



**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 11/20 thru 11/26.

(prices in dollars per carton)

Fri. Nov 20, 2020

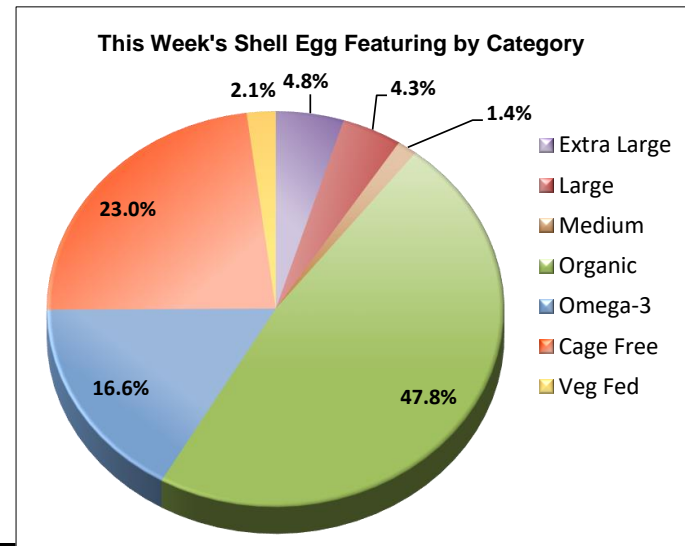
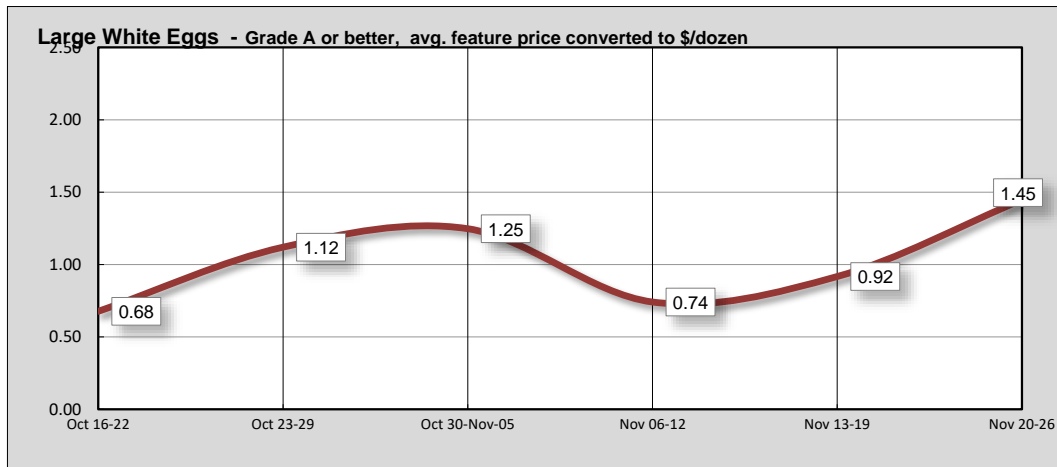
SHELL EGG NATIONAL SUMMARY													
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	40.8% of 29,200 stores				32.4% of 29,200 stores				43.8% of 29,200 stores				
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE		
	Stores	Avg	Avg	Stores	Avg	Avg	Stores	Avg	Stores	Avg			
REGULAR	<b>USDA GRADE AA</b>												
	White 12 pack					1,736	0.86		1,100	1.26			
	White 18 pack	68	2.69	45	0.99	100	2.92		1,766	1.49			
	Brown 12 pack												
	<b>USDA GRADE A</b>												
	White 12 pack	129	1.09	66	1.09	6	2.50	967	0.99	49	1.62		
White 18 pack	479	1.77	309	2.05			1,281	1.30	402	1.47			
Brown 12 pack							91	2.42	17	1.00			
SPECIALTY	<b>USDA ORGANIC</b>												
	White 12 pack			39	3.99			10	5.99		89	3.77	
	Brown 12 pack			6,647	3.70	482	4.35	4,426	3.87	320	3.83	3,017	3.85
	<b>OMEGA-3</b>												
	White 12 pack	257	2.57	1,980	2.17	255	2.47	3,612	2.28		3,281	2.29	
	Brown 12 pack			90	2.93			13	2.50				
	<b>CAGE-FREE</b>												
	White 12 pack	33	3.33	360	1.99	33	3.33	353	2.07		290	2.21	
	Brown 12 pack			2,832	2.13			931	2.66	234	3.47	4,376	2.55
	<b>VEGETARIAN FED</b>												
White 12 pack													
Brown 12 pack			287	2.72			84	2.34		125	2.66		

