



**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 10/15 thru 10/21.

(prices in dollars per carton)

Fri. Oct 15, 2021

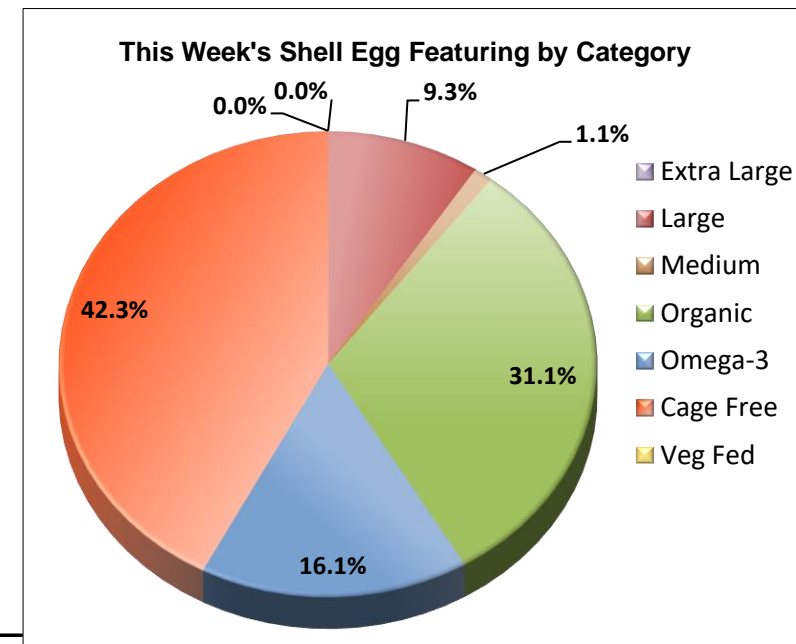
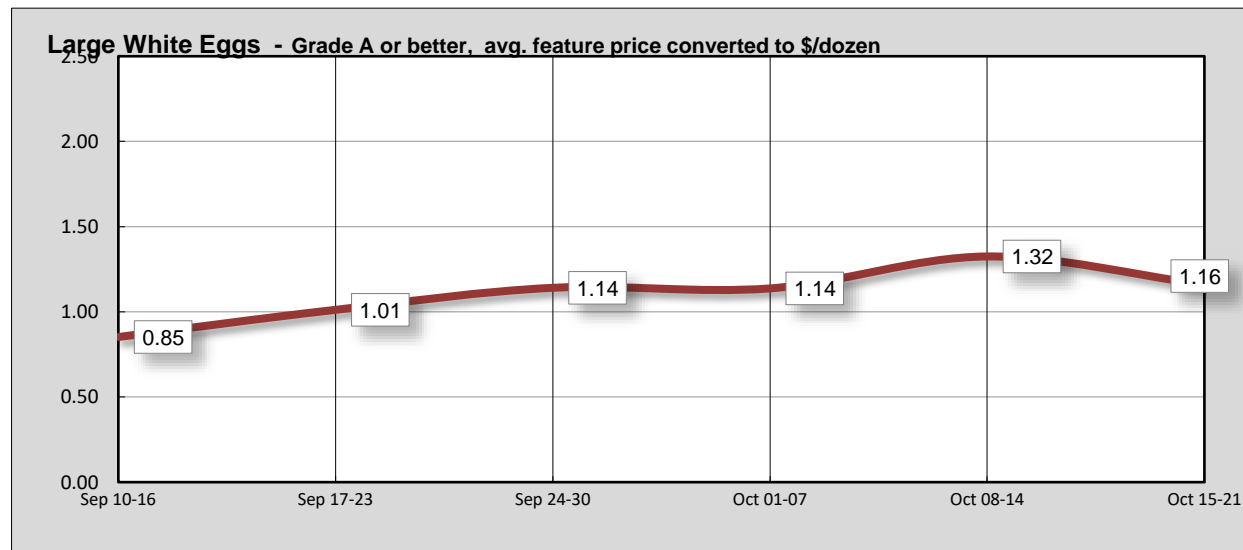
| SHELL EGG NATIONAL SUMMARY |                        |     |       |        |                        |      |        |      |                        |       |       |      |
|----------------------------|------------------------|-----|-------|--------|------------------------|------|--------|------|------------------------|-------|-------|------|
| Feature Rate               | THIS WEEK              |     |       |        | PREVIOUS WEEK          |      |        |      | PREVIOUS YEAR          |       |       |      |
|                            | 40.0% of 29,200 stores |     |       |        | 27.2% of 29,200 stores |      |        |      | 39.7% 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          |     | 989   | 1.07   | 45                     | 1.00 |        |      | 2,513                  | 0.59  |       |      |
|                            | White 18 pack          |     | 108   | 2.94   | 100                    | 2.29 |        |      |                        |       |       |      |
|                            | Brown 12 pack          |     |       |        |                        |      |        |      |                        |       |       |      |
|                            | USDA GRADE A           |     |       |        |                        |      |        |      |                        |       |       |      |
|                            | White 12 pack          |     | 444   | 1.16   |                        |      | 559    | 1.32 | 6                      | 3.00  | 1,163 | 0.87 |
| White 18 pack              |                        | 67  | 1.77  | 27     | 1.99                   | 29   | 1.68   |      |                        | 1,011 | 1.02  |      |
| Brown 12 pack              |                        | 168 | 2.89  |        |                        |      |        |      |                        | 112   | 1.69  |      |
| SPECIALTY                  | USDA ORGANIC           |     |       |        |                        |      |        |      |                        |       |       |      |
