



SHELL EGG NATIONAL SUMMARY

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR						
	34.6% of 19,200 stores		24.5% of 19,200 stores				36.6% of 18,600 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	10	0.99	320	1.10	60	1.69	690	1.21	30	1.50	330	1.22
	White 18 pack			480	2.16							660	2.22
	Brown 12 pack											10	2.99
REGULAR USDA GRADE A	White 12 pack	10	0.99	1,180	1.10	70	0.87	1,810	1.20	50	1.07	1,110	0.97
	White 18 pack			250	1.40			620	1.68			440	1.75
	Brown 12 pack											20	1.50
SPECIALTY USDA ORGANIC	White 12 pack												
	Brown 12 pack			580	4.38			520	3.73	120	4.09	960	3.50
	OMEGA-3												
SPECIALTY OMEGA-3	White 12 pack	190	2.55	1,540	2.32			1,120	2.47	200	2.33	2,510	2.22
	Brown 12 pack			20	3.99			10	3.49			150	2.45
SPECIALTY CAGE-FREE	White 12 pack			70	2.99	110	2.49	200	2.74			350	2.73
	Brown 12 pack			1,520	3.03			460	2.84			1,320	3.00
SPECIALTY VEGETARIAN FED	White 12 pack			190	2.50							1,170	2.09
	Brown 12 pack	150	2.49	860	2.77			360	2.53			1,660	2.34

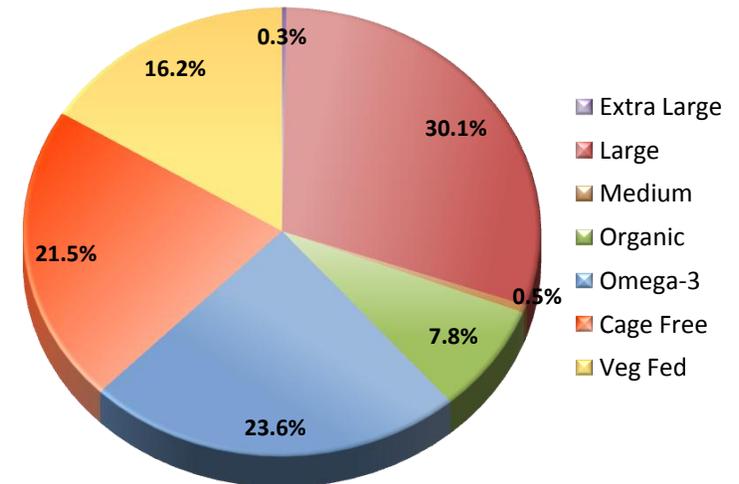
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,250	3,250	2,650	Large Eggs on Apr-26-2010
Specialty	5,120	2,780	8,440	
Total (includes MD)	7,410	6,360	11,160	531.9
Special Rate 4/:	8.0%	0.9%	5.5%	up 9%

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

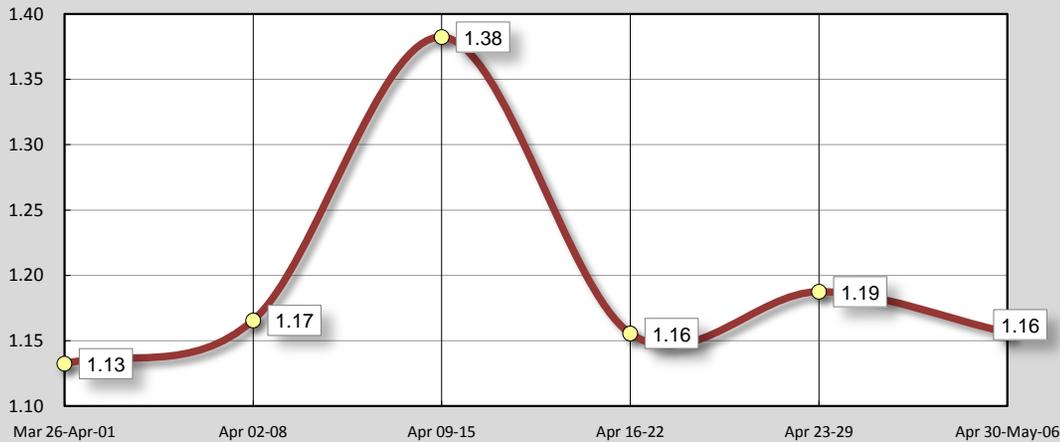
SHELL EGG and EGG PRODUCTS FEATURING

While promotional activity for regular shell eggs continues to decline, specialty shell egg activity nearly doubles from last week. The weighted average price of USDA Grade A or better, Large white eggs to consumers is down slightly this week. The occurrence of "no price" specials increases significantly with some stores offering "buy 1 dozen eggs and get an additional dozen free" as an incentive to consumers to shop in their stores. Overall specialty shell egg promotional activity is sharply higher as featuring of Cage-free brown eggs more than doubles this ad cycle and Omega-3 white egg are commanding more ad space. Vegetarian-fed brown egg ads are more visible and USDA Organic brown egg ads remain constant. In the egg products sector, liquid egg promotions are higher in number and showing up more than regular shell egg features.

