

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 03/27 thru 04/02. (prices in dollars per carton)

				SHELI	_ EGG	NATIO	NAL SU	MMARY	7				
			THIS \	WEEK			PREVIO	JS WEEK	US YEAR				
Feature Rate		29.	7% of 18	,600 stor	es	34	.1% of 18	3,600 sto	res	22	res		
		X LA	ARGE	LAR	GE	X LA	ARGE	LAR	RGE	X LA	ARGE	LAR	GE
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
R	USDA GRADE AA												
E	White 12 pack	40	1.50	920	1.27	110	1.18	930	1.38			170	2.38
G	White 18 pack			430	2.30			430	2.05			210	3.66
U	Brown 12 pack			10	2.50			10	2.00				
L	USDA GRADE A												
Ā	White 12 pack	10	1.59	650	1.03	20	1.29	1,220	1.02			360	1.83
R	White 18 pack			570	2.03			840	1.83			20	1.99
	Brown 12 pack											220	1.52
	USDA ORGANIC												
s	White 12 pack												
o P	Brown 12 pack	20	3.98	290	3.80			540	3.98			230	3.81
E	OMEGA-3												
C	White 12 pack	80	2.75	2,080	2.69	120	2.79	1,220	2.22	170	2.79	690	2.59
ĭ	Brown 12 pack			710	2.43							310	3.89
A	CAGE-FREE												
ī	White 12 pack			300	3.00			850	2.28				
т	Brown 12 pack	10	2.50	1,510	2.98			1,420	2.74			360	2.63
Υ	VEGETARIAN FED												
-	White 12 pack			230	2.50			530	2.50				
	Brown 12 pack	340	2.92	500	2.77			50	2.98				

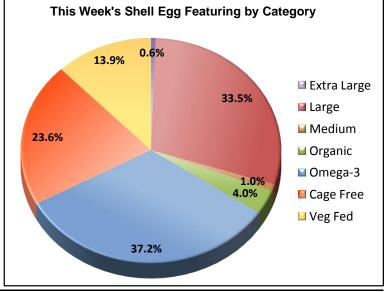
2.0 12 paon 0													
Large White Eggs - Grade A or better, wtd avg. feature price converted to \$/dozen													
1.40 Q 1.40													
1.33		1.31			1.27								
1.26				O 1.21									
1.19	1.19		1.14	<u> </u>									
1.12			Y 1.14		J								
Feb 20-26	Feb 27-Mar-05 M	ar 06-12 Mar	13-19 Ma	r 20-26 Mar 2	7-Apr-02								

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,630	3,560	980	Large Eggs on
Specialty	6,070	4,730	1,760	Mar-23-2009
Total (includes MD)	8,780	8,350	2,740	567.1
Special Rate 4/:	9.4%	3.6%	9.3%	up 15%

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

SHELL EGG and EGG PRODUCTS FEATURING

Feature activity on regular shell eggs is significantly lower than last week, but reflects a dramatic increase compared to the same period a year ago (post Easter). The average price of Large white eggs, Grade A or better, to consumers is slightly higher. Ads are sporadic and primarily show up in the early part of the week. No price specials increase as stores advertise free eggs with additional purchases. Specialty egg promotional activity increases sharply. Omega-3 white eggs dominate this sector with most ads located in the Northeast region. Cage free brown eggs are highly visible as well. Activity in the egg products sector increased with 14-16 oz. cartons most commonly featured and other package sizes hard to find.



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.)

