



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 09/10 thru 09/16.

(prices in dollars per carton)

Fri. Sep 10, 2021

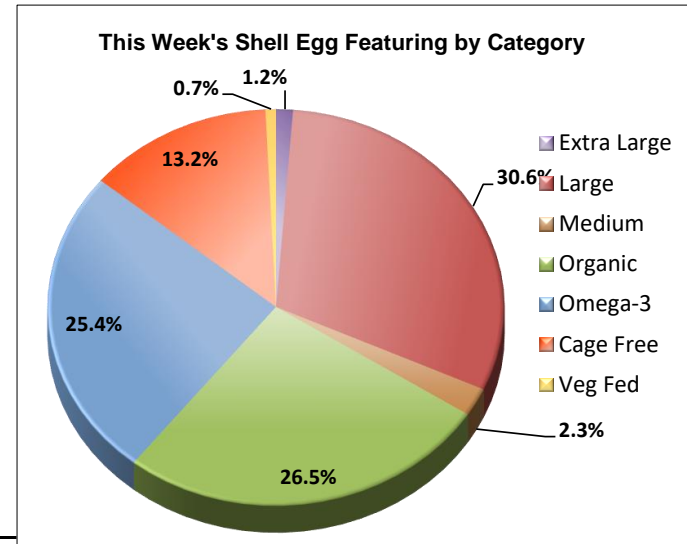
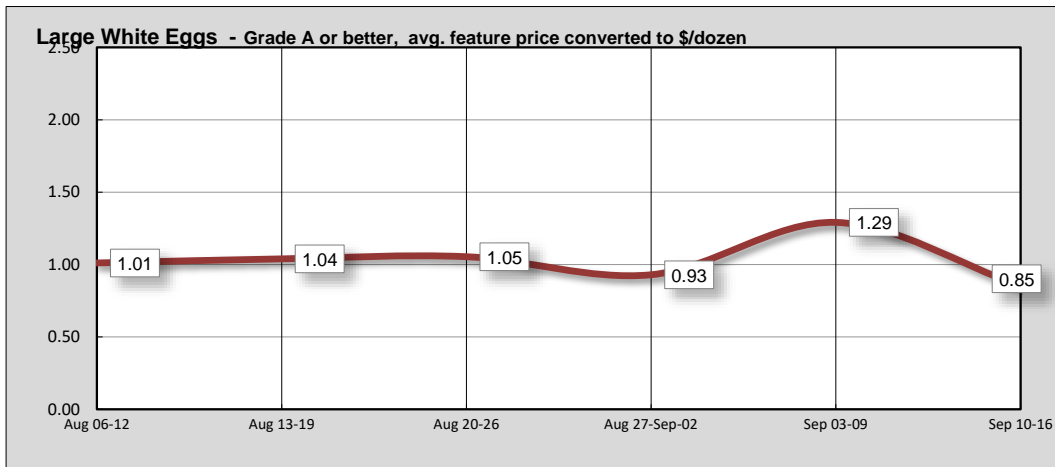
SHELL EGG NATIONAL SUMMARY													
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	31.4% of 29,200 stores				20.8% of 29,200 stores				35.6% of 29,200 stores				
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE		
	Stores	Avg	Avg	Stores	Avg	Avg	Stores	Avg	Stores	Avg			
REGULAR	USDA GRADE AA												
	White 12 pack			525	0.80	54	2.39	43	1.50		207	0.99	
	White 18 pack			2,003	1.16			13	2.00		29	1.95	
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack	148	1.28	1,114	0.96			180	1.14	1,509	0.76		
White 18 pack			133	1.97			424	2.00	354	1.80			
SPECIALTY	USDA ORGANIC												
	White 12 pack					240	3.99	97	1.88				
	Brown 12 pack			3,271	3.96	326	3.88	2,029	4.10	3,996	3.81		
	OMEGA-3												
	White 12 pack	721	2.66	2,050	2.09	184	2.77	1,391	2.39	492	3.06	2,257	2.17
	Brown 12 pack			354	2.58			66	3.49			288	2.49
	CAGE-FREE												
	White 12 pack							110	1.52				
	Brown 12 pack			1,630	2.56	240	3.00	1,625	2.95			3,121	2.69
	VEGETARIAN FED												
White 12 pack							271	2.04					
Brown 12 pack			92	2.99	118	2.99	292	2.50	169	3.54	738	2.56	

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	3,923	714	2,099	Large Eggs on Sep-06-2021 688.0 down 2.3%
Specialty	8,118	6,989	11,061	
Total (includes MD)	12,324	7,731	13,251	
Special Rate 4/:	1.0%	1.6%	0.5%	

