



SHELL EGG NATIONAL SUMMARY

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR																			
	25.3% of 18,600 stores		59.4% of 18,600 stores				47.8% 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	USDA GRADE AA																									
	White 12 pack		340		1.74		90		1.25		1,210		1.20		30		0.99		520		1.92					
	White 18 pack										310		1.85						100		3.53					
Brown 12 pack																										
REGULAR	USDA GRADE A																									
	White 12 pack		10		1.69		190		1.17		430		1.11		4,570		1.04		10		1.39		500		1.34	
	White 18 pack						140		1.77		10		1.59		380		1.73									
Brown 12 pack														80		1.34						340		1.81		
SPECIALTY	USDA ORGANIC																									
	White 12 pack																									
	Brown 12 pack						1,000		4.03						700		3.89						3,900		3.48	
	OMEGA-3																									
	White 12 pack						1,480		2.17		170		2.61		810		2.54						2,270		2.40	
	Brown 12 pack														30		2.00						620		2.69	
CAGE-FREE																										
White 12 pack		150		2.49		120		2.50						730		3.24						710		2.50		
Brown 12 pack						1,410		2.92						1,520		3.07						1,260		3.03		
VEGETARIAN FED																										
White 12 pack														440		2.48										
Brown 12 pack						30		2.65						40		2.20										

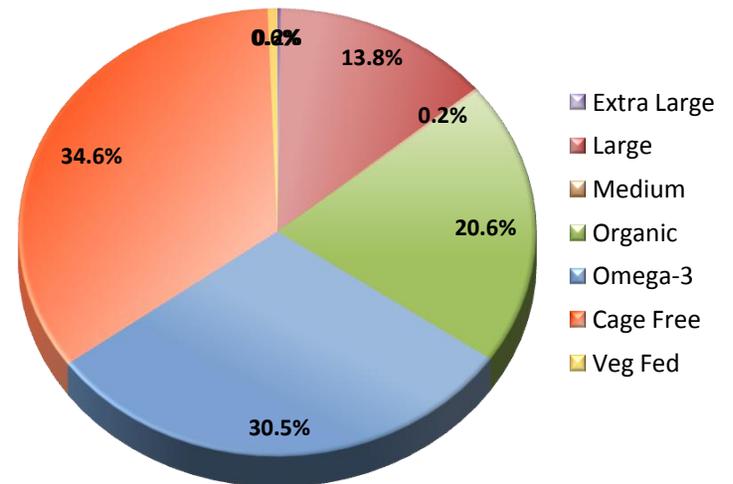
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	680	7,080	1,500	Large Eggs on Apr-13-2009
Specialty	4,190	4,440	8,760	
Total (includes MD)	4,880	11,790	10,280	342.7
Special Rate 4/:	2.3%	14.8%	6.9%	down 24%

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

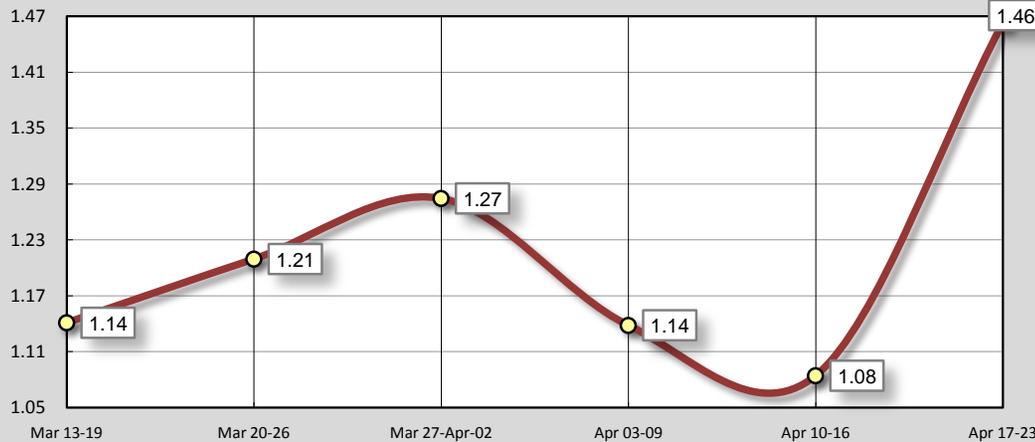
SHELL EGG and EGG PRODUCTS FEATURING

Promotional activity is down sharply following the Easter holiday on regular shell eggs when compared to the previous week. The average price of Large white eggs, Grade A or better to consumers, to is dramatically higher, although on limited features. The number of "no price" promotions continues downward. Specialty shell egg ads are still visible and are only slightly lower than last week's collected information. Featuring of Omega-3 and USDA Organic eggs increased. Cage free brown eggs continues to maintain a steady pace. In the egg products sector, liquid egg activity is about unchanged from a week ago and outpaces regular shell egg ads by a wide margin.

