USDA

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 04/16 thru 04/22. (prices in dollars per carton)

	SHELL EGG NATIONAL SUMMARY													
			THIS	NEEK			PREVIO	JS WEEK	(US YEAR			
Feature Rate		35.	.9% of 19	,200 stor	es	19	.2% of 19	9,200 sto	es	25	.3% of 18	3,600 sto	res	
		X LA	ARGE	LAR	GE	X LA	RGE	LAR	GE	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	1.33	250	0.94	10	0.99	390	1.68			340	1.74	
G	White 18 pack			1,420	1.86			60	1.99					
U	Brown 12 pack													
L	USDA GRADE A													
A	White 12 pack	260	1.02	1,270	1.11	10	1.49	540	1.18	10	1.69	190	1.17	
R	White 18 pack			520	1.70			10	1.25			140	1.77	
	Brown 12 pack							20	1.00					
	USDA ORGANIC													
_	White 12 pack													
S	Brown 12 pack			2,660	3.90			340	3.85			1,000	4.03	
E	OMEGA-3													
C	White 12 pack	20	2.49	1,920	2.37	30	1.99	920	2.68			1,480	2.17	
ı	Brown 12 pack			10	3.99			70	2.47					
A	CAGE-FREE													
ī	White 12 pack			30	2.79	30	2.49	150	2.78	150	2.49	120	2.50	
т	Brown 12 pack			1,850	3.00			1,310	3.27			1,410	2.92	
Y	VEGETARIAN FED													
	White 12 pack	120	2.50	390	2.50									
	Brown 12 pack			360	2.21			570	2.58			30	2.65	

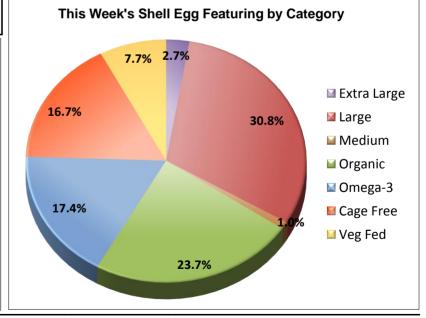
Large White Eggs	- Grade A or be	tter, wtd avg. feature p	rice converted to \$/	dozen dozen	
1.40				1.38	
1.35					
1.30					acksquare
1.25					$\overline{}$
1.20	1.22				
1.15		1.13	1.17		1.16
1.10 Mar 12-18	Mar 19-25	Mar 26-Apr-01	Apr 02-08	Apr 09-15	Apr 16-22
IVIGI 12-10	17101 13-23	Widi 20 Api-01	Αρί 02-00	Αρι 03-13	Αρι 10-22

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	3,760	1,040	680	Large Eggs on
Specialty	7,360	3,420	4,190	Apr-12-2010
Total (includes MD)	11,230	4,480	4,880	515.3
Special Rate 4/:	6.4%	2.4%	2.3%	up 7%

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

SHELL EGG and EGG PRODUCTS FEATURING

Regular shell egg promotional activity is up significantly this week, driven by a sharp increase in Grade AA Large 18 pack egg in West Coast areas and Grade A Large eggs in the Midwest region. The weighted average price of Grade A or better, Large white eggs to consumers is lower. The occurrence of "no price specials" increased this ad cycle. Specialty shell egg promotions are sharply higher, with USDA Organic brown eggs commanding the most ad space in this sector. Featuring of Cage-free brown and Omega-3 white also increased in number. Vegetarian fed brown egg ads are lower. In the egg products sector, liquid egg promotions are higher in number. The Northeast region is activity promoting liquid eggs this week, however ads of this type are scarce in the Northwest.



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.)

