



**SHELL EGG NATIONAL SUMMARY**

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR						
	45.5% of 18,600 stores		28.3% of 18,600 stores				21.6% 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>USDA GRADE AA</b>	White 12 pack		610	1.10	40	1.50	920	1.27	60	2.02	220	1.53	
	White 18 pack	30	2.00	250	2.00			430	2.30			370	3.38
	Brown 12 pack							10	2.50				
<b>USDA GRADE A</b>	White 12 pack	140	1.08	1,880	1.07	10	1.59	650	1.03			350	1.38
	White 18 pack	10	1.50	1,210	1.84			570	2.03			270	2.96
	Brown 12 pack			220	1.05							60	1.94
<b>USDA ORGANIC</b>	White 12 pack												
	Brown 12 pack	20	2.99	1,080	3.91	20	3.98	290	3.80			1,180	3.28
	<b>OMEGA-3</b>												
White 12 pack	150	2.59	1,810	2.67	80	2.75	2,080	2.69	210	2.99	950	2.71	
	Brown 12 pack			240	3.32			710	2.43				
<b>CAGE-FREE</b>	White 12 pack			20	2.50			300	3.00			200	2.50
	Brown 12 pack			730	2.78	10	2.50	1,510	2.98	280	2.78	460	2.91
<b>VEGETARIAN FED</b>	White 12 pack			70	2.41			230	2.50				
	Brown 12 pack	120	2.79	340	2.90	340	2.92	500	2.77				

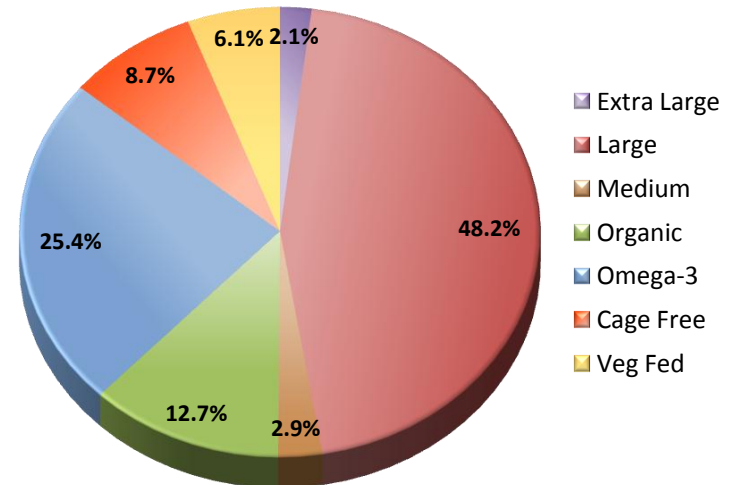
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	4,350	2,630	1,330	Large Eggs on Mar-30-2009
Specialty	4,580	6,070	3,280	
Total (includes MD)	9,180	8,780	4,620	528.8
Special Rate 4/:	16.1%	9.4%	0.7%	down 7%

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

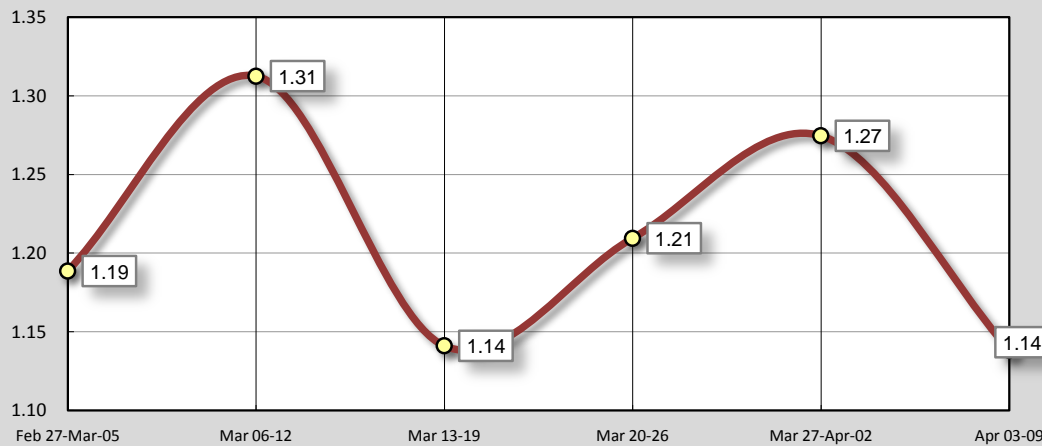
**SHELL EGG and EGG PRODUCTS FEATURING**

