

HOLIDAY RETAIL PROMOTIONS FEATURING SHELL EGGS (prices effective through April 7-16, 2006)
 (all information from publicly available sources including store circulars, newspaper ads, and retailer websites)

Easter/Passover 2006
SHELL EGGS

Market	Outlet	Label	Shell Eggs								Conditions
			Large White		Extra Large White		Large Brown		Medium White		
			12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	
EASTERN U.S. - CT,DE,DC,GA,FL,MA,ME,MD,NC,NH,NJ,NY,PA,RI,SC,VA,VT,WV											
Connecticut	A&P Stores	America's Choice		1.69							
	Big Y	Big Y	1.00								
	Compare Foods	no label		0.79							
	Food Emporium	Gold Circle	3.49								Omega-3
	Geissler's	no label	0.89								
	Shaw's/Star	Nellie's					2.50				Cage-free, Omega-3
	ShopRite	ShopRite	1.00								5 for \$5.00
	"		*							1 free w/ purchase	
	Egglan's		2.50		2.50						Omega-3
Washington, DC	A&P Stores	America's Choice		1.69							
	Giant	Giant	0.99								
	Safeway	Lucerne		1.23							buy 1, get 1 free
Delaware	Acme	Land O Lakes	2.00								Omega-3
	A&P Stores	America's Choice		1.69							
	Giant	Giant	0.99								
	Pathmark	Pathmark		*							\$1.00 off; limit 6
		Pathmark					2.50				cage-free
	Safeway	Lucerne		1.23							buy 1, get 1 free
	Shopper's	Shopper's							0.50		
ShopRite	ShopRite	1.00								5 for \$5.00	
	"		*							1 free w/ purchase	
	Egglan's		2.50		2.50						Omega-3
Florida	Greer's	no label		*							free w/ \$50-99 purchase
		" "		*							2.5 free w/ \$100 purch.
	Publix	Publix	0.79								
Georgia	Ingle's	no label	0.58								w/ store card
	Kroger	Kroger	*								2 doz free w/ purchase
	Publix	Publix	0.79								
Maine	Shaw's/Star	Nellie's					2.50				Cage-free, Omega-3
Maryland	Acme	Land O Lakes	2.00								Omega-3
	A&P Stores	America's Choice		1.69							
	Food Land	Food Land	*								buy 1, get 1 free
	Giant	Giant	0.99								
	Giant Eagle	Nature's Basket						2.50			cage-free
		Horizon						2.79			Organic
		Land O Lakes	2.19								Omega-3
		" "						2.19			cage-free
	Giant of PA	Giant	0.79								
	Magruder's	no label	0.88								
Safeway	Lucerne		1.23							buy 1, get 1 free	
Shopper's	Shopper's							0.50			
Massachusetts	Big Y	Big Y	1.00								
	Shaw's/Star	Nellie's					2.50				Cage-free, Omega-3
New Hampshire	Shaw's/Star	Nellie's					2.50				Cage-free, Omega-3
New Jersey	Acme	Land O Lakes	2.00								Omega-3
	A&P Stores	America's Choice		1.69							
	Giant	Giant	0.99								
	Food Basics	ISE	0.79								sold in 30 count packs
	Food Emporium	Gold Circle	3.49								Omega-3
	Genuardi's	Genuardi's		1.25							Buy 1, get 1 free