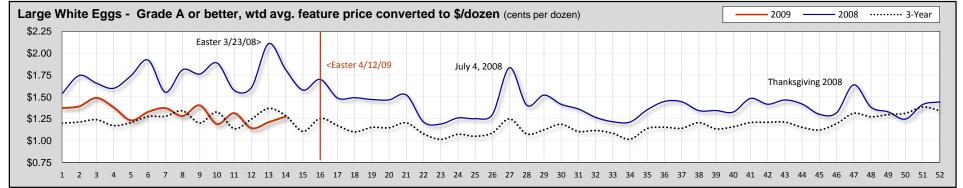
			NORTHEAS	T U.S.				ATT S	SOUTHEAS	T U.S.				(2)	MIDWEST U	.S.				TA
(CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)									(AL,FL,GA,MS,N					THE WAY	(IA,IL,IN,KY,MI,N					
Feature Rate ¹⁷ Activity Index "			54.0% of 4,000 vity Index = 3,0					22.9% of 5,100 sampled outlets Activity Index = 1,770 (includes Medium)						Ac	sampled outlets 00 (includes Medium)					
CLASS		EXTRA	LARGE				EXTRA	LARGE	LARGE	LAR	ARGE		EXTRA LARGE			LA	RGE			
	White 12 nack		Price Range	Stores Avg 3/	Price I	Range	Stores	Avg 3/	Price Range	Stores A	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores Av	/g 3/	Price Range	Stores	Avg 3/
USI	Δ	White 12 pack				1.29	10	1.29										1.67	190	1.67
GRA	DE	White 18 pack																		
A		Brown 12 pack		14/1 1: 10 1						111111111111111111111111111111111111111						14/11/2				
		MEDIUM	4.50	White 12 pack		4.40	000	0.00		White 12	pack	0.70 4.40	222	4.40		White 12 p	ack	1.00 1.50	40	4.45
		White 12 pack	1.59	10 1.59			230					0.79 - 1.19		1.10				1.00 - 1.50	40	1.15
USI		White 18 pack			1.78 -	2.50	390	2.26				1.59	60	1.59				1.59	100	1.59
A	_	Brown 12 pack		White 12 pack						White 12	nack	0.98 - 0.99	40	0.99		White 12 p	ack			
^		MEDIUM		White 30 pack						White 30		0.96 - 0.99	40	0.99		White 30 p				
T	JSDA (ORGANIC																		
		White 12 pack																		
S P		Brown 12 pack			3.79 -	5.98	170	4.02										3.49	110	3.49
E	MEG	A-3																		
c		White 12 pack	2.50 - 2.99	70 2.95			1,100					1.99 - 3.27		2.80				1.99 - 3.49	360	2.82
Ī.		Brown 12 pack			2.33 -	2.99	600	2.44				2.33	70	2.33						
A	AGE-											0.00	000	0.00						
L		White 12 pack	2.50	40 0.50	0.00	2.40	440	2.00				3.00	220	3.00				2.00	200	2.00
T		Brown 12 pack ARIAN FED	2.50	10 2.50	2.29 -	3.49	440	2.90				1.99 - 3.27	530	3.04				2.99	390	2.99
Y	EGET	White 12 pack				2.50	230	2.50												
		Brown 12 pack	2.79 - 2.99	340 2.92	2.79 -			2.86				2.59 - 2.99	240	2.62				2.99	30	2.99
			SOUTH CEN		2.10	2.00	170	7-5	SOUTHWES	T U.S.		2.00 2.00	240	7	NORTHWES	T U.S.		2.55	00	2.55
				_A,MO,NM,OK,TX	(.UT)			4	(CA,NV)					17	(ID,MT,OR,WA,V				4	734
	Featu	re Rate 1/	, , , , , , , ,	15.7% of 3,200	,	outlets	 S	V	, ,	32.4% of 2	2.300 s	ampled outlets				,	900 s	sampled outlets		
		ty Index 2/		vity Index = 65	-							(includes Medi			A			•		
USI	24	White 12 pack	1.50	30 1.50	0.88 -	1.69	290	1.12	1.50	10	1.50	0.69 - 1.49	290	1.03			of 900 sampled outlets dex = 360 (includes Medium) 1.00 - 1.69 140			1.56
GRA		White 18 pack										1.99 - 2.49	430	2.30						
A		Brown 12 pack																2.50	10	2.50
	•	MEDIUM		White 12 pack		1.20		1.20		White 12	pack	0.79	10	0.79		White 12 p	ack	1.00	20	1.00
		White 12 pack				0.88	90													
USI		White 18 pack				1.27	20	1.27												
GRA		Brown 12 pack		\\/\bita 40 == 1					-	\\/\b'\\- 40	!·				-	\/\bit= 40				
Α	•	MEDIUM		White 12 pack White 30 pack						White 12 White 30						White 12 p				
Τι	JSDA (ORGANIC		00 pack							Paor					**************************************	JON			
		White 12 pack																		
S		Brown 12 pack				3.49	10	3.49	3.98	10	3.98				3.98	10 3	3.98			
20	MEG																			
E		White 12 pack				2.99	60	2.99	1.33	10	1.33									
1		Brown 12 pack			2.29 -	3.49	20	2.74										2.00 - 2.29	20	2.09
A	AGE-																			
L		White 12 pack																2.99	80	2.99
т		Brown 12 pack				2.99	60	2.99				2.00	10	2.00				2.99	80	2.99
Y		ARIAN FED																		
		White 12 pack				0.00	00	0.00												
		Brown 12 pack	I			2.99	60	2.99	Ī						Ī					