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/}		60.8% of 4,000 sampled outlets Activity Index = 3,780 (includes Medium)						37.3% of 5,100 sampled outlets Activity Index = 950 (includes Medium)						35.8% of 3,200 sampled outlets Activity Index = 1,410 (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				1.39	10	1.39				0.99	30	0.99				0.98	10	0.98	
	White 18 pack																			
	Brown 12 pack																			
	MEDIUM																White 12 pack	1.20	10	1.20
USDA GRADE A	White 12 pack				0.99 - 1.59	170	1.51				0.98 - 0.99	430	0.98	0.99	10	0.99	0.58 - 1.50	530	1.05	
	White 18 pack										2.00	10	2.00				1.50 - 1.59	180	1.52	
	Brown 12 pack																			
	MEDIUM				White 12 pack	0.99	10	0.99	White 12 pack		White 12 pack			White 12 pack			White 12 pack			
					White 30 pack			White 30 pack		White 30 pack				White 30 pack			White 30 pack			
S P E C I A L T Y	USDA ORGANIC																			
	White 12 pack				3.49 - 5.98	370	4.62										3.69	10	3.69	
	Brown 12 pack																			
	OMEGA-3																			
	White 12 pack	1.99 - 2.99	180	2.58	1.50 - 3.00	930	2.43	1.99 - 2.00	190	2.00	1.99	10	1.99	1.99 - 2.50	420	2.23				
Brown 12 pack				3.99	20	3.99														
CAGE-FREE																				
White 12 pack				2.50 - 3.29	1,160	3.11	2.50 - 3.29	280	2.68											
Brown 12 pack																				
VEGETARIAN FED																				
White 12 pack																	2.50	190	2.50	
Brown 12 pack	2.49	150	2.49	2.05 - 2.99	780	2.80	2.50	10	2.50					2.49	40	2.49				
		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/}		6.2% of 3,500 sampled outlets Activity Index = 280 (includes Medium)						29.9% of 2,400 sampled outlets Activity Index = 480 (includes Medium)						22.2% of 1,000 sampled outlets Activity Index = 510 (includes Medium)						
USDA GRADE AA	White 12 pack				0.80 - 0.98	100	0.96	0.99	10	0.99	1.20 - 1.50	60	1.30				0.99 - 1.49	110	1.15	
	White 18 pack				1.39	30	1.39				1.99 - 2.49	260	2.24				2.00 - 2.49	190	2.18	
	Brown 12 pack																			
	MEDIUM				White 12 pack			White 12 pack			White 12 pack			White 12 pack						
USDA GRADE A	White 12 pack				0.79 - 1.48	50	1.29													
	White 18 pack				2.49	60	0.93													
	Brown 12 pack																			
	MEDIUM				White 12 pack	0.99	20	0.99	White 12 pack		White 12 pack			White 12 pack			White 12 pack			
					White 30 pack			White 30 pack		White 30 pack			White 30 pack			White 30 pack				
S P E C I A L T Y	USDA ORGANIC																			
	White 12 pack																			
	Brown 12 pack										3.99	130	3.99				3.99	70	3.99	
	OMEGA-3																			
	White 12 pack																			
Brown 12 pack																				
CAGE-FREE																				
White 12 pack																	2.99	70	2.99	
Brown 12 pack											3.99	10	3.99				2.99	70	2.99	
VEGETARIAN FED																				
White 12 pack																				
Brown 12 pack					2.49	20	2.49	2.99	10	2.99										

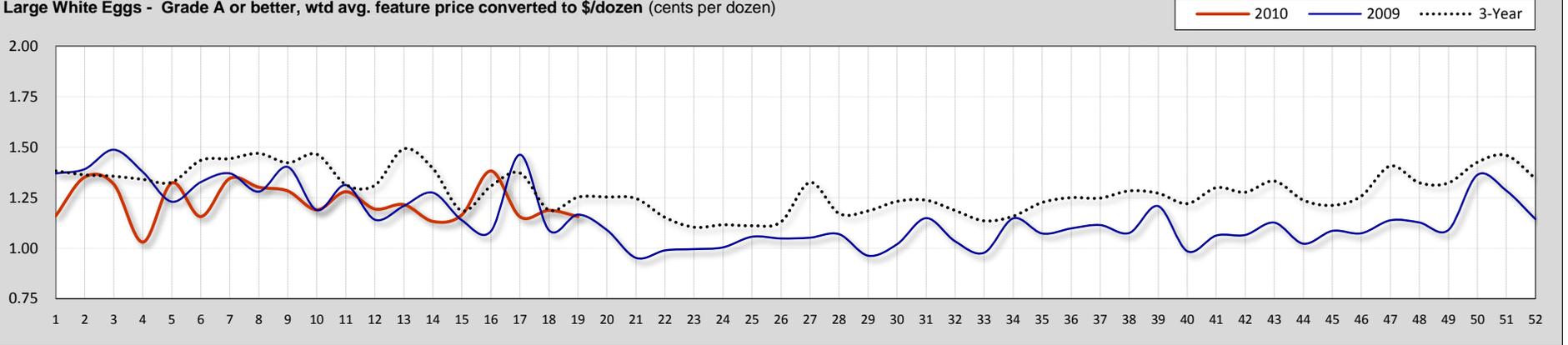


USDA Weekly Retail Shell Egg and Egg Products Feature Activity
Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 04/30 thru 05/06.
 (prices in dollars per carton)