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New Jersey (continued)	Pathmark	Pathmark		*								\$1.00 off; limit 6 cage-free
	ShopRite	ShopRite	1.00					2.50				5 for \$5.00
		"		*								1 free w/ purchase
		Eggland's	2.50		2.50							Omega-3
New York	A&P Stores	America's Choice		1.69								
	Associated	no label	0.50									2 for \$1 w/ \$15 purchase
	Compare Foods	no label		0.79								
	D'Agostino	D'Agostino			0.28							w/ greenpoint redem.
	Food Emporium	Gold Circle	3.49									Omega-3
	Giant Food Mrkt	no label	0.95									
	Pathmark	Pathmark		*								\$1.00 off; limit 6 cage-free
		Pathmark					2.50					
	ShopRite	ShopRite	1.00									5 for \$5.00
	"		*								1 free w/ purchase	
		Eggland's	2.50		2.50							Omega-3
	Tops	Tops	0.79									
North Carolina	Compare								0.59			
	Ingle's	no label	0.58									w/ store card
	Kroger	Naturally Preferred						3.00				Organic
Pennsylvania	Acme	Land O Lakes	2.00									Omega-3
	A&P Stores	America's Choice		1.69								
	Boyer	Heider's Dairy		0.99								
	Compare Foods	no label		0.79								
	Food Basics	ISE	0.79									sold in 30 count packs
	Food Land	Food Land	*									buy 1, get 1 free
	Genuardi's	Genuardi's		*								Buy 1, get 1 free
	Giant Eagle	Nature's Basket						2.50				cage-free
		Horizon						2.79				Organic
		Land O Lakes	2.19									Omega-3
		" "						2.19				cage-free
	Giant of PA	Giant	0.79									
	Pathmark	Pathmark		*					2.50			\$1.00 off; limit 6 cage-free
		Pathmark										
Shop 'n Save	Flavorite	0.69									w/ store card	
ShopRite	ShopRite	1.00									5 for \$5.00	
	"		*								1 free w/ purchase	
		Eggland's	2.50		2.50							Omega-3
	Tops	Tops	0.79									
South Carolina	Ingle's	no label	0.58									w/ store card
	Kroger	Kroger	*									2 doz free w/ purchase
	Publix	Publix	0.79									
Rhode Island	Shaw's/Star	Nellie's					2.50					Cage-free, Omega-3
Vermont	Shaw's/Star	Nellie's					2.50					Cage-free, Omega-3
Virginia	Farm Fresh	Farm Fresh	0.89									
	Food City	Food City	0.79									
	Giant of PA	Giant	0.79									
	Ingle's	no label	0.58									w/ store card
	Kroger	Naturally Preferred						3.00				Organic
	Magruder's	no label	0.88									
	Safeway	Lucerne		1.23								buy 1, get 1 free
	Shopper's	Shopper's							0.50			
	Ukrop's	Ukrop's	*									free w/ 3 greeting cards

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			12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	
West Virginia	Food Land	Food Land	0.69								w/ store card
	Giant Eagle	Nature's Basket					2.50				cage-free
		Horizon					2.79				Organic
		Land O Lakes	2.19								Omega-3
	" "	" "					2.19				cage-free
	Giant of PA	Giant	0.79								
Kroger	Kroger										10 for \$10
	Naturally Preferred	1.00					3.00				Organic
Shop 'n Save	Flavorite	0.69									w/ store card

CENTRAL U.S. - AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND,NE,OH,OK,SD,TN,TX,WI

Alabama	Greer's	no label	*								free w/ \$50-99 purchase	
	" "	" "	*								2.5 free w/ \$100 purch.	
	Ingle's	no label	0.58								w/ store card	
	Kroger	Kroger	*								2 doz free w/ purchase	
Publix	Publix	0.79										
Arkansas	Brookshire's	Brookshire	0.50								limit 2 w/ \$10 purchase	
	Dillon's	Naturally Pref.					1.99				cage-free	
		Dillon's	*									2 doz free w/ purchase
Kroger	Kroger	0.88		0.88								
Illinois	Cub Foods	Cub	*								buy 1, get 1 free	
	Dick's	Food Club	0.50								2 for \$1.00	
	Dominick's	Dominick's		1.45							buy 1, get 1 free	
	Jewel	Jewel	0.69									
	Kroger	Kroger		0.79		0.79						certain locations
		"	"	0.89								down state
		"	"	*		*						buy 1, get 1 free
	Meijer	Meijer	0.48									
Piggly Wiggly	Food Club	0.50								2 for \$1.00		
Shop 'n Save	Shopper's Value								1.00			
Indiana	Fresh Encounter	Our Family	1.00									
	Hilander	Kroger	0.89									
	Jay C	Sunny Morn	*								free w/ purchase	
	Jewel	Jewel	0.69									
	Kroger/Owens/ Payless	Kroger	*		*							buy 1, get 1 free
		Kroger	0.89									northeastern IN
	Marsh	Creighton	*	*	*	*			*	*	33% off w/ card	
	Meijer	Meijer	0.48									
	O'Malia's	Creighton	0.79									
	Scott's	Eggland's Best					1.99				cage-free	
Strack & Van Til	Rose Acres	0.69										
Iowa	Cub	Cub	*								2 doz free w/ purchase	
	Dick's	Food Club	0.50								2 for \$1.00	
	Fareway	Boomsma							0.33		3 for \$1.00 w/ coupon	
Kansas	Country Mart	Best Choice		0.98							limit 1	
	Dillon's	Naturally Pref.					1.99				cage-free	
Dillon's		Dillon's	*								2 doz free w/ purchase	

