



**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 09/11 thru 09/17.

(prices in dollars per carton)

Fri. Sep 11, 2020

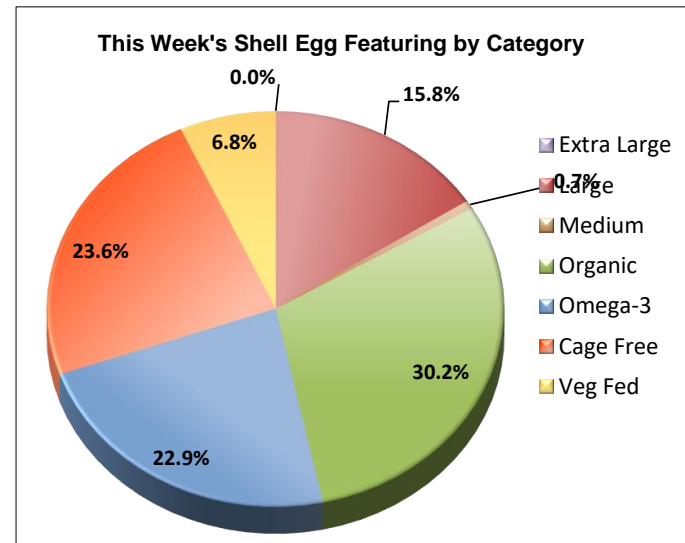
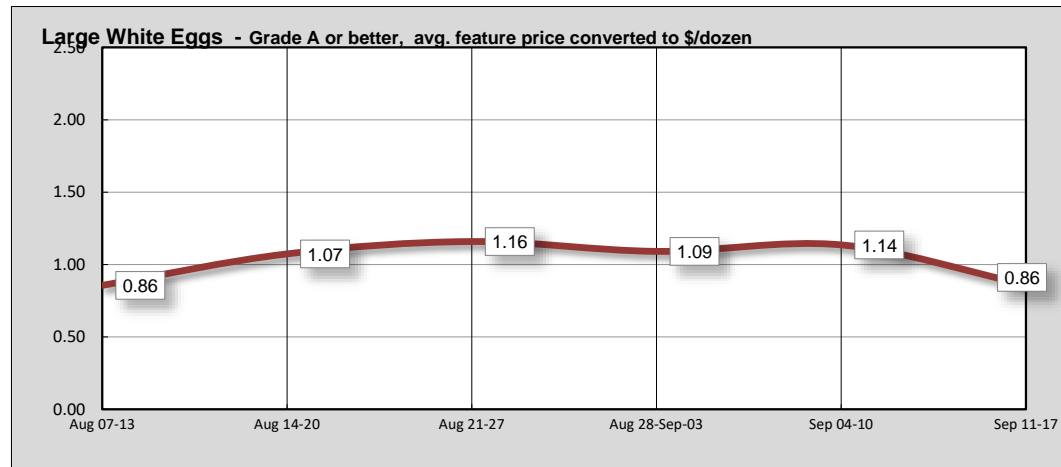
SHELL EGG NATIONAL SUMMARY													
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	35.6% of 29,200 stores				22.1% of 29,200 stores				36.1% of 29,200 stores				
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE		
	Stores	Avg	Avg	Stores	Avg	Avg	Stores	Avg	Stores	Avg			
REGULAR	<b>USDA GRADE AA</b>												
	White 12 pack			207	0.99		559	1.24		832	0.81		
	White 18 pack			29	1.95		115	2.60		74	2.59		
	Brown 12 pack												
	<b>USDA GRADE A</b>												
	White 12 pack			1,509	0.76	66	0.99	220	1.01	93	1.48	365	1.16
White 18 pack			354	1.80			206	0.99			229	1.26	
Brown 12 pack													
SPECIALTY	<b>USDA ORGANIC</b>												
	White 12 pack												
	Brown 12 pack			3,996	3.81		1,628	3.87	132	3.77	1,415	3.90	
	<b>OMEGA-3</b>												
	White 12 pack	492	3.06	2,257	2.17	107	2.40	3,376	2.40	249	2.63	2,565	2.49
	Brown 12 pack			288	2.49							304	3.12
	<b>CAGE-FREE</b>												
	White 12 pack							39	3.00			180	1.71
	Brown 12 pack			3,121	2.69	401	3.08	1,033	2.81	77	3.89	4,332	2.30
	<b>VEGETARIAN FED</b>												
White 12 pack													
Brown 12 pack	169	3.54	738	2.56	195	3.40	183	1.81	365	2.98	74	2.39	

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,099	1,166	1,593	Large Eggs on Sep-07-2020
Specialty	11,061	6,962	9,693	
Total (includes MD)	13,251	8,249	11,375	683.0
Special Rate 4/:	0.5%	1.8%	0.5%	up 3.1%

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

**SHELL EGG and EGG PRODUCTS FEATURING**

Feature activity for regular shell eggs is up following the holiday. The average price of Large White eggs to consumers, Grade A, or better dropped sharply lower when compared to the previous week. Shoppers will have to make due with the lower prices because the number of "no price" incentives are limited. Advertisements for Medium and Extra Large eggs are scarce. Specialty shell egg promotions are significantly higher than the previous week and surprisingly higher than last year as well. Feature activity for cage-free eggs decline, however promotions for all other specialty types increase in number. Featuring of liquid eggs is on the rise with a dramatic jump in outlets promoting 14-16 ounce cartons.



