



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 05/23 thru 05/29.

(prices in dollars per carton)

Fri. May 23, 2008

SHELL EGG NATIONAL SUMMARY

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR						
	26.1% of 18,000 stores		26.1% of 18,000 stores				24.7% 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	
USDA GRADE AA	White 12 pack	10	1.20	510	1.63	10	1.20	230	1.02		680	1.41	
	White 18 pack			420	2.70			130	2.50		230	1.99	
	Brown 12 pack												
USDA GRADE A	White 12 pack			870	1.36	10	1.00	320	1.71	310	1.09	390	0.99
	White 18 pack			120	1.90			10	1.88			20	1.23
	Brown 12 pack	120	2.79	120	2.79			210	2.00				
USDA ORGANIC	White 12 pack												
	Brown 12 pack			520	3.89			210	3.49		280	3.51	
OMEGA-3	White 12 pack	10	2.69	300	2.52	620	2.70	1,360	2.73		700	2.26	
	Brown 12 pack			1,060	2.12								
CAGE-FREE	White 12 pack			60	2.99			530	3.86				
	Brown 12 pack			450	2.86			1,840	3.55		330	1.90	

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,170	920	1,630	Large Eggs on May-19-2008 445.8
Specialty	2,400	4,560	1,310	
Total (includes MD)	4,590	5,500	3,140	445.8
Special Rate 4/:	10.3%	1.1%	11.4%	up 7%

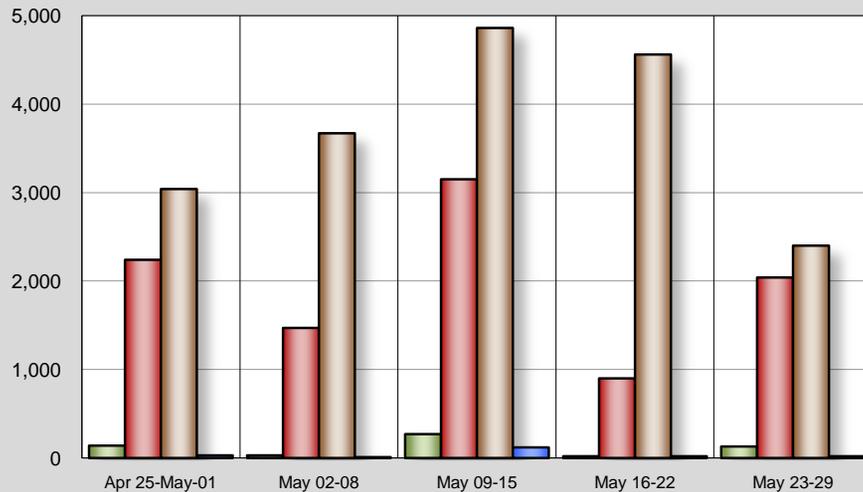
5/: 1,000's of 30-doz cases

SHELL EGG and EGG PRODUCTS FEATURING

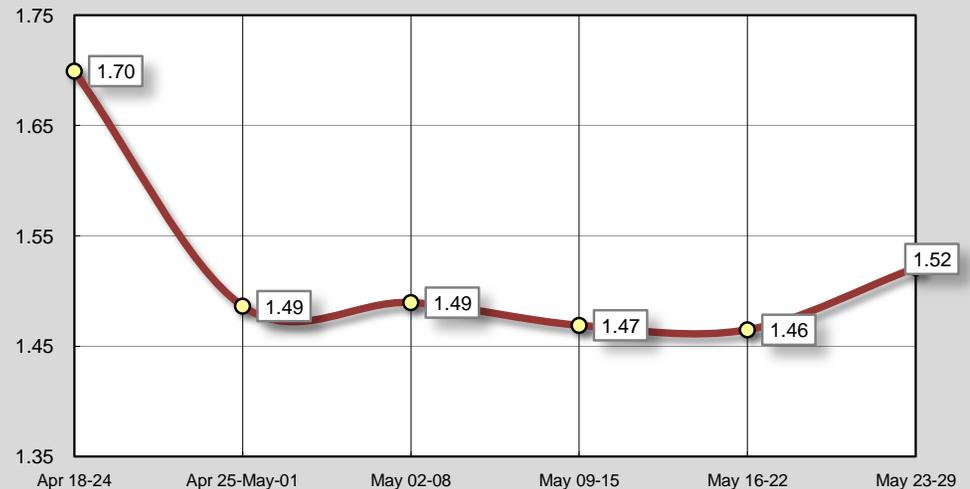
Feature activity for regular shell eggs is up considerably from last week. This week's ad space is dominated by grilling meat for the Memorial Day weekend, but consumers can also find deals on shell eggs for popular egg-based picnic dishes. The average price of Large White eggs, Grade A or better, is 6 cents higher than last week. Specialty shell egg ads are fewer in number than last week, but higher than the same week a year ago. Omega-3 eggs are most commonly promoted in the specialty egg sector. Liquid egg ads are fewer compared to a week and year ago.

