



**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 05/30 thru 06/05.

(prices in dollars per carton)

Fri. May 30, 2008

**SHELL EGG NATIONAL SUMMARY**

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR							
	39.5% of 18,000 stores				26.1% of 18,000 stores				21.8% 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		20 1.51		2,140 1.17		10 1.20		510 1.63		10 1.56		140 1.00	
	White 18 pack				490 2.05				420 2.70				340 2.43	
<b>REGULAR</b>	<b>USDA GRADE A</b>													
	White 12 pack		20 1.19		750 1.09				870 1.36		50 0.99		590 1.18	
	White 18 pack				150 2.79				120 1.90				410 1.72	
<b>REGULAR</b>	<b>USDA ORGANIC</b>													
	White 12 pack													
	Brown 12 pack				130 4.25				520 3.89				1,350 3.25	
<b>SPECIALTY</b>	<b>OMEGA-3</b>													
	White 12 pack		290 2.78		1,460 2.78		10 2.69		300 2.52		110 2.10		300 1.93	
	Brown 12 pack								1,060 2.12		590 2.50		590 2.50	
<b>REGULAR</b>	<b>CAGE-FREE</b>													
	White 12 pack				170 3.39				60 2.99				30 2.40	
	Brown 12 pack				810 2.63				450 2.86				820 2.36	

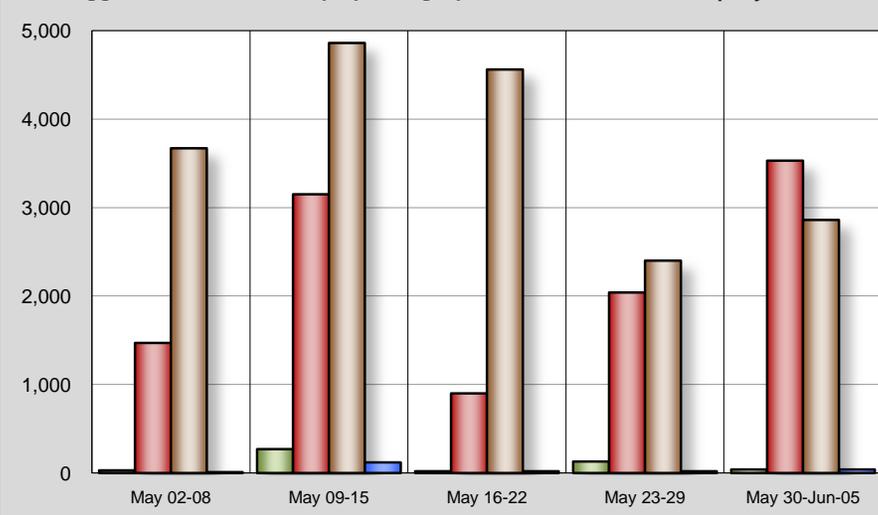
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	3,570	2,170	1,540	Large Eggs on May-26-2008 432.1
Specialty	2,860	2,400	3,790	
Total (includes MD)	6,470	4,590	5,460	down 5%
Special Rate 4/:	9.5%	10.3%	1.2%	

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

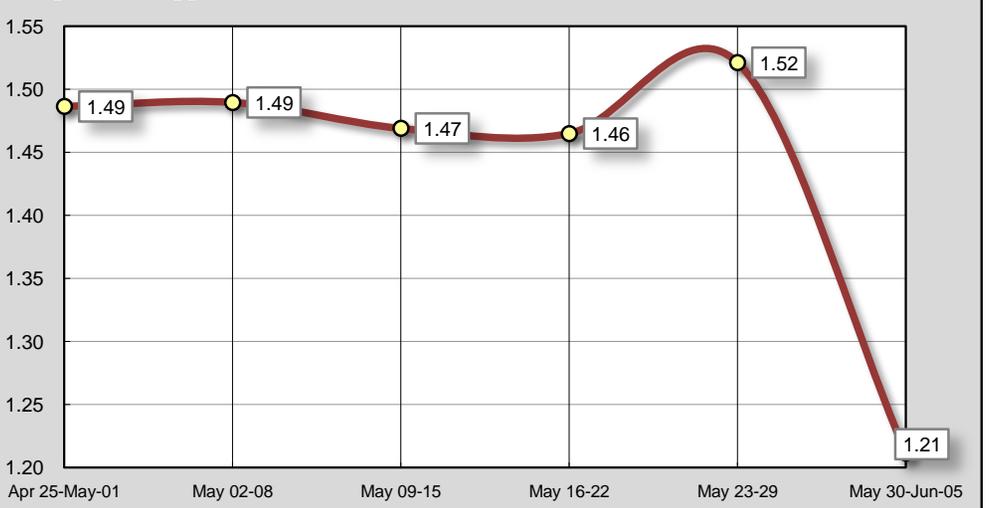
**SHELL EGG and EGG PRODUCTS FEATURING**

