



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 03/21 thru 03/27.
 (prices in dollars per carton)

Fri. Mar 21, 2008

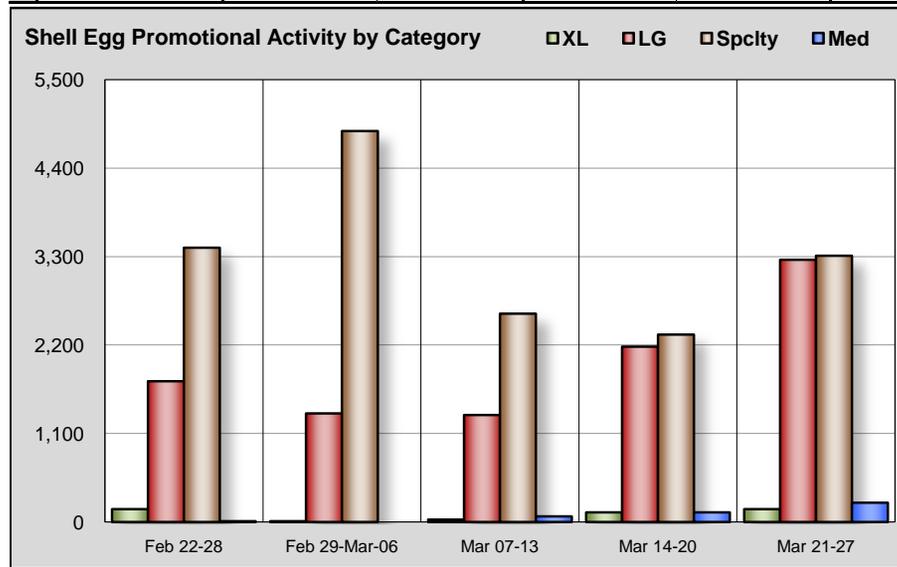
SHELL EGG NATIONAL SUMMARY													
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	38.6% of 18,000 stores				30.1% of 18,000 stores				40.1% of 17,000 stores				
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE		
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
REGULAR	USDA GRADE AA												
	White 12 pack	70	1.99	890	1.70	10	1.99	280	1.50		1,170	1.09	
	White 18 pack			620	2.54			210	2.61		530	2.47	
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack	90	1.48	1,490	1.55	110	1.25	1,310	1.59		480	0.93	
White 18 pack			250	2.07			380	2.23		850	1.78		
Brown 12 pack			10	2.00				210	1.00		210	1.00	
SPECIALTY	USDA ORGANIC												
	White 12 pack												
	Brown 12 pack			80	4.00	10	3.99	280	2.51		1,000	3.45	
	OMEGA-3												
	White 12 pack	10	1.68	770	2.40	240	2.75	890	2.55	30	2.50	890	2.40
	Brown 12 pack			490	2.49			170	2.99				
LARGE	CAGE-FREE												
	White 12 pack			870	2.49			370	3.15		340	2.46	
	Brown 12 pack			1,090	2.49			370	2.56		290	3.12	

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	3,420	2,300	3,240	Large Eggs on Mar-17-2008 474.1
Specialty	3,310	2,330	2,550	
Total (includes MD)	6,970	4,750	5,870	
Special Rate 4/:	15.9%	10.5%	9.1%	down 20%

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

SHELL EGG and EGG PRODUCTS FEATURING

Easter holiday promotional activity on regular shell eggs is 49% higher than last week, but only 6% more than the same period last year. The average price of Grade A or better, Large White eggs is 4 cents higher than the previous week. There is a substantial increase in "Buy 1 or Buy 2 - Get 1 Free" and "Free w/ additional purchase", this ad cycle. Extra large and medium eggs are showing up more. Notably, stores are limiting quantities purchased at lower price levels. Specialty shell eggs are higher than a week and year ago. Cage-free eggs are featured more than other items in the sector and claims top position. In the egg products sector, liquid eggs dropped lower than the previous year and the previous week. Regular shell eggs out paced liquid eggs by a wide margin this week.



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.)