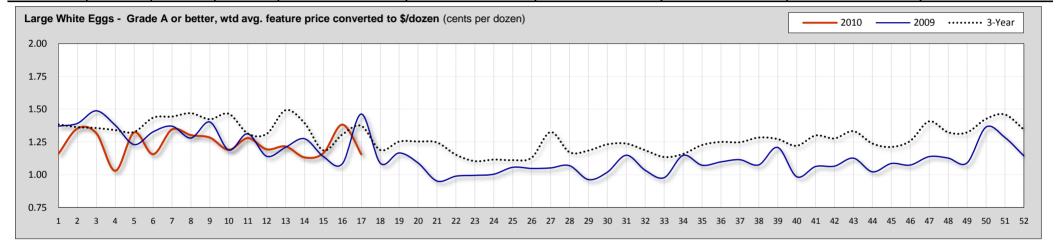
			NORTHEAS	T U.S.					A S	SOUTHEAS	ST U.S.		É	2)	MIDWEST U	.S.					
		47	(CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT) (AL,FL,GA,MS,NC,SC,TN,VA,WV) (IA,IL,IN,KY,MI,MN,ND,NE,OH										, ,	,							
	Feature Rate ¹⁷ Activity Index ²⁷		53.3% of 4,000 sampled outlets Activity Index = 3,880 (includes Medium)							23.1% of 5,100 sampled outlets Activity Index = 1,250 (includes Medium)				40.6% of 3,200 sampled outlets Activity Index = 2,350 (includes Mediun							
CLASS White 12 pack		EXTRA LARGE			LARGE				EXTR	A LARGE	LAF	LARGE		EXTRA	A LARGE		LARGE				
		Price Range	Stores	Avg 3/	Price R	ange	Stores			Stores Avg 3/	Price Range	Stores Avo		Price Range	Stores Avg	3/	Price Range	Stores	Avg 3/		
u	SDA	White 12 pack					0.99	100	0.99			0.99	30 0.	.99							
	RADE	White 18 pack																1.49	90	1.49	
	AA	Brown 12 pack		140.2	0 1						MII ': 40 I					14/1:/ 40	_				
		MEDIUM	4.40	White 1		0.00	4.00	20	4.00		White 12 pack	0.88 - 1.49	200 4	40	0.00 4.00	White 12 pa	_	0.00 4.50	000	1.02	
	SDA	White 12 pack White 18 pack	1.49	10	1.49	0.99 - 1.49 -		20 300	1.22 1.73			1.49 - 1.66	200 1. 170 1.	.12	0.99 - 1.00	250 1.	.00	0.68 - 1.59 1.66		1.02	
	RADE	Brown 12 pack				1.49 -	1.97	300	1.73			1.49 - 1.00	170 1.	.01				1.00	10	1.00	
Gi	A			White 1	2 nack		1.00	110	1.00		White 12 pack					White 12 pa	ack				
		MEDIUM		White 3			1.00	110	1.00		White 30 pack					White 30 pa					
	USD	A ORGANIC																			
_		White 12 pack																			
S		Brown 12 pack				2.98 -	4.99	800	3.84			2.89 - 3.99	80 3.	.58				3.99	### Stores Avg \$90	3.99	
E	OME																				
c		White 12 pack	2.49	20	2.49	1.69 -	2.99	1,430	2.39			2.33	220 2.	.33				1.99 - 2.50	220	2.46	
1	040	Brown 12 pack																			
Α	CAG	E-FREE					2.79	30	2.79												
L		White 12 pack Brown 12 pack				2.50 -		570				2.49 - 2.99	510 2.	05				2.49 - 2.99	520	2.86	
T	VFGF	TARIAN FED				2.30 -	3.09	370	3.13			2.49 - 2.99	310 2.	.93				2.49 - 2.99	320	2.00	
Y	•	White 12 pack	2.50	120	2.50		2.50	370	2.50									2.50	20	2.50	
		Brown 12 pack										2.49	40 2.	.49				1.50 - 2.22		2.02	
		·	SOUTH CEN	NTRAL I	U.S				ADD	SOUTHWE	ST U.S.		{7		NORTHWES	T U.S.					
			(AR,AZ,CO,KS,L	_A,MO,NM	I,OK,TX,	UT)			The The	(CA,NV)			7	7	(ID,MT,OR,WA,V	VY)					
		ture Rate 1/		25.2% of	f 3,500	sampled o	outlets	3			41.3% of 2,400	sampled outlets	3			40.9% of 1	,000 s	sampled outlets	3		
	Acti	vity Index 2/	Activ	vity Inde	x = 1,52	20 (include					ivity Index = 1,49	0 (includes Med	lium)		A	(includes Med					
U	SDA	White 12 pack					0.88	110	0.88	1.25 - 1.50	40 1.33							0.98		0.98	
	RADE	White 18 pack					1.49	360	1.49			1.88 - 2.50	670 2.	.10				1.49 - 1.88	300	1.87	
	AA	Brown 12 pack MEDIUM		Mhita 1	O noole						White 12 peak					White 12 pe	a al c				
		White 12 pack		White 1	2 раск	0.88 -	1 50	240	1.38		White 12 pack	1.49	10 1.	10		White 12 pa	ack				
	SDA	White 18 pack				1.88 -			1.93			1.49	10 1.	.43							
	RADE	Brown 12 pack				1.00	2.00		1.00												
	Α	,		White 1	2 pack						White 12 pack					White 12 pa	ack				
		MEDIUM		White 3	0 pack						White 30 pack					White 30 pa	ack				
	USDA	ORGANIC																			
s		White 12 pack																			
P		Brown 12 pack				3.49 -	3.99	390	3.94			3.49 - 3.99	690 3.	.98				3.49 - 3.99	420	3.85	
	OME	White 12 pack					1.00	5 0	4 22												
E C		Brown 12 pack					1.99	30	1.33			3.99	10 3.	aa							
I	CAG	E-FREE										3.39	10 3.	.53							
A	5.7.0	White 12 pack																			
L		Brown 12 pack				2.49 -	2.99	170	2.66			3.99	70 3.	.99				3.50	10	3.50	
Y	VEGE	TARIAN FED																			
		White 12 pack																			
		Brown 12 pack				1.99 -			2.34												
110	D 4 14/	ookly Botail Shol					_													2 of 2	

