



**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 08/14 thru 08/20.**

Fri. Aug 14, 2020

(prices in dollars per carton)

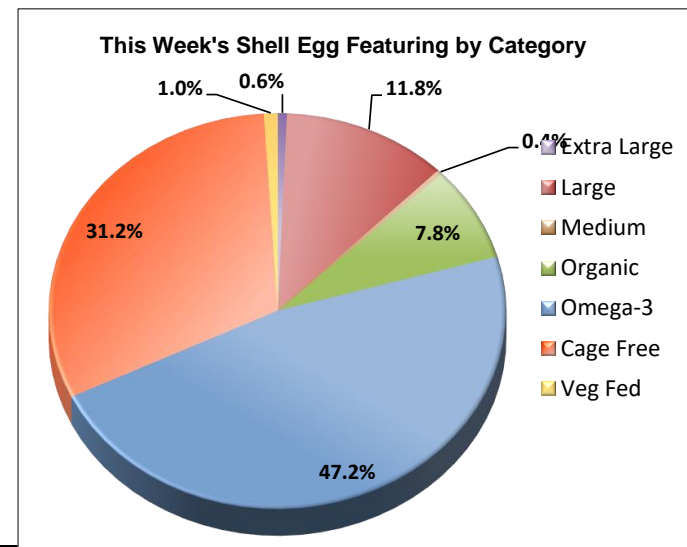
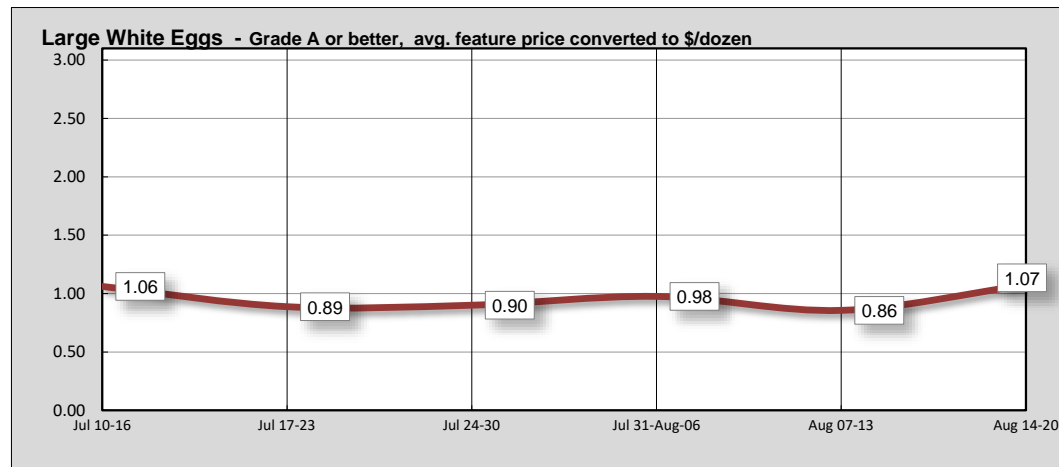
SHELL EGG NATIONAL SUMMARY													
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	27.0% of 29,200 stores				28.0% of 29,200 stores				22.0% of 29,200 stores				
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE		
	Stores	Avg	Avg	Stores	Avg	Avg	Stores	Avg	Stores	Avg			
<b>REGULAR</b>	<b>USDA GRADE AA</b>												
	White 12 pack			62	1.08			688	1.06	15	1.50	2,329	0.93
	White 18 pack			288	1.80	14	2.25	682	0.99	14	1.29	234	1.67
	Brown 12 pack									64	0.99		
	<b>USDA GRADE A</b>												
	White 12 pack	65	1.25	600	1.02			97	0.78			917	0.71
White 18 pack			240	1.58			88	1.31			407	1.14	
Brown 12 pack							39	3.50					
<b>SPECIALTY</b>	<b>USDA ORGANIC</b>												
	White 12 pack			97	2.99							599	3.97
	Brown 12 pack			688	4.28			1,985	3.96				
	<b>OMEGA-3</b>												
	White 12 pack	129	2.99	4,636	2.10			2,329	2.06	391	2.57	438	2.18
	Brown 12 pack											77	2.66
	<b>CAGE-FREE</b>												
	White 12 pack			243	2.40			97	1.73			78	1.99
	Brown 12 pack			2,905	2.81	240	3.00	2,409	2.59			1,595	2.57
	<b>VEGETARIAN FED</b>												
White 12 pack					68	3.50							
Brown 12 pack			99	2.12			112	1.99			138	2.09	

