



**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 04/13 thru 04/19  
 (prices in dollars per carton)

Fri. Apr 13, 2007

SHELL EGG NATIONAL SUMMARY												
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
	19.8% of 17,000 stores				51.9% of 17,000 stores				58.3% of 17,000 stores			
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE	
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	USDA GRADE AA											
	White 12 pack		90	0.80			1,020	1.11			1,220	0.99
	White 18 pack		220	1.14			20	2.50			1,600	1.59
	USDA GRADE A											
White 12 pack	20	1.09	380	0.85	150	1.00	1,380	1.10	280	0.79	3,930	0.80
White 18 pack			70	1.67			120	1.52			730	1.35
	USDA ORGANIC											
White 12 pack											280	3.21
Brown 12 pack	110	3.59	110	3.49			340	3.10				
SPECIALTY	OMEGA-3											
	White 12 pack	60	2.50	510	2.41	590	2.50	1,440	2.33	340	2.29	950
Brown 12 pack			260	2.28							140	3.00
LARGE	CAGE-FREE											
	White 12 pack		80	1.99			270	1.89	50	1.99	250	1.99
Brown 12 pack		80	2.89	120	2.50	1,560	2.33			170	2.19	

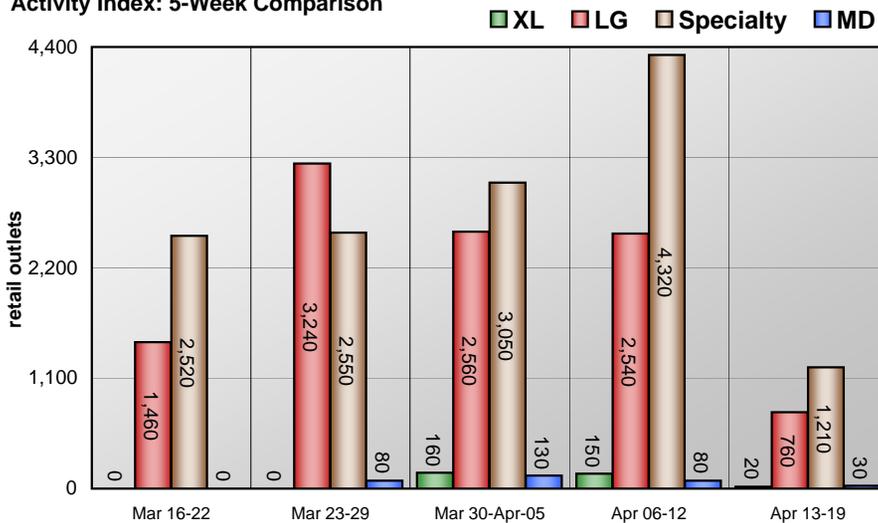
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	780	2,690	7,760	Large Eggs on Apr-09-2007
Specialty	1,210	4,320	2,180	
Total (includes MD)	2,020	7,090	10,100	336.8
Special Rate 4/:	12.0%	26.3%	20.4%	down 29%

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

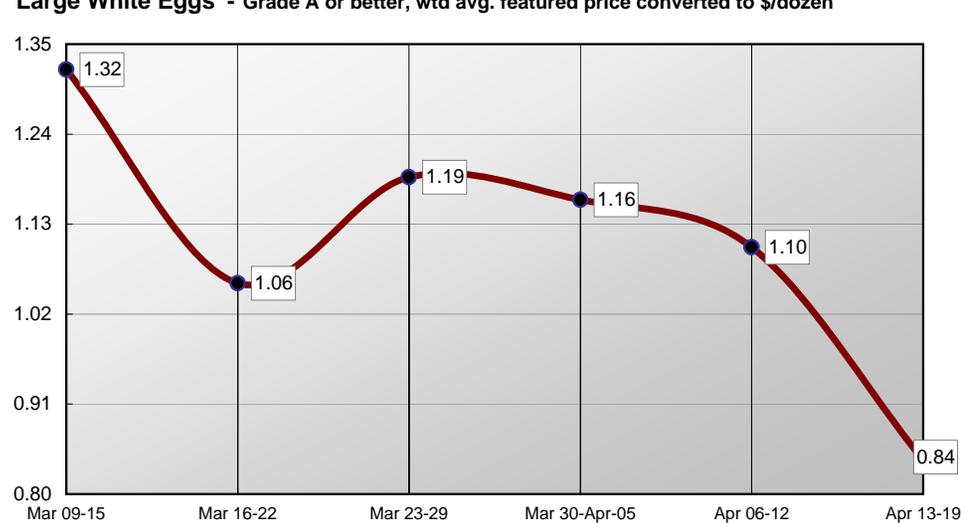
**SHELL EGG and EGG PRODUCTS FEATURING**

