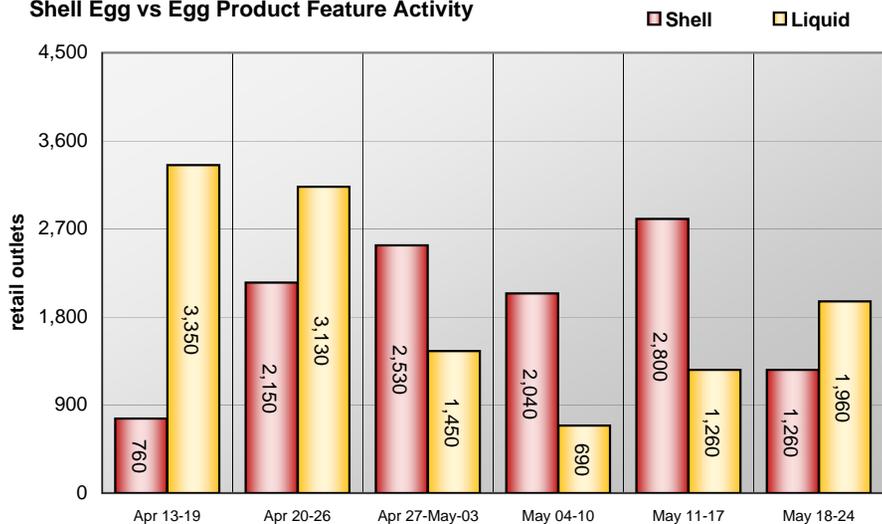


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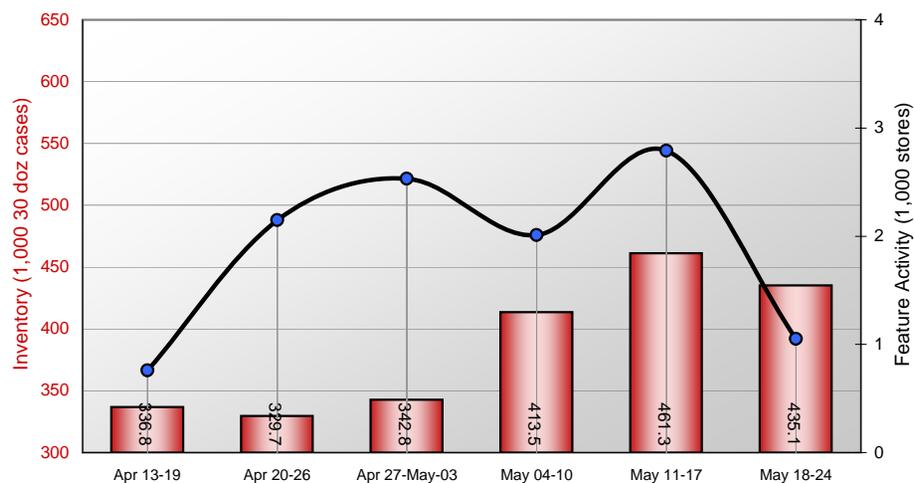
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EGG PRODUCTS	THIS WEEK		LAST WEEK		NORTHEAST			SOUTHEAST			MIDWEST			SOUTH CENTRAL			SOUTHWEST			NORTHWEST		
1/ Feature Rate	16.5%		7.8%		21.9% of 3,900 sampled			18.6% of 4,700 sampled			7.5% of 2,800 sampled			22.0% of 2,700 sampled			1.9% of 1,900 sampled			23.2% of 1,000 sampled		
2/ Activity Index	1,960		1,260		Activity Index = 850			Activity Index = 40			Activity Index = 200			Activity Index = 600			Activity Index = 40			Activity Index = 230		
	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	1,340	2.42	560	2.32	1.67 - 2.79	680	2.30	2.79	40	2.79	2.48 - 2.69	180	2.52	2.50 - 2.69	390	2.55	2.50	40	2.50	2.50	10	2.50
32 oz. carton	590	4.73	700	4.40	3.99 - 4.99	170	4.37				4.88	10	4.88	4.88	190	4.88				4.88	220	4.88
3 - 4 oz. cups	30	2.24									2.24	10	2.24	2.24	20	2.24						
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.