

## 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 04/10 thru 04/16. (prices in dollars per carton)

	SHELL EGG NATIONAL SUMMARY													
			THIS	WEEK			PREVIO	US WEEK	(	PREVIOUS YEAR				
Feature Rate		59.	.4% of 18	,600 sto	es	45	.5% of 18	8,600 sto	res	32.3% of 18,000 stores				
		X LA	ARGE	LARGE		X LARGE		LARGE		X LARGE		LAR	RGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
R	USDA GRADE AA													
E	White 12 pack	90	1.25	1,210	1.20			610	1.10			500	1.67	
G	White 18 pack			310	1.85	30	2.00	250	2.00			220	3.61	
U	Brown 12 pack													
L	USDA GRADE A													
Ā	White 12 pack		1.11	4,570	1.04	140	1.08	1,880	1.07			940	1.36	
R	White 18 pack	10	1.59	380	1.73	10	1.50	1,210	1.84			80	1.93	
	Brown 12 pack			80	1.34			220	1.05			10	2.00	
	USDA ORGANIC													
s	White 12 pack													
P	Brown 12 pack			700	3.89	20	2.99	1,080	3.91	20	2.89	1,040	3.63	
Ē	OMEGA-3													
c	White 12 pack		2.61	810	2.54	150	2.59	1,810	2.67	750	2.67	1,360	2.61	
ĭ	Brown 12 pack			30	2.00			240	3.32					
A	CAGE-FREE													
L	White 12 pack			730	3.24			20	2.50	130	2.49	100	2.50	
Т	Brown 12 pack			1,520	3.07			730	2.78	130	2.49	760	3.02	
Υ	VEGETARIAN FED													
	White 12 pack			440	2.48			70	2.41					
	Brown 12 pack			40	2.20	120	2.79	340	2.90					

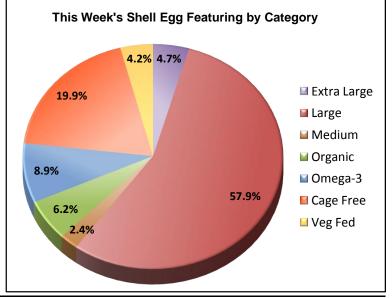
Large White Eggs	- Grade A or bette	er, wtd avg. feature	price converted to \$/o	dozen	
1.29			1.27		
1.23		1.21			
1.17	1.14			1.14	
1.11					1.08
1.05 — Mar 06-12	Mar 13-19	Mar 20-26	Mar 27-Apr-02	Apr 03-09	Apr 10-16

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/		
Regular	7,080	4,350	1,750	Large Eggs on		
Specialty	4,440	4,580	4,290	Apr-06-2009		
Total (includes MD)	11,790	9,180	6,040	448.6		
Special Rate 4/:	14.8%	16.1%	11.6%	down 15%		

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

## SHELL EGG and EGG PRODUCTS FEATURING

Easter weekend is finally upon us and time for eggs to take center stage. Egg hunts will be popular this weekend but you don't have to hunt very hard to find eggs featured in store ads. Shell egg featuring is sharply more active than last week with nearly two-thirds of sampled stores featuring eggs. The average price of Large white eggs, Grade A or better, to consumers dropped sharply as stores attempt to lure shoppers with attractive deals. Notably, Jumbo sizes and multi-packs of 20 to 30 count eggs are highly visible this cycle. The number of "no price" promotions declined slightly but are still at a very respectable level. Ads for specialty shell eggs are fewer in number with promotions mainly at the beginning and ending of the week. Cage free brown eggs are most commonly featured in the sector. Promotions for liquid egg products declined this week as shell eggs dominate ad space.



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.)