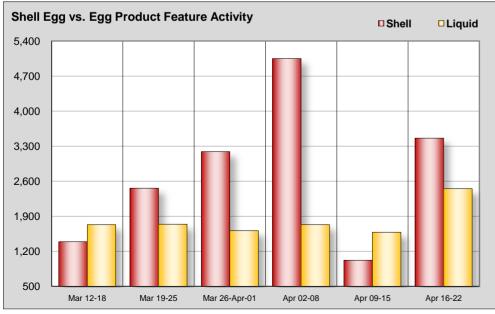


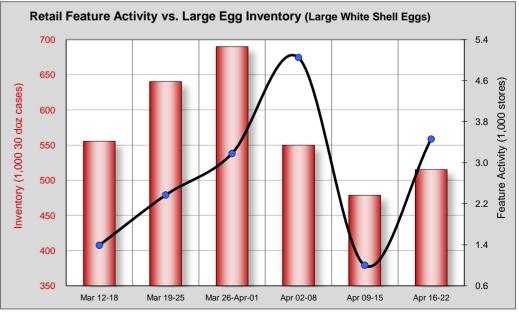
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EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	I NORTHEAST		SOUTHEAST		MIDWEST		SOUTH C	ENTRAL	SOUTH	WEST	NORTHWEST		
1/ Feature Rate	10.7%	6.3%	10.1%	29.1% of 4,0	00 sampled	5.3% of 5,1	00 sampled	9.8% of 3,20	00 sampled	0.8% of 3,50	.8% of 3,500 sampled 11.7% of 2,400 sampled		11.7% of 2,400 sampled		0 sampled	
2/ Activity Index	2,450	1,580	1,890	Activity Ind	lex = 1,360	Activity In	Activity Index = 280		Activity Index = 500		Activity Index = 30		Activity Index = 280		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 3/	
14-16 oz. crtn	1,470 2.28	830 2.19	1,610 2.43	1.99 - 2.99	570 2.52	1.88 - 2.99	280 2.04	1.99 - 2.99	310 2.14	2.19 - 2.79	30 2.33	1.99 - 2.38	280 2.19			
32 oz. crtn	790 4.68	620 5.25	270 4.70	4.99 - 5.99	600 5.06			3.49	190 3.49							
3 - 4 oz. cup	190 2.61	130 2.61	10 2.00	2.49 - 2.99	190 2.61											
2 - 8 oz. cup																







Note: See page 1 for explanatory notes.