



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 11/27 thru 12/03.

(prices in dollars per carton)

Fri. Nov 27, 2020

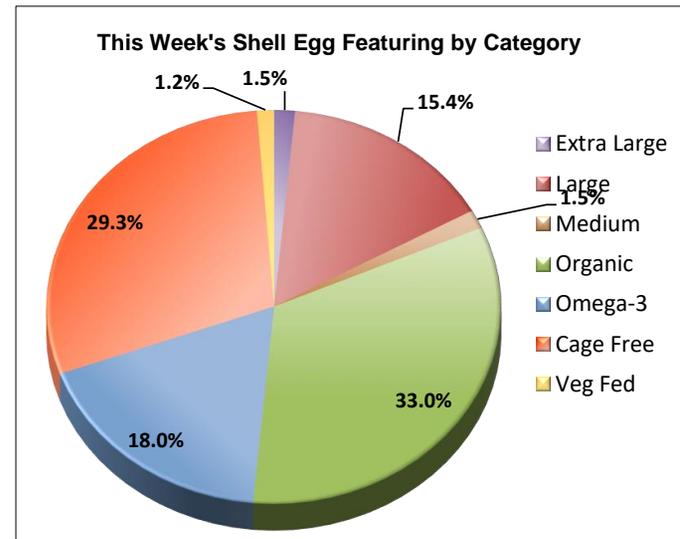
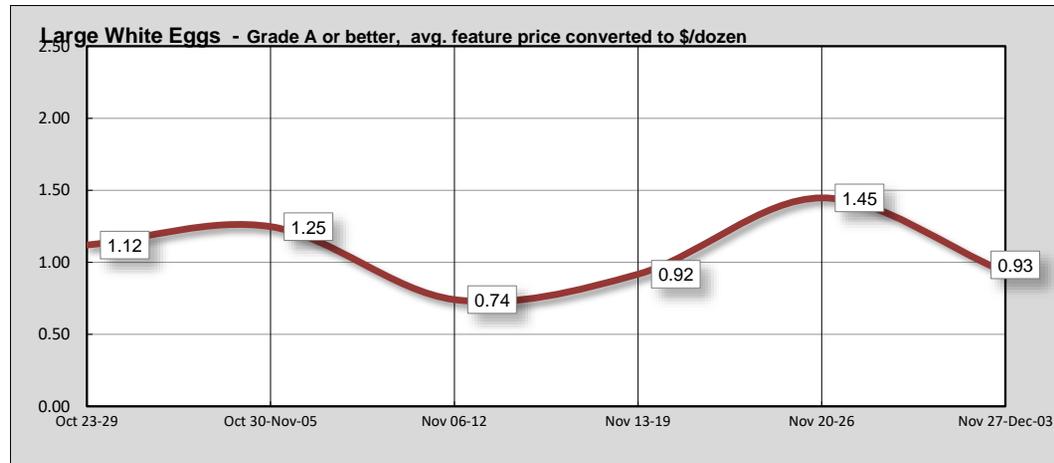
SHELL EGG NATIONAL SUMMARY														
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR					
	32.0% of 29,200 stores				40.8% of 29,200 stores				31.0% of 29,200 stores					
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE			
	Stores	Avg	Avg	Stores	Avg	Avg	Stores	Avg	Stores	Avg				
REGULAR	USDA GRADE AA													
	White 12 pack			748	0.53		68	2.69	45	0.99	10	2.99	125	1.01
	White 18 pack			320	2.01				179	2.75			1,990	1.53
	Brown 12 pack													
	USDA GRADE A													
	White 12 pack	129	1.09	92	1.33	129	1.09	66	1.09	43	1.50	791	1.24	
White 18 pack	33	4.99	520	1.78	479	1.77	309	2.05	479	1.43	723	1.02		
Brown 12 pack											17	1.00		
SPECIALTY	USDA ORGANIC													
	White 12 pack							39	3.99			40	3.49	
	Brown 12 pack			3,599	3.71			6,647	3.70	132	3.77	608	3.69	
	OMEGA-3													
	White 12 pack	227	2.66	1,732	2.11	257	2.57	1,980	2.17	61	2.50	2,244	2.16	
	Brown 12 pack							90	2.93					
	CAGE-FREE													
	White 12 pack			279	1.99	33	3.33	360	1.99			437	2.72	
	Brown 12 pack			2,918	2.11			2,832	2.13	65	3.50	3,418	2.44	
	VEGETARIAN FED													
White 12 pack											76	2.49		
Brown 12 pack			133	2.17			287	2.72	16	2.50	138	2.23		