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 ^{1/} Activity Index ^{2/}		38.5% of 4,000 sampled outlets Activity Index = 1,720 (includes Medium)						32.8% of 5,100 sampled outlets Activity Index = 1,660 (includes Medium)						5.0% of 3,100 sampled outlets Activity Index = 50 (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				1.29	10	1.29												
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM																		
USDA GRADE A	White 12 pack	1.69	10	1.69	1.18	10	1.18				1.18	170	1.18						
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM										1.00	10	1.00						
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack				2.99 - 5.99	990	4.04										3.00	10	3.00
	OMEGA-3										2.00	940	2.00				2.29	10	2.29
	White 12 pack				2.00 - 3.00	230	2.40												
CAGE-FREE	White 12 pack	2.49	150	2.49															
	Brown 12 pack				2.00 - 3.49	320	2.57				2.79 - 2.99	540	2.82				2.29 - 2.99	30	2.63
	VEGETARIAN FED																		
White 12 pack																2.29 - 3.00	30	2.65	
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)					
Feature Rate ^{1/} Activity Index ^{2/}		8.6% of 3,200 sampled outlets Activity Index = 260 (includes Medium)						39.8% of 2,300 sampled outlets Activity Index = 910 (includes Medium)						16.4% of 900 sampled outlets Activity Index = 250 (includes Medium)					
USDA GRADE AA	White 12 pack										1.39 - 2.00	330	1.76						
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM																		
USDA GRADE A	White 12 pack				0.98	10	0.98												
	White 18 pack				1.77	140	1.77												
	Brown 12 pack																		
	MEDIUM																		
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack																		
	OMEGA-3										2.50	300	2.50						
	White 12 pack																		
CAGE-FREE	White 12 pack																2.50	120	2.50
	Brown 12 pack				1.99 - 2.99	110	2.61				2.99 - 3.99	280	3.93				1.50 - 2.50	130	2.37
	VEGETARIAN FED																		
White 12 pack																			
Brown 12 pack																			