Promotional activity for regular shell eggs increased significantly over last week and last year. The average price of Large White eggs, Grade A or better, dropped sharply to its lowest point since the beginning 2008. USDA Grade AA large eggs increased dramatically in store volume. Notably, many sampled outlets are featuring large eggs at or below \$1. Specialty shell egg ads are slightly higher last week, but less than the same week a year ago. Omega-3 eggs continue to be most commonly promoted in this sector. Liquid egg ads more 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.)



**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 05/30 thru 06/05.  
 (prices in dollars per carton)

Fri. May 30, 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 <sup>1/</sup> Activity Index <sup>2/</sup>		40.5% of 3,900 sampled outlets Activity Index = 1,300 (includes Medium)						22.5% of 4,900 sampled outlets Activity Index = 640 (includes Medium)						31.1% of 3,000 sampled outlets Activity Index = 960 (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 - 1.59	20	1.55				1.00	90	1.00				0.88 - 1.00	30	0.92
	White 18 pack																		
	Brown 12 pack																		
	<b>MEDIUM</b>	White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack		
USDA GRADE A	White 12 pack	1.50	10	1.50	0.99 - 1.68	190	1.04				0.99 - 1.50	170	1.20	0.88	10	0.88	0.99 - 1.29	220	1.04
	White 18 pack				2.99	130	2.99										1.44 - 1.50	20	1.46
	Brown 12 pack																		
	<b>MEDIUM</b>	White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 30 pack		
		White 30 pack			White 30 pack			White 30 pack			White 30 pack			White 30 pack			White 30 pack		
S P E C I A L T Y	<b>USDA ORGANIC</b>																		
	White 12 pack				3.99 - 4.59	120	4.29												
	Brown 12 pack																		
	<b>OMEGA-3</b>																		
	White 12 pack	2.50 - 2.99	240	2.98	1.88 - 2.99	440	2.77	2.00	10	2.00	2.00	10	2.00				1.66 - 3.00	530	2.37
	Brown 12 pack																		
	<b>CAGE-FREE</b>																		
	White 12 pack										3.39	170	3.39						
	Brown 12 pack				2.50 - 2.99	150	2.69				3.39	170	3.39				2.50 - 2.59	140	2.51
		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>		49.3% of 3,000 sampled outlets Activity Index = 1,580 (includes Medium)						69.5% of 2,300 sampled outlets Activity Index = 1,560 (includes Medium)						45.9% of 900 sampled outlets Activity Index = 430 (includes Medium)					
USDA GRADE AA	White 12 pack				0.88 - 1.51	830	1.12	1.20 - 2.00	20	1.51	1.00 - 2.50	760	1.29				0.88 - 1.67	410	1.10
	White 18 pack				1.50	20	1.50				1.99 - 2.50	470	2.07						
	Brown 12 pack																		
	<b>MEDIUM</b>	White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack		
USDA GRADE A	White 12 pack				0.99 - 1.50	170	1.11												
	White 18 pack																		
	Brown 12 pack																		
	<b>MEDIUM</b>	White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 30 pack		
		White 30 pack			White 30 pack			White 30 pack			White 30 pack			White 30 pack			White 30 pack		
S P E C I A L T Y	<b>USDA ORGANIC</b>																		
	White 12 pack				3.79	10	3.79												
	Brown 12 pack																		
	<b>OMEGA-3</b>																		
	White 12 pack	1.79 - 1.88	40	1.80	1.69 - 2.49	160	2.03				3.89	310	3.89				2.49	10	2.49
	Brown 12 pack																		
	<b>CAGE-FREE</b>																		
	White 12 pack																		
	Brown 12 pack				2.19 - 2.99	340	2.25										3.79	10	3.79

