



**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 04/04 thru 04/10.

(prices in dollars per carton)

Fri. Apr 04, 2008

**SHELL EGG NATIONAL SUMMARY**

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR									
	21.6% of 18,000 stores		22.8% of 18,000 stores				51.9% 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				
<b>REGULAR</b>	<b>USDA GRADE AA</b>															
	White 12 pack		60	2.02	220		1.53		170		2.38		1,020		1.11	
	White 18 pack				370		3.38		210		3.66		20		2.50	
<b>REGULAR</b>	<b>USDA GRADE A</b>															
	White 12 pack				350		1.38		360		1.83		150		1.00	
	White 18 pack				270		2.96		20		1.99		120		1.52	
<b>REGULAR</b>	<b>USDA ORGANIC</b>															
	White 12 pack															
	Brown 12 pack				1,180		3.28		230		3.81		340		3.10	
<b>SPECIALTY</b>	<b>OMEGA-3</b>															
	White 12 pack		210	2.99	950		2.71		170		2.79		690		2.59	
	Brown 12 pack								310		3.89		590		2.50	
<b>REGULAR</b>	<b>CAGE-FREE</b>															
	White 12 pack				200		2.50						270		1.89	
	Brown 12 pack		280	2.78	460		2.91		360		2.63		120		2.50	

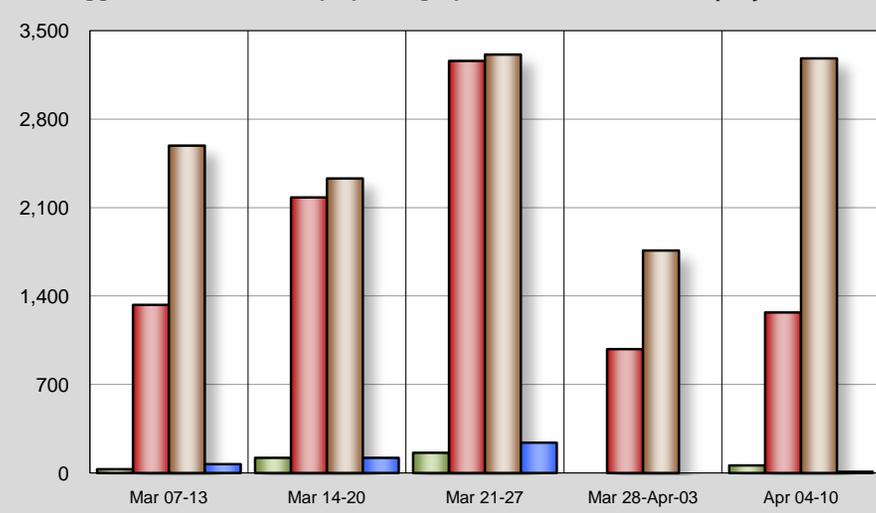
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,330	980	2,690	Large Eggs on Mar-31-2008
Specialty	3,280	1,760	4,320	
Total (includes MD)	4,620	2,740	7,090	392.8
Special Rate 4/:	0.7%	9.3%	26.3%	up 14%

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

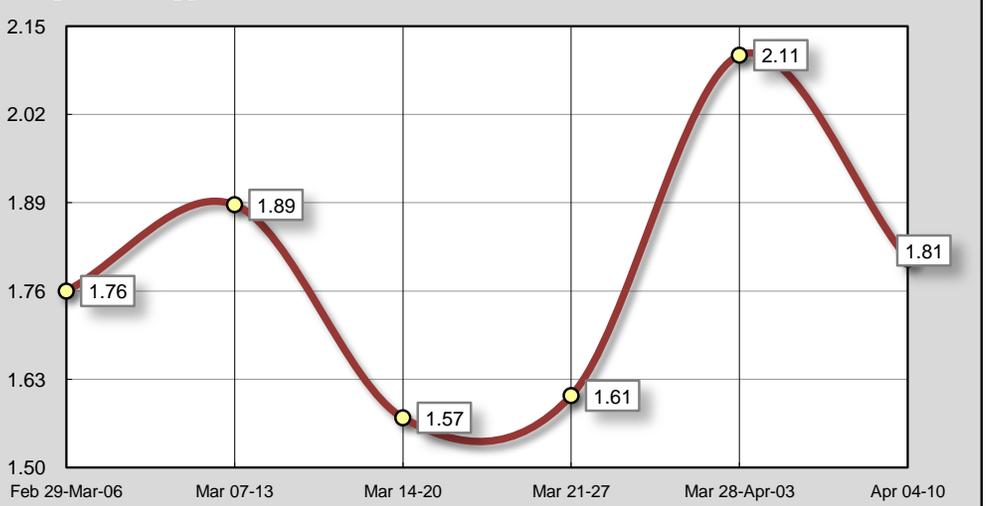
**SHELL EGG and EGG PRODUCTS FEATURING**

