



SHELL EGG NATIONAL SUMMARY												
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
	37.7% of 18,600 stores				31.0% of 18,600 stores				38.2% 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
REGULAR	<b>USDA GRADE AA</b>											
	White 12 pack		1,020 1.14		60 1.20		850 1.12				1,350 1.17	
	White 18 pack		340 1.79				260 2.27				50 1.99	
Brown 12 pack												
REGULAR	<b>USDA GRADE A</b>											
	White 12 pack		130 0.99		1,470 0.96		120 0.93		1,960 0.98		1,400 1.34	
	White 18 pack				260 1.45				220 1.50		440 1.77	
Brown 12 pack				10 0.99				200 1.29				
SPECIALTY	<b>USDA ORGANIC</b>											
	White 12 pack											
	Brown 12 pack		30 3.99		340 3.53		70 3.99		870 4.08		1,230 3.50	
SPECIALTY	<b>OMEGA-3</b>											
	White 12 pack		500 2.62		1,190 2.48		180 2.63		1,260 2.41		50 3.19	
	Brown 12 pack				240 2.93				210 2.59		600 2.62	
SPECIALTY	<b>CAGE-FREE</b>											
	White 12 pack				230 2.48				190 2.50		260 2.22	
	Brown 12 pack		40 2.49		1,670 2.71		110 1.99		1,280 2.75		930 2.55	
SPECIALTY	<b>VEGETARIAN FED</b>											
	White 12 pack				230 2.49							
	Brown 12 pack		120 2.79		310 2.91				410 2.47			

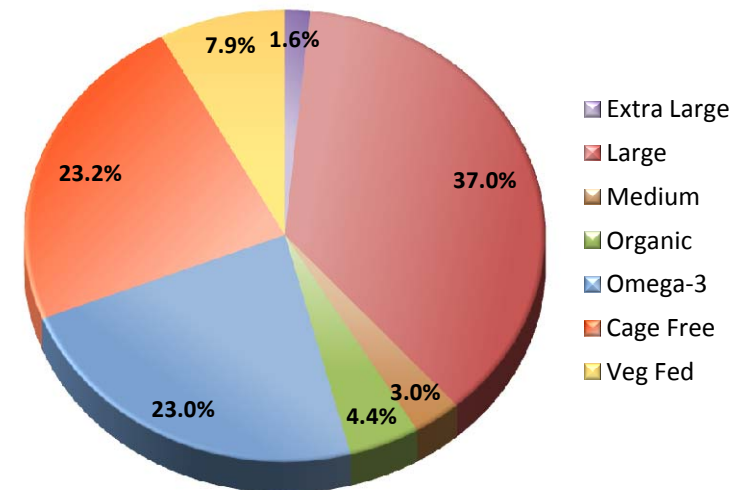
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	3,230	3,670	3,240	Large Eggs on Jun-15-2009
Specialty	4,900	4,580	3,700	
Total (includes MD)	8,380	8,460	6,950	509.7
Special Rate 4/:	11.5%	2.5%	5.2%	up 2%

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

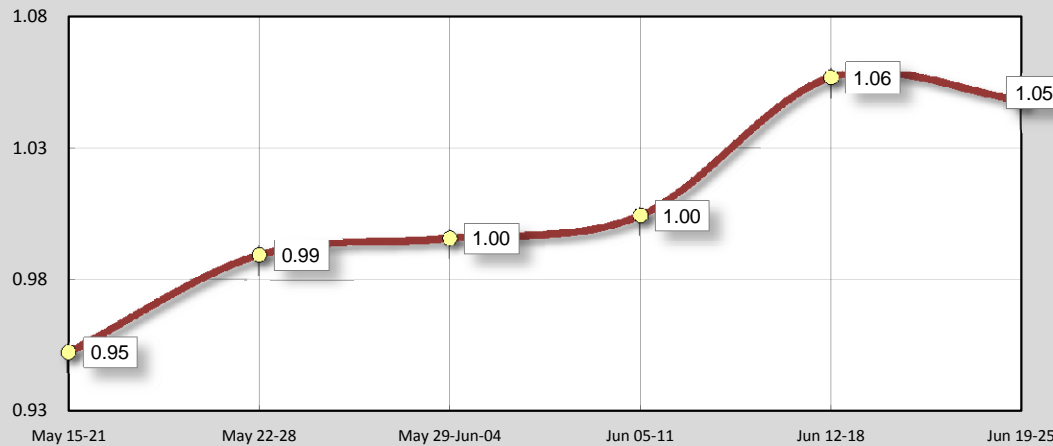
**SHELL EGG and EGG PRODUCTS FEATURING**

Shell eggs manage to hold retailer attention this week with a slight nod towards specialty. Many Dad's can expect breakfast in bed this weekend as shell eggs are promoted evenly across the nation. Medium eggs can be commonly found on ad in many store circulars. The average price for regular shell eggs on ad is about unchanged this week and the number of "no price" specials is up considerably from last week. Specialty eggs are offered in a variety of types and sizes with cage-free and Omega-3 jockeying for ad space this week, although cage-free prices are lower on average from last week. Organic eggs are down on price on a limited test. Liquid egg products are more widely featured than in recent weeks and pricing is firm to higher. Shell eggs continue to be a supermarket favorite and a bargain for the smart shopper.

