



**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 12/21 thru 12/27.

(prices in dollars per carton)

Fri. Dec 21, 2018

**SHELL EGG NATIONAL SUMMARY**

Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
	31.7% of 29,100 stores				45.9% of 29,100 stores				27.3% of 29,100 stores			
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE	
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
<b>REGULAR</b>	<b>USDA GRADE AA</b>											
	White 12 pack		933 1.06		549 0.93		184 1.52					
	White 18 pack		288 2.37		452 1.97		9 3.99					
	Brown 12 pack											
	<b>USDA GRADE A</b>											
	White 12 pack		391 1.31		3 4.59		119 1.90		213 1.63		238 1.28	
White 18 pack		517 2.05				193 2.08				17 2.29		
Brown 12 pack				12 2.49		63 1.50						
<b>SPECIALTY</b>	<b>USDA ORGANIC</b>											
	White 12 pack		15 1.99								664 4.01	
	Brown 12 pack		195 3.98		631 4.30		35 3.99		2,494 3.80		227 3.74	
	<b>OMEGA-3</b>											
	White 12 pack		1,374 2.36		608 3.23		1,917 2.53		246 2.21		2,344 2.26	
	Brown 12 pack						230 4.99				208 2.74	
	<b>CAGE-FREE</b>											
	White 12 pack		507 2.31				271 2.88				311 2.65	
	Brown 12 pack		143 3.40		3,691 2.30		43 3.13		6,325 2.47		4,518 2.68	
	<b>VEGETARIAN FED</b>											
White 12 pack		230 2.50								395 2.36		
Brown 12 pack						544 2.29		59 2.49				

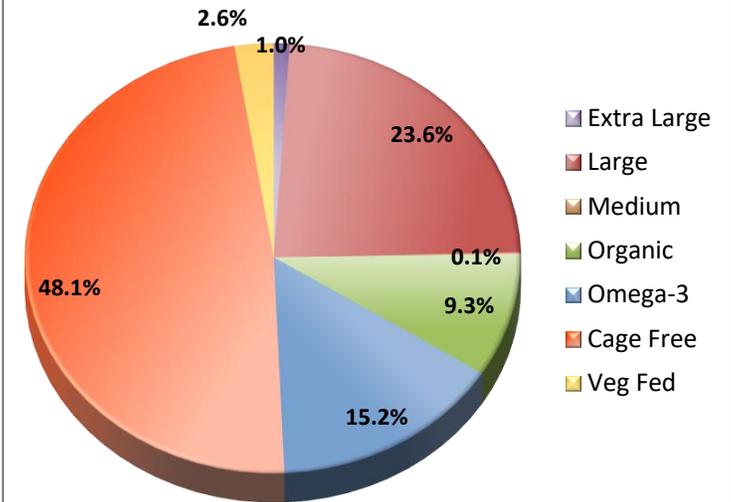
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,222	1,391	661	Large Eggs on Dec-17-2018
Specialty	6,786	12,467	9,925	
Total (includes MD)	9,019	14,040	10,747	590.8
Special Rate 4/:	5.4%	10.8%	1.4%	down 14.4%

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

**SHELL EGG and EGG PRODUCTS FEATURING**

Happy holidays! Christmas is here and grocers entice shoppers by offering an increase in promotions for regular shell eggs; however, the average price of Grade A, or better Large White eggs to consumers trend slightly higher and the percentage of "no price" specials reverses course and sharply declines. Ads for Medium eggs are less active and almost non-existent while Extra Large are up slightly but still limited. Promotional activity for specialty shell eggs is significantly lower this cycle. Offerings of cage-free eggs maintain a steady presence, but Omega-3 and vegetarian fed are not as active as a week ago. USDA Organic features are considerably less than last cycle. In the egg products sector, liquid egg featuring decline with most ads found in the Southeast region. Featuring of egg nog is higher and spread out evenly in all regions.

**This Week's Shell Egg Featuring by Category**



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.)