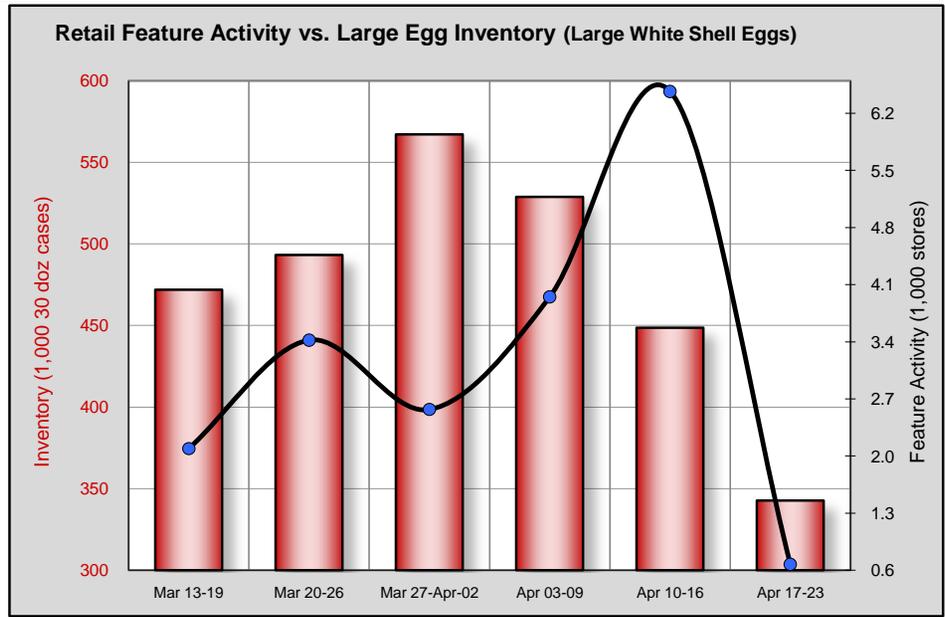
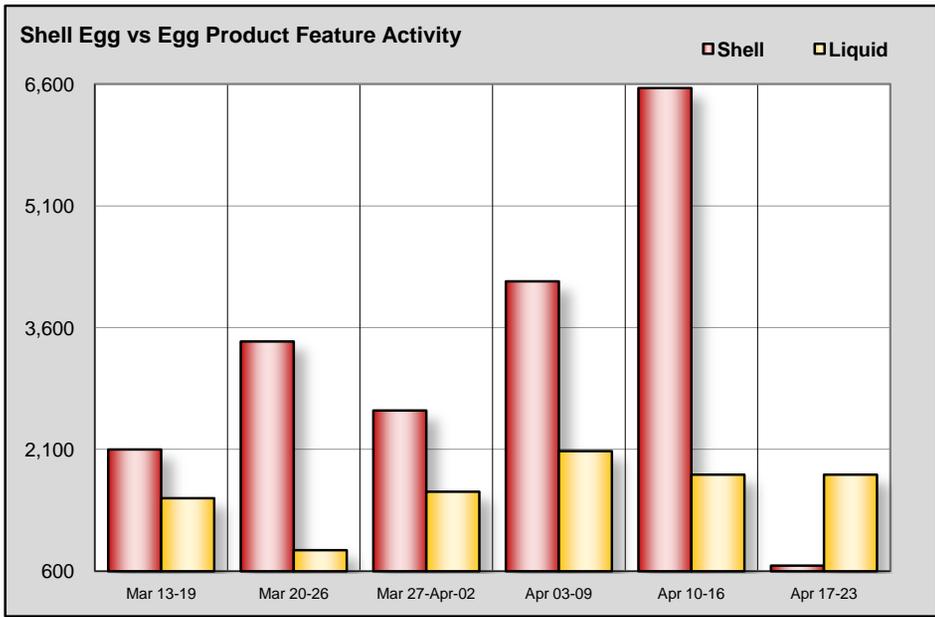
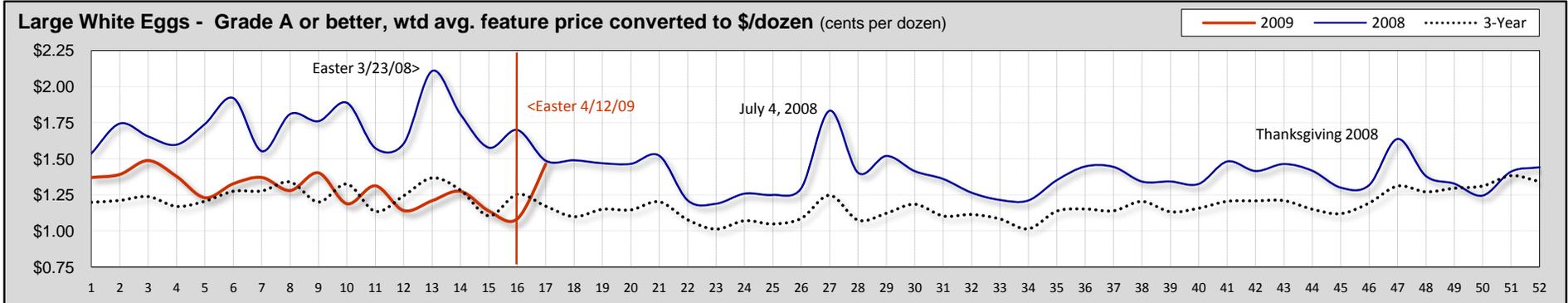
USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 04/17 thru 04/23.

(prices in dollars per carton)

Fri. Apr 17, 2009

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST	
1/ Feature Rate	10.8%	8.6%	22.7%	22.3% of 4,000 sampled		5.2% of 5,100 sampled		6.8% of 3,100 sampled		9.2% of 3,200 sampled		14.5% of 2,300 sampled		0.0% of 900 sampled	
2/ Activity Index	1,790	1,790	4,630	Activity Index = 820		Activity Index = 260		Activity Index = 210		Activity Index = 300		Activity Index = 200		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	1,310 2.71	1,430 2.52	3,870 3.00	2.50 - 3.79	510 2.72	2.00 - 3.00	240 2.14	2.00 - 3.00	200 2.75	1.79 - 2.00	160 1.83	4.00 200 4.00			
32 oz. crtn	230 4.87	340 4.28		3.99 - 5.99	60 4.78	4.49 20 4.49		4.49 10 4.49		4.99 140 4.99					
3 - 4 oz. cup	250 2.29	20 1.99	710 2.36	1.99 - 2.49	250 2.29										
2 - 8 oz. cup			50 2.50												



Note: See page 1 for explanatory notes.