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 03/21 thru 03/27.
 (prices in dollars per carton)

Fri. Mar 21, 2008

		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)					
Feature Rate ^{1/} Activity Index ^{2/}		20.6% of 3,900 sampled outlets Activity Index = 850 (includes Medium)						17.7% of 4,900 sampled outlets Activity Index = 1,330 (includes Medium)						48.9% of 3,000 sampled outlets Activity Index = 1,260 (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				1.88	10	1.88										1.67 - 1.68	30	1.67
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM																		
	White 12 pack																		
USDA GRADE A	White 12 pack				1.56 - 2.04	290	1.96				1.50 - 1.99	250	1.62	1.48	90	1.48	0.99 - 1.99	750	1.36
	White 18 pack				2.49 - 2.59	30	2.51										1.97 - 2.50	160	2.01
	Brown 12 pack										2.00	10	2.00						
	MEDIUM																		
	White 12 pack				1.50	10	1.50										1.32 - 1.67	20	1.53
	White 30 pack																3.99	10	3.99
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack																		
	OMEGA-3																		
	White 12 pack				1.98 - 2.99	510	2.56				1.79	50	1.79				2.00 - 2.29	160	2.28
	Brown 12 pack										2.29 - 2.50	240	2.48						
	CAGE-FREE																		
	White 12 pack										2.50	340	2.50				2.50	10	2.50
	Brown 12 pack										2.50	340	2.50				2.50 - 2.59	30	2.58
		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)					
Feature Rate ^{1/} Activity Index ^{2/}		60.9% of 3,000 sampled outlets Activity Index = 2,380 (includes Medium)						55.4% of 2,300 sampled outlets Activity Index = 860 (includes Medium)						77.7% of 900 sampled outlets Activity Index = 290 (includes Medium)					
USDA GRADE AA	White 12 pack	1.99	20	1.99	1.25 - 2.00	400	1.49	1.99 - 2.00	50	2.00	1.25 - 2.00	380	1.92				1.25 - 2.00	70	1.72
	White 18 pack				1.50 - 2.50	300	2.03				3.00 - 3.50	210	3.18				1.99 - 3.00	110	2.74
	MEDIUM																		
	White 12 pack				1.69	10	1.69				1.50 - 1.67	40	1.62						
USDA GRADE A	White 12 pack				1.29 - 1.69	200	1.57												
	White 18 pack				2.00	60	2.00												
	Brown 12 pack																		
	MEDIUM																		
	White 12 pack				1.29 - 1.53	50	1.37												
	White 30 pack																		
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack				2.76	10	2.76				6.00	10	6.00				3.79 - 4.00	60	3.87
	OMEGA-3																		
	White 12 pack	1.68	10	1.68	1.49 - 1.99	50	1.86												
	Brown 12 pack				2.50	200	2.50				2.50	40	2.50				2.50	10	2.50
	CAGE-FREE																		
	White 12 pack				2.50	410	2.50				2.28 - 3.00	80	2.64				1.29 - 2.50	30	1.93
	Brown 12 pack				1.68 - 2.50	660	2.48				2.00 - 2.50	50	2.40				2.50	10	2.50

Note: See page 1 for explanatory notes.



