



**SHELL EGG NATIONAL SUMMARY**

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR						
	30.0% of 18,600 stores		25.3% of 18,600 stores				36.3% 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> USDA GRADE AA	White 12 pack		30	1.27			340	1.74		930	1.57		
	White 18 pack	30	1.48	160	2.08				20	1.50	410	2.95	
	Brown 12 pack												
<b>REGULAR</b> USDA GRADE A	White 12 pack			1,390	0.98	10	1.69	190	1.17	120	1.61	660	1.17
	White 18 pack			340	2.07			140	1.77			230	1.77
	Brown 12 pack			10	1.98							10	2.50
<b>SPECIALTY</b> USDA ORGANIC	White 12 pack											210	3.29
	Brown 12 pack	10	2.98	1,680	3.75			1,000	4.03	130	3.22	1,230	3.72
	<b>OMEGA-3</b>												
<b>SPECIALTY</b> CAGE-FREE	White 12 pack	140	2.83	640	2.69			1,480	2.17	500	2.50	360	2.73
	Brown 12 pack			500	2.34								
<b>SPECIALTY</b> VEGETARIAN FED	White 12 pack			600	3.33	150	2.49	120	2.50				
	Brown 12 pack	120	2.79	2,380	3.07			1,410	2.92	30	2.50	580	3.30
<b>SPECIALTY</b> VEGETARIAN FED	White 12 pack			10	2.00								
	Brown 12 pack	200	2.79	550	2.95			30	2.65				

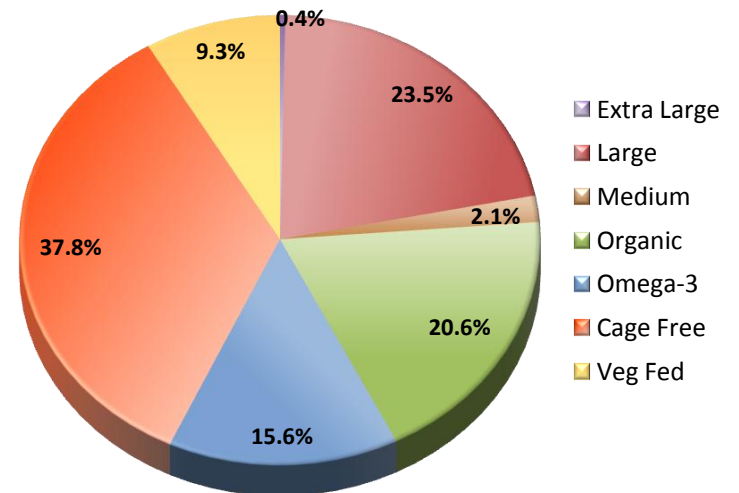
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,960	680	2,380	Large Eggs on Apr-20-2009 488.6
Specialty	6,830	4,190	3,040	
Total (includes MD)	8,960	4,880	5,450	up 43%
Special Rate 4/:	0.4%	2.3%	11.5%	

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

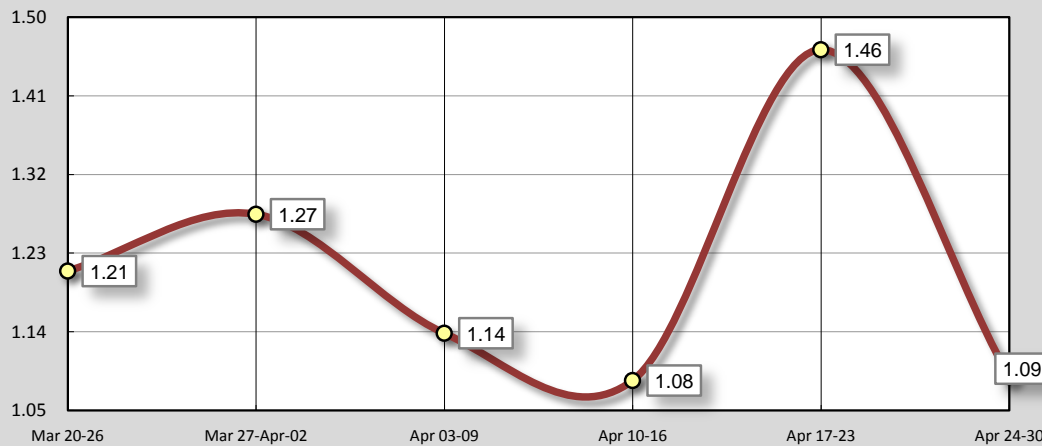
**SHELL EGG and EGG PRODUCTS FEATURING**

Shell egg advertising has recovered quickly from the post-Easter drop with stores tripling their offerings of regular shell eggs from last week. However, with the rise in promotion comes a sharp decline in the average ad price for Large white eggs, Grade A or better, losing 25% of their value in one week as they did over two weeks following Easter 2008. Featuring of specialty eggs has doubled from the previous week with a wide variety of offered at mostly firm to higher average ad pricing. Organic eggs are well-represented, in part, tied to the observance of Earth Day, and are as commonly featured as regular shell eggs in ads across the nation. Cage-free shell eggs are the most commonly featured egg type this week. Liquid eggs remain unchanged in offering and price. Eggs remain an attractive consumer choice entering "May is Egg Month".