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Kentucky	Food City	Food City	0.79								
	Food Land	Food Land	0.69								w/ store card
	Kroger	Kroger " " Naturally Preferred	0.79 *		0.79 *				3.00		certain locations buy 1, get 1 free Organic
	Meijer	Meijer	0.48								
	Remke's	Flavorite	0.79								
Louisiana	Albertson's	Albertson's	1.00								2 - 30 ct packs for \$5.00
	Breaux	Shurfresh	0.79								
	Brookshire Bro.	Brookshire Bro.		0.88							limit 2 w/ \$10 purchase
	Market Basket	Chance Pride		0.89							additional 4 for \$5
	Sav-A-Center	Egglan's Best	1.99								Omega-3
Michigan	Carter's	Tasty Fresh		0.99							
	Farmer Jack	America's Choice	0.99								
	Felpausch	Spartan	0.59								limit 3
	Kroger	Kroger	1.00								10 for \$10
		Kroger	0.89								southwestern MI
	Meijer	Meijer	0.48								
	Plumb's	Spartan	0.69								
VG's	VG's	0.68								limit 3	
Minnesota	Coborn's	Food Club	0.79								
	Cub	Cub	*								2 doz free w/ purchase
Mississippi	Brookshire's	Brookshire	0.50								limit 2 w/ \$10 purchase
	Greer's	no label	*								free w/ \$50-99 purchase
		" "	*								2.5 free w/ \$100 purch.
	Kroger	Kroger	0.88		0.88						
Sav-A-Center	Egglan's Best	1.99								Omega-3	
Missouri	Country Mart	Best Choice		0.98							limit 1
	Dillon's	Naturally Pref.						1.99			cage-free
		Dillon's	*								2 doz free w/ purchase
	Gerbes	Naturally Pref.						1.99			cage-free
	Kroger	Kroger	0.89								
Shop 'n Save	Shopper's Value								1.00		
Nebraska	Albertson's	Albertson's	1.25								4 for \$5.00
		Egglan's Best	2.00								Omega-3
	Baker's	Naturally Pref.						1.99			cage-free
		Dillon's	*								2 doz free w/ purchase
	Russ Market	Best Choice " "							0.69 0.09		w/ coupon; limit 2
Safeway	Lucerne		1.20							buy 1, get 1 free	
Super Saver	Best Choice	0.58								limit 2	
North Dakota	Albertson's	Albertson's	1.25								4 for \$5.00
		Egglan's Best	2.00								Omega-3
Ohio	Acme Fresh	Acme							0.59		
	Buehler's	Buehler's	0.77								
	Cub	Cub	0.49								limit 2
	Food Land	Food Land	0.69								w/ store card
	Fresh Encounter	Our Family	1.00								
	Giant Eagle	Nature's Basket							2.50		
Horizon								2.79			Organic
Land O Lakes " "		2.19						2.19			Omega-3 cage-free

