



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 01/25 thru 01/31.

(prices in dollars per carton)

Fri. Jan 25, 2019

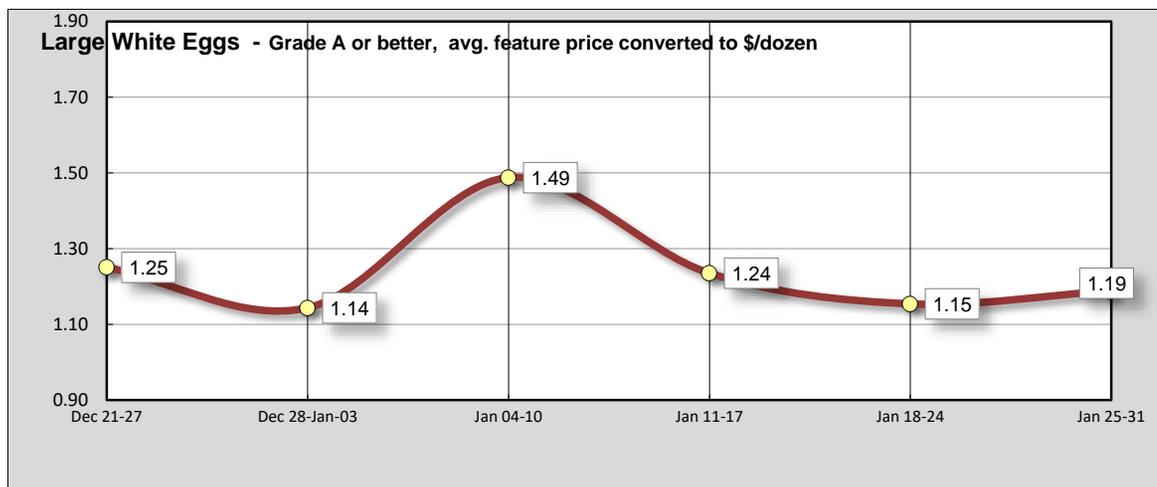
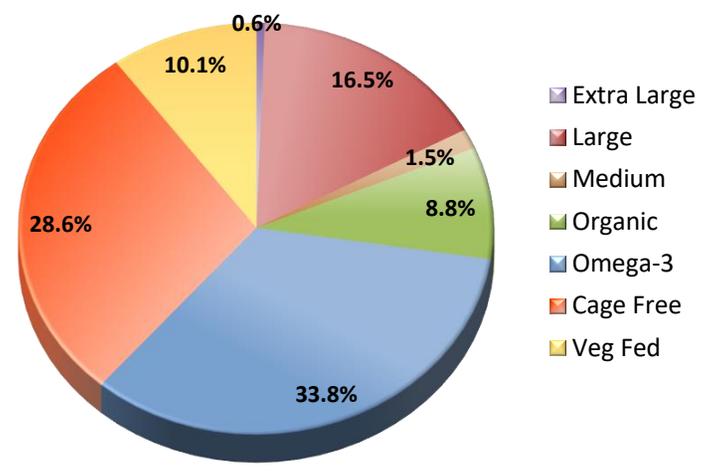
SHELL EGG NATIONAL SUMMARY													
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	28.8% of 29,200 stores				21.6% of 29,200 stores				39.4% of 29,100 stores				
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE		
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
REGULAR	USDA GRADE AA												
	White 12 pack	43	1.66	657	1.01			949	1.12			727	1.46
	White 18 pack			21	1.67			104	2.99			266	2.25
	Brown 12 pack			15	1.99								
	USDA GRADE A												
	White 12 pack			348	1.45	87	2.94	1,261	1.03	229	1.12	721	1.33
White 18 pack			205	1.99			849	1.91	11	3.69	254	1.99	
Brown 12 pack			24	1.89							26	1.49	
SPECIALTY	USDA ORGANIC												
	White 12 pack			89	3.99			26	2.49			14	5.49
	Brown 12 pack	64	3.99	525	3.93			2,253	3.23	46	3.70	3,836	3.16
	OMEGA-3												
	White 12 pack	269	2.33	2,318	2.13	537	2.95	1,170	2.08	161	1.99	3,405	2.47
	Brown 12 pack			14	2.50			92	2.50			5	2.99
	CAGE-FREE												
	White 12 pack			296	2.30			245	2.09			21	3.14
	Brown 12 pack	35	3.99	1,871	2.66	153	3.61	3,262	2.36			1,131	2.91
	VEGETARIAN FED												
White 12 pack													
Brown 12 pack			775	2.45			204	2.50			281	2.61	