Post Easter regular shell egg feature activity declined 90% compared to last year and is 71% lower than a week ago. Despite the lower number of stores with features, the average price of Grade A or better Large White eggs dropped to its lowest point so far this year. In the specialty shell sector, Omega-3 eggs remained in the top spot. USDA Certified Organic eggs remained visible, however Cage Free Brown eggs are very limited compared to the previous week. Less than 20% of all outlets sampled are featuring shell eggs this ad cycle. Liquid egg feature activity is higher than a week ago, surpassing shell eggs by a wide margin. Cartons, 14-16 oz., continue to show up more frequently in this sector. Ads for 32 oz. cartons are sporadic, although liquid cups are virtually nonexistent this week.

Activity Index: 5-Week Comparison



Large White Eggs - Grade A or better, wtd avg. featured 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.)



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		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)						
1/ Feature Rate		25.9% of 3,900 sampled outlets						7.6% of 4,700 sampled outlets						11.7% of 2,800 sampled outlets						
2/ Activity Index		Activity Index = 720 (includes Medium)						Activity Index = 570 (includes Medium)						Activity Index = 200 (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				1.19	10	1.19													
	White 18 pack																			
	Brown 12 pack																			
	<b>MEDIUM</b>	White 12 pack						White 12 pack						White 12 pack						
USDA GRADE A	White 12 pack	1.09	10	1.09	1.20	40	1.20	1.09	10	1.09	0.89 - 1.20	160	0.94				0.69	180	0.69	
	White 18 pack										1.67	50	1.67							
	Brown 12 pack																			
	<b>MEDIUM</b>	White 12 pack			0.99 30 0.99			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	3.59	110	3.59	3.49	110	3.49												
		<b>OMEGA-3</b>																		
	White 12 pack	2.50	60	2.50	1.98 - 2.50	180	2.38				2.49 - 2.50	180	2.50				1.79 - 2.00	20	1.89	
	Brown 12 pack				1.99	110	1.99				2.49	150	2.49							
	<b>CAGE-FREE</b>																			
	White 12 pack				2.99 - 3.38	60	3.10				2.29	20	2.29							
	Brown 12 pack																			
		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)						
1/ Feature Rate		28.2% of 2,700 sampled outlets						29.8% of 1,900 sampled outlets						32.1% of 1,000 sampled outlets						
2/ Activity Index		Activity Index = 420 (includes Medium)						Activity Index = 20 (includes Medium)						Activity Index = 90 (includes Medium)						
USDA GRADE AA	White 12 pack				0.75	80	0.75				2.50	20	2.50							
	White 18 pack				1.00	200	1.00													
	Brown 12 pack																			
	<b>MEDIUM</b>	White 12 pack						White 12 pack						White 12 pack						
USDA GRADE A	White 12 pack				1.67	20	1.67													
	White 18 pack																			
	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															1.50	10	1.50	
		<b>OMEGA-3</b>				2.50 120 2.50														
	White 12 pack																			
	Brown 12 pack																			
	<b>CAGE-FREE</b>																			
	White 12 pack																1.99	80	1.99	
	Brown 12 pack																			

Note: See page 1 for explanatory notes.