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Ohio (continued)	Kroger	Kroger (sth OH)	0.79		0.79						certain locations 10 for \$10 certain locations Organic
		Kroger (nrth OH)	1.00								
		Kroger (west OH)	0.89								
		Naturally Preferred					3.00				
	Marsh	Creighton	*	*	*	*			*	*	33% off w/ card
	Meijer	Meijer	0.48								
Oklahoma	Remke's	Flavorite	0.79								
	Sparkle	Sparkle	0.39								limit 1; more @ 0.78
	Tops	Tops	0.79								
	Albertson's	Albertson's	1.00								2 - 30 ct packs for \$5.00
	Homeland United of OK	Best Choice United	0.69							0.99	
South Dakota	Coborn's	Food Club	0.79								
	Albertson's	Albertson's	1.25								4 for \$5.00
	Eggland's Best		2.00								Omega-3
Tennessee	Safeway	Lucerne		1.20							buy 1, get 1 free
	Food City	Food City	0.79								
	H.G. Hill	Best Choice	0.69								
	Ingle's	no label	0.58								w/ store card
	Kroger	Kroger	*		*						buy 1, get 1 free
	Kroger	Naturally Preferred					3.00				Organic 2 doz free w/ purchase Memphis-area
Texas	Kroger	Kroger	*								
	Kroger	Kroger	0.88		0.88						
	Publix	Publix	0.79								
	Albertson's	Albertson's	1.00								2 - 30 ct packs for \$5.00
	Brookshire Bro.	Brookshire Bro.		0.88							limit 2 w/ \$10 purchase
	Market Basket	Chance Pride		0.89							additional 4 for \$5
	Minyard's	Minyard		0.99							
Wisconsin	Sack n' Save	Mahard	0.71								sold in 30 packs
	Safeway	Lucerne		1.10							buy 1, get 1 free
	United	Red River			0.69						
	Copp's	Roundy's Organic Valley	*					3.79			buy 1, get 1 free Organic
	Cub Foods	Cub	*								buy 1, get 1 free
	Dick's	Food Club	0.50								2 for \$1.00
WESTERN U.S. - AZ,CA,CO,ID,MT,NM,NV,OR,UT,WA	Jewel	Phil's	2.00								cage-free
	Pick 'n Save	Roundy's Organic Valley	0.85					3.49			buy 1, get 1 free Organic
	Piggly Wiggly	Food Club	0.50								2 for \$1.00
	Sentry	Sentry	*								buy 1, get 1 free
	Arizona	Albertson's	Albertson's	1.25							
Albertson's		Eggland's Best	2.00								Omega-3
Basha's		Basha's	0.69								limit 2
Basha's		Chino Valley	1.99								Omega-3 veg-a-fed
Food City		Food City		0.99							
Fry's		Fry's	0.88								w/ store card
Safeway		Lucerne		1.18							buy 1, get 1 free
Smart & Final	First Street	0.88								sold in 30 count packs	
Smith's	Smith's	0.69									

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California	Albertson's	Albertson's		2.00								
	Andronico's	Andronico's		1.99								
	Jon's	no label	1.00									20 pack; 3 for \$4.98
	PW Markets	Nulaid Clover		*				3.29				buy 1, get 1 free organic
	Raley's	Raley's		2.00								
	Ray's	Ray's Organic Valley	*					2.39				1 free w/ ham purchase Organic, w/ coupon
	Safeway	Lucerne		2.25								buy 1, get 1 free
	Scolari's	Sunnyside							0.50			2 for \$; limit 4
	Shop Smart	Egglan's Best	1.99									Omega-3
	Smart & Final	First Street	0.88									sold in 30 count packs
Von's	Lucerne		1.90								buy 1, get 1 free	
Colorado	Albertson's	Albertson's Egglan's Best	1.25 2.00									4 for \$5.00 Omega-3
	City Market/ King Sooper	City Market/ King Sooper " " " "	1.00 * 2.00	1.33								10 for \$10 3 for \$4 2 doz free w/ purchase Omega-3
	Safeway	Lucerne		1.20								buy 1, get 1 free
					2.00							
Idaho	Albertson's	Albertson's Egglan's Best	1.25 2.00									4 for \$5.00 Omega-3
	Fred Meyer	Fred Meyer		*								buy 1, get 1 free
	Rosauer's	Rosauer's		*								1/2 price
	Safeway	Lucerne		1.30								buy 1, get 1 free
	Smith's	Smith's	0.69									
	Super 1 Foods	Western Family	*									1 free w/ coupon
Yoke's	Yoke's	*									buy 1, get 1 free	
Montana	Albertson's	Albertson's Egglan's Best	1.25 2.00									4 for \$5.00 Omega-3
	Rosauer's	Rosauer's		*								1/2 price
	Safeway	Lucerne		1.30								buy 1, get 1 free
	Smith's	Smith's	0.69									
	Super 1 Foods	Western Family	*									1 free w/ coupon
Nevada	Albertson's	Albertson's		2.00								
	Raley's	Raley's		2.00								
	Safeway	Lucerne		2.25								buy 1, get 1 free
	Scolari's	Sunnyside							0.50			2 for \$; limit 4
	Smart & Final	First Street	0.88									sold in 30 count packs
	Smith's	Smith's	0.69									
	Von's	Lucerne		1.90								buy 1, get 1 free
New Mexico	Albertson's	Albertson's Egglan's Best	1.25 2.00									4 for \$5.00 Omega-3
	City Market	City Market " " " " Egglan's Best	1.00 * 2.00	1.33		2.00						10 for \$10 3 for \$4 2 doz free w/ purchase Omega-3
	Raley's	Raley's		2.00								
	Safeway	Lucerne		1.20								buy 1, get 1 free
	Smith's	Smith's	0.69									

