



**SHELL EGG NATIONAL SUMMARY**

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR							
	34.1% of 18,600 stores		29.0% of 18,600 stores				38.6% of 18,000 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		110	1.18	930	1.38	90	1.30	370	1.40	70	1.99	890	1.70
	White 18 pack				430	2.05			140	1.69			620	2.54
Brown 12 pack				10	2.00			10	1.50					
<b>SPECIALTY</b>	<b>USDA GRADE A</b>													
	White 12 pack		20	1.29	1,220	1.02	150	1.28	1,320	1.10	90	1.48	1,490	1.55
	White 18 pack				840	1.83			260	1.49			250	2.07
Brown 12 pack												10	2.00	
<b>REGULAR</b>	<b>USDA ORGANIC</b>													
	White 12 pack													
	Brown 12 pack				540	3.98			1,110	3.38			80	4.00
<b>SPECIALTY</b>	<b>OMEGA-3</b>													
	White 12 pack		120	2.79	1,220	2.22			870	2.46	10	1.68	770	2.40
	Brown 12 pack						140	2.99	550	3.03			490	2.49
<b>REGULAR</b>	<b>CAGE-FREE</b>													
	White 12 pack				850	2.28			220	3.00			870	2.49
	Brown 12 pack				1,420	2.74	120	2.79	1,080	3.11			1,090	2.49
<b>SPECIALTY</b>	<b>VEGETARIAN FED</b>													
	White 12 pack				530	2.50			190	2.50				
	Brown 12 pack				50	2.98			490	2.90				

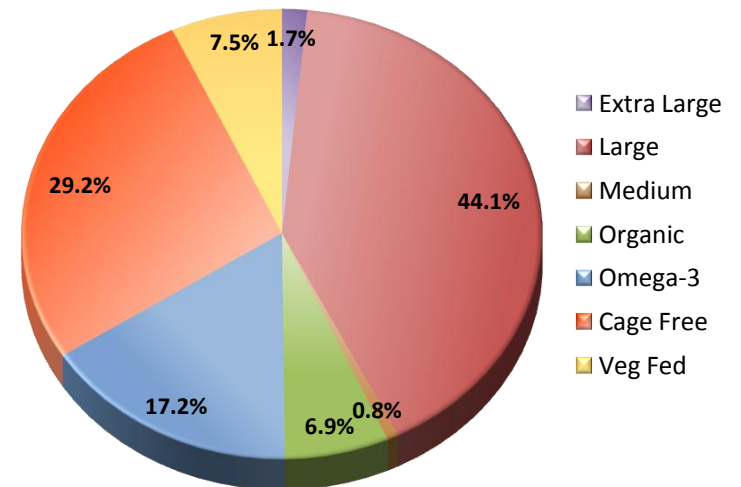
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	3,560	2,340	3,420	Large Eggs on Mar-16-2009
Specialty	4,730	4,770	3,310	
Total (includes MD)	8,350	7,140	6,970	493.2
Special Rate 4/:	3.6%	2.2%	15.9%	up 5%

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

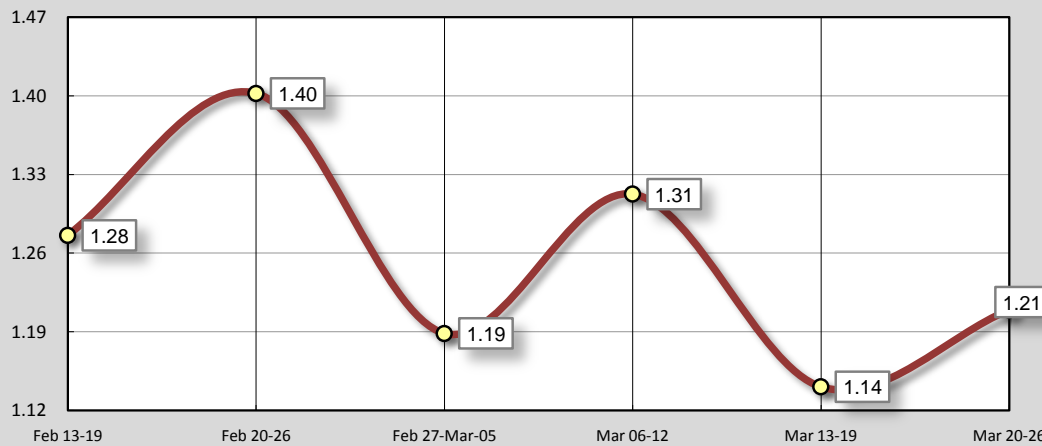
**SHELL EGG and EGG PRODUCTS FEATURING**

This week's promotional activity on regular shell eggs is sharply higher than the previous week, although only slightly more than last year's accumulated data. The average price of Large white eggs, Grade A or better, increased. Promotional activity for Large white 18-packs is more visible than a week ago. Specialty egg ad activity is about unchanged from last week. Cage Free brown eggs are most commonly featured in this sector, followed closely by Omega-3 white eggs. In the egg products sector, liquid egg promotions continue to decline in number. Features are predominately in the Northeast region and remain very hard to find on the West Coast.