|                            | White 12 pack          |     |       |        |                        |      |        |      |                        |       | 10    | 5.99 |
|                            | Brown 12 pack          |     | 5,969 | 4.10   | 429                    | 3.84 | 458    | 3.59 | 2,984                  | 3.72  |       |      |
|                            | OMEGA-3                |     |       |        |                        |      |        |      |                        |       |       |      |
|                            | White 12 pack          |     | 571   | 2.65   | 1,900                  | 2.35 | 971    | 2.61 | 1,186                  | 2.70  | 1,192 | 2.82 |
|                            | Brown 12 pack          |     |       |        |                        |      |        |      |                        |       | 288   | 1.99 |
|                            | CAGE-FREE              |     |       |        |                        |      |        |      |                        |       |       |      |
|                            | White 12 pack          |     |       |        |                        |      |        |      |                        |       | 86    | 1.50 |
|                            | Brown 12 pack          |     | 1,037 | 2.50   | 7,063                  | 2.77 | 93     | 2.99 | 3,644                  | 2.74  | 965   | 2.81 |
|                            | VEGETARIAN FED         |     |       |        |                        |      |        |      |                        |       |       |      |
| White 12 pack              |                        |     |       |        |                        |      |        |      |                        |       |       |      |
| Brown 12 pack              |                        |     |       |        |                        |      |        |      |                        | 442   | 2.50  |      |
|                            |                        |     |       |        |                        |      |        |      |                        | 77    | 2.99  |      |
|                            |                        |     |       |        |                        |      |        |      |                        | 61    | 2.50  |      |

