



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 10/16 thru 10/22.

(prices in dollars per carton)

Fri. Oct 16, 2020

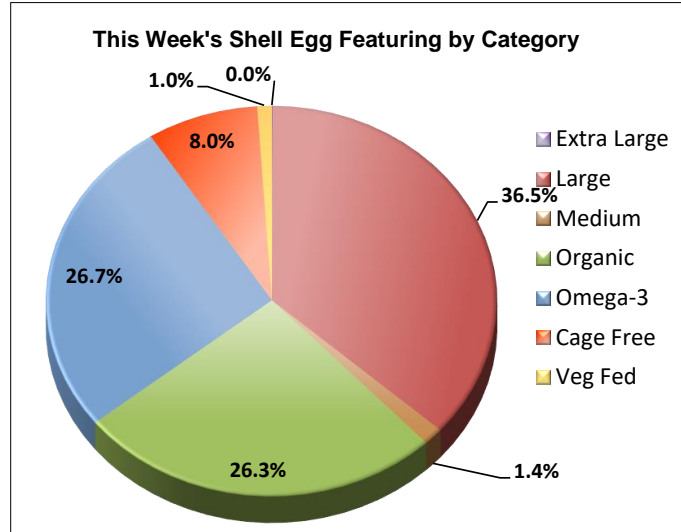
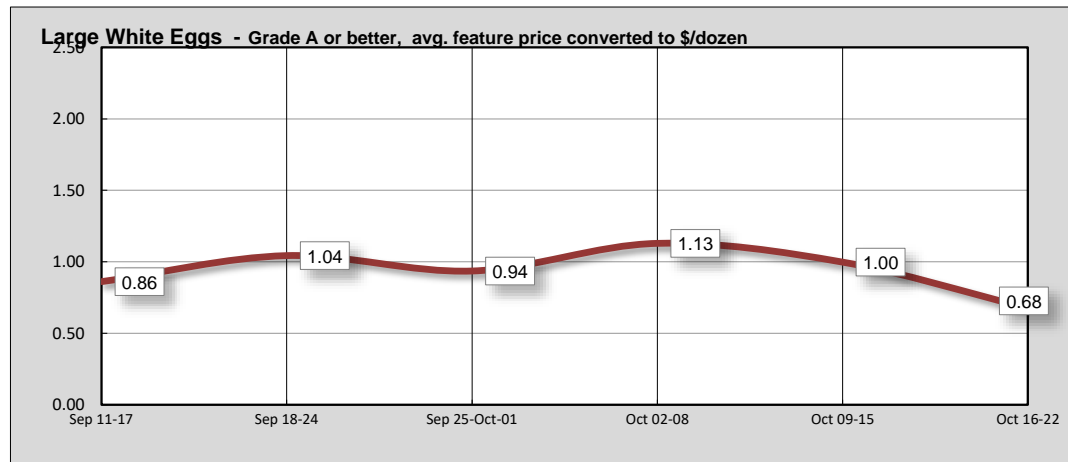
SHELL EGG NATIONAL SUMMARY													
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	39.7% of 29,200 stores				24.3% of 29,200 stores				45.6% of 29,200 stores				
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE		
	Stores	Avg	Avg	Stores	Avg	Avg	Stores	Avg	Stores	Avg	Avg		
REGULAR	USDA GRADE AA												
	White 12 pack			2,513	0.59			144	0.72	412	0.78	873	0.85
	White 18 pack							104	2.74	54	2.25	384	2.10
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack	6	3.00	1,163	0.87	207	0.99	403	0.88		931	1.10	
White 18 pack			1,011	1.02			107	1.50		107	1.29		
Brown 12 pack			112	1.69						14	0.99		
SPECIALTY	USDA ORGANIC												
	White 12 pack			10	5.99						65	5.79	
	Brown 12 pack	458	3.59	2,984	3.72	322	3.43	129	4.99	258	3.79	3,624	3.48
	OMEGA-3												
	White 12 pack	1,192	2.82	2,317	2.21	356	2.28	2,088	2.18	995	2.39	1,319	2.26
	Brown 12 pack							10	2.50			272	2.86
	CAGE-FREE												
	White 12 pack			86	1.50			190	1.93			132	2.40
	Brown 12 pack			965	2.81	240	3.00	3,431	2.60			2,486	2.58
	VEGETARIAN FED												
White 12 pack											239	1.99	
Brown 12 pack	77	2.99	61	2.50			533	2.62	23	1.99	109	2.42	