		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>		32.3% of 5,500 sampled outlets Activity Index = 2,097 (includes Medium)						30.0% of 7,400 sampled outlets Activity Index = 2,049 (includes Medium)						24.1% of 6,100 sampled outlets Activity Index = 1,290 (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									0.99	4	0.99				0.99 - 1.49	39	1.30			
	White 18 pack																				
	Brown 12 pack																				
	<b>MEDIUM</b>	White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack				
USDA GRADE A	White 12 pack				2.50	20	2.50						1.99	21	1.99		1.50	69	1.50		
	White 18 pack				1.99 - 2.49	439	2.06						1.99	21	1.99		1.69	12	1.69		
	Brown 12 pack																				
	<b>MEDIUM</b>	White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 30 pack				
S P E C I A L T Y	<b>USDA ORGANIC</b>														1.99	15	1.99				
	White 12 pack																				
	Brown 12 pack				3.50 - 5.99	226	4.39	3.98	195	3.98	3.99 - 4.99	337	4.37				2.50 - 3.99	45	3.46		
	<b>OMEGA-3</b>																				
	White 12 pack				1.99 - 3.99	661	2.68						1.80 - 2.50	272	2.06						
	Brown 12 pack																				
	<b>CAGE-FREE</b>																				
	White 12 pack				2.50	304	2.50						1.99	4	1.99		2.50	10	2.50		
	Brown 12 pack	3.00 - 3.49	142	3.40	2.29 - 4.49	289	2.46	3.49	1	3.49	1.99 - 4.49	1,001	2.64			1.99 - 2.50	1,100	2.16			
	<b>VEGETARIAN FED</b>																				
	White 12 pack				2.50	16	2.50						2.50	214	2.50						
	Brown 12 pack																				
		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>		35.0% of 4,900 sampled outlets Activity Index = 1,743 (includes Medium)						43.1% of 3,800 sampled outlets Activity Index = 1,358 (includes Medium)						34.4% of 1,300 sampled outlets Activity Index = 459 (includes Medium)							
USDA GRADE AA	White 12 pack				0.99	375	0.99				3.15 - 4.99	33	4.16	0.88 - 1.49	292	1.18			0.88 - 0.99	223	0.97
	White 18 pack													1.99 - 3.00	288	2.37					
	Brown 12 pack																				
	<b>MEDIUM</b>	White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack				
USDA GRADE A	White 12 pack	1.39	51	1.39	0.49	99	0.49							1.49	200	1.49					
	White 18 pack				1.88 - 2.25	29	2.08							2.00	16	2.00					
	Brown 12 pack																				
	<b>MEDIUM</b>	White 12 pack			White 12 pack			White 12 pack			White 12 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				3.99	18	3.99							3.99	3	3.99			3.99	2	3.99
	<b>OMEGA-3</b>																				
	White 12 pack				1.33 - 2.39	396	1.97						2.99	15	2.99			2.99	30	2.99	
	Brown 12 pack																				
	<b>CAGE-FREE</b>																				
	White 12 pack				1.99	72	1.99							1.99	117	1.99					
	Brown 12 pack				1.99 - 2.99	699	2.06						1.99 - 2.99	387	2.23			1.99 - 2.19	204	2.11	
	<b>VEGETARIAN FED</b>																				
	White 12 pack																				
	Brown 12 pack																				

		ALASKA (AK)			HAWAII (HI)		
Feature Rate <sup>1/</sup> Activity Index <sup>2/</sup>		0.0% of 100 sampled outlets Activity Index = 11 (includes Medium)			0.0% of 100 sampled outlets Activity Index = 12 (includes Medium)		
CLASS		EXTRA LARGE	LARGE		EXTRA LARGE	LARGE	
		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				3.00 - 5.49	9	3.83
	White 18 pack						
	Brown 12 pack				4.39	3	4.39
	<b>MEDIUM</b>	White 12 pack			White 12 pack		
		White 30 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				2.19	11	2.19
	<b>VEGETARIAN FED</b>						
	White 12 pack						
	Brown 12 pack						



