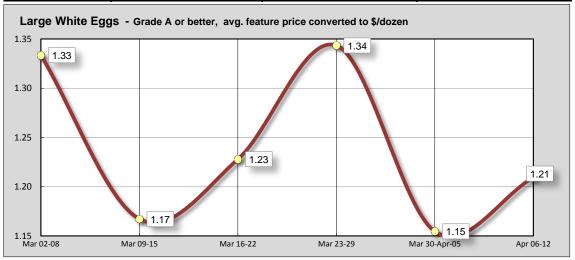


## USDA Weekly Retail Shell Egg and Egg Products Feature Activity Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 04/06 thru 04/12. (prices in dollars per carton)

				SHELI	_ EGG	NATIO	NAL SU	MMARY	<b>′</b>						
			THIS \	NEEK			PREVIO	JS WEEK	(	PREVIOUS YEAR					
Feature Rate		44.	7% of 22	,500 stor	es	33	.4% of 22	2,500 sto	res	24.0% of 19,500 stores					
		X LA	ARGE	LAR	GE	X LA	ARGE	LAF	RGE	X LA	ARGE	LARGE			
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg		
R	USDA GRADE AA														
E	White 12 pack	110	1.29	440	1.10			1,280	1.08	10	1.80	600	1.32		
G	White 18 pack	310	2.67	1,780	1.99	50	2.55	430	2.09	30	2.50	400	2.62		
U	Brown 12 pack														
L	USDA GRADE A														
Ā	White 12 pack	20	1.13	3,020	1.14			2,110	1.14	60	1.29	510	1.04		
R	White 18 pack	50	2.37	640	1.96			960	1.75			750	2.30		
	Brown 12 pack														
	USDA ORGANIC														
s	White 12 pack														
P	Brown 12 pack	10	2.99	420	4.00	60	3.82	430	4.17	230	4.99	490	4.16		
E	OMEGA-3														
C	White 12 pack	240	2.37	660	2.47	250	2.48	2,030	2.31	560	2.71	2,150	2.06		
ĭ	Brown 12 pack			230	3.71							90	1.99		
A	CAGE-FREE														
L	White 12 pack		1.68	2,100	2.49	10	1.68	150	3.00	30	2.50	10	1.99		
Т	Brown 12 pack			2,520	2.65	10	3.00	510	3.14	20	2.99	640	3.18		
Υ	VEGETARIAN FED														
	White 12 pack			80	2.99			170	1.53	30	2.49	210	2.36		
	Brown 12 pack			320	3.85			600	2.90			520	3.17		

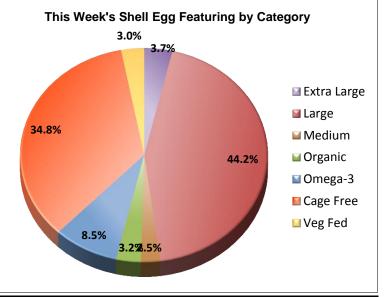


Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	6,370	4,830	2,360	Large Eggs on
Specialty	6,590	4,220	4,980	Apr-02-2012
Total (includes MD)	13,290	9,280	7,610	546.2
Special Rate 4/:	4.2%	6.0%	7.3%	down 2.1%

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

## SHELL EGG and EGG PRODUCTS FEATURING

Easter weekend is here and eggs continue to play the starring role in circulars. Shell egg featuring is sharply higher with close to half of all sampled outlets featuring shell eggs. The overall feature activity exceeds the amount of Large eggs available in inventory this week. Promotional activity for regular shells eggs is up and the weighted average price for Grade A Large eggs also moves higher. The percentage of stores offering 'no price' incentives declined slightly. Promotions of Extra Large and Medium eggs are very visible this ad cycle. Feature activity for specialty shell eggs is on the rise late in the ad cycle. The number of stores featuring cage-free eggs is sharply higher and are showing up at respectable levels in all areas of the country. Ads for omega-3 eggs drops significantly from view. Liquid egg promotional activity is maintaining a steady pace. By this time next week, Easter will be a memory and retailers will have moved on to something else. Eggs will be hard-pressed to find much attention.



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.)