**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>		49.0% of 4,000 sampled outlets Activity Index = 3,650 (includes Medium)						11.8% of 5,100 sampled outlets Activity Index = 730 (includes Medium)						28.3% of 3,100 sampled outlets Activity Index = 950 (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				0.95 - 1.49	20	1.15													
	White 18 pack																			
	Brown 12 pack																			
	MEDIUM																			
USDA GRADE A	White 12 pack				0.77 - 1.29	430	0.98				0.99 - 1.00	140	0.99				0.48 - 1.19	620	0.97	
	White 18 pack				1.78 - 2.50	140	2.47				1.78	170	1.78							
	Brown 12 pack				1.98	10	1.98													
	MEDIUM																			
					0.77	10	0.77				1.32	90	1.32				1.32	10	1.32	
S P E C I A L T Y	USDA ORGANIC																			
		White 12 pack				3.99 - 4.49	660	4.07			2.99	70	2.99				2.99 - 3.98	230	3.65	
		Brown 12 pack																		
		OMEGA-3																		
		White 12 pack	2.79 - 3.00	140	2.83	2.79 - 2.99	340	2.91			2.09 - 2.19	70	2.17				2.00 - 2.50	50	2.31	
		Brown 12 pack				2.00 - 2.50	360	2.31												
		CAGE-FREE																		
		White 12 pack				2.99	200	2.99										2.38	10	2.38
		Brown 12 pack	2.79	120	2.79	2.00 - 3.59	1,220	2.87			2.49 - 3.49	190	3.06				2.00 - 3.49	30	2.60	
		VEGETARIAN FED																		
	White 12 pack																2.00	10	2.00	
	Brown 12 pack	2.79	200	2.79	2.79 - 3.49	470	3.03			2.49	60	2.49					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>		26.3% of 3,200 sampled outlets Activity Index = 1,230 (includes Medium)						42.0% of 2,300 sampled outlets Activity Index = 1,240 (includes Medium)						36.3% of 900 sampled outlets Activity Index = 410 (includes Medium)						
USDA GRADE AA	White 12 pack							1.48	30	1.48	1.99	130	1.99				1.50	10	1.50	
	White 18 pack																2.49	30	2.49	
	Brown 12 pack																			
	MEDIUM																			
USDA GRADE A	White 12 pack				0.97 - 1.00	200	0.99													
	White 18 pack				1.48 - 2.33	30	1.81													
	Brown 12 pack																			
	MEDIUM																			
					0.99 - 1.00	60	1.00													
S P E C I A L T Y	USDA ORGANIC																			
		White 12 pack				2.99 - 3.99	290	3.18			2.99 - 4.00	230	3.95				3.49 - 3.99	200	3.70	
		Brown 12 pack	2.98	10	2.98															
		OMEGA-3																		
		White 12 pack				2.50 - 2.99	90	2.65			2.99	10	2.99				2.39 - 2.50	80	2.40	
		Brown 12 pack				1.77 - 2.50	140	2.42												
		CAGE-FREE																		
		White 12 pack				2.50	120	2.50			3.99	270	3.99							
		Brown 12 pack				1.77 - 3.29	280	2.62			3.49 - 3.99	570	3.72				3.29	90	3.29	
		VEGETARIAN FED																		
	White 12 pack				1.77	10	1.77													
	Brown 12 pack																			



