



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 02/22 thru 02/28.

(prices in dollars per carton)

Fri. Feb 22, 2019

SHELL EGG NATIONAL SUMMARY													
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	23.9% of 29,200 stores				36.0% of 29,200 stores				36.7% 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	
REGULAR	USDA GRADE AA												
	White 12 pack			700	1.43	54	2.09	818	1.07			27	1.81
	White 18 pack			717	1.05			24	1.67			336	2.27
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack	44	4.69	239	1.00			798	1.35	204	1.74	407	1.62
White 18 pack			286	2.46			547	1.50			64	1.99	
Brown 12 pack			34	1.39			64	1.88			20	3.99	
SPECIALTY	USDA ORGANIC												
	White 12 pack	49	4.99			68	4.99			86	3.99	396	2.18
	Brown 12 pack			636	3.90	258	3.29	608	3.71	318	3.86	4,853	3.70
	OMEGA-3												
	White 12 pack	212	2.49	1,565	2.42	354	2.59	1,926	2.06	689	3.75	2,513	2.47
	Brown 12 pack							239	2.88			67	2.49
	CAGE-FREE												
	White 12 pack			308	2.18	33	3.36	840	2.45	206	3.49	128	2.09
	Brown 12 pack	288	3.99	1,005	2.93			3,500	2.57	156	3.99	1,379	2.94
	VEGETARIAN FED												
White 12 pack											13	1.99	
Brown 12 pack							1,354	2.07			1,630	2.79	

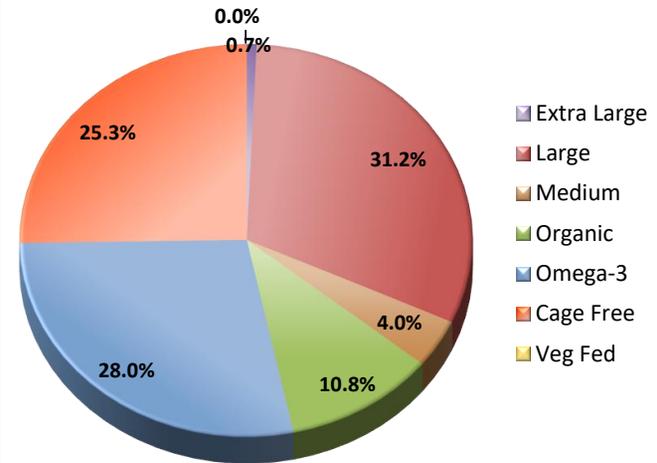
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,020	2,305	1,058	Large Eggs on Feb-18-2019
Specialty	4,063	9,180	12,434	
Total (includes MD)	6,337	11,649	13,513	692.3
Special Rate 4/:	5.5%	1.6%	1.6%	up 9.6%

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

SHELL EGG and EGG PRODUCTS FEATURING

Promotional activity for regular shell eggs is slightly less than a week ago. The average price of Grade A, or better Large White eggs to consumers is a rollercoaster ride and trends slightly lower this cycle. Price conscious shoppers will be excited to find that the number of "no price" incentives make a very strong comeback this week. Featuring of Extra Large eggs remains limited, while ads for Medium eggs are more active. Promotions for specialty shell eggs decline drastically with vegetarian fed non-existent in circulars. Ads for cage-free eggs decrease, but Omega-3 type eggs and USDA Organic features are higher. In the egg products sector, the number of features for liquid eggs is on the rise.

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 ^{1/} Activity Index ^{2/}		31.2% of 5,500 sampled outlets Activity Index = 2,497 (includes Medium)						31.9% of 7,400 sampled outlets Activity Index = 943 (includes Medium)						13.2% of 6,100 sampled outlets Activity Index = 837 (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			0.88	207	0.88	White 12 pack			White 12 pack			White 12 pack					
USDA GRADE A	White 12 pack White 18 pack Brown 12 pack				1.99 - 3.15	168	2.48	4.69	37	4.69	0.99 - 1.49	147	1.13	4.69	7	4.69	0.99	75	0.99
	MEDIUM	White 12 pack White 30 pack						White 12 pack White 30 pack			White 12 pack White 30 pack			0.69			12	0.69	
S P E C I A L T Y	USDA ORGANIC White 12 pack Brown 12 pack				3.99	557	3.99							4.99	45	4.99			
	OMEGA-3 White 12 pack Brown 12 pack	2.49	212	2.49	1.99 - 3.00	575	2.52			2.00 - 2.50	616	2.41				1.99 - 2.32	143	2.24	
	CAGE-FREE White 12 pack Brown 12 pack				2.49	207	2.49										1.50	86	1.50
	VEGETARIAN FED White 12 pack Brown 12 pack	3.99	288	3.99	2.66 - 3.50	283	2.85			2.50	143	2.50				1.69 - 3.49	435	3.04	
		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/}		9.4% of 4,900 sampled outlets Activity Index = 437 (includes Medium)						21.1% of 3,800 sampled outlets Activity Index = 801 (includes Medium)						60.5% of 1,300 sampled outlets Activity Index = 787 (includes Medium)					
USDA GRADE AA	White 12 pack White 18 pack Brown 12 pack									1.37 - 2.50	684	1.44				1.25	16	1.25	
	MEDIUM	White 12 pack						White 12 pack			2.50	14	2.50	White 12 pack			0.99	11	0.99
USDA GRADE A	White 12 pack White 18 pack Brown 12 pack				1.67 - 2.50	118	2.42												
	MEDIUM	White 12 pack White 30 pack						White 12 pack White 30 pack			1.79	10	1.79	White 12 pack White 30 pack					
S P E C I A L T Y	USDA ORGANIC White 12 pack Brown 12 pack	4.99	4	4.99															
	OMEGA-3 White 12 pack Brown 12 pack				1.47 - 2.50	172	1.97									2.32	39	2.32	
	CAGE-FREE White 12 pack Brown 12 pack				2.50 - 3.49	59	2.80			3.99	46	3.99				1.99 - 3.99	39	2.84	
	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 = 15 (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												
	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								4.99	20	4.99		
	CAGE-FREE White 12 pack Brown 12 pack				1.88	15	1.88						
	VEGETARIAN FED White 12 pack Brown 12 pack												



