### SHELL EGG NATIONAL SUMMARY

<table>
<thead>
<tr>
<th>Feature Rate</th>
<th>THIS WEEK</th>
<th>PREVIOUS WEEK</th>
<th>PREVIOUS YEAR</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>10.0% of 29,200 stores</td>
<td>8.5% of 29,200 stores</td>
<td>1.0% of 29,200 stores</td>
</tr>
<tr>
<td><strong>Regular</strong></td>
<td>Stores</td>
<td>Avg</td>
<td>Stores</td>
</tr>
<tr>
<td>USDA GRADE AA White 12 pack</td>
<td>479</td>
<td>3.57</td>
<td></td>
</tr>
<tr>
<td>USDA GRADE A White 12 pack</td>
<td>74</td>
<td>2.42</td>
<td>28</td>
</tr>
<tr>
<td>USDA ORGANIC White 12 pack</td>
<td>10</td>
<td>7.99</td>
<td>39</td>
</tr>
<tr>
<td>OMEGA-3 White 12 pack</td>
<td>240</td>
<td>2.99</td>
<td>295</td>
</tr>
<tr>
<td>Cage-Free White 12 pack</td>
<td>839</td>
<td>3.48</td>
<td>810</td>
</tr>
<tr>
<td>Vegetarian Fed White 12 pack</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Activity Summary

<table>
<thead>
<tr>
<th>Activity</th>
<th>THIS WEEK</th>
<th>LAST WEEK</th>
<th>YEAR AGO</th>
<th>INVENTORY 5/</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regular</td>
<td>113</td>
<td>1,243</td>
<td>146</td>
<td>Large Eggs on Apr-01-2024</td>
</tr>
<tr>
<td>Specialty</td>
<td>4,066</td>
<td>3,953</td>
<td>306</td>
<td>601.9</td>
</tr>
<tr>
<td>Total (includes M)</td>
<td>4,066</td>
<td>3,953</td>
<td>306</td>
<td>down 0.1%</td>
</tr>
</tbody>
</table>

### Special Rate 4/:

- USDA GRADE AA: Includes MD
- USDA GRADE A: Includes XL
- USDA ORGANIC: Includes LG
- OMEGA-3: Includes LG
- Cage-Free: Includes L
- Vegetarian Fed: Includes L

Regular shell egg feature rate is significantly lower this week. This week's weighted average price of USDA Grade A Large or better eggs is trending lower. In this week's ad cycle, special rates are unchanged. Advertisements for Extra Large and Medium eggs remain nominal this week. Feature activity for specialty shell eggs is higher. Promotional activity for liquid egg products is higher.
<table>
<thead>
<tr>
<th></th>
<th>NORTHEAST U.S.</th>
<th>SOUTHEAST U.S.</th>
<th>MIDWEST U.S.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Feature Rate</strong></td>
<td>18.8% of 5,500 sampled outlets</td>
<td>4.5% of 7,400 sampled outlets</td>
<td>7.6% of 6,100 sampled outlets</td>
</tr>
<tr>
<td><strong>Activity Index</strong></td>
<td>Activity Index = 935 (includes Medium)</td>
<td>Activity Index = 1,371 (includes Medium)</td>
<td>Activity Index = 738 (includes Medium)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CLASS</th>
<th>EXTRA LARGE</th>
<th>LARGE</th>
<th>EXTRA LARGE</th>
<th>LARGE</th>
<th>EXTRA LARGE</th>
<th>LARGE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Price Range</td>
<td>Stores</td>
<td>Avg 3</td>
<td>Price Range</td>
<td>Stores</td>
<td>Avg 3</td>
</tr>
</tbody>
</table>

**USDA GRADE AA**

- White 12 pack
- White 18 pack
- Brown 12 pack

**USDA ORGANIC**

- White 12 pack
- Brown 12 pack

**OMEGA-3**

- White 12 pack
- Brown 12 pack

**CAGE-FREE**

- White 12 pack
- Brown 12 pack

**VEGETARIAN FED**

- White 12 pack
- Brown 12 pack

**SOUTH CENTRAL U.S.**

- USDA GRADE AA
- White 12 pack
- White 18 pack
- Brown 12 pack

**USDA ORGANIC**

- White 12 pack
- Brown 12 pack

**OMEGA-3**

- White 12 pack
- Brown 12 pack

**CAGE-FREE**

- White 12 pack
- Brown 12 pack

**VEGETARIAN FED**

- White 12 pack
- Brown 12 pack

**SOUTHWEST U.S.**

- USDA GRADE AA
- White 12 pack
- White 18 pack
- Brown 12 pack

**USDA ORGANIC**

- White 12 pack
- Brown 12 pack

**OMEGA-3**

- White 12 pack
- Brown 12 pack

**CAGE-FREE**

- White 12 pack
- Brown 12 pack

**VEGETARIAN FED**

- White 12 pack
- Brown 12 pack

**NORTHWEST U.S.**

- USDA GRADE AA
- White 12 pack
- White 18 pack
- Brown 12 pack

**USDA ORGANIC**

- White 12 pack
- Brown 12 pack

**OMEGA-3**

- White 12 pack
- Brown 12 pack

**CAGE-FREE**

- White 12 pack
- Brown 12 pack

**VEGETARIAN FED**

- White 12 pack
- Brown 12 pack

### ALASKA (AK)

- **Feature Rate**: 0.0% of 100 sampled outlets
- **Activity Index**: 0 (includes Medium)