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	4,805	965	2,775	Large Eggs on Oct-12-2020
Specialty	8,150	7,299	9,522	
Total (includes MD)	13,143	8,367	12,401	757.2
Special Rate 4/:	3.6%	2.5%	7.6%	up 5.2%

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

SHELL EGG and EGG PRODUCTS FEATURING

The number of sampled stores displaying features is higher than last week resulting in feature activity for regular shell eggs increasing significantly approaching Halloween. The average price of Large White eggs to consumers, Grade A, or better continues to trend downward for the second straight week. Value conscious shoppers will be excited to easily find "no price" specials as the number of bargains increase. Ads for Medium eggs remain constant while Extra Large features are non-existent. Promotional activity for specialty eggs is on the rise with USDA Organic drastically increasing and commanding the most ad space. The remaining specialty ads are fewer in number, particularly cage-free which decline considerably. Advertisements for liquid egg products is lackluster.



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/}		42.7% of 5,500 sampled outlets Activity Index = 2,696 (includes Medium)						27.5% of 7,400 sampled outlets Activity Index = 3,198 (includes Medium)						37.9% of 6,100 sampled outlets Activity Index = 2,428 (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									0.59	459	0.59				0.70	53	0.70	
	MEDIUM	White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack		
USDA GRADE A	White 12 pack White 18 pack Brown 12 pack				0.68 - 0.89	392	0.75									0.79 - 1.29	397	0.93	
	MEDIUM	White 12 pack White 30 pack			1.49 69 1.49 1.69 112 1.69			White 12 pack White 30 pack			White 12 pack White 30 pack			0.89 12 0.89			0.89 881 0.89		
S P E C I A L T Y	USDA ORGANIC White 12 pack Brown 12 pack				5.99	10	5.99												
	OMEGA-3 White 12 pack Brown 12 pack	2.50 - 3.00	277	2.65	1.99 - 2.75	388	2.09	2.50 - 2.99	436	2.75	2.00 - 2.75	845	2.25	2.99	77	2.99	1.99 - 2.66	114	2.25
	CAGE-FREE White 12 pack Brown 12 pack				1.99 - 3.49	450	3.00				1.99 - 3.00	339	2.65				1.50	86	1.50
	VEGETARIAN FED White 12 pack Brown 12 pack	2.99	77	2.99	2.50	61	2.50										1.98 - 1.99	68	1.98
		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/}		38.2% of 4,900 sampled outlets Activity Index = 1,792 (includes Medium)						54.8% of 3,800 sampled outlets Activity Index = 2,065 (includes Medium)						71.1% of 1,300 sampled outlets Activity Index = 938 (includes Medium)					
USDA GRADE AA	White 12 pack White 18 pack Brown 12 pack				0.59	526	0.59				0.59 - 0.99	652	0.59			0.49 - 0.99	812	0.56	
	MEDIUM	White 12 pack			White 12 pack			White 12 pack			0.99 109 0.99			White 12 pack			White 12 pack		
USDA GRADE A	White 12 pack White 18 pack Brown 12 pack				0.68 - 0.88	55	0.82				0.79 - 0.99	319	0.96			1.50 - 2.99	61	2.40	
	MEDIUM	White 12 pack White 30 pack			0.88 67 0.88			White 12 pack White 30 pack			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 - 3.69	290	3.68				3.69	356	3.69			3.69	68	3.69	
	OMEGA-3 White 12 pack Brown 12 pack				1.79 - 2.29	746	2.01	2.99	402	2.99	2.99	166	2.99			2.48 - 2.69	58	2.64	
	CAGE-FREE White 12 pack Brown 12 pack				1.99 - 3.32	108	3.05												
	VEGETARIAN FED White 12 pack Brown 12 pack																		