**This Week's Shell Egg Featuring by Category**



**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.)

		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>		40.0% of 4,000 sampled outlets Activity Index = 2,240 (includes Medium)						25.5% of 5,100 sampled outlets Activity Index = 1,020 (includes Medium)						37.7% of 3,100 sampled outlets Activity Index = 1,630 (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	0.99 - 1.00	70	0.99	1.29	10	1.29										0.88	10	0.88	
	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	1.59	10	1.59	0.49 - 1.18	20	0.67				0.99 - 1.19	460	1.15	0.99	10	0.99	0.78 - 1.49	660	0.94	
	White 18 pack				1.50 - 2.99	500	2.00				1.67	120	1.67				1.50 - 1.69	210	1.52	
	Brown 12 pack																			
	<b>MEDIUM</b>	White 12 pack			1.00 20 1.00			White 12 pack			0.88 10 0.88			White 12 pack			White 30 pack			
S P E C I A L T Y	<b>USDA ORGANIC</b>																			
	White 12 pack				3.99	390	3.99										3.96	150	3.96	
	Brown 12 pack																			
	<b>OMEGA-3</b>																			
White 12 pack	2.79	120	2.79	1.68 - 2.99	510	2.47				1.99	90	1.99				1.99	10	1.99		
Brown 12 pack																				
<b>CAGE-FREE</b>																				
White 12 pack											1.89	220	1.89				2.00 - 2.50	300	2.32	
Brown 12 pack					2.49 - 3.69	590	2.84				2.77 - 3.19	90	3.16				2.77 - 3.19	280	2.80	
<b>VEGETARIAN FED</b>																				
White 12 pack					2.50	20	2.50				2.50	460	2.50							
Brown 12 pack					2.49 - 3.49	40	2.98										3.00	10	3.00	
		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>		25.5% of 3,200 sampled outlets Activity Index = 1,470 (includes Medium)						50.2% of 2,300 sampled outlets Activity Index = 1,220 (includes Medium)						32.8% of 900 sampled outlets Activity Index = 240 (includes Medium)						
USDA GRADE AA		White 12 pack			0.88 - 1.29	290	1.01	1.50	40	1.50	0.99 - 1.99	530	1.65				0.77 - 1.29	90	1.04	
		White 18 pack			1.49	140	1.49				2.00 - 2.69	290	2.32							
		Brown 12 pack															2.00	10	2.00	
		<b>MEDIUM</b>	White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack					
USDA GRADE A		White 12 pack			0.79 - 0.99	80	0.97													
		White 18 pack			1.69	10	1.69													
		Brown 12 pack																		
		<b>MEDIUM</b>	White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 30 pack					
S P E C I A L T Y	<b>USDA ORGANIC</b>																			
	White 12 pack																			
	Brown 12 pack																			
	<b>OMEGA-3</b>																			
White 12 pack					1.73 - 2.50	170	2.26				1.99 - 2.29	320	2.01				1.73 - 2.29	120	1.90	
Brown 12 pack																				
<b>CAGE-FREE</b>																				
White 12 pack					2.50	330	2.50													
Brown 12 pack					2.49 - 2.50	400	2.50				2.49	40	2.49				2.49	20	2.49	
<b>VEGETARIAN FED</b>																				
White 12 pack					2.50	50	2.50													
Brown 12 pack																				