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,313	3,250	2,234	Large Eggs on Jan-21-2019
Specialty	6,256	7,942	8,900	
Total (includes MD)	7,688	11,231	11,310	563.4
Special Rate 4/:	2.3%	0.9%	3.9%	down 11.2%

SHELL EGG and EGG PRODUCTS FEATURING

Promotional activity for regular shell eggs is lackluster as the number of stores featuring eggs is less than the previous week. The average price of Grade A, or better Large White eggs to consumers is slightly higher. Stores conducting "combination" promotions such as "free eggs with the purchase of another item" and "buy 1, get 1 free" deals caused an increase in the rate of no price specials. Advertisements for Medium eggs increase in number, however ads for Extra Large shell eggs remain limited. Featuring of specialty egg declined, including a drop in promotions for USDA Organic and cage-free eggs. Promotions of other specialty type eggs increase in visibility. Promotional activity for liquid egg products is maintaining a steady pace.

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/}		25.9% of 5,500 sampled outlets Activity Index = 1,815 (includes Medium)						19.6% of 7,400 sampled outlets Activity Index = 1,689 (includes Medium)						33.7% of 6,100 sampled outlets Activity Index = 996 (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													1.66	43	1.66			
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				0.99	90	0.99				1.00 - 4.39	146	1.86				0.88 - 4.39	69	1.27
	White 18 pack										1.99	69	1.99				1.99	21	1.99
	Brown 12 pack																		
	MEDIUM	White 12 pack			0.99 62 0.99			White 12 pack			0.65 - 1.00 33 0.68			White 12 pack			White 30 pack		
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack				3.99	89	3.99												
	Brown 12 pack	3.99	64	3.99	3.99 - 4.99	400	4.16										3.49	58	3.49
	OMEGA-3																		
	White 12 pack	2.33	135	2.33	1.88 - 2.66	417	2.42	2.29	11	2.29	2.50	535	2.50				1.99 - 2.33	397	2.04
	Brown 12 pack																2.50	14	2.50
	CAGE-FREE																		
	White 12 pack				1.50	112	1.50										1.69	15	1.69
Brown 12 pack				3.00 - 3.99	176	3.37				2.33 - 3.99	677	2.86				1.66 - 2.89	178	2.57	
VEGETARIAN FED																			
White 12 pack				2.50 - 2.69	270	2.57				2.50	218	2.50				2.28	201	2.28	
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 ^{1/} Activity Index ^{2/}		30.9% of 4,900 sampled outlets Activity Index = 537 (includes Medium)						27.9% of 3,800 sampled outlets Activity Index = 2,425 (includes Medium)						64.7% of 1,300 sampled outlets Activity Index = 159 (includes Medium)					
USDA GRADE AA	White 12 pack										0.98 - 2.50	657	1.01						
	White 18 pack										1.67	7	1.67				1.67	14	1.67
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack			1.00 10 1.00			White 12 pack					
USDA GRADE A	White 12 pack				0.99	37	0.99												
	White 18 pack				1.99	115	1.99												
	Brown 12 pack				1.89	24	1.89												
	MEDIUM	White 12 pack			1.00 14 1.00			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				3.00	67	3.00												
	Brown 12 pack																		
	OMEGA-3																		
	White 12 pack	2.29 - 2.65	123	2.34	2.50	47	2.50				1.49 - 2.99	902	1.76						
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack				2.99	24	2.99	3.99	35	3.99	3.19	119	3.19				1.69 - 3.69	50	2.13
Brown 12 pack										2.32 - 2.33	695	2.33				2.52	95	2.52	
VEGETARIAN FED																			
White 12 pack				1.99 - 2.59	86	2.37													
Brown 12 pack																			

		ALASKA (AK)						HAWAII (HI)					
Feature Rate ^{1/} Activity Index ^{2/}		0.0% of 100 sampled outlets Activity Index = 41 (includes Medium)						0.0% of 100 sampled outlets Activity Index = 26 (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				1.99	15	1.99						
	MEDIUM	White 12 pack			White 12 pack								
USDA GRADE A	White 12 pack White 18 pack Brown 12 pack									3.50	6	3.50	
	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									3.99	20	3.99	
	CAGE-FREE White 12 pack Brown 12 pack				1.99 - 2.52	26	2.21						
	VEGETARIAN FED White 12 pack Brown 12 pack												