Promotional activity on regular shell eggs is higher than last week, however 51% less than the same week a year ago (Easter 2007). The average price of Grade A or better, Large White eggs declined from last week. Feature activity is increasing considerably at the end of the ad cycle. "No price" ads are sporadic this ad cycle. Specialty shell eggs are showing up more than a week ago, but not as much as last year. USDA Certified Organic eggs are most commonly featured this cycle and claim top position in this sector. Omega-3 and cage free eggs are also highly visible. In the egg products sector, liquid eggs continue lower than the previous year, but surpassed data reported last week.

Shell Egg Promotional Activity 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.)



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		NORTHEAST U.S. <small>(CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)</small>						SOUTHEAST U.S. <small>(AL,FL,GA,MS,NC,SC,TN,VA,WV)</small>						MIDWEST U.S. <small>(IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)</small>							
Feature Rate <sup>1/</sup> Activity Index <sup>2/</sup>		40.4% of 3,900 sampled outlets Activity Index = 1,730 (includes Medium)						8.1% of 4,900 sampled outlets Activity Index = 330 (includes Medium)						11.4% of 3,000 sampled outlets Activity Index = 590 (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				1.88	10	1.88														
	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	110	0.99				0.98 - 1.79	120	1.60		
	White 18 pack				2.99	260	2.99										2.19	10	2.19		
	Brown 12 pack				1.94	60	1.94														
	<b>MEDIUM</b>	White 12 pack						White 12 pack			1.39			10	1.39	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				2.64	380	2.64				3.00	210	3.00								
	<b>OMEGA-3</b>																				
	White 12 pack	2.99	210	2.99	1.99 - 2.99	450	2.69										3.00	210	3.00		
	Brown 12 pack																				
	<b>CAGE-FREE</b>																				
	White 12 pack																				
	Brown 12 pack	2.99	160	2.99	2.29 - 2.99	200	2.93										2.49 - 3.00	250	2.91		
		SOUTH CENTRAL U.S. <small>(AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)</small>						SOUTHWEST U.S. <small>(CA,NV)</small>						NORTHWEST U.S. <small>(ID,MT,OR,WA,WY)</small>							
Feature Rate <sup>1/</sup> Activity Index <sup>2/</sup>		27.3% of 3,000 sampled outlets Activity Index = 1,120 (includes Medium)						19.4% of 2,300 sampled outlets Activity Index = 520 (includes Medium)						34.8% of 900 sampled outlets Activity Index = 330 (includes Medium)							
USDA GRADE AA	White 12 pack				1.39 - 1.48	180	1.44	2.00 - 2.04	60	2.02				2.99 - 3.79	370	3.38			1.99	30	1.99
	White 18 pack																				
	Brown 12 pack																				
	<b>MEDIUM</b>	White 12 pack						White 12 pack						White 12 pack							
USDA GRADE A	White 12 pack				1.50	120	1.50														
	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				3.69 - 4.19	380	3.97												3.29 - 4.19	210	3.49
	<b>OMEGA-3</b>																				
	White 12 pack				2.00 - 2.50	190	2.37				2.49 - 2.99	90	2.91						2.00	10	2.00
	Brown 12 pack																				
	<b>CAGE-FREE</b>																				
	White 12 pack				2.50	120	2.50												2.49	80	2.49
	Brown 12 pack	2.50	120	2.50	2.49	10	2.49														

Note: See page 1 for explanatory notes.