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.)

Source: USDA Agricultural Marketing Service, Livestock, Poultry & Grain Market News - (404) 562-5850 <https://www.ams.usda.gov/market-news/egg-market-news-reports>

		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 <sup>1/</sup> Activity Index <sup>2/</sup>		49.2% of 5,500 sampled outlets Activity Index = 4,008 (includes Medium)						34.8% of 7,400 sampled outlets Activity Index = 2,882 (includes Medium)						32.0% of 6,100 sampled outlets Activity Index = 2,468 (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 White 18 pack Brown 12 pack				0.99	207	0.99																							
	MEDIUM	White 12 pack						White 12 pack						White 12 pack																
USDA GRADE A	White 12 pack White 18 pack Brown 12 pack				0.88 - 1.33	183	1.00				0.79 - 1.33	153	0.95				0.59 - 0.89	1,102	0.67											
	MEDIUM	White 12 pack White 30 pack						White 12 pack White 30 pack						White 12 pack White 30 pack																
S P E C I A L T Y	USDA ORGANIC White 12 pack Brown 12 pack				3.99	685	3.99				3.99	1,803	3.99				3.49 - 3.50	90	3.50											
	OMEGA-3 White 12 pack Brown 12 pack	2.99 - 3.50	277	3.12	1.77 - 4.29	638	2.55				3.50	2	3.50	2.99	215	2.99	1.99 - 2.66	307	2.38											
	CAGE-FREE White 12 pack Brown 12 pack				2.66 - 4.99	532	3.48				2.33 - 3.99	760	2.61				2.33	754	2.33											
	VEGETARIAN FED White 12 pack Brown 12 pack	2.50 - 4.79	125	3.91	1.79 - 4.79	618	2.66	2.50	44	2.50	1.79 - 2.50	120	2.05																	
		SOUTH CENTRAL U.S. (AR,CO,KS,LA,MO,NM,OK,TX)						SOUTHWEST U.S. (AZ,CA,NV,UT)						NORTHWEST U.S. (ID,MT,OR,WA,WY)																
Feature Rate <sup>1/</sup> Activity Index <sup>2/</sup>		28.6% of 4,900 sampled outlets Activity Index = 1,341 (includes Medium)						22.4% of 3,800 sampled outlets Activity Index = 1,263 (includes Medium)						66.5% of 1,300 sampled outlets Activity Index = 1,547 (includes Medium)																
USDA GRADE AA	White 12 pack White 18 pack Brown 12 pack										2.50	13	2.50				1.50	16	1.50											
	MEDIUM	White 12 pack						White 12 pack			0.70 - 0.96			56			0.77			White 12 pack			0.70 - 0.88			35			0.76	
USDA GRADE A	White 12 pack White 18 pack Brown 12 pack				0.88 - 1.25	71	0.97				1.33 - 2.00	187	1.74																	
	MEDIUM	White 12 pack White 30 pack						White 12 pack White 30 pack						White 12 pack White 30 pack																
S P E C I A L T Y	USDA ORGANIC White 12 pack Brown 12 pack				2.99 - 3.99	557	3.07				4.99	179	4.99				3.50	682	3.50											
	OMEGA-3 White 12 pack Brown 12 pack										1.47 - 2.99	608	1.86				1.99 - 2.99	698	2.01											
	CAGE-FREE White 12 pack Brown 12 pack				2.33	526	2.33				2.99	407	2.99				2.33 - 2.66	116	2.60											
	VEGETARIAN FED White 12 pack Brown 12 pack																													