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

SHELL EGG and EGG PRODUCTS FEATURING

Retailers are not holding back this week as they flood circulars with promotions for regular shell eggs following the holiday. Shoppers will find both Large Grade A 12 pack and Grade AA 18 pack eggs readily available. The average price of Grade A, or better Large White eggs to consumers is trending sharply lower. The presence of "no price" incentives are less visible when compared to the previous ad cycle. Extra Large and Medium egg ads are showing up more frequently in circulars. Promotional activity for specialty shell egg increases. USDA Organic and Omega-3 eggs are more visible than a week ago. Offerings of cage-free and vegetarian-fed types are fewer in number. Promotions for liquid egg products more than triple in number when compared to last week.



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 ^{1/} Activity Index ^{2/}		29.7% of 5,500 sampled outlets Activity Index = 2,494 (includes Medium)						22.7% of 7,400 sampled outlets Activity Index = 2,468 (includes Medium)						34.0% of 6,100 sampled outlets Activity Index = 2,777 (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				1.88	207	1.88				0.97	459	0.97									
	MEDIUM	White 12 pack						White 12 pack						White 12 pack								
USDA GRADE A	White 12 pack White 18 pack Brown 12 pack				0.99	69	0.99				0.89	109	0.89	1.28	148	1.28	0.89 - 0.97	936	0.97			
	MEDIUM	White 12 pack White 30 pack						White 12 pack White 30 pack			1.25			40	1.25	White 12 pack White 30 pack			0.72			43
SPECIALTY	USDA ORGANIC White 12 pack Brown 12 pack				3.50 - 5.99		397	4.29			3.50 - 3.99		677	3.83			3.49 - 3.99		1,026	3.88		
	OMEGA-3 White 12 pack Brown 12 pack	2.50 - 3.49	480	2.71	1.99 - 4.29	319	2.67	2.50	50	2.50	1.50 - 2.29	727	1.86	2.50	105	2.50	1.99 - 2.50	232	2.12			
	CAGE-FREE White 12 pack Brown 12 pack				2.50 - 2.99		354	2.58			1.99 - 2.66		362	2.40			1.99 - 2.50		260	2.45		
	VEGETARIAN FED White 12 pack Brown 12 pack				2.99		48	2.99			2.99		44	2.99								
		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 ^{1/} Activity Index ^{2/}		34.9% of 4,900 sampled outlets Activity Index = 2,098 (includes Medium)						49.6% of 3,800 sampled outlets Activity Index = 2,538 (includes Medium)						11.7% of 1,300 sampled outlets Activity Index = 263 (includes Medium)								
USDA GRADE AA	White 12 pack White 18 pack Brown 12 pack				0.77	510	0.77				0.99 - 3.50	712	1.22				1.78		15	1.78		
	MEDIUM	White 12 pack						White 12 pack			0.80 - 1.00			165	0.93	White 12 pack			0.80 - 0.98			35
USDA GRADE A	White 12 pack White 18 pack Brown 12 pack																1.97		95	1.97		
	MEDIUM	White 12 pack White 30 pack						White 12 pack White 30 pack						White 12 pack White 30 pack								
SPECIALTY	USDA ORGANIC White 12 pack Brown 12 pack				3.99		526	3.99			3.99		645	3.99								
	OMEGA-3 White 12 pack Brown 12 pack	2.65	86	2.65	1.47 - 2.50	172	1.87			1.47 - 3.33		580	2.03									
	CAGE-FREE White 12 pack Brown 12 pack				1.99 - 2.58		179	2.21			1.99 - 3.39		436	2.86			2.33 - 2.66		118	2.60		
	VEGETARIAN FED White 12 pack Brown 12 pack																					