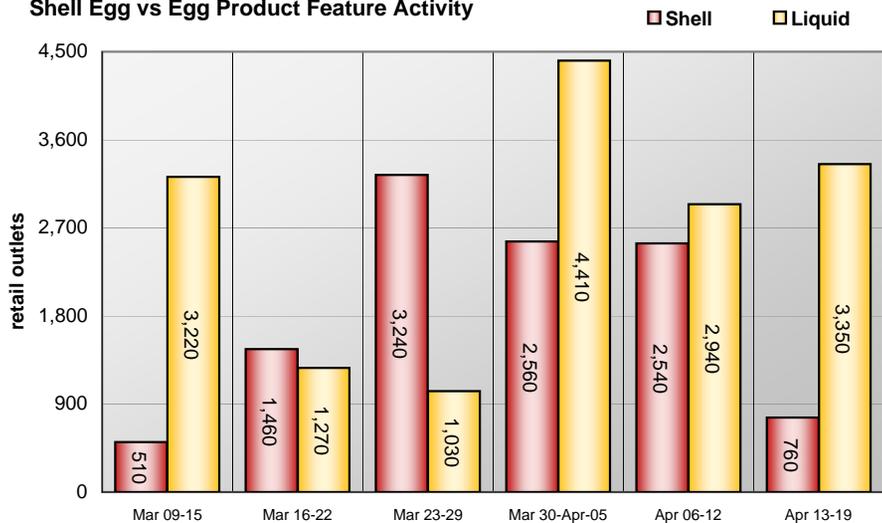


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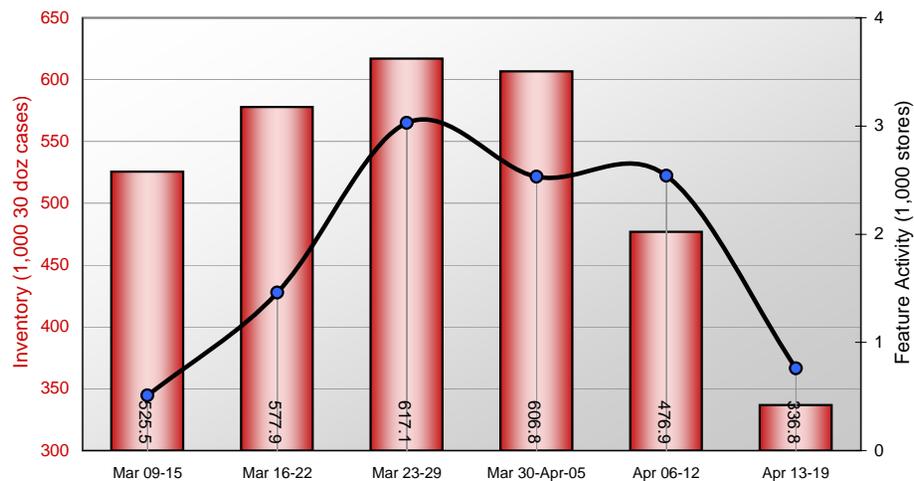
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EGG PRODUCTS	THIS WEEK		LAST WEEK		NORTHEAST			SOUTHEAST			MIDWEST			SOUTH CENTRAL			SOUTHWEST			NORTHWEST		
<b>1/ Feature Rate</b>	<b>19.3%</b>		<b>15.9%</b>		<b>38.2% of 3,900 sampled</b>			<b>4.0% of 4,700 sampled</b>			<b>8.4% of 2,800 sampled</b>			<b>13.8% of 2,700 sampled</b>			<b>35.6% of 1,900 sampled</b>			<b>30.9% of 1,000 sampled</b>		
<b>2/ Activity Index</b>	<b>3,350</b>		<b>2,940</b>		<b>Activity Index = 1,550</b>			<b>Activity Index = 190</b>			<b>Activity Index = 230</b>			<b>Activity Index = 380</b>			<b>Activity Index = 700</b>			<b>Activity Index = 300</b>		
	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. carton	3,210	2.67	2,660	2.31	2.00 - 2.99	1,550	2.54	2.00 - 2.79	190	2.55	2.50 - 2.99	230	2.73	1.98 - 2.79	370	2.70	2.99	570	2.99	2.79	300	2.79
32 oz. carton	140	3.50												3.50	10	3.50	3.50	130	3.50			
3 - 4 oz. cups			140	3.00																		
2 - 8 oz. cups			140	2.99																		

**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.