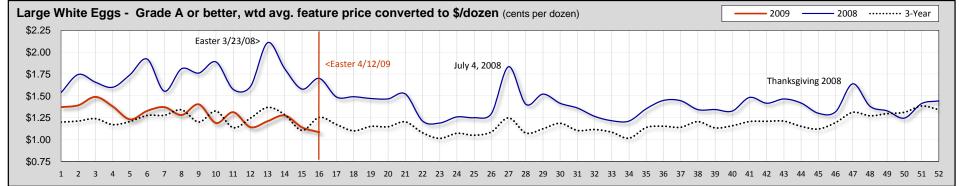
		NORTHEAS	T U.S.				ALL S	SOUTHEAS	T U.S.			2)	MIDWEST U	.S.					
		(CT,DE,MA,MD,I	ME,NH,NJ,N	RI,VT)				IC,SC,TN,VA,WV)		Q	H	(IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)							
Feature Rate 1/ Activity Index "					sampled outlet 80 (includes Me			61.7% of 5,100 sampled outlets Activity Index = 3,310 (includes Medium)					71.2% of 3,100 sampled outlets Activity Index = 2,750 (includes Medium)						
CLASS		EXTRA	LARGE	LARGE			EXTRA	LARGE	LARGE			EXTRA	LARGE	LARGE					
	OLAGO	Price Range	Stores Av	/g 3/	Price Range	Stores	Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores A	vg 3/	Price Range	Stores Avg 3/	Price Range	Stores	Avg 3/		
USD	White 12 pack				1.29	10	1.29								0.99 - 1.50	220	1.27		
GRA	DE White 18 pack																		
AA	Brown 12 pack	<b>4</b>																	
	MEDIUM	1	White 12 p						White 12 pack					White 12 pack		. =			
	White 12 pack			2.46	0.99 - 2.49	790	1.23	1.00	130 1.00	0.88 - 1.55	•	1.06	0.99 - 1.59	230 1.02	0.59 - 1.25	1,500	0.94		
USE	•		10 1	1.59	0.00 4.50	00	4.04			1.39 - 1.77	200	1.59			1.48 - 2.00	160	1.92		
GRA A	DE Brown 12 pack		White 12 p	nook	0.99 - 1.50 0.99	80	1.34 0.99		White 12 pack	0.99	60 (	2 00		White 12 pack	0.79 - 1.00	50	0.92		
^	MEDIUM		White 30 p		0.99	10	0.99		White 30 pack	0.99	00 (	J.99		White 30 pack	0.79 - 1.00	50	0.92		
U	SDA ORGANIC																		
s	White 12 pack																		
Р	Brown 12 pack				4.29 - 4.69	120	4.51			3.99	30 3	3.99			3.49	90	3.49		
F o	MEGA-3																		
c	White 12 pack		150 2	2.62	2.50 - 2.99	430	2.78								1.88 - 2.79	340	2.28		
	Brown 12 pack									2.00	30 2	2.00							
A	AGE-FREE				4.00 0.00	00	0.50			4.00 0.00	000	204			0.00	450	0.00		
L	White 12 pack Brown 12 pack				1.99 - 2.99 1.99 - 2.99		2.53 2.94			1.89 - 3.00 2.49 - 3.00	230 2 950 2				2.99 2.79	150 10	2.99 2.79		
T	EGETARIAN FED				1.99 - 2.99	220	2.94			2.49 - 3.00	930 4	2.07	-		2.19	10	2.19		
A I v.	White 12 pack				2.50	230	2.50			2.39	10 2	2.39			2.50	190	2.50		
	Brown 12 pack				2.00	200	2.00			2.00	30 2				2.79	10	2.79		
	2.0 12 paon	SOUTH CEN	NTRAL U.S	S			M	SOUTHWES	ST U.S.	2.00	{		NORTHWES	T U.S.		.0	TT -		
		(AR,AZ,CO,KS,L	_A,MO,NM,OI	K,TX,l	UT)		T.	(CA,NV)			j	7	(ID,MT,OR,WA,V	VY)		4	74		
	Feature Rate 1/		59.5% of 3,	,200 s	sampled outlet	s	. v		64.8% of 2,300 s	ampled outlets				65.0% of 900	sampled outlets				
	Activity Index 2/	Activ	vity Index =	1,33	0 (includes Me	dium)		Activity Index = 560 (includes Medium)					Ac	dium)					
USE	White 12 pack	1.20	60 1	1.20	0.99 - 1.29	380	1.16	1.20 - 1.50	30 1.36	0.99 - 1.49	420	1.22			0.68 - 1.50	180	1.13		
GRA	I White 18 nack				1.50 - 1.99	70	1.88			2.50	20 2	2.50			1.50 - 2.99	220	1.78		
AA	Brown 12 pack																		
	MEDIUM		White 12 p	_					White 12 pack	0.79 - 0.99	60 (			White 12 pack	0.78 - 1.00	50	0.87		
	White 12 pack		40 1	1.00	0.69 - 1.20	570				0.99	10 (	0.99			0.48	20	0.48		
USD	•				1.50 - 1.78	20	1.58												
GRA	DE Brown 12 pack		White 10 =	nools.	0.00 0.00	40	0.04		White 12 pasts					White 12 pack					
Α	MEDIUM		White 12 p White 30 p		0.88 - 0.99	40	0.94		White 12 pack White 30 pack					White 30 pack					
Ιυ	SDA ORGANIC	1	о оо р						Time do pack					c so paok					
	White 12 pack																		
S	Brown 12 pack				2.58	10	2.58								3.49 - 3.99	450	3.82		
	MEGA-3																		
E	White 12 pack		20 2	2.50	1.49 - 2.50	40	2.15												
1	Brown 12 pack																		
AC	AGE-FREE						_												
L	White 12 pack				2.99		2.99			1.50 - 2.50	20	1.97			1.50 - 3.99	290	3.79		
T	Brown 12 pack				1.99 - 2.79	60	2.64								2.88 - 3.99	280	3.95		
Y	EGETARIAN FED White 12 pack				1.60	10	1 60												
	Brown 12 pack				1.69	10	1.69												