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,275	4,181	4,864	Large Eggs on Nov-16-2020
Specialty	12,525	10,199	11,732	
Total (includes MD)	13,998	14,424	16,802	
Special Rate 4/:	2.8%	0.2%	1.8%	down 3.0%

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

**SHELL EGG and EGG PRODUCTS FEATURING**

Promotional activity for regular shell eggs is down as the majority of sampled outlets devote more ad space to turkeys and other holiday baking related items. The average price of Large White eggs to consumers, Grade A, or better is sharply higher. Specials, including "no price" ads increase in visibility with many being "Buy 1, Get 1 free eggs". Advertisements for Extra Large and Medium eggs will be easier to find as featuring is higher than last week. Feature activity for specialty shell eggs is higher. Ads for Omega-3 eggs decline, however all other specialty types are enjoying good exposure in flyers. Promotions for liquid egg products have doubled in number and seasonal egg nog promotions continue to increase in frequency.



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>		35.7% of 5,500 sampled outlets Activity Index = 2,128 (includes Medium)						42.5% of 7,400 sampled outlets Activity Index = 4,036 (includes Medium)						33.1% of 6,100 sampled outlets Activity Index = 2,036 (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																					
	MEDIUM	White 12 pack						White 12 pack			1.08	67	1.08	White 12 pack			1.08	27	1.08			
USDA GRADE A	White 12 pack White 18 pack Brown 12 pack				1.66 - 2.47	126	2.07								0.99 - 1.29	129	1.09	0.79 - 0.99	23	0.89		
	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	37	3.99				3.99	2	3.99				2.99 - 3.99	732	3.69			
	OMEGA-3 White 12 pack Brown 12 pack	1.92 - 2.66	257	2.57	1.77 - 2.99	546	2.41				1.88 - 2.75	1,046	2.10				1.99 - 2.49	192	2.02			
	CAGE-FREE White 12 pack Brown 12 pack				3.00	22	3.00				1.99	30	1.99				1.99 - 2.00	92	1.99			
	VEGETARIAN FED White 12 pack Brown 12 pack				2.50	158	2.50				1.99 - 3.00	703	2.32				1.99 - 2.69	760	2.03			
		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>		37.4% of 4,900 sampled outlets Activity Index = 1,853 (includes Medium)						53.0% of 3,800 sampled outlets Activity Index = 2,877 (includes Medium)						71.2% of 1,300 sampled outlets Activity Index = 1,037 (includes Medium)								
USDA GRADE AA	White 12 pack White 18 pack Brown 12 pack							2.69	68	2.69	0.99	35	0.99				0.99	10	0.99			
	MEDIUM	White 12 pack			1.00 - 1.08	33	1.04	White 12 pack						White 12 pack			0.88	11	0.88			
USDA GRADE A	White 12 pack White 18 pack Brown 12 pack	1.77	77	1.77	0.79	2	0.79	1.99 - 2.79	96	2.03	1.77	402	1.77	0.99	21	0.99	2.79	6	2.79	0.99 - 2.50	20	1.44
	MEDIUM	White 12 pack White 30 pack						White 12 pack White 30 pack			1.78	60	1.78	White 12 pack White 30 pack								
S P E C I A L T Y	USDA ORGANIC White 12 pack Brown 12 pack				3.49 - 3.69	813	3.56				2.99 - 3.69	1,157	3.48				3.50 - 3.79	845	3.55			
	OMEGA-3 White 12 pack Brown 12 pack				1.99 - 2.29	181	2.02										2.48	15	2.48			
	CAGE-FREE White 12 pack Brown 12 pack				1.99	96	1.99	3.33	33	3.33	1.99	142	1.99	1.99	645	1.99	1.99 - 2.99	136	2.49			
	VEGETARIAN FED White 12 pack Brown 12 pack										2.99	129	2.99									

		ALASKA (AK)						HAWAII (HI)					
Feature Rate <sup>17</sup> Activity Index <sup>18</sup>		0.0% of 100 sampled outlets Activity Index = 25 (includes Medium)						0.0% of 100 sampled outlets Activity Index = 6 (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				3.69 - 3.79	14	3.77				3.69	6	3.69
	<b>OMEGA-3</b> White 12 pack Brown 12 pack												
	<b>CAGE-FREE</b> White 12 pack Brown 12 pack				2.50	11	2.50						
	<b>VEGETARIAN FED</b> White 12 pack Brown 12 pack												