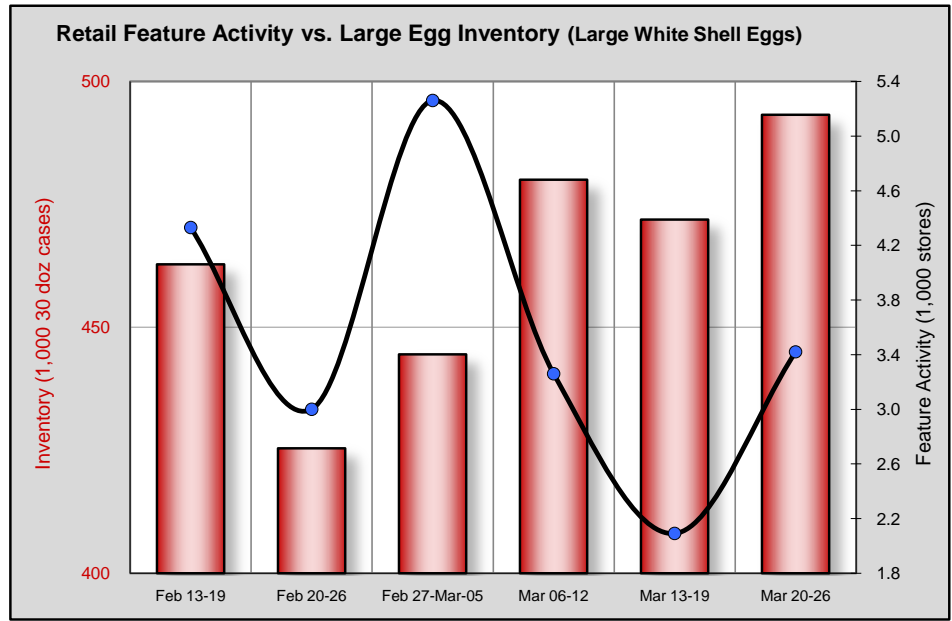
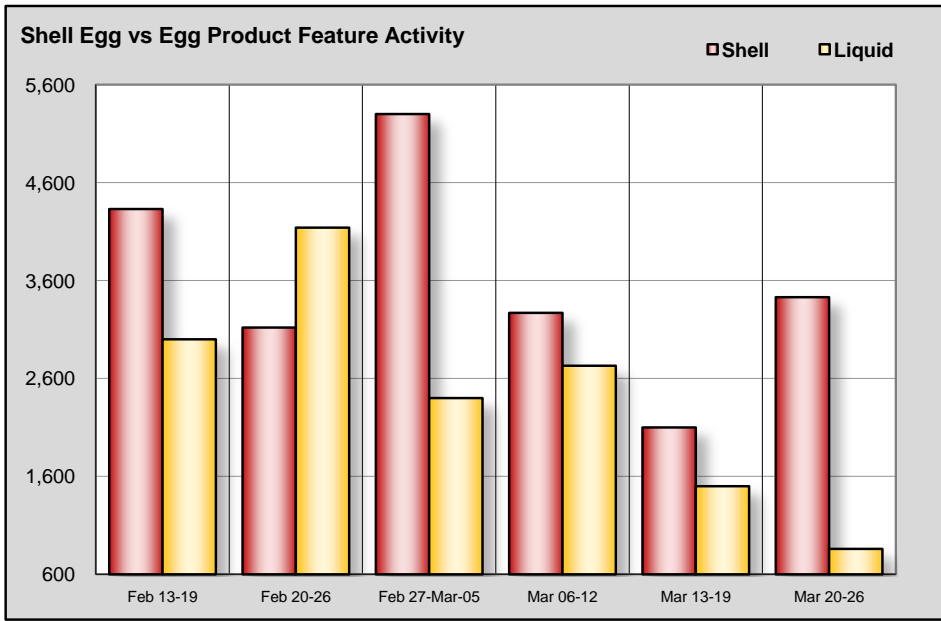
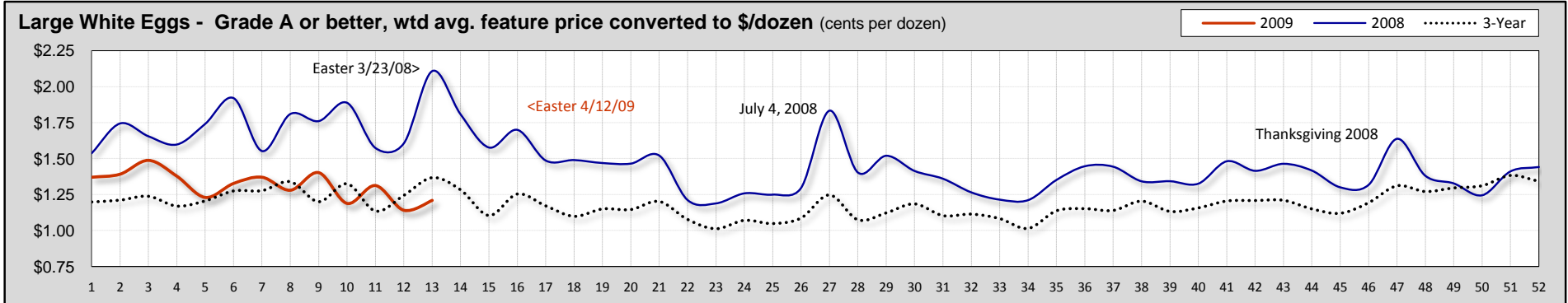
**USDA Weekly Retail Shell Egg and Egg Products Feature Activity**

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 03/20 thru 03/26.

(prices in dollars per carton)

Fri. Mar 20, 2009

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	4.9%	7.4%	8.4%	10.0% of 4,000 sampled	0.2% of 5,100 sampled	7.5% of 3,100 sampled	5.9% of 3,200 sampled	3.1% of 2,300 sampled	0.0% of 900 sampled
2/ Activity Index	860	1,500	1,550	Activity Index = 550	Activity Index = 10	Activity Index = 250	Activity Index = 50	Activity Index = 0	Activity Index = 0
	Stores Avg <sup>3/</sup>	Stores Avg 3/	Stores Avg 3/	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	660 2.41	900 2.41	830 2.54	1.99 - 2.79 370 2.33	2.00 10 2.00	2.50 - 2.99 230 2.55	2.50 50 2.50		
32 oz. crtn	50 4.78	320 4.96	480 4.75	3.99 - 4.99 50 4.78					
3 - 4 oz. cup	150 2.45	280 4.24		1.99 - 2.49 130 2.45		2.50 20 2.50			
2 - 8 oz. cup			240 2.99						



Note: See page 1 for explanatory notes.