			(CT	,VT)		()		MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)															
	Feature Rate 1/ Activity Index 4		,	24.6% o	f 4,400	sampled out	tlets			27.6% of 6,000 sampled outlets Activity Index = 1,850 (includes Medium)						47.7% of 4,000 sampled outlets Activity Index = 3,150 (includes Medium)							
	CLASS		EXTRA LARGE		LARGE				EXTRA LARGE				RGE	EXTRA LARGE						RGE			
_			Price Range	Stores	Avg 3/	Price Ran		Stores		Price Range	Stores Avo	g 3/	Price Ra	inge	Stores Avg 3	/ Price	Range	Stores	Avg 3/		Range	Stores	Avg 3/
US	DA White 12					1.5	50	10	1.50											0.88 -	1.25	40	1.15
GR	ADE Brown 12																						
Α	A	DIUM		White 1	12 nack						White 12 pa	ack						White 1	12 nack				
	White 12			vviiito i	2 paon	0.99 - 1.	50	360	1.18		**************************************		0.99 -	1.25	460 1.1	0.99 -	1.25	20		0.77 -	1.49	1,170	1.08
US						1.49 - 1.			1.86					1.99	60 1.9				_	1.49 -	1.88	120	1.83
GR	ADE Brown 12																						
,	ME	DIUM		White 1		0.99 - 1.	50	120	1.09		White 12 pa		0.79 -	1.00	100 0.8	2		White 3	12 pack 30 pack	0.79 -	0.99	30	0.89
	USDA ORGANIC	С																					
s	White 12	2 pack																					
В	Brown 12	2 pack				3.88 - 3.	99	410	3.99								2.99	10	2.99		4.50	10	4.50
E	OMEGA-3																						
C	White 12		2.50	180	2.50	2.50 - 2.5			2.65					2.50	220 2.5		2.29	20	2.20	1.99 -		180	2.38
1	Brown 12	2 pack				2.9	99	10	2.99					2.29	30 2.2	,					3.99	180	3.99
Α	CAGE-FREE White 12	) nook				2.99 - 3.0	00	120	2.99				2.50 - 3	2.00	470 2.5	, [	1.68	10	1.68	2.29 -	2.50	490	2.34
L	Brown 12					2.99 - 3.9			3.15				2.50 - 2		510 2.5		1.00	10	1.00	2.29 -		670	2.34
Ţ	/EGETARIAN FI	•				2.00 - 0.	33	240	3.13				2.50 - 7	2.33	310 2.3					2.23	0.00	070	2.13
Y .	White 12					2.9	99	80	2.99														
	Brown 12					2.99 - 3.9			3.79											2.50 -	3.99	200	3.89
				SOL	JTH CE	NTRAL U.	S				SOUT	THWE	ST U.S.	•				N	IORTH	WEST U	.S.		
			(A	R,AZ,CC	D,KS,LA	,MO,NM,OK,	TX,U	JT)			(0	CA,HI, I	NV)					(A	K,ID,M1	Γ,OR,WA,\	WY)		
	Feature Rate 1			62.7% o	f 4,000	sampled out	tlets			6	8.7% of 2,9	<b>900</b> san	npled o	utlets	;			75.6%	of 1,20	0 sampled	outlet	s	
	<b>Activity Index</b>	2/	Activity Index = 3,040 (includes Medium)						Activity Index = 2,030 (includes Medium)							Activity Index = 990 (includes Medium)							
us	DA White 12		1.28 - 1.29	60	-	0.88 - 1.			1.11	1.29			0.99 -		60 1.1					0.48 -		170	1.04
	White 18		1.88 - 2.89	110	2.26	1.47 - 2.3	29	590	2.00	2.89	200 2	2.89	1.79 - 1	2.69	760 1.9	5				1.67 -	3.00	430	2.03
Α	A Brown 12			14/1:/							1411 ': 40			0.00	00 00			100		0.00	0.00		0.00
		DIUM		White 1	12 pack	0.00	<u></u>	000	4.40		White 12 pa	аск		0.99	20 0.9			white?	12 pack	0.89 -		20	0.92
110	White 12 DA White 18		2.37	50	2.37	0.88 - 1. 1.99 - 2.			1.16 1.99				1.19 - 3 1.99 - 3		280 1.2 40 3.2						1.19	70	1.19
	ADE Brown 12		2.31	30	2.31	1.99 - 2.	00	30	1.99				1.99 -	3.00	40 3.2	, I							
	7	DIUM		White 1	•						White 12 pa			1.99	40 1.9				12 pack				
	<u> </u>	C		White 3	o pack						vviille 30 pa	aun		1.33	<del>4</del> 0 1.9	<u>'</u>		vviille (	30 pack				
	White 12															1							
S	Brown 12																						
P	OMEGA-3	•																					
E	White 12	2 pack	1.99	40	1.90	1.99 - 2.	37	70	2.14							1							
	Brown 12	2 pack														1					3.69	10	3.69
A	CAGE-FREE																						
L	White 12					2.00 - 2.5			2.34				2.50 - 1		290 2.9					2.00 -		210	2.13
Т	Brown 12					1.77 - 2.9	99	730	2.35				2.50 - 1	2.99	290 2.9	2				2.29 -	2.50	80	2.33
Υ \	EGETARIAN FI															1							
	White 12																						
	Brown 12		-1 841 ( (		Darritan	. NAI ( NI		l. A l	-:- (	200) 700 0044	,	1				<u> </u>	l. t						2 of 3