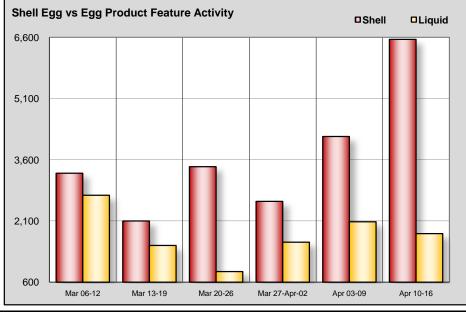
## **AMS**

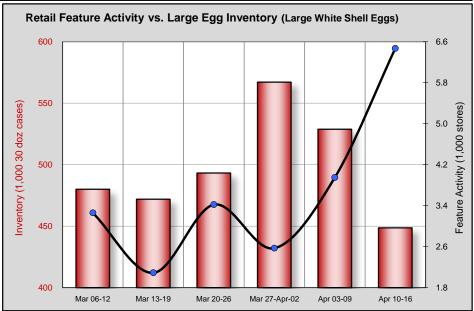
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EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST	
1/ Feature Rate	8.6%	9.3%	11.1%	24.1% of 4,0	00 sampled	4.3% of 5,100 sampled		2.1% of 3,100 sampled		10.9% of 3,200 sampled		0.0% of 2,300 sampled		0.0% of 900 sampled	
2/ Activity Index	1,790	2,080	2,690	Activity Inc	lex = 1,140	Activity Index = 220		Activity Index = 70		Activity Index = 360		Activity Index = 0		Activity Index = 0	
	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 37
14-16 oz. crtn	1,430 2.52	1,510 2.34	1,710 2.70	1.99 - 3.79	920 2.78	1.88 - 2.00	220 1.97	1.88 - 2.99	70 2.42	1.79 - 2.69	220 2.02				
32 oz. crtn	340 4.28	360 4.38	330 3.91	3.79	200 3.79					4.99	140 4.99				
3 - 4 oz. cup	20 1.99	210 2.00	650 2.46	1.99	20 1.99										
2 - 8 oz. cup															







Note: See page 1 for explanatory notes.