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Oregon	Albertson's	Albertson's Egglard's Best	1.25 2.00								4 for \$5.00 Omega-3
	Fred Meyer	Fred Meyer		*							buy 1, get 1 free
	Haggen's	Haggen							0.33		3 for \$0.99
	QFC	QFC Naturally Pref.	1.00 2.00								5 for \$5 cage-free
	Safeway	Lucerne		1.30							buy 1, get 1 free
	Ray's	Ray's Organic Valley	*				2.39				1 free w/ ham purchase Organic, w/ coupon
	Red Apple	Western Family		*							buy 1, get 1 free
	Rosauer's	Rosauer's		*							1/2 price
	Roth's	Willamette		*							buy 1, get 1 free
	Safeway	Lucerne		1.63							buy 1, get 1 free
	Shop Smart	Egglard's Best	1.99								Omega-3
	Super 1 Foods	Western Family	*								1 free w/ coupon
	Thriftway of OR	Thriftway	0.49								w/ coupon
Utah	Albertson's	Albertson's Egglard's Best	1.25 2.00								4 for \$5.00 Omega-3
	City Market	City Market	1.00								10 for \$10
		" "	" "	*	1.33						3 for \$4
		Egglard's Best	2.00		2.00						2 doz free w/ purchase Omega-3
	Harmon's	Harmon's	0.89								
	Ream's	Ream's		0.88							
Smith's	Smith's	0.69									
Washington	Albertson's	Albertson's Egglard's Best	1.25 2.00								4 for \$5.00 Omega-3
	Fred Meyer	Fred Meyer		*							buy 1, get 1 free
	Haggen's	Haggen							0.33		3 for \$0.99
	Larry's	Wilcox							0.47		
	Mollie Stone's	Mollie Stone's Rock Island	*				1.99				buy 1, get 1 free cage-free
	QFC	QFC Naturally Pref.	1.00 2.00								5 for \$5 cage-free
	Red Apple	Western Family		*							buy 1, get 1 free
	Rosauer's	Rosauer's		*							1/2 price
	Safeway	Lucerne		1.30							buy 1, get 1 free
	Super 1 Foods	Western Family	*								1 free w/ coupon
	Thriftway of OR	Thriftway	0.49								w/ coupon
	Top's	Haggen							0.40		5 for \$1.99
	Yoke's	Yoke's	*								buy 1, get 1 free
Wyoming	Albertson's	Albertson's Egglard's Best	1.25 2.00								4 for \$5.00 Omega-3
	City Market	City Market	1.00								10 for \$10
		" "	" "	*	1.33						3 for \$4
		Egglard's Best	2.00		2.00						2 doz free w/ purchase Omega-3
	Safeway	Lucerne		1.20							buy 1, get 1 free
Smith's	Smith's	0.69									