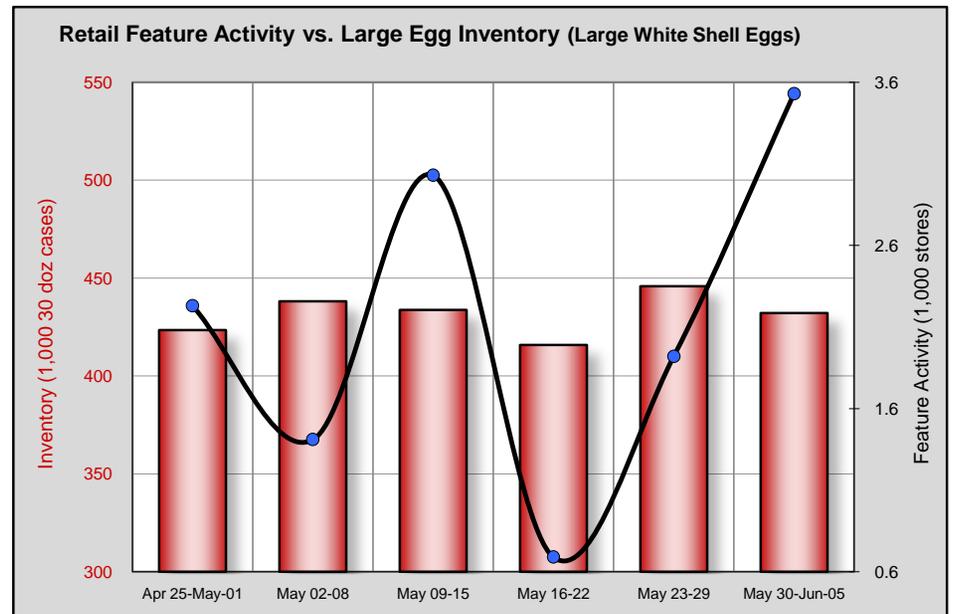
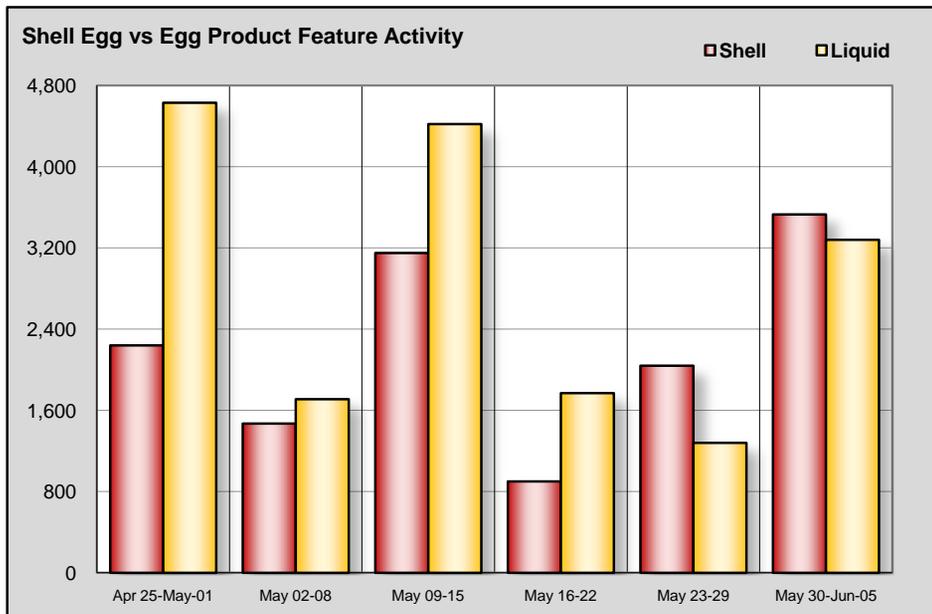
Note: See page 1 for explanatory notes.



**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 05/30 thru 06/05.**  
 (prices in dollars per carton)

Fri. May 30, 2008

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	14.4%	6.9%	12.4%	23.0% of 3,900 sampled	18.3% of 4,900 sampled	7.4% of 3,000 sampled	14.7% of 3,000 sampled	5.8% of 2,300 sampled	0.0% of 900 sampled
2/ Activity Index	3,280	1,280	2,350	Activity Index = 940	Activity Index = 1,470	Activity Index = 230	Activity Index = 510	Activity Index = 130	Activity Index = 0
	Stores Avg <sup>3/</sup>	Stores Avg <sup>3/</sup>	Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>					
14-16 oz. crtn	1,920 2.28	850 2.63	2,050 2.52	1.99 - 2.99 810 2.40	2.00 - 2.79 680 2.11	2.50 20 2.50	1.99 - 2.50 410 2.34		
32 oz. crtn	1,040 4.18	410 4.00	190 3.41	4.79 130 4.79	3.99 - 4.39 700 4.12	3.99 20 3.99	3.99 60 3.99	3.99 130 3.99	
3 - 4 oz. cup	320 2.35	20 1.79	110 1.98		2.79 90 2.79	2.18 190 2.18	2.19 40 2.19		
2 - 8 oz. cup									



Note: See page 1 for explanatory notes.