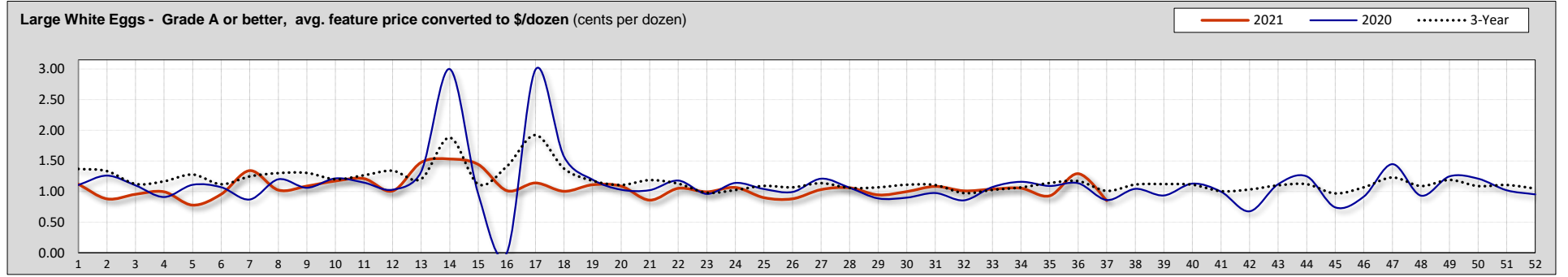
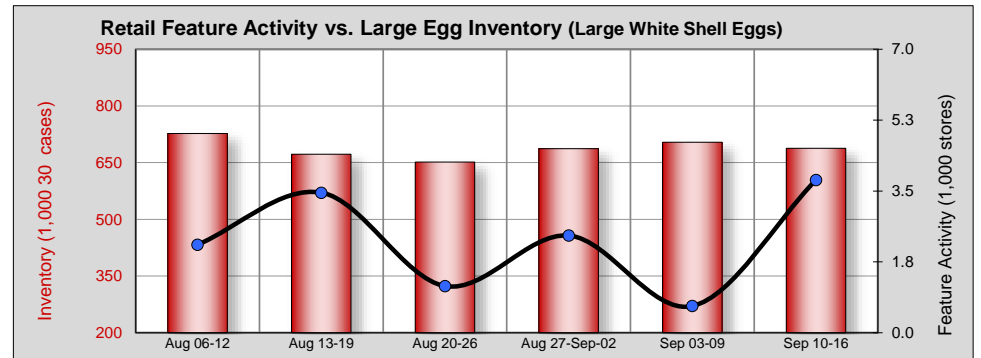
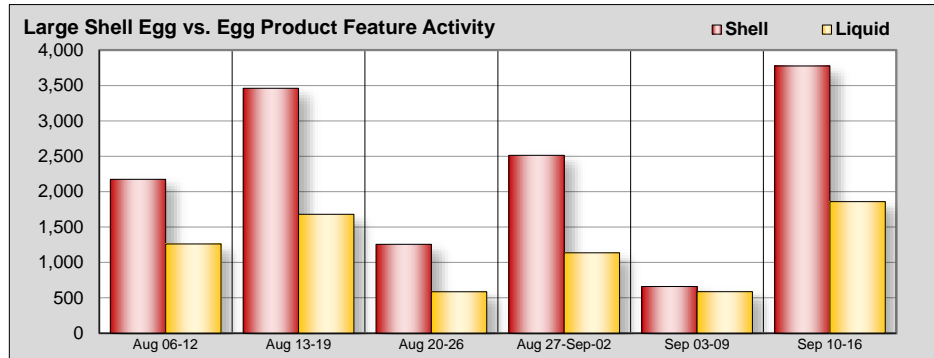
		ALASKA (AK)						HAWAII (HI)					
Feature Rate ^{1/} Activity Index ^{2/}		0.0% of 100 sampled outlets Activity Index = 22 (includes Medium)						0.0% of 100 sampled outlets Activity Index = 20 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price 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												
	MEDIUM	White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack White 18 pack Brown 12 pack				1.97	11	1.97						
	MEDIUM	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												
	OMEGA-3 White 12 pack Brown 12 pack									4.49	20	4.49	
	CAGE-FREE White 12 pack Brown 12 pack				2.66	11	2.66						
	VEGETARIAN FED 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	4.7%	1.4%	2.8%	3.3% of 5,500 sampled	9.1% of 7,400 sampled	5.0% of 6,100 sampled	1.7% of 4,900 sampled	3.1% of 3,800 sampled	0.0% of 1,300 sampled
2/ Activity Index	1,859	587	1,857	Activity Index = 202	Activity Index = 888	Activity Index = 565	Activity Index = 85	Activity Index = 119	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	1,103 2.81	127 4.03	1,268 2.64	2.50 22 2.50	2.50 670 2.50	2.49 - 3.79 364 3.45	2.50 47 2.50		
32 oz. crtn	756 4.99	460 4.80	589 4.87	4.49 - 4.99 180 4.70	4.69 218 4.69	4.99 201 4.99	4.99 38 4.99	5.99 119 5.99	
3 - 4 oz. cup									
2 - 8 oz. cup									
EGG PRODUCTS				ALASKA	HAWAII				
1/ Feature Rate				11.0% of 100 sampled	19.0% of 100 sampled				
2/ Activity Index				Activity Index = 0	Activity Index = 0				
				Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}				
14-16 oz. crtn									
32 oz. crtn									
3 - 4 oz. cup									
2 - 8 oz. cup									



Note: See page 1 for explanatory notes.

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