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,255	1,608	3,980	Large Eggs on Aug-10-2020
Specialty	8,797	7,240	3,316	
Total (includes MD)	10,090	9,068	7,353	675.7
Special Rate 4/:	0.2%	0.4%	0.2%	down 1.2%

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

**SHELL EGG and EGG PRODUCTS FEATURING**

Promotional activity for regular shell eggs declines. The average price of Grade A or better, Large white eggs to consumers is trending higher. Shoppers are having a tough time finding bargains on eggs this week because the number of grocers offering "no price" incentives is down. Ads for Extra Large and Medium sized eggs are lackluster. Specialty shell egg featuring is on the rise with most appearing in store flyers that update near the week's end. Omega-3 and cage-free eggs are commanding a sizeable portion of ad space, while USDA Organic and vegetarian fed eggs ads are fewer in number. Promotional activity for liquid egg products is not as active as 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 <sup>1/</sup> Activity Index <sup>2/</sup>		37.3% of 5,500 sampled outlets Activity Index = 2,297 (includes Medium)						14.2% of 7,400 sampled outlets Activity Index = 1,481 (includes Medium)						23.3% of 6,100 sampled outlets Activity Index = 1,555 (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						White 12 pack											
USDA GRADE A	White 12 pack White 18 pack Brown 12 pack	1.25	65	1.25	0.99	464	0.99				0.99	14	0.99	1.49	109	1.49				0.79	22	0.79	1.49	9	1.49
	MEDIUM	White 12 pack White 30 pack						White 12 pack White 30 pack						White 12 pack White 30 pack			0.49 12 0.49								
S P E C I A L T Y	USDA ORGANIC White 12 pack Brown 12 pack				2.99	97	2.99	3.99 - 5.00	286	4.68				3.90	218	3.90				2.99 - 4.99	181	4.13			
	OMEGA-3 White 12 pack Brown 12 pack				2.50 - 2.99	354	2.66				1.99 - 2.99	733	2.32							1.99	980	1.99			
	CAGE-FREE White 12 pack Brown 12 pack				2.49	207	2.49	2.49 - 3.50	753	3.07				2.49 - 3.00	407	2.76				2.49 - 3.49	351	3.23			
	VEGETARIAN FED White 12 pack Brown 12 pack				1.99	71	1.99																		
		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 <sup>1/</sup> Activity Index <sup>2/</sup>		26.1% of 4,900 sampled outlets Activity Index = 1,852 (includes Medium)						32.5% of 3,800 sampled outlets Activity Index = 1,363 (includes Medium)						63.3% of 1,300 sampled outlets Activity Index = 1,505 (includes Medium)											
USDA GRADE AA	White 12 pack White 18 pack Brown 12 pack				0.79	2	0.79				0.99	35	0.99	1.49 - 1.99	288	1.80				0.99 - 1.38	25	1.22			
	MEDIUM	White 12 pack			0.59 16 0.59			White 12 pack						White 12 pack											
USDA GRADE A	White 12 pack White 18 pack Brown 12 pack				0.79 - 1.19	80	1.13	1.66	122	1.66				0.99	14	0.99									
	MEDIUM	White 12 pack White 30 pack						White 12 pack White 30 pack			2.79 10 2.79			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	2.99																		
	OMEGA-3 White 12 pack Brown 12 pack				1.99 - 2.50	1,036	2.24				2.99	129	2.99	1.99 - 2.99	851	2.14				1.49	682	1.49			
	CAGE-FREE White 12 pack Brown 12 pack				2.49 - 2.50	565	2.50							1.50 - 2.59	36	1.86				1.99 - 2.66	798	2.63			
	VEGETARIAN FED White 12 pack Brown 12 pack				2.29 - 2.69	28	2.45																		