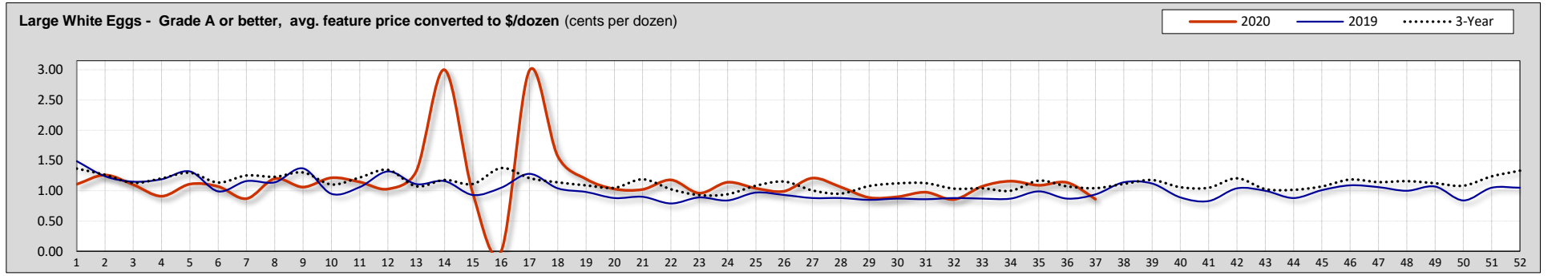
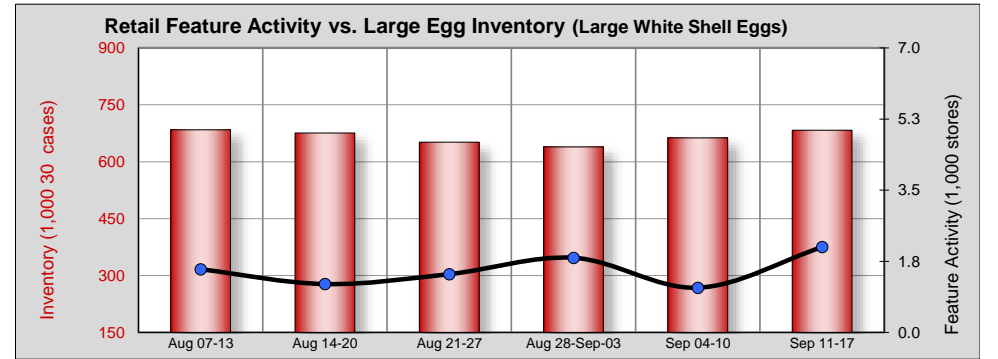
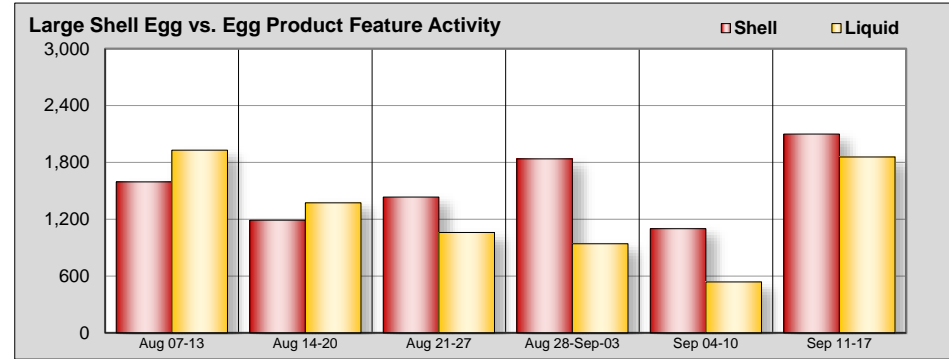
		ALASKA (AK)						HAWAII (HI)					
Feature Rate <sup>17</sup> Activity Index <sup>21</sup>		0.0% of 100 sampled outlets Activity Index = 30 (includes Medium)						0.0% of 100 sampled outlets Activity Index = 0 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack White 18 pack Brown 12 pack												
	<b>MEDIUM</b>	White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack White 18 pack Brown 12 pack												
	<b>MEDIUM</b>	White 12 pack White 30 pack						White 12 pack White 30 pack					
S P E C I A L T Y	<b>USDA ORGANIC</b> White 12 pack Brown 12 pack												
	<b>OMEGA-3</b> White 12 pack Brown 12 pack				2.98	4	2.98						
	<b>CAGE-FREE</b> White 12 pack Brown 12 pack				2.66	26	2.27						
	<b>VEGETARIAN FED</b> White 12 pack Brown 12 pack												



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 (prices in dollars per carton)

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EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST			SOUTHEAST			MIDWEST			SOUTH CENTRAL			SOUTHWEST			NORTHWEST		
1/ Feature Rate	2.8%	1.0%	1.9%	9.3% of 5,500 sampled			4.1% of 7,400 sampled			0.0% of 6,100 sampled			0.0% of 4,900 sampled			0.0% of 3,800 sampled			0.0% of 1,300 sampled		
2/ Activity Index	1,857	538	1,015	Activity Index = 596			Activity Index = 519			Activity Index = 201			Activity Index = 541			Activity Index = 0			Activity Index = 0		
	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	1,268 2.64	92 3.83	418 2.97	2.50 - 3.99	225 3.28	2.50 301 2.50	2.50 201 2.50			2.50 541 2.50											
32 oz. crtn	589 4.87	446 4.60	597 4.55	4.69 - 4.99	371 4.97	4.69 218 4.69															
3 - 4 oz. cup																					
2 - 8 oz. cup																					
EGG PRODUCTS				ALASKA			HAWAII														
1/ Feature Rate				30.0% of 100 sampled			0.0% of 100 sampled														
2/ Activity Index				Activity Index = 0			Activity Index = 0														
				Price Range		Stores Avg <sup>3/</sup>	Price Range		Stores Avg <sup>3/</sup>												
14-16 oz. crtn																					
32 oz. crtn																					
3 - 4 oz. cup																					
2 - 8 oz. cup																					



Note: See page 1 for explanatory notes.

Source: USDA Agricultural Marketing Service, Livestock, Poultry & Grain Market News - (404) 562-5850 <https://www.ams.usda.gov/market-news/egg-market-news-reports>