



**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 04/18 thru 04/24.

(prices in dollars per carton)

Fri. Apr 18, 2008

**SHELL EGG NATIONAL SUMMARY**

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR																	
	47.8% of 18,000 stores				32.3% of 18,000 stores				23.9% 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												
<b>REGULAR</b>	<b>USDA GRADE AA</b>																							
	White 12 pack		30	0.99	520		1.92		500		1.67		310		1.40									
	White 18 pack				100		3.53		220		3.61		720		1.71									
	Brown 12 pack																							
	<b>USDA GRADE A</b>																							
	White 12 pack		10	1.39	500		1.34		940		1.36		30	1.29	540		1.04							
White 18 pack								80		1.93				580		1.63								
Brown 12 pack				340		1.81		10		2.00														
<b>SPECIALTY</b>	<b>USDA ORGANIC</b>																							
	White 12 pack																							
	Brown 12 pack				3,900		3.48		20		2.89		1,040		3.63		180		2.99		920		3.30	
<b>REGULAR</b>	<b>OMEGA-3</b>																							
	White 12 pack				2,270		2.40		750		2.67		1,360		2.61		210		2.48		620		2.25	
	Brown 12 pack				620		2.69																	
<b>REGULAR</b>	<b>CAGE-FREE</b>																							
	White 12 pack				710		2.50		130		2.49		100		2.50						280		2.20	
	Brown 12 pack				1,260		3.03		130		2.49		760		3.02						230		2.73	

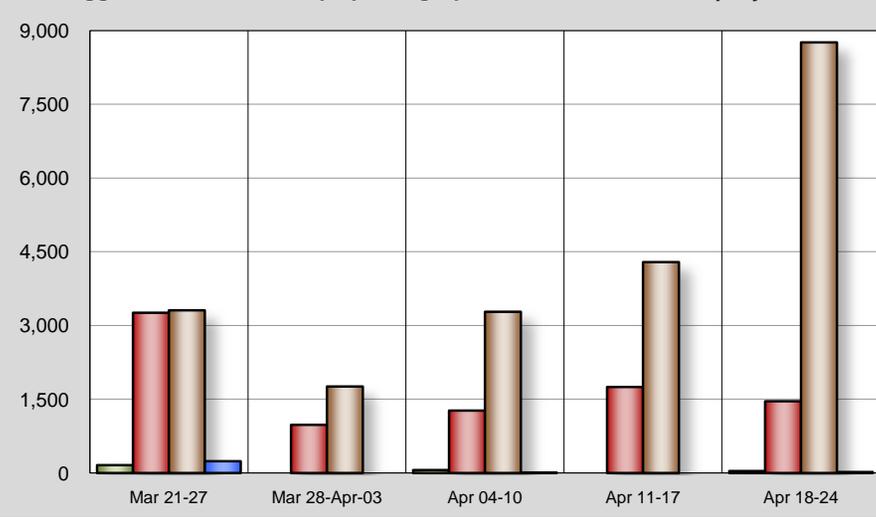
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,500	1,750	2,180	Large Eggs on Apr-14-2008 452.9
Specialty	8,760	4,290	2,440	
Total (includes MD)	10,280	6,040	4,710	452.9
Special Rate 4/:	6.9%	11.6%	3.0%	down 6%

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

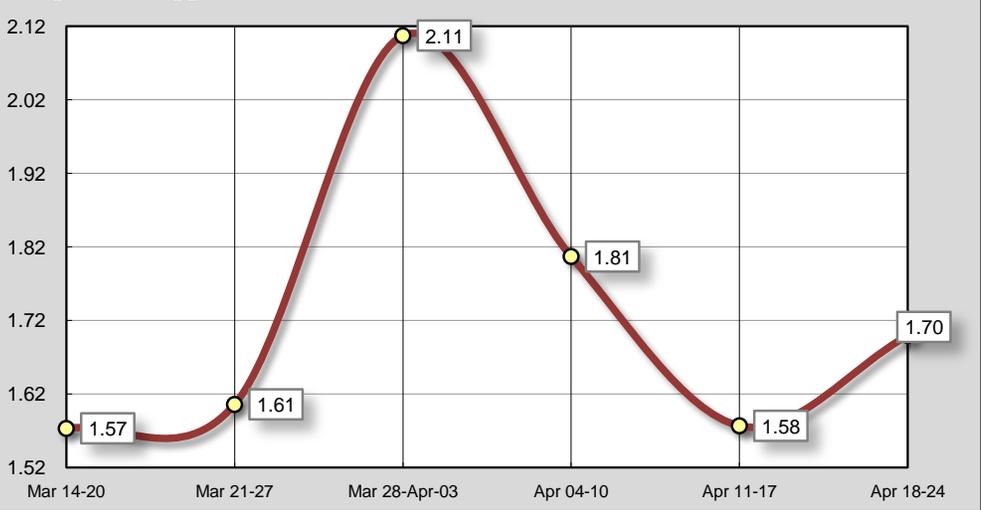
**SHELL EGG and EGG PRODUCTS FEATURING**