**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>		46.9% of 4,000 sampled outlets Activity Index = 2,830 (includes Medium)						37.2% of 5,100 sampled outlets Activity Index = 820 (includes Medium)						39.6% of 3,100 sampled outlets Activity Index = 1,760 (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	20	0.99				0.99	30	0.99				0.80	10	0.80
	White 18 pack																		
	Brown 12 pack																		
	<b>MEDIUM</b>	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				0.99 - 1.24	520	1.03				0.98	70	0.98	0.79 - 1.00	120	0.99	0.69 - 1.00	820	0.93
	White 18 pack															1.59	160	1.59	
	Brown 12 pack				0.99	10	0.99												
	<b>MEDIUM</b>	White 12 pack			0.88 - 1.50 150 1.42			White 12 pack			0.79 50 0.79			White 12 pack			0.68 - 0.69 30 0.69		
		White 30 pack						White 30 pack						White 30 pack			1.19 10 1.19		
S P E C I A L T Y	<b>USDA ORGANIC</b>																		
	White 12 pack																		
	Brown 12 pack	3.99	30	3.99	3.49 - 3.99	50	3.76										3.50	10	3.50
	<b>OMEGA-3</b>																		
	White 12 pack	2.50 - 3.00	420	2.69	1.99 - 3.00	980	2.56	2.50	30	2.50	2.28	60	2.28	2.29	10	2.29	2.29	10	2.29
Brown 12 pack				2.79	120	2.79										2.99	110	2.99	
<b>CAGE-FREE</b>																			
White 12 pack										2.99	70	2.99							
Brown 12 pack	2.49	40	2.49	2.49 - 3.49	490	2.85				2.50 - 2.99	510	2.57				2.77 - 2.99	470	2.82	
<b>VEGETARIAN FED</b>																			
White 12 pack				2.49	230	2.49													
Brown 12 pack	2.79	120	2.79	2.79 - 3.49	170	3.01										2.99	110	2.99	
		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>		26.6% of 3,200 sampled outlets Activity Index = 1,090 (includes Medium)						30.6% of 2,300 sampled outlets Activity Index = 720 (includes Medium)						52.5% of 900 sampled outlets Activity Index = 530 (includes Medium)					
USDA GRADE AA	White 12 pack				0.99 - 1.19	320	1.00				1.29	170	1.29				0.29 - 1.67	470	1.22
	White 18 pack				1.50	80	1.50				1.50 - 1.99	240	1.91				1.50	20	1.50
	Brown 12 pack																		
	<b>MEDIUM</b>	White 12 pack						White 12 pack			0.99 10 0.99			White 12 pack					
USDA GRADE A	White 12 pack				0.79 - 1.29	60	0.86							0.99	10	0.99			
	White 18 pack				0.99 - 1.59	100	1.21												
	Brown 12 pack																		
	<b>MEDIUM</b>	White 12 pack						White 12 pack						White 12 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									3.49	270	3.49				3.50	10	3.50	
	<b>OMEGA-3</b>																		
	White 12 pack	1.69 - 2.19	40	1.99	1.99 - 2.19	140	2.02												
Brown 12 pack									3.99	10	3.99								
<b>CAGE-FREE</b>																			
White 12 pack				1.99 - 2.99	160	2.25													
Brown 12 pack				1.99 - 2.99	160	2.25				3.00 - 3.99	20	3.50				2.99	20	2.99	
<b>VEGETARIAN FED</b>																			
White 12 pack				1.99	30	1.99													
Brown 12 pack																			



# USDA Weekly Retail Shell Egg and Egg Products Feature Activity

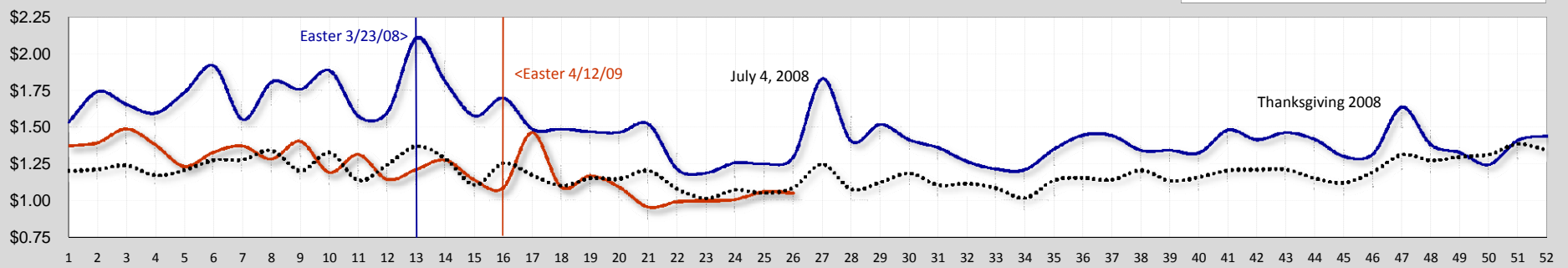
Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 06/19 thru 06/25.