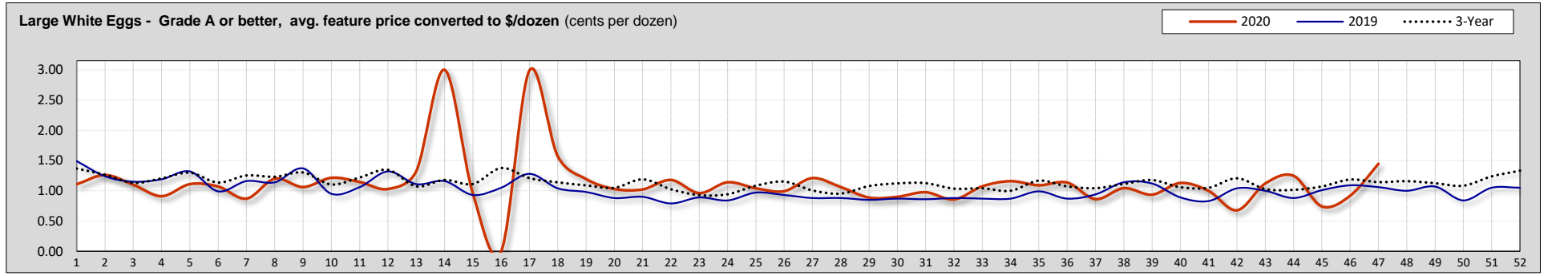


**USDA National Retail Report - Shell Egg and Egg Products**  
 Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 11/20 thru 11/26.  
 (prices in dollars per carton)

Fri. Nov 20, 2020

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	3.5%	2.3%	1.6%	5.3% of 5,500 sampled	2.9% of 7,400 sampled	0.0% of 6,100 sampled	0.0% of 4,900 sampled	13.7% of 3,800 sampled	0.0% of 1,300 sampled
2/ Activity Index	1,347	678	1,079	Activity Index = 248	Activity Index = 436	Activity Index = 0	Activity Index = 0	Activity Index = 640	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	184 3.45	137 2.80	491 2.99	3.00 65 3.00				3.69 119 3.69	
32 oz. crtn	1,163 4.60	541 4.09	588 4.78	4.00 - 5.99 183 5.17	4.00 - 4.69 436 4.35			3.99 - 6.49 521 4.56	
3 - 4 oz. cup									
2 - 8 oz. cup									
EGG PRODUCTS				ALASKA	HAWAII				
1/ Feature Rate				14.0% of 100 sampled	11.4% of 100 sampled				
2/ Activity Index				Activity Index = 23	Activity Index = 0				
				Price Range Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>				
14-16 oz. crtn				5.69 23 5.69					
32 oz. crtn									
3 - 4 oz. cup									
2 - 8 oz. cup									

EGG NOG	THIS WEEK	THIS WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	31.7%	22.8%	12.9%	33.2% of 4,400 sampled	35.4% of 6,000 sampled	32.4% of 4,000 sampled	32.0% of 4,000 sampled	25.1% of 2,900 sampled	19.4% of 1,200 sampled
2/ Activity Index	10,430	7,000	3,560	Activity Index = 2,090	Activity Index = 2,620	Activity Index = 2,750	Activity Index = 1,570	Activity Index = 1,140	Activity Index = 260
	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>
32 ounce	6,870 2.94	5,240 3.01	2,060 2.91	1.99 - 3.99 1,460 2.92	1.69 - 2.98 1,450 2.93	1.99 - 3.59 1,640 2.83	2.49 - 2.99 1,460 2.93	2.98 - 3.99 650 3.26	2.98 - 4.99 190 3.13
64 ounce	3,610 4.00	1,780 3.84	2,250 3.86	3.99 - 8.49 630 5.39	3.50 - 5.99 1,170 3.58	2.99 - 4.99 1,110 3.37	3.99 110 3.99	3.99 - 5.99 490 4.52	3.99 - 4.49 70 4.37
EGG NOG				ALASKA	HAWAII				
1/ Feature Rate				17.0% of 100 sampled	50.5% of 100 sampled				
2/ Activity Index				Activity Index = 20	Activity Index = 30				
				Price Range Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>				
32 ounce				2.98 10 2.98	2.98 10 2.98				
64 ounce				5.50 10 5.50	3.99 20 3.99				



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>