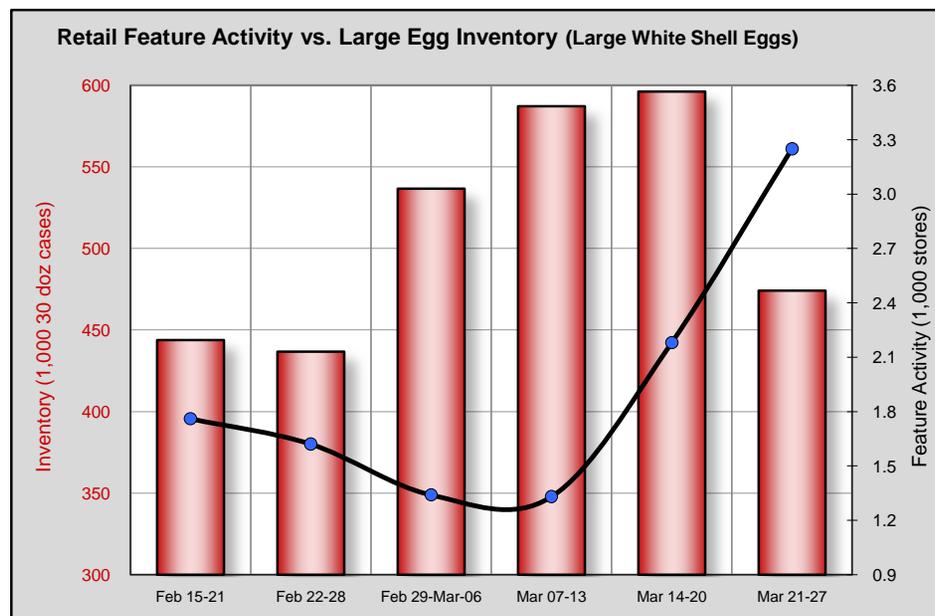
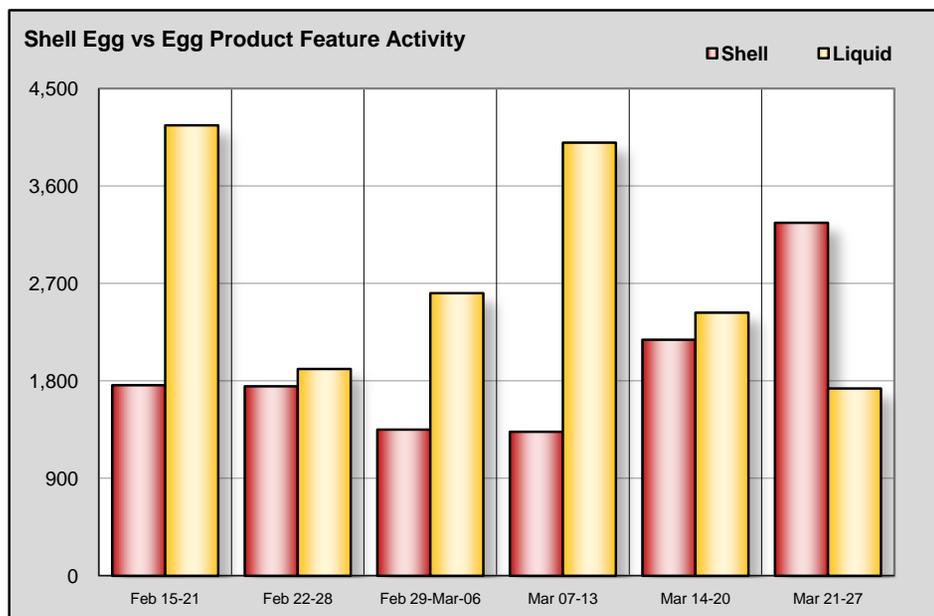
USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 03/21 thru 03/27.

(prices in dollars per carton)

Fri. Mar 21, 2008

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	5.9%	9.9%	21.0%	17.6% of 3,900 sampled	2.7% of 4,900 sampled	0.3% of 3,000 sampled	4.1% of 3,000 sampled	0.0% of 2,300 sampled	13.0% of 900 sampled
2/ Activity Index	1,730	2,430	4,410	Activity Index = 930	Activity Index = 130	Activity Index = 20	Activity Index = 500	Activity Index = 0	Activity Index = 150
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range Stores Avg ^{3/}					
14-16 oz. crtn	870 2.69	1,400 2.70	3,450 2.34	2.50 - 3.19 300 2.81	3.00 - 3.19 120 3.03	2.50 - 2.99 20 2.73	2.00 - 3.19 310 2.52		2.29 - 3.19 120 2.51
32 oz. crtn	740 4.74	1,030 4.24	410 4.39	4.29 - 5.49 510 4.82	4.29 10 4.29		4.69 190 4.69		3.99 30 3.99
3 - 4 oz. cup	120 2.99		290 2.53	2.99 120 2.99					
2 - 8 oz. cup			260 3.26						



Note: See page 1 for explanatory notes.