Promotional activity on regular shell eggs is less than last week and last year. The average price of Grade A or better, Large White eggs is 12 cents more than the previous week. The most activity for regular shell eggs is located in the Northeast and Southwest regions. Specialty shell eggs increased tremendously over last week and a year ago. USDA Certified Organic brown eggs are heavily promoted this cycle, especially by larger outlets. Omega-3 white eggs and cage free brown eggs are also highly visible. Notably, Extra Large specialty eggs are hard to find this week. In the egg products sector, liquid eggs are only slightly higher than last week, but lower than the previous year. Most liquid ads are in the Northeast region.

Shell Egg Promotional Activity by Category ■XL ■LG ■Spclty ■Med



Large White Eggs - Grade A or better, wtd avg. feature 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)					
Feature Rate <sup>1/</sup> Activity Index <sup>2/</sup>		57.6% of 3,900 sampled outlets Activity Index = 3,180 (includes Medium)						52.2% of 4,900 sampled outlets Activity Index = 2,840 (includes Medium)						21.2% of 3,000 sampled outlets Activity Index = 320 (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				1.50 - 1.88	20	1.73												
	White 18 pack																		
	Brown 12 pack																		
	<b>MEDIUM</b>	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				0.99 - 1.68	320	1.46							1.39	10	1.39	0.97 - 1.69	180	1.12
	White 18 pack																		
	Brown 12 pack				1.29 - 2.00	340	1.81												
	<b>MEDIUM</b>	White 12 pack			0.99 20 0.99			White 12 pack						White 12 pack					
		White 30 pack						White 30 pack						White 30 pack					
S P E	<b>USDA ORGANIC</b>																		
	White 12 pack																		
	Brown 12 pack				2.29 - 4.19	1,050	3.69				2.29 - 4.19	1,270	2.48				2.29 - 4.19	120	4.01
C I A	<b>OMEGA-3</b>																		
	White 12 pack				1.88 - 2.99	490	2.13				1.99 - 2.00	940	2.00				1.98	10	1.98
	Brown 12 pack				2.66 - 2.99	550	2.69				2.66	70	2.66						
L T Y	<b>CAGE-FREE</b>																		
	White 12 pack				2.50	60	2.50				2.50	280	2.50						
	Brown 12 pack				2.00 - 3.59	330	3.26				2.50	280	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)					
Feature Rate <sup>1/</sup> Activity Index <sup>2/</sup>		37.6% of 3,000 sampled outlets Activity Index = 1,730 (includes Medium)						62.9% of 2,300 sampled outlets Activity Index = 1,520 (includes Medium)						65.9% of 900 sampled outlets Activity Index = 690 (includes Medium)					
USDA GRADE AA	White 12 pack				2.19	10	2.19	0.99	30	0.99	1.50 - 2.19	330	2.06				1.50 - 1.67	160	1.63
	White 18 pack										3.50	70	3.50				3.59	30	3.59
	Brown 12 pack																		
	<b>MEDIUM</b>	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack																		
	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	<b>USDA ORGANIC</b>																		
	White 12 pack																		
	Brown 12 pack				2.99 - 4.19	480	4.14				2.99 - 4.19	570	4.18				2.99 - 4.19	410	4.11
C I A	<b>OMEGA-3</b>																		
	White 12 pack				2.00 - 2.50	220	2.26				2.99 - 3.89	520	3.53				2.00	90	2.00
	Brown 12 pack																		
L T Y	<b>CAGE-FREE</b>																		
	White 12 pack				2.50	370	2.50												
	Brown 12 pack				2.50 - 3.99	650	3.14												