Promotional activity into the Easter demand period for regular shell eggs a increases sharply with nearly half of sampled outlets running ads this week. While promotions are common across the country, consumers in the Northeast are more likely to find eggs on sale. The average price of Large white eggs, Grade A or better, to consumers is down sharply as retailers work to entice consumers. Features of Grade A white eggs in 18 packs increased significantly this period. The number of "no price" promotions is up considerably. Featuring of specialty eggs is down from last week, particularly for brown types that are not desirable for Easter coloring. Omega-3 white egg ads are still highly visible. Notably, ads for Organic brown eggs are considerably more prevalent. Activity in the egg products sector continues to rise.

**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>		58.5% of 4,000 sampled outlets Activity Index = 3,310 (includes Medium)						44.0% of 5,100 sampled outlets Activity Index = 1,180 (includes Medium)						50.5% of 3,100 sampled outlets Activity Index = 1,850 (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				1.29	10	1.29										0.79	10	0.79
	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 - 1.59	20	1.53	0.80 - 1.25	410	0.96	1.00	70	1.00	0.98 - 1.19	270	1.13	0.99	10	0.99	0.75 - 1.59	980	1.10
	White 18 pack				1.39 - 1.99	440	1.49				1.39 - 1.99	50	1.84	1.50	10	1.50	1.39 - 1.99	360	1.73
	Brown 12 pack				0.89 - 1.50	220	1.05												
	<b>MEDIUM</b>	White 12 pack			0.83 - 1.00			White 12 pack			White 12 pack			White 12 pack			0.79 - 0.99		
		White 30 pack						White 30 pack			White 30 pack			White 30 pack			50		
S P E C I A L T Y	<b>USDA ORGANIC</b>																		
		White 12 pack																	
		Brown 12 pack	2.99	20	2.99	2.99 - 5.98	290	4.06				3.79 - 3.99	630	3.84					
		<b>OMEGA-3</b>																	
		White 12 pack	2.50 - 2.69	140	2.63	2.13 - 2.99	1,260	2.56							2.00	10	2.00	1.99 - 3.00	220
	Brown 12 pack				3.49 - 3.99	170	3.65				2.50	70	2.50						
	<b>CAGE-FREE</b>																		
	White 12 pack				2.49	10	2.49												
	Brown 12 pack				2.49 - 3.49	300	2.67				2.49	90	2.49				2.49 - 3.00	200	2.97
	<b>VEGETARIAN FED</b>																		
	White 12 pack										2.38 - 2.50	60	2.47				2.00	10	2.00
	Brown 12 pack	2.79	120	2.79	2.79 - 2.99	130	2.82				2.50	20	2.50				3.00	190	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>		31.0% of 3,200 sampled outlets Activity Index = 900 (includes Medium)						41.8% of 2,300 sampled outlets Activity Index = 1,230 (includes Medium)						40.4% of 900 sampled outlets Activity Index = 180 (includes Medium)					
USDA GRADE AA	White 12 pack				0.79 - 1.29	300	1.02				1.04 - 1.67	270	1.18				1.29	20	1.29
	White 18 pack				1.89	10	1.89	2.00	30	2.00	2.00 - 2.50	220	2.02				1.84 - 1.89	20	1.86
	Brown 12 pack																		
	<b>MEDIUM</b>	White 12 pack			0.59			White 12 pack			0.99			White 12 pack			0.99		
USDA GRADE A	White 12 pack	1.00	40	1.00	0.99 - 1.19	220	1.04				2.50	300	2.50						
	White 18 pack				1.28 - 1.98	60	1.75												
	Brown 12 pack																		
	<b>MEDIUM</b>	White 12 pack						White 12 pack			White 12 pack			White 12 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																	
		Brown 12 pack				3.79	50	3.79				3.69	30	3.69			3.99	80	3.99
		<b>OMEGA-3</b>																	
		White 12 pack										2.99	330	2.99					
	Brown 12 pack																		
	<b>CAGE-FREE</b>																		
	White 12 pack																2.50	10	2.50
	Brown 12 pack				2.99	80	2.99				2.99	40	2.99				1.69 - 2.99	20	2.50
	<b>VEGETARIAN FED</b>																		
	White 12 pack																		
	Brown 12 pack																		