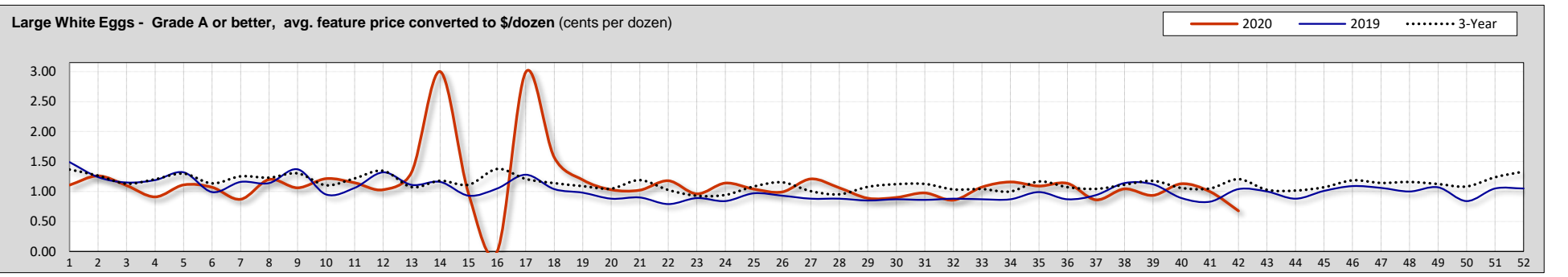
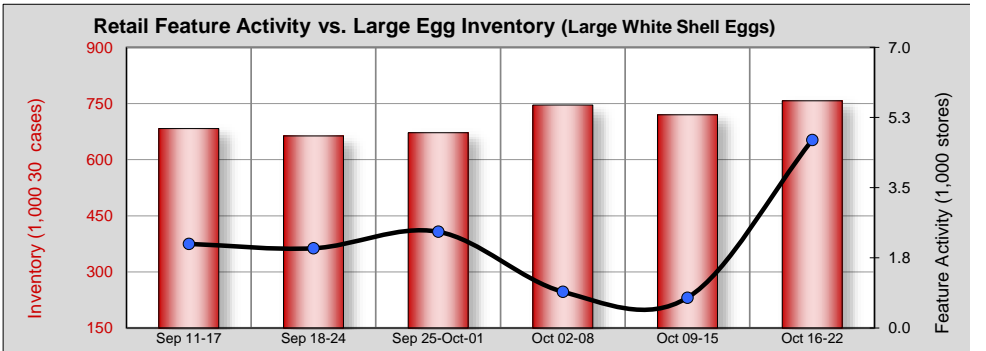
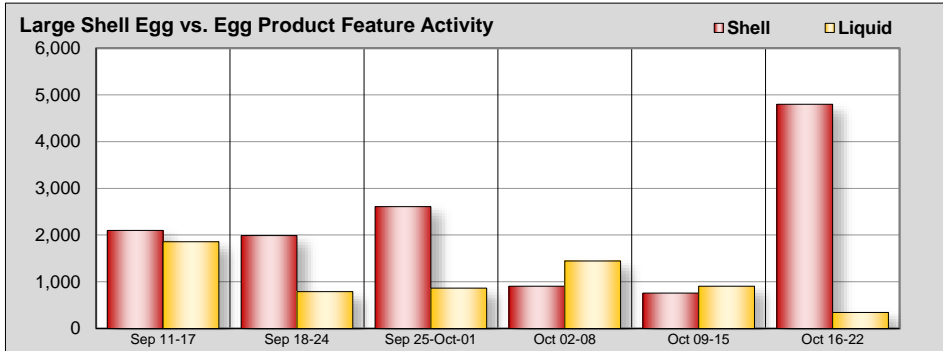
		ALASKA (AK)						HAWAII (HI)					
Feature Rate ^{1/} Activity Index ^{2/}		0.0% of 100 sampled outlets Activity Index = 20 (includes Medium)						0.0% of 100 sampled outlets Activity Index = 6 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price 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				0.99	11	0.99						
	MEDIUM	White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack White 18 pack Brown 12 pack	3.00	6	3.00									
	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				3.69	3	3.69				3.69	6	3.69
	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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 (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	1.2%	2.9%	1.7%	2.3% of 5,500 sampled	2.9% 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	343	905	790	Activity Index = 125	Activity Index = 218	Activity Index = 0	Activity Index = 0	Activity Index = 0	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	250 2.52	711 2.37	479 2.75	2.50 - 3.00 32 2.66	2.50 218 2.50				
32 oz. crtn	93 4.99	194 5.47	311 3.68	4.99 93 4.99					
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 = 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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