(prices in dollars per carton)

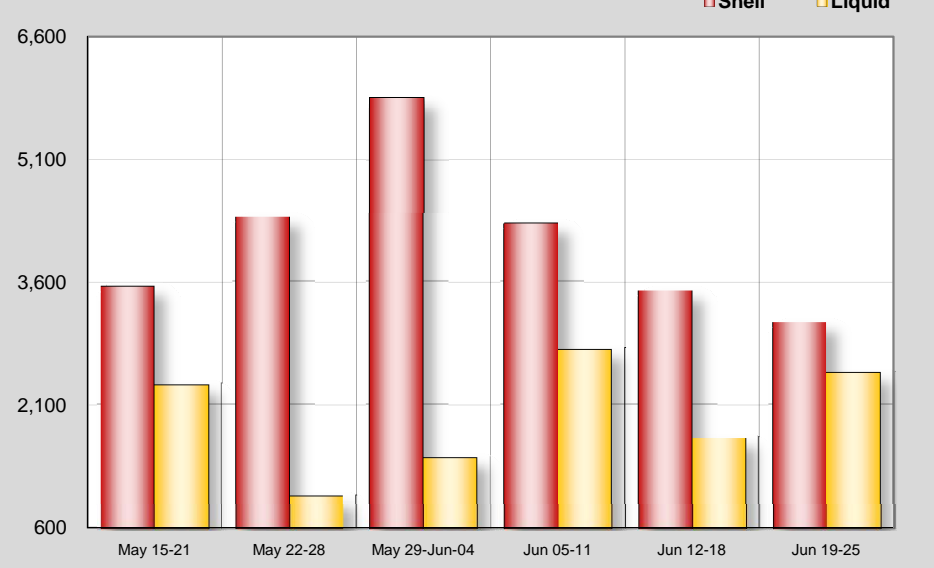
Fri. Jun 19, 2009

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	12.6%	8.1%	5.8%	27.0% of 4,000 sampled	1.6% of 5,100 sampled	11.3% of 3,100 sampled	9.8% of 3,200 sampled	18.6% of 2,300 sampled	9.5% of 900 sampled
2/ Activity Index	2,490	1,680	1,310	Activity Index = 1,220	Activity Index = 80	Activity Index = 340	Activity Index = 320	Activity Index = 440	Activity Index = 90
	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	1,960 2.58	1,430 2.42	860 2.67	1.99 - 3.00 990 2.50	2.50 60 2.50	2.49 - 3.00 340 2.79	2.50 - 2.99 180 2.84	2.50 300 2.50	2.50 90 2.50
32 oz. crtn	280 4.19	160 3.59					4.88 140 4.88	3.49 140 3.49	
3 - 4 oz. cup	250 2.50	90 2.48	450 3.03	2.49 - 2.50 230 2.50					
2 - 8 oz. cup									

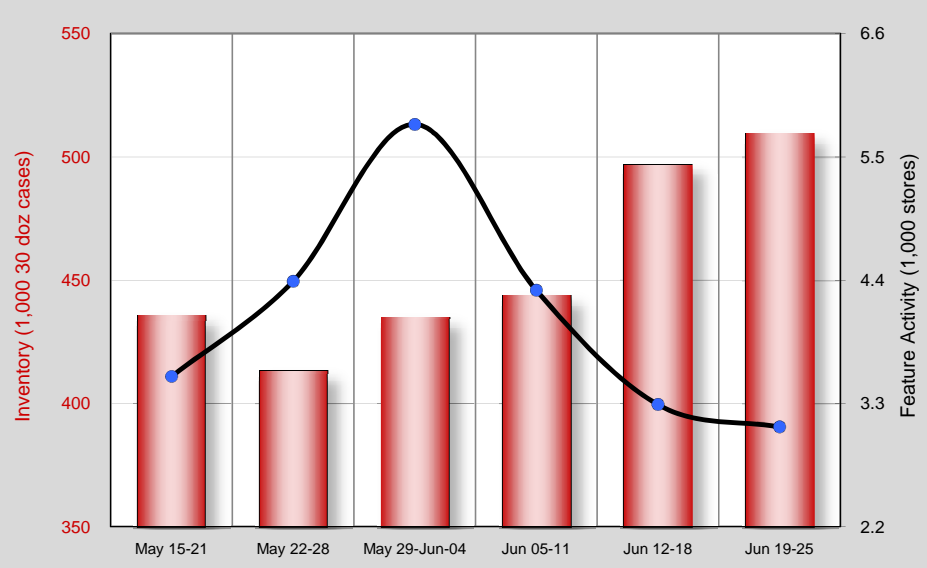
Large White Eggs - Grade A or better, wtd avg. feature price converted to \$/dozen (cents per dozen)



Shell Egg vs. Egg Product Feature Activity



Retail Feature Activity vs. Large Egg Inventory (Large White Shell Eggs)



Note: See page 1 for explanatory notes.