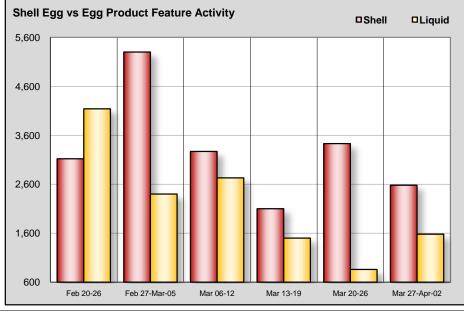
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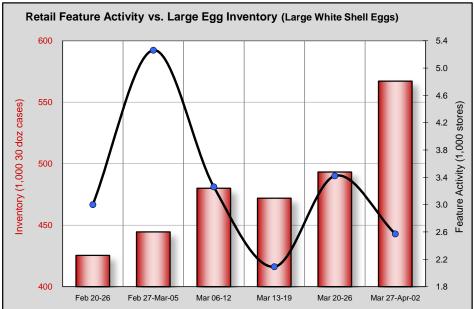
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Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 03/27 thru 04/02. (prices in dollars per carton)

EGG	THIS	LAST	LAST	NORTHEAST		SOUTHEAST		MIDW	EST	SOUTH C	ENTDAL	SOUTH	WEST	NORTHWEST		
PRODUCTS	WEEK	WEEK	YEAR	NOKTI	ILAGI	SOUTHLAST		IVIIDVV	LJI	3001110	LNINAL	SOUTHWEST		NONTINVEST		
1/ Feature Rate	ture Rate 8.6% 4.9% 11.0%		11.0%	27.9% of 4,0	000 sampled	4.2% of 5,100 sampled		1.8% of 3,100 sampled		6.0% of 3,20	00 sampled	0.7% of 2,30	0 sampled	0.7% of 900 sampled		
2/ Activity Index	1,580	860	2,150	Activity Inc	Activity Index = 1,110		Activity Index = 190		Activity Index = 50		Activity Index = 200		Activity Index = 20		Activity Index = 10	
	Stores Avg 3/	Stores Avg 3/	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/	Price Range	Stores Avg 3/	
14-16 oz. crtn	1,310 2.59	660 2.41	1,170 2.73	1.79 - 3.79	990 2.70	1.79 - 3.00	190 2.27	2.00 - 3.00	40 2.56	1.29 - 2.00	60 1.85	2.79	20 2.79	2.50	10 2.50	
32 oz. crtn	150 4.99	50 4.78	130 3.99					4.99	10 4.99	4.99	140 4.99					
3 - 4 oz. cup	120 2.49	150 2.45	510 2.11	2.49	120 2.49											
2 - 8 07 CUD			340 340													







Note: See page 1 for explanatory notes.