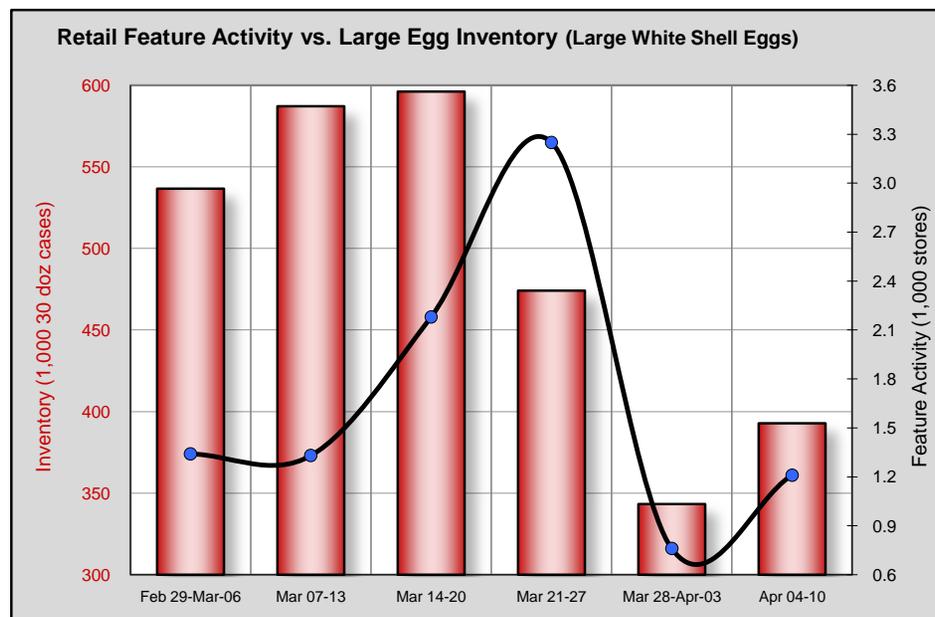
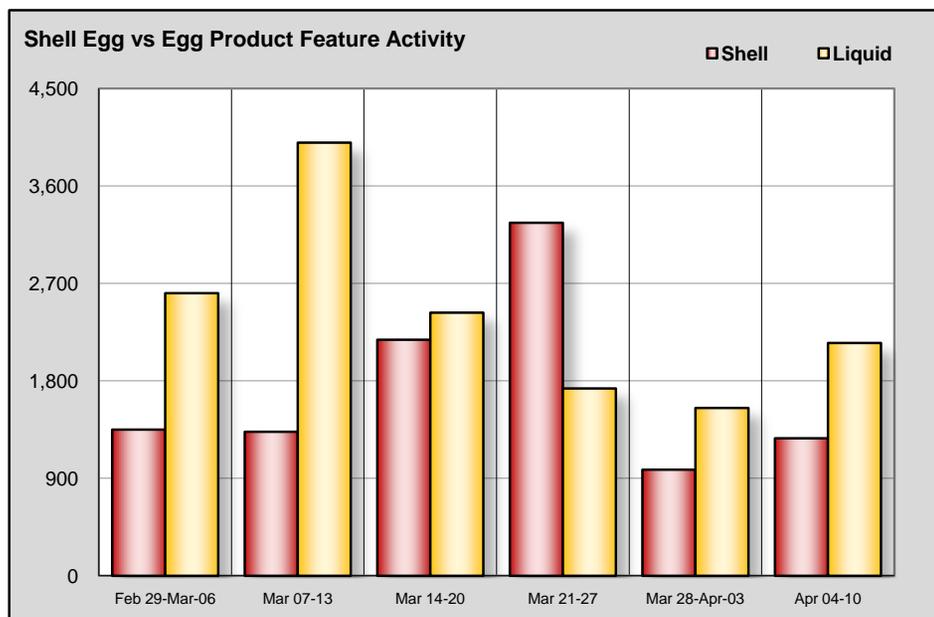
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EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST	
1/ Feature Rate	11.0%	8.4%	19.3%	27.2% of 3,900 sampled		3.4% of 4,900 sampled		13.5% of 3,000 sampled		4.7% of 3,000 sampled		8.9% of 2,300 sampled		1.1% of 900 sampled	
2/ Activity Index	2,150	1,550	3,350	Activity Index = 1,120		Activity Index = 170		Activity Index = 570		Activity Index = 150		Activity Index = 130		Activity Index = 10	
	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	1,170 2.73	830 2.54	3,210 2.67	2.00 - 3.50	650 2.80	2.49 - 2.69	80 2.61	1.79 - 3.00	320 2.73	1.79 - 3.00	110 2.48			2.50	10 2.50
32 oz. crtn	130 3.99	480 4.75	140 3.50									3.99	130 3.99		
3 - 4 oz. cup	510 2.11			3.50	130 3.50	1.00	90 1.00	1.79 - 2.50	250 1.84	1.79	40 1.79				
2 - 8 oz. cup	340 3.49	240 2.99		3.49	340 3.49										



Note: See page 1 for explanatory notes.