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. <small>(CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)</small>						SOUTHEAST U.S. <small>(AL,FL,GA,MS,NC,SC,TN,VA,WV)</small>						MIDWEST U.S. <small>(IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)</small>					
Feature Rate ^{1/} Activity Index ^{2/}		38.5% of 3,900 sampled outlets Activity Index = 1,580 (includes Medium)						23.2% of 4,900 sampled outlets Activity Index = 1,030 (includes Medium)						16.6% of 3,000 sampled outlets Activity Index = 300 (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												
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				0.88 - 2.00	540	1.47										0.89 - 1.19	240	1.12
	White 18 pack				1.79 - 1.99	120	1.90												
	Brown 12 pack	2.79	120	2.79	2.79	120	2.79												
	MEDIUM	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 C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack				3.99 - 4.59	120	4.29												
	OMEGA-3																		
	White 12 pack	2.69	10	2.69	2.69 - 2.99	150	2.82										1.99 - 2.00	30	1.99
	Brown 12 pack				2.99	50	2.99				2.00	930	2.00						
	CAGE-FREE																		
	White 12 pack																		
	Brown 12 pack				2.79	320	2.79				3.19	100	3.19				2.49 - 2.49	30	2.49
		SOUTH CENTRAL U.S. <small>(AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)</small>						SOUTHWEST U.S. <small>(CA,NV)</small>						NORTHWEST U.S. <small>(ID,MT,OR,WA,WY)</small>					
Feature Rate ^{1/} Activity Index ^{2/}		11.0% of 3,000 sampled outlets Activity Index = 340 (includes Medium)						39.0% of 2,300 sampled outlets Activity Index = 700 (includes Medium)						38.7% of 900 sampled outlets Activity Index = 640 (includes Medium)					
USDA GRADE AA	White 12 pack				0.99	10	0.99	1.20	10	1.20	0.99 - 2.49	330	1.67				1.25 - 1.79	160	1.59
	White 18 pack				2.19 - 2.50	70	2.45				2.00 - 2.50	40	2.12				2.19 - 3.00	310	2.82
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				1.25 - 1.39	90	1.35												
	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										3.00 - 3.99	320	3.96				2.99	80	2.99
	Brown 12 pack																		
	OMEGA-3																		
	White 12 pack				1.79 - 2.49	120	2.27												
	Brown 12 pack																2.99	80	2.99
	CAGE-FREE																		
	White 12 pack				2.99	50	2.99										2.99	10	2.99
	Brown 12 pack																		