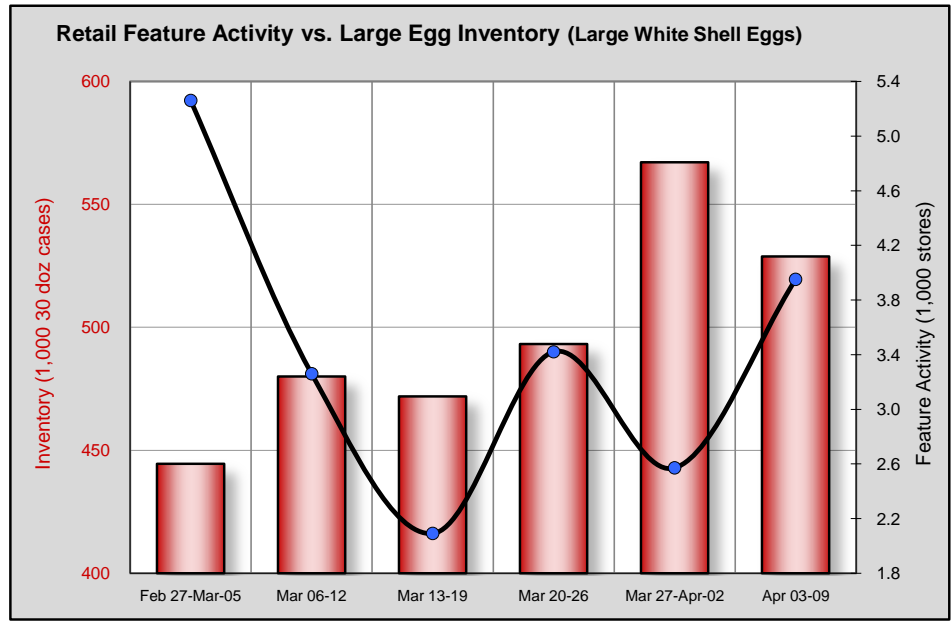
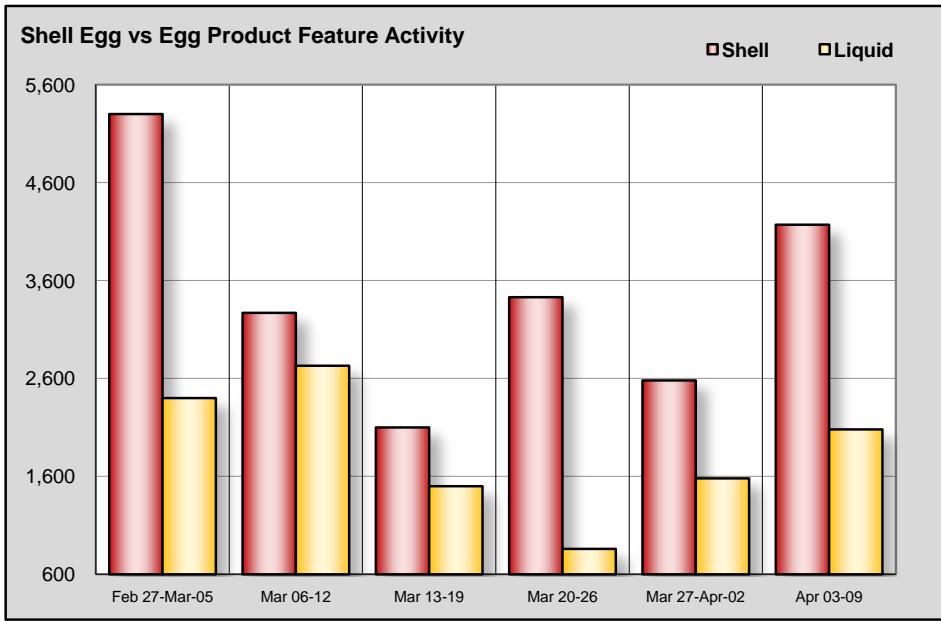
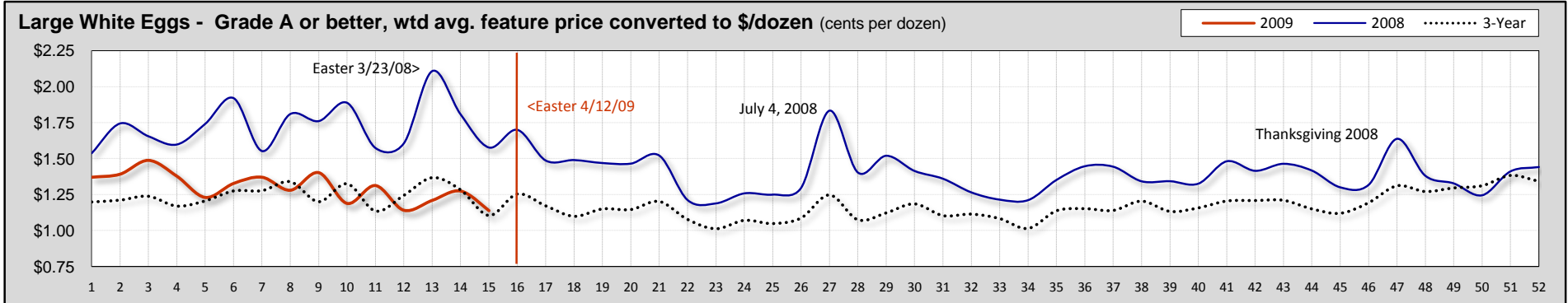
**USDA Weekly Retail Shell Egg and Egg Products Feature Activity**

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 04/03 thru 04/09.

(prices in dollars per carton)

Fri. Apr 03, 2009

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST	
1/ Feature Rate	9.3%	8.6%	16.4%	18.4% of 4,000 sampled		4.1% of 5,100 sampled		15.0% of 3,100 sampled		9.0% of 3,200 sampled		0.0% of 2,300 sampled		2.0% of 900 sampled	
2/ Activity Index	2,080	1,580	2,630	Activity Index = 900		Activity Index = 210		Activity Index = 660		Activity Index = 290		Activity Index = 0		Activity Index = 20	
	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	1,510 2.34	1,310 2.59	1,460 2.97	1.99 - 3.00	860 2.57	1.99 - 2.00	210 2.00	2.00 - 2.59	270 2.12	1.79 - 2.00	150 1.81			2.99	20 2.99
32 oz. crtn	360 4.38	150 4.99	900 3.78		3.99 20 3.99			3.99	200 3.99	4.99	140 4.99				
3 - 4 oz. cup	210 2.00	120 2.49	270 2.93	1.99	20 1.99			2.00	190 2.00						
2 - 8 oz. cup															



Note: See page 1 for explanatory notes.