### HAWAII (HI)

- **Feature Rate**: 0.0% of 100 sampled outlets
- **Activity Index**: 0 (includes Medium)

<table>
<thead>
<tr>
<th>CLASS</th>
<th>USDA GRADE</th>
<th>PRICE RANGE</th>
<th>STORES</th>
<th>AVG 3/</th>
<th>USDA ORGANIC</th>
<th>OMEGA-3</th>
<th>CAGE-FREE</th>
<th>VEGETARIAN FED</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>AA</td>
<td>EXTRA LARGE</td>
<td>LARGE</td>
<td>EXTRA LARGE</td>
<td>LARGE</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>Price Range</td>
<td>Stores</td>
<td>Avg 3/</td>
<td>Price Range</td>
<td>Stores</td>
<td>Avg 3/</td>
<td>Price Range</td>
</tr>
<tr>
<td>MEDIUM</td>
<td>White 12 pack</td>
<td>White 12 pack</td>
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<tr>
<td></td>
<td>White 18 pack</td>
<td>White 18 pack</td>
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</tr>
<tr>
<td></td>
<td>Brown 12 pack</td>
<td>Brown 12 pack</td>
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</tbody>
</table>

### USDA GRADE

- AA
- MEDIUM

### USDA ORGANIC

- White 12 pack
- Brown 12 pack

### OMEGA-3

- White 12 pack
- Brown 12 pack

### CAGE-FREE

- White 12 pack
- Brown 12 pack

### VEGETARIAN FED

- White 12 pack
- Brown 12 pack

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**USDA National Retail Report - Shell Egg and Egg Products**

**Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 04/05 thru 04/11.**

(Prices in dollars per carton)

### EGG PRODUCTS

<table>
<thead>
<tr>
<th></th>
<th>THIS WEEK</th>
<th>LAST WEEK</th>
<th>LAST YEAR</th>
<th>NORTHEAST</th>
<th>SOUTHEAST</th>
<th>MIDWEST</th>
<th>SOUTH CENTRAL</th>
<th>SOUTHWEST</th>
<th>NORTHWEST</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/ Feature Rate</td>
<td>1.6%</td>
<td>0.4%</td>
<td>0.8%</td>
<td>3.3% of 5,500 sampled</td>
<td>0.1% of 7,400 sampled</td>
<td>1.5% of 6,100 sampled</td>
<td>0.0% of 4,900 sampled</td>
<td>0.0% of 3,800 sampled</td>
<td>0.0% of 1,300 sampled</td>
</tr>
<tr>
<td>2/ Activity Index</td>
<td>280</td>
<td>119</td>
<td>282</td>
<td>Activity Index = 180</td>
<td>Activity Index = 6</td>
<td>Activity Index = 94</td>
<td>Activity Index = 0</td>
<td>Activity Index = 0</td>
<td>Activity Index = 0</td>
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</tbody>
</table>

|--------|-----|-------------|--------|-----|-------------|--------|-----|-------------|--------|-----|-------------|--------|-----|-------------|--------|-----|-------------|--------|-----|-------------|--------|-----|-------------|--------|-----|-------------|--------|-----|-------------|

**EGG PRODUCTS**

<table>
<thead>
<tr>
<th></th>
<th>ALASKA</th>
<th>HAWAII</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/ Feature Rate</td>
<td>0.0% of 100 sampled</td>
<td>0.0% of 100 sampled</td>
</tr>
<tr>
<td>2/ Activity Index</td>
<td>Activity Index = 0</td>
<td>Activity Index = 0</td>
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<tbody>
<tr>
<td>14-16 oz. crtn</td>
<td>0.0% of 100 sampled</td>
<td>0.0% of 100 sampled</td>
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<tr>
<td>32 oz. crtn</td>
<td>Activity Index = 0</td>
<td>Activity Index = 0</td>
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</tbody>
</table>

### Large Shell Egg vs. Egg Product Feature Activity

- [Graph showing feature activity]

### Retail Feature Activity vs. Large Egg Inventory (Large White Shell Eggs)

- [Graph showing inventory vs. feature activity]

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

- [Graph showing inventory vs. feature price]

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**Note:** See page 1 for explanatory notes.