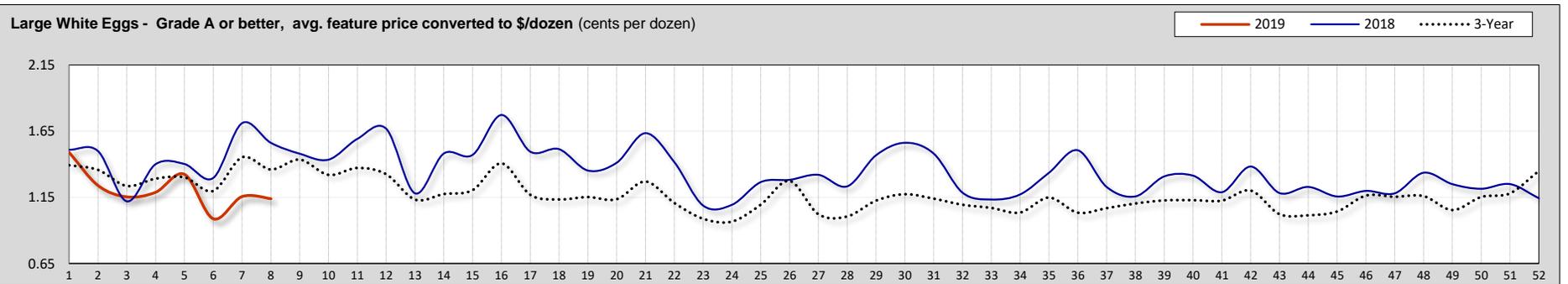
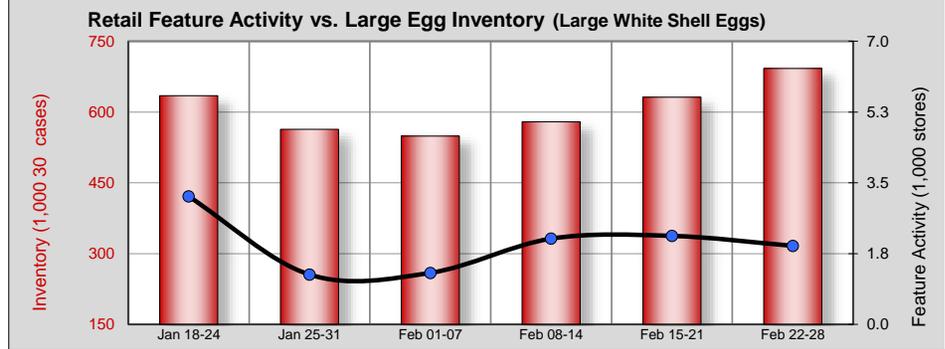
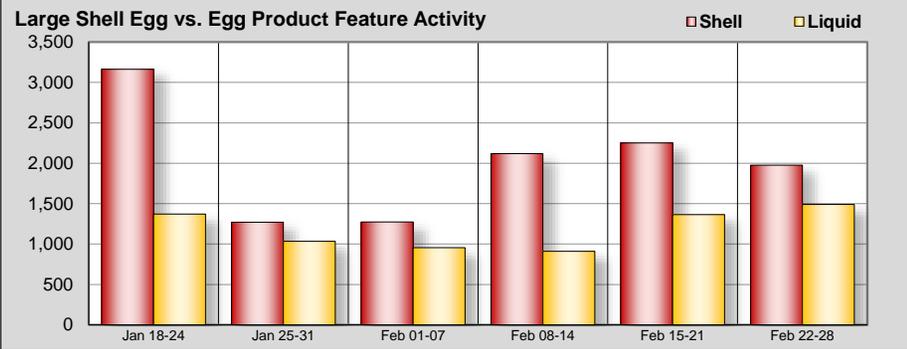
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(prices in dollars per carton)

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	5.1%	4.7%	3.6%	7.9% of 5,500 sampled	4.4% of 7,400 sampled	3.4% of 6,100 sampled	2.3% of 4,900 sampled	10.6% of 3,800 sampled	0.0% of 1,300 sampled
2/ Activity Index	1,490	1,364	1,249	Activity Index = 545	Activity Index = 227	Activity Index = 201	Activity Index = 115	Activity Index = 402	Activity Index = 0
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range	Stores	Avg ^{3/}	Price Range	Stores	Avg ^{3/}
14-16 oz. crtn	832 2.38	669 2.81	615 3.02	2.50 - 2.99	353 2.90		2.00 77 2.00	2.00 402 2.00	
32 oz. crtn	658 4.59	695 3.32	634 4.55	4.97 - 5.39	192 5.03	4.99 - 5.39	227 5.37		
3 - 4 oz. cup						3.48 201 3.48	3.48 38 3.48		
2 - 8 oz. cup									
EGG PRODUCTS				ALASKA	HAWAII				
1/ Feature Rate				15.0% 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.

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