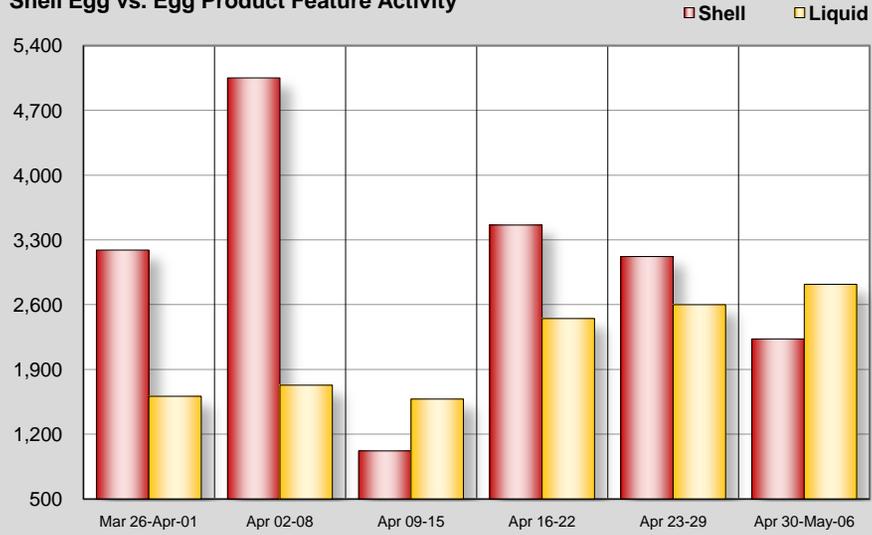
Fri. Apr 30, 2010

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	14.3%	15.3%	10.1%	29.0% of 4,000 sampled	6.3% of 5,100 sampled	13.4% of 3,200 sampled	9.0% of 3,500 sampled	11.6% of 2,400 sampled	22.8% of 1,000 sampled
2/ Activity Index	2,820	2,600	2,180	Activity Index = 1,170	Activity Index = 300	Activity Index = 650	Activity Index = 190	Activity Index = 280	Activity Index = 230
	Stores Avg ^{3/}	Stores Avg 3/	Stores Avg 3/	Price Range Stores Avg ^{3/}					
14-16 oz. crtn	2,100 2.36	2,450 2.28	1,730 2.34	1.99 - 2.99 670 2.29	2.49 - 2.50 80 2.49	1.98 - 2.79 650 2.40	2.00 - 2.29 190 2.23	2.79 280 2.79	2.00 230 2.00
32 oz. crtn	550 4.90	150 5.20	430 4.45	3.99 - 4.99 330 4.97	4.79 220 4.79				
3 - 4 oz. cup	170 2.22		20 2.00	1.99 - 2.50 170 2.22					
2 - 8 oz. cup									

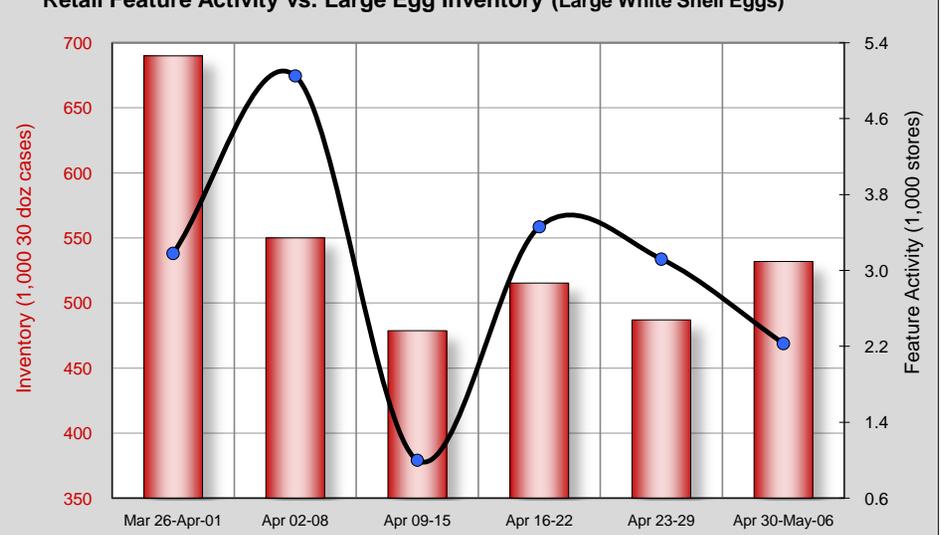
Large White Eggs - Grade A or better, wtd avg. feature price converted to \$/dozen (cents per dozen)



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.