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,842	1,275	4,178	Large Eggs on Nov-23-2020
Specialty	8,888	12,525	7,235	
Total (includes MD)	10,897	13,998	11,861	701.5
Special Rate 4/:	5.1%	2.8%	1.9%	down 19.1%

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

SHELL EGG and EGG PRODUCTS FEATURING

“Due to the Thanksgiving holiday this week, this report contains data collected from ads that broke through Wednesday November 25th.” Feature activity for regular shell eggs is more active due to a slight increase in the featuring of Grade A 18 pack and Grade AA 12 and 18 pack eggs. The average price of Large White eggs to consumers, Grade A, or better, reverses course and is sharply lower. There are a higher percentage of "no price" specials currently in place in various parts of the country. Ads for Extra Large eggs decline in number, however ads for Medium eggs are steady. Specialty shell egg featuring is not as active as last week but cage-free and USDA Organic type eggs continue to enjoy good exposure. Promotions for liquid egg products decline however those available are found in the Southwest and on the East Coast. Egg nog promotions also decline in number.



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/}		27.3% of 5,500 sampled outlets Activity Index = 1,587 (includes Medium)						36.9% of 7,400 sampled outlets Activity Index = 3,411 (includes Medium)						22.5% of 6,100 sampled outlets Activity Index = 1,318 (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				1.69	207	1.69														
	MEDIUM	White 12 pack						White 12 pack						White 12 pack							
USDA GRADE A	White 12 pack White 18 pack Brown 12 pack				1.66	62	1.66						0.99 - 1.29	129	1.09	0.79 - 0.99	23	0.89	1.99	56	1.99
	MEDIUM	White 12 pack White 30 pack						White 12 pack White 30 pack			1.08 69 1.08			White 12 pack White 30 pack			1.08 21 1.08				
S P E C I A L T Y	USDA ORGANIC White 12 pack Brown 12 pack				3.79 - 3.99	358	3.94					2.99 - 3.99	1,641	3.83				2.99 - 3.99	234	3.91	
	OMEGA-3 White 12 pack Brown 12 pack	2.66	227	2.66	1.92 - 2.66	466	2.28					1.88 - 2.49	965	2.05				1.99 - 2.49	103	2.03	
	CAGE-FREE White 12 pack Brown 12 pack				1.77 - 3.00	134	1.97					1.99 30 1.99 1.99 - 3.00 706 2.32						2.00 14 2.00 1.99 - 2.99 738 2.02			
	VEGETARIAN FED White 12 pack Brown 12 pack				1.88 - 2.50	133	2.17														
		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/}		28.8% of 4,900 sampled outlets Activity Index = 1,426 (includes Medium)						37.7% of 3,800 sampled outlets Activity Index = 2,166 (includes Medium)						66.8% of 1,300 sampled outlets Activity Index = 952 (includes Medium)							
USDA GRADE AA	White 12 pack White 18 pack Brown 12 pack				2.79	5	2.79					0.99 42 0.99 2.50 - 2.99 108 2.58				0.49 - 0.99	706	0.51			
	MEDIUM	White 12 pack						White 12 pack						White 12 pack							
USDA GRADE A	White 12 pack White 18 pack Brown 12 pack				0.79 - 1.49	69	1.47	4.99	33	4.99	1.77	402	1.77	2.69	2.69						
	MEDIUM	White 12 pack White 30 pack			1.08 17 1.08			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	526	3.49					2.99 - 3.49	734	3.43				3.79	95	3.79	
	OMEGA-3 White 12 pack Brown 12 pack				1.99 - 2.29	183	2.02											2.48	15	2.48	
	CAGE-FREE White 12 pack Brown 12 pack				1.99 93 1.99 1.99 - 2.50 533 2.00						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																				

		ALASKA (AK)						HAWAII (HI)					
Feature Rate ¹⁷ Activity Index ²¹		0.0% of 100 sampled outlets Activity Index = 37 (includes Medium)						0.0% of 100 sampled outlets Activity Index = 0 (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				3.79	11	3.79						
	OMEGA-3 White 12 pack Brown 12 pack												
	CAGE-FREE White 12 pack Brown 12 pack				2.50	26	2.50						
	VEGETARIAN FED White 12 pack Brown 12 pack												