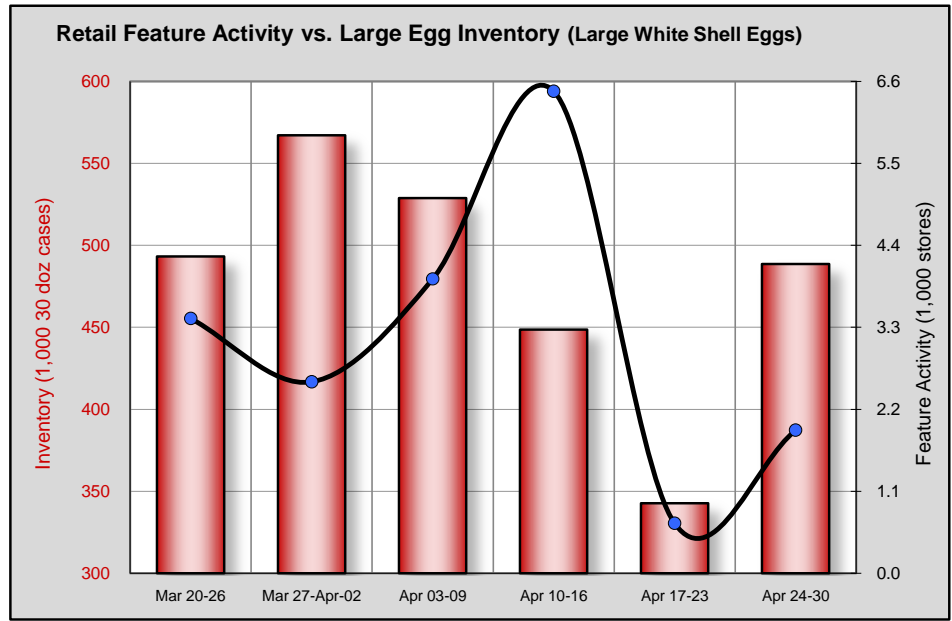
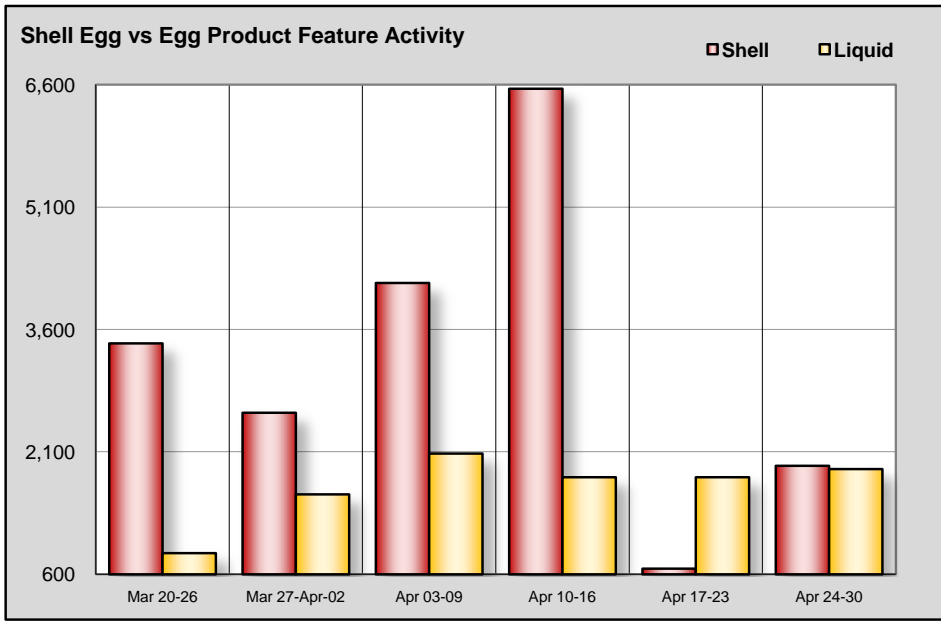
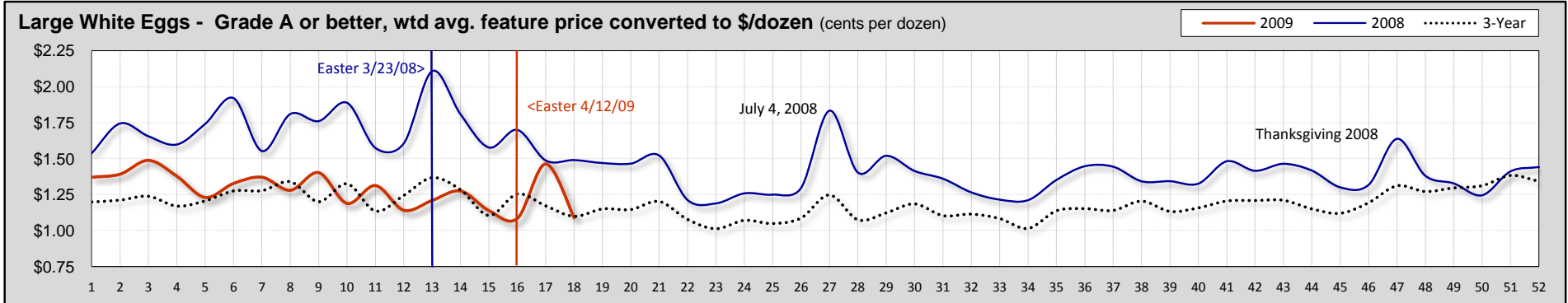
**USDA Weekly Retail Shell Egg and Egg Products Feature Activity**

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 04/24 thru 04/30.

(prices in dollars per carton)

Fri. Apr 24, 2009

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	10.1%	10.8%	9.3%	17.1% of 4,000 sampled	1.1% of 5,100 sampled	10.9% of 3,100 sampled	7.9% of 3,200 sampled	19.9% of 2,300 sampled	9.5% of 900 sampled
2/ Activity Index	1,890	1,790	1,710	Activity Index = 700	Activity Index = 50	Activity Index = 340	Activity Index = 250	Activity Index = 460	Activity Index = 90
	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	1,610 2.43	1,310 2.71	680 2.63	2.00 - 3.00 420 2.55	3.00 50 3.00	2.22 - 3.00 340 2.47	1.79 - 2.50 250 2.12	2.00 - 3.00 460 2.37	2.50 90 2.50
32 oz. crtn	270 4.70	230 4.87	830 4.23	4.39 - 4.99 270 4.70					
3 - 4 oz. cup	10 2.00	250 2.29	200 3.11	2.00 10 2.00					
2 - 8 oz. cup									



Note: See page 1 for explanatory notes.