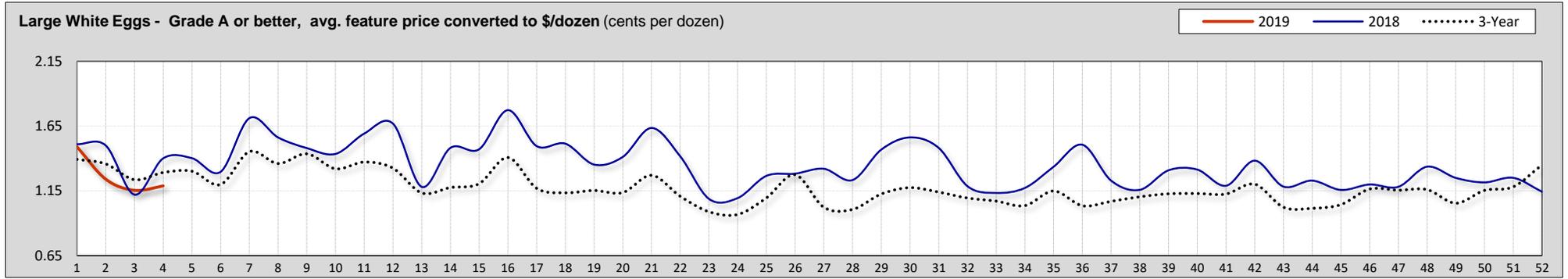
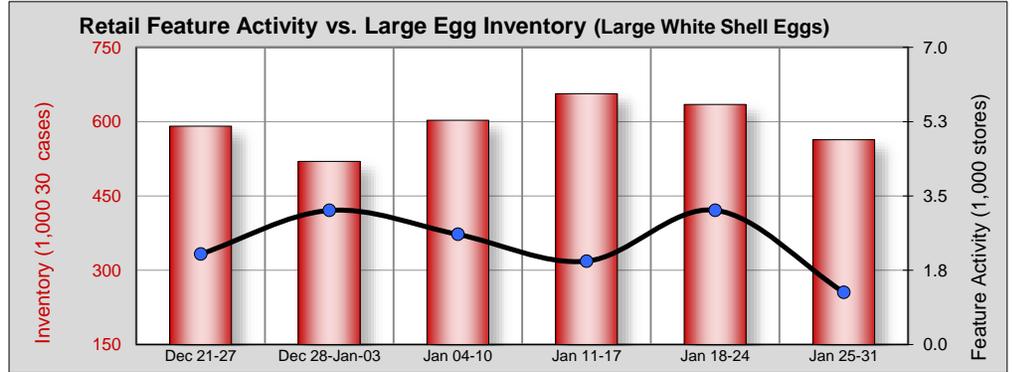
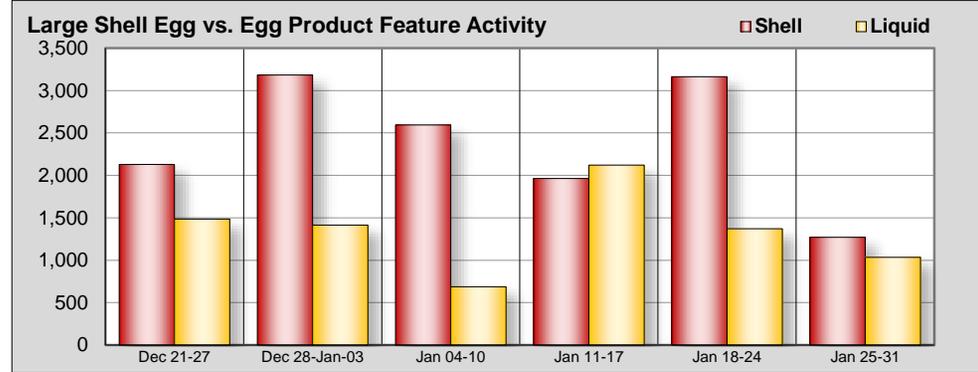


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(prices in dollars per carton)

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST			SOUTHEAST			MIDWEST			SOUTH CENTRAL		SOUTHWEST		NORTHWEST	
1/ Feature Rate	6.2%	9.9%	4.6%	8.5% of 5,500 sampled			5.6% of 7,400 sampled			3.5% of 6,100 sampled			0.8% of 4,900 sampled		0.0% of 3,800 sampled		52.5% of 1,300 sampled	
2/ Activity Index	1,034	1,371	1,817	Activity Index = 381			Activity Index = 400			Activity Index = 215			Activity Index = 38		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/}									
14-16 oz. crtn	502	332	1,182	2.99	288	2.99	3.98	200	3.98	3.00	14	3.00	2.99	201	2.99			
32 oz. crtn	332	3.83	1,182	5.99	93	5.99												
3 - 4 oz. cup	200	3.98					3.98	200	3.98									
2 - 8 oz. cup																		
EGG PRODUCTS				ALASKA			HAWAII											
1/ Feature Rate				26.0% of 100 sampled			24.8% 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>