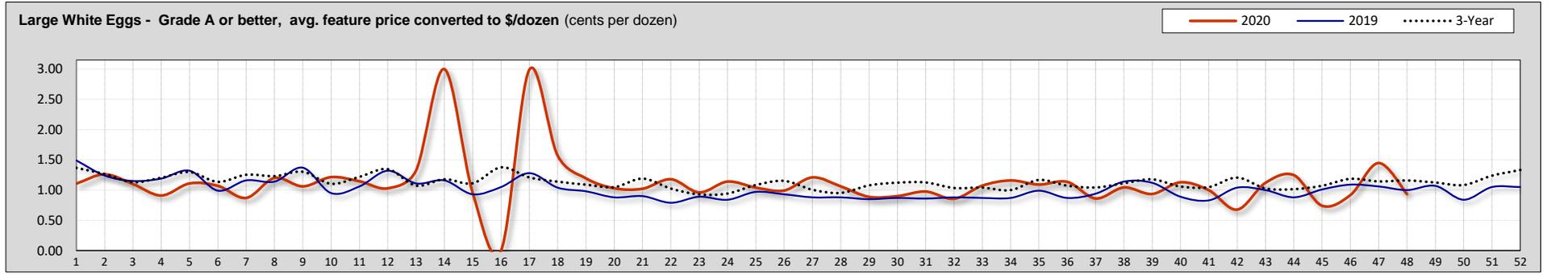


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 (prices in dollars per carton)

Fri. Nov 27, 2020

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST			SOUTHEAST			MIDWEST			SOUTH CENTRAL			SOUTHWEST			NORTHWEST		
1/ Feature Rate	18.4%	3.5%	0.9%	11.8% of 5,500 sampled			21.0% of 7,400 sampled			14.7% of 6,100 sampled			24.7% of 4,900 sampled			22.9% of 3,800 sampled			12.1% of 1,300 sampled		
2/ Activity Index	1,246	1,347	442	Activity Index = 190			Activity Index = 654			Activity Index = 0			Activity Index = 0			Activity Index = 402			Activity Index = 0		
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range Stores Avg ^{3/}																	
14-16 oz. crtn	302 3.00	184 3.45	89 2.57	3.00 84 3.00			3.00 218 3.00									3.99 402 3.99					
32 oz. crtn	944 4.30	1,163 4.60	353 3.36	4.00 - 5.99 106 5.31			4.00 - 4.69 436 4.35														
3 - 4 oz. cup																					
2 - 8 oz. cup																					
EGG PRODUCTS				ALASKA			HAWAII														
1/ Feature Rate				26.0% of 100 sampled			0.0% 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																					

EGG NOG	THIS WEEK	THIS WEEK	LAST YEAR	NORTHEAST			SOUTHEAST			MIDWEST			SOUTH CENTRAL			SOUTHWEST			NORTHWEST		
1/ Feature Rate	5.8%	31.7%	12.3%	5.6% of 4,400 sampled			1.2% of 6,000 sampled			9.0% of 4,000 sampled			7.3% of 4,000 sampled			9.3% of 2,900 sampled			1.1% of 1,200 sampled		
2/ Activity Index	6,410	10,430	4,700	Activity Index = 930			Activity Index = 1,470			Activity Index = 1,450			Activity Index = 1,570			Activity Index = 820			Activity Index = 170		
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range Stores Avg ^{3/}																	
32 ounce	5,860 2.99	6,870 2.94	1,290 3.17	2.98 - 2.99 640 2.98			2.29 - 2.98 1,390 2.95			2.19 - 3.99 1,440 3.04			2.29 - 2.99 1,460 2.93			1.99 - 3.99 740 3.11			2.19 - 2.98 170 2.92		
64 ounce	600 4.31	3,610 4.00	3,410 3.20	3.99 - 4.99 290 4.38			3.99 - 5.99 80 4.98			3.99 10 3.99			3.99 110 3.99			3.99 80 3.99					
EGG NOG				ALASKA			HAWAII														
1/ Feature Rate				0.0% of 100 sampled			19.0% of 100 sampled														
2/ Activity Index				Activity Index = 10			Activity Index = 40														
				Price Range Stores Avg ^{3/}			Price Range Stores Avg ^{3/}														
32 ounce				2.98 10 2.98			2.98 10 2.98														
64 ounce							3.99 30 3.99														



Note: See page 1 for explanatory notes.

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