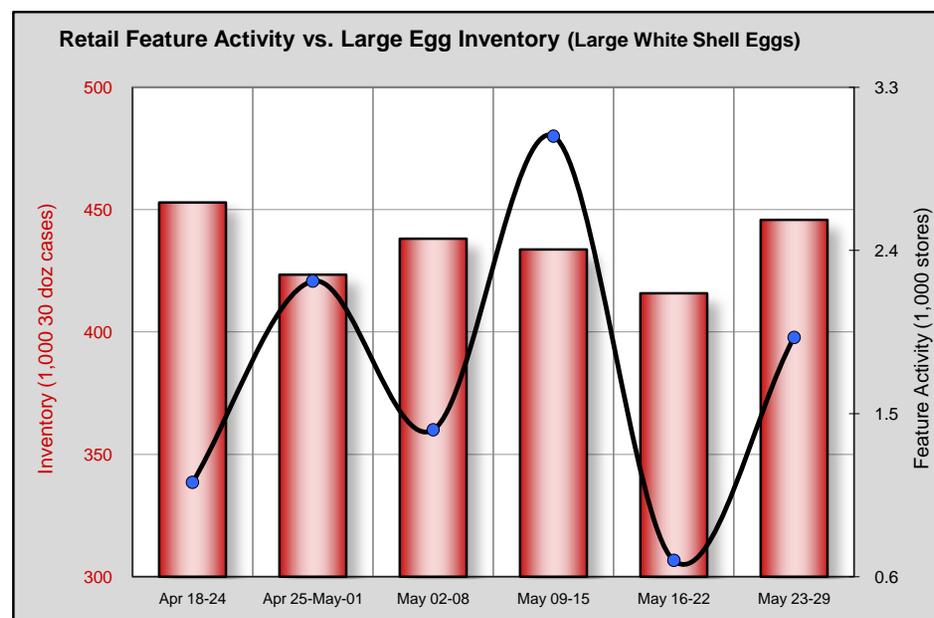
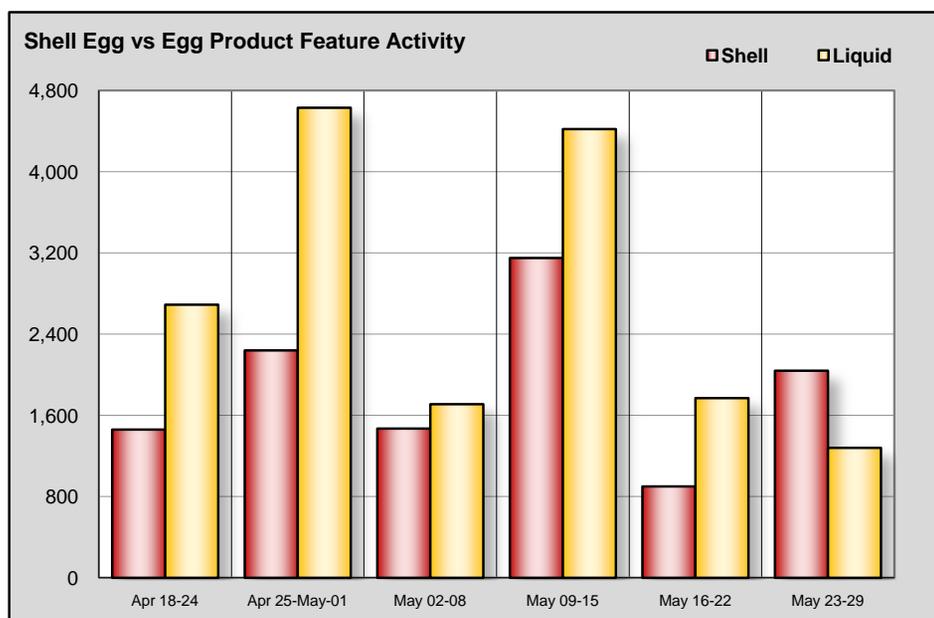
Note: See page 1 for explanatory notes.



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EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	6.9%	8.7%	16.2%	19.3% of 3,900 sampled	0.6% of 4,900 sampled	0.7% of 3,000 sampled	10.0% of 3,000 sampled	6.0% of 2,300 sampled	0.0% of 900 sampled
2/ Activity Index	1,280	1,770	3,110	Activity Index = 790	Activity Index = 30	Activity Index = 20	Activity Index = 300	Activity Index = 140	Activity Index = 0
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range Stores Avg ^{3/}					
14-16 oz. crtn	850 2.63	1,250 2.19	1,930 2.36	1.99 - 3.00 510 2.61	2.50 20 2.50	2.25 - 3.00 20 2.55	2.50 - 3.00 300 2.70		
32 oz. crtn	410 4.00	520 4.79	1,180 4.06	3.79 - 4.79 260 4.28	3.79 10 3.79			3.49 140 3.49	
3 - 4 oz. cup	20 1.79			1.79 20 1.79					
2 - 8 oz. cup									



Note: See page 1 for explanatory notes.