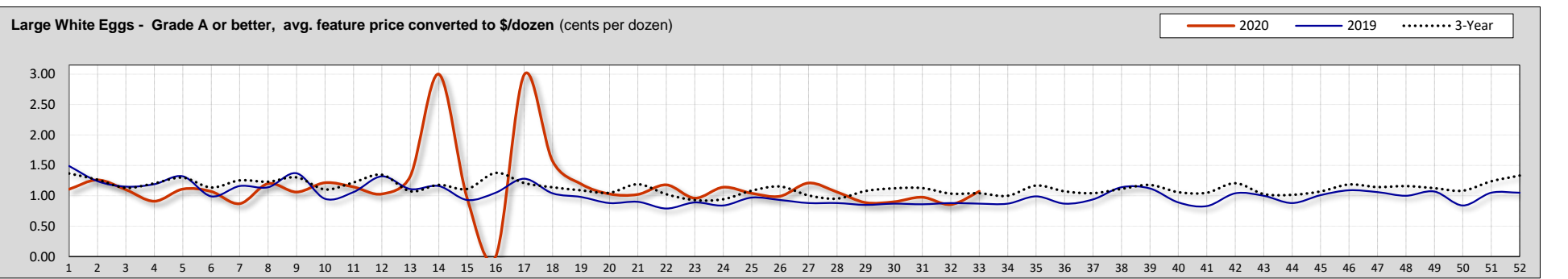
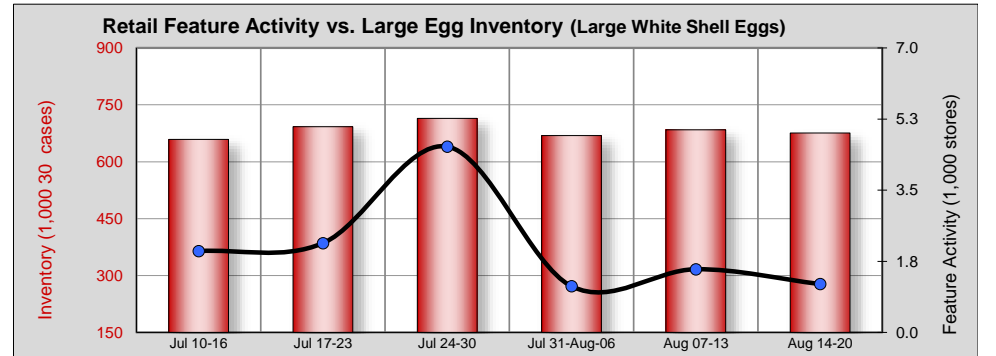
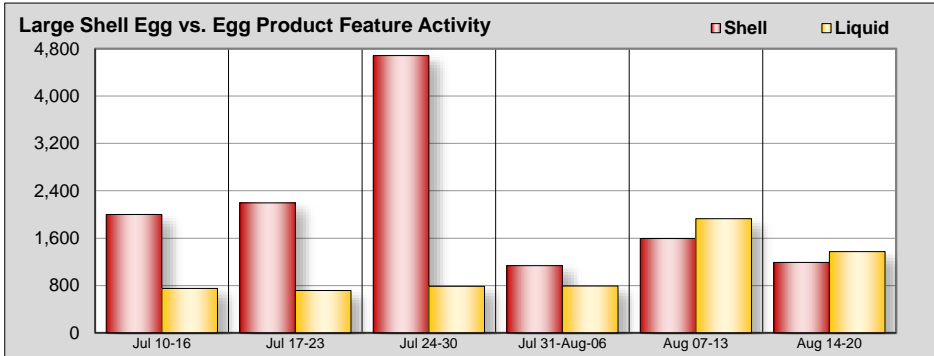
		ALASKA (AK)						HAWAII (HI)					
Feature Rate <sup>17</sup> Activity Index <sup>21</sup>		0.0% of 100 sampled outlets Activity Index = 17 (includes Medium)						0.0% of 100 sampled outlets Activity Index = 20 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	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												
	<b>MEDIUM</b>	White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack White 18 pack Brown 12 pack				3.00	6	3.00						
	<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												
	<b>CAGE-FREE</b> White 12 pack Brown 12 pack				2.52	11	2.52			3.32	20	3.32	
	<b>VEGETARIAN FED</b> White 12 pack Brown 12 pack												



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EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	4.7%	5.8%	3.3%	6.8% of 5,500 sampled	10.7% of 7,400 sampled	1.9% of 6,100 sampled	1.6% of 4,900 sampled	0.0% of 3,800 sampled	0.0% of 1,300 sampled
2/ Activity Index	1,373	1,929	1,523	Activity Index = 375	Activity Index = 793	Activity Index = 129	Activity Index = 76	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	1,373 2.94	1,689 2.30	127 3.39	2.50 - 2.99 375 2.88	3.29 793 3.03	2.50 129 2.50	2.49 - 3.29 76 2.99		
32 oz. crtn		240 4.00	1,396 4.39						
3 - 4 oz. cup									
2 - 8 oz. cup									
EGG PRODUCTS				ALASKA	HAWAII				
1/ Feature Rate				11.0% of 100 sampled	24.8% 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.

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