**USDA National Retail Report - Shell Egg and Egg Products**

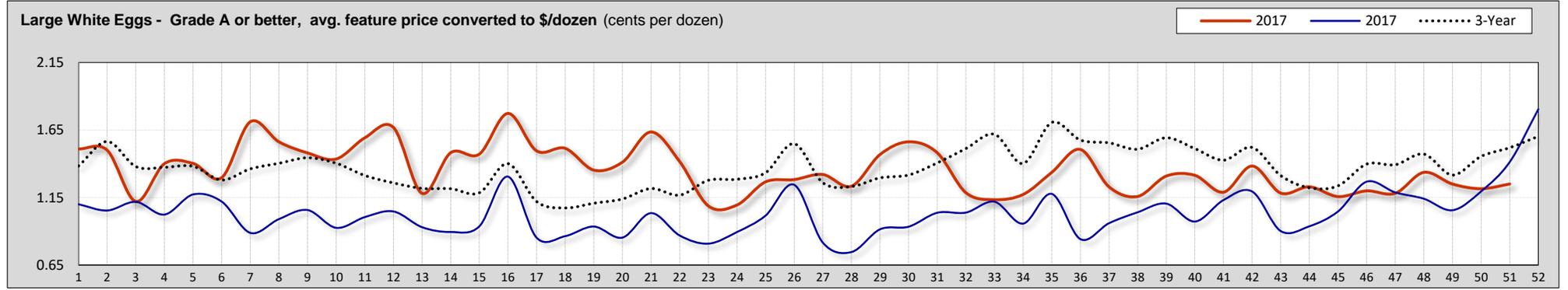
Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 12/21 thru 12/27.

Fri. Dec 21, 2018

(prices in dollars per carton)

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST	
1/ Feature Rate	3.4%	6.7%	3.7%	4.1% of 5,500 sampled		8.8% of 7,400 sampled		0.0% of 6,100 sampled		1.1% of 4,900 sampled		0.0% of 3,800 sampled		0.0% of 1,300 sampled	
2/ Activity Index	1,485	2,287	1,491	Activity Index = 253		Activity Index = 1,177		Activity Index = 0		Activity Index = 55		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	424 3.15	1,720 2.66	821 2.63	1.99 - 3.99	177 2.17	3.99	247 3.86								
32 oz. crtn	1,061 4.50	567 4.58	670 3.84	4.00 - 5.99	76 5.15	4.00 - 4.79	930 4.43			4.79	55 4.79				
3 - 4 oz. cup															
2 - 8 oz. cup															
EGG PRODUCTS				ALASKA		HAWAII									
1/ Feature Rate				11.8% of 100 sampled		8.0% 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															

EGG NOG	THIS WEEK	THIS WEEK	LAST YEAR	NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST	
1/ Feature Rate	21.3%	14.0%	3.3%	13.0% of 4,400 sampled		14.5% of 6,000 sampled		17.5% of 4,000 sampled		25.2% of 4,000 sampled		36.6% of 2,900 sampled		57.3% of 1,200 sampled	
2/ Activity Index	6,950	4,470	840	Activity Index = 1,020		Activity Index = 1,450		Activity Index = 1,120		Activity Index = 1,260		Activity Index = 1,360		Activity Index = 740	
	Stores Avg <sup>3/</sup>	Stores Avg <sup>3/</sup>	Stores Avg <sup>3/</sup>	Price Range	Stores Avg <sup>3/</sup>										
32 ounce	2,140 2.82	1,110 2.91	560 3.16	2.50 - 3.00	110 2.93	1.18 - 3.99	650 2.54	1.99 - 2.99	520 2.70	1.99 - 2.99	390 2.47	1.69 - 4.99	350 4.13	1.99 - 2.99	110 2.14
64 ounce	4,890 3.58	3,440 3.59	280 3.78	3.99 - 5.99	910 4.74	2.29 - 3.99	800 3.06	2.29 - 4.99	600 3.02	2.45 - 4.49	870 3.15	2.99 - 4.49	1,010 3.38	2.99 - 4.69	630 3.81
EGG NOG				ALASKA		HAWAII									
1/ Feature Rate				69.9% of 100 sampled		5.3% of 100 sampled									
2/ Activity Index				Activity Index = 70		Activity Index = 10									
				Price Range	Stores Avg <sup>3/</sup>	Price Range	Stores Avg <sup>3/</sup>								
32 ounce															
64 ounce				3.49 - 6.49	70 5.11	1.99	10 1.99								



Note: See page 1 for explanatory notes.

Source: USDA Agricultural Marketing Service, Livestock, Poultry & Seed Market News - (515) 284-4460 <http://www.ams.usda.gov/LPSMarketNewsPage>