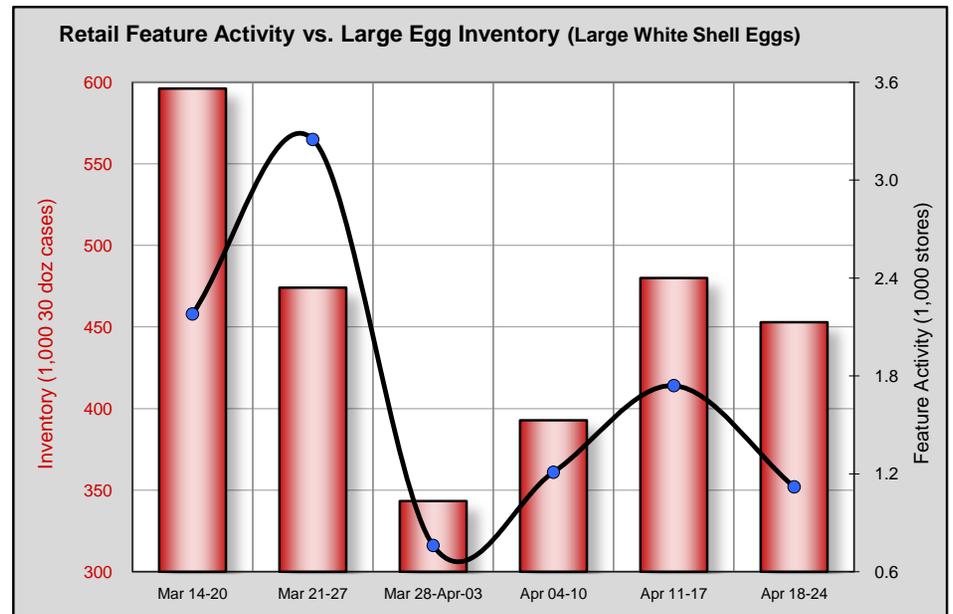
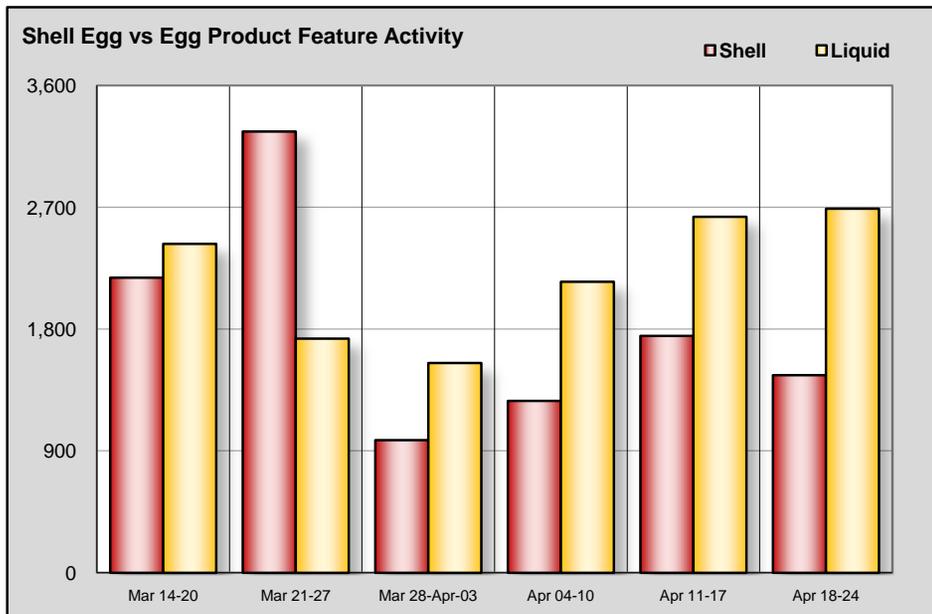
Note: See page 1 for explanatory notes.



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EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST	
1/ Feature Rate	11.1%	16.4%	9.3%	23.7% of 3,900 sampled		7.1% of 4,900 sampled		13.7% of 3,000 sampled		5.5% of 3,000 sampled		3.2% of 2,300 sampled		10.0% of 900 sampled	
2/ Activity Index	2,690	2,630	1,450	Activity Index = 1,390		Activity Index = 300		Activity Index = 670		Activity Index = 170		Activity Index = 70		Activity Index = 90	
	Stores Avg <sup>3/</sup>	Stores Avg <sup>3/</sup>	Stores Avg <sup>3/</sup>	Price Range	Stores Avg <sup>3/</sup>	Price Range	Stores Avg <sup>3/</sup>	Price Range	Stores Avg <sup>3/</sup>	Price Range	Stores Avg <sup>3/</sup>	Price Range	Stores Avg <sup>3/</sup>	Price Range	Stores Avg <sup>3/</sup>
14-16 oz. crtn	1,710 2.70	1,460 2.97	940 2.48	1.99 - 3.50	700 2.77	2.49 - 2.68	210 2.66	2.00 - 3.00	470 2.66	2.50 - 2.68	170 2.57		2.99 70 2.99		2.50 90 2.50
32 oz. crtn	330 3.91	900 3.78	320 4.86	3.50 - 5.39	220 3.60	4.59	90 4.59	4.19	20 4.19						
3 - 4 oz. cup	650 2.46	270 2.93	190 1.74	1.50 - 3.50	470 2.44			2.50	180 2.50						
2 - 8 oz. cup															



Note: See page 1 for explanatory notes.