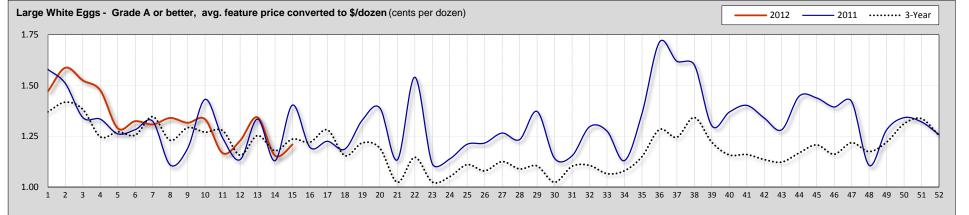
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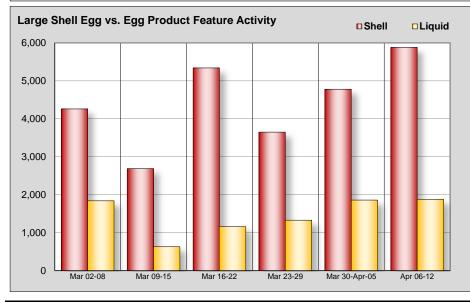
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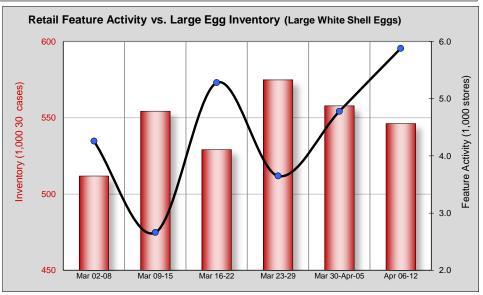
Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 04/06 thru 04/12.

(prices in dollars per carton)

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTH	IEAST	SOUTI	HEAST	MIDW	EST	SOUTH C	ENTRAL	SOUTH	WEST	NORTHWEST		
1/ Feature Rate	5.2%	5.2% 6.1% 13.7%		7.4% of 4,4	00 sampled	0.5% of 6,0	00 sampled	8.0% of 4,00	0 sampled	5.1% of 4,00	0 sampled	10.1% of 2,90	00 sampled	0.0% of 1,200 sampled		
2/ Activity Index	1,880	1,880 1,860 3,930		3,930 Activity Index = 1		Activity Index = 100		Activity Index = 250		Activity Index = 200		Activity Index = 130		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	1,750 2.49	1,010 2.68	2,990 2.52	1.99 - 3.99	1,190 2.57	2.50	70 2.50	1.69 - 2.99	250 2.11	1.99 - 2.69	110 2.43	2.50	130 2.50			
32 oz. crtn	130 5.68	350 5.08	490 4.49	3.99	10 3.99	3.99 - 5.99	30 5.32			5.99	90 5.99					
3 - 4 oz. cup		500 2.21	450 2.46													
2 - 8 oz. cup																







Note: See page 1 for explanatory notes.