| Activity Summary    | THIS WEEK | LAST WEEK | YEAR AGO | INVENTORY 5/              |
|---------------------|-----------|-----------|----------|---------------------------|
| Regular             | 1,776     | 760       | 4,805    | Large Eggs on Oct-11-2021 |
| Specialty           | 17,180    | 7,139     | 8,150    |                           |
| Total (includes MD) | 19,175    | 8,061     | 13,143   | 832.6                     |
| Special Rate 4/:    | 2.3%      | 1.2%      | 3.6%     | up 2.2%                   |

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

**SHELL EGG and EGG PRODUCTS FEATURING**

What a difference a week makes! Regular shell egg feature activity rebounds considerably gaining twice as much ad space than previous cycle. The average price of Grade A, or better Large White eggs offered to consumers is trending lower, and value conscious shoppers will be excited to see "no price" specials are more visible this week. Ads for Extra Large eggs are non-existent, and Medium eggs are less active with limited circular space. Promotional activity for specialty shell eggs increase drastically with USDA Organic ad space significantly higher when compared to previous week. Features for cage-free and Omega-3 decrease in visibility whereas vegetarian-fed is nonexistent. In the egg products sector, the number of features are slightly lower.



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.<br>(CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)                       |               |             |             |        |             | SOUTHEAST U.S.<br>(AL,FL,GA,MS,NC,SC,TN,VA,WV)                             |               |             |             |        |        | MIDWEST U.S.<br>(IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)                         |               |             |             |        |        |
|--|---------------------|--|---------------|-------------|-------------|--------|-------------|--|---------------|-------------|-------------|--------|--------|--|---------------|-------------|-------------|--------|--------|
| Feature Rate <sup>1/</sup><br>Activity Index <sup>2/</sup> |                     | 39.3% of 5,500 sampled outlets<br>Activity Index = 3,117 (includes Medium) |               |             |             |        |             | 42.3% of 7,400 sampled outlets<br>Activity Index = 5,919 (includes Medium) |               |             |             |        |        | 31.3% of 6,100 sampled outlets<br>Activity Index = 3,144 (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<br>GRADE<br>AA  | White 12 pack       |  |               |             |             |        |             |  |               |             |             |        |        |  |               |             |             |        |        |
|  | White 18 pack       |  |               |             |             |        |             |  |               |             |             |        |        |  |               |             |             |        |        |
|  | Brown 12 pack       |  |               |             |             |        |             |  |               |             |             |        |        |  |               |             |             |        |        |
|  | <b>MEDIUM</b>       |  | White 12 pack |             | 0.88        | 207    | 0.88        |  | White 12 pack |             |             |        |        | White 12 pack  |               |             |             |        |        |
| USDA<br>GRADE<br>A   | White 12 pack       |  |               |             | 0.99        | 135    | 0.99        |  |               |             |             |        |        |  | 0.90 - 1.29   |             | 88          | 1.09   |        |
|  | White 18 pack       |  |               |             |             |        |             |  |               |             |             |        |        |  |               |             |             |        |        |
|  | Brown 12 pack       |  |               |             | 2.50 - 3.50 | 168    | 2.89        |  |               |             |             |        |        |  |               |             |             |        |        |
|  | <b>MEDIUM</b>       |  | White 12 pack |             |             |        |             |  | White 12 pack |             |             |        |        | White 12 pack  |               | 0.99        | 12          | 0.99   |        |
|  |                     |  | White 30 pack |             |             |        |             |  | White 30 pack |             |             |        |        | White 30 pack  |               |             |             |        |        |
| S<br>P<br>E<br>C<br>I<br>A<br>L<br>T<br>Y                  | <b>USDA ORGANIC</b> |  |               |             |             |        |             |  |               |             |             |        |        |  |               |             |             |        |        |
|  | White 12 pack       |  |               |             |             |        |             |  |               |             |             |        |        |  |               |             |             |        |        |
|  | Brown 12 pack       |  |               |             | 3.00 - 4.99 | 743    | 4.44        |  |               |             | 3.50 - 4.49 | 2,109  | 4.07   |  | 2.66 - 4.49   | 1,095       | 3.91        |        |        |
|  | <b>OMEGA-3</b>      |  |               |             |             |        |             |  |               |             |             |        |        |  |               |             |             |        |        |
| White 12 pack  | 2.50 - 2.99         | 70   | 2.84          | 1.99 - 4.29 | 649         | 2.67   | 2.50 - 2.99 | 262  | 2.58          | 2.29 - 2.66 | 413         | 2.58   | 2.68   | 201  | 2.68          | 1.99 - 2.99 | 359         | 2.69   |        |
| Brown 12 pack  |                     |  |               | 1.49 - 3.49 | 407         | 1.95   |             |  |               | 3.49        | 218         | 3.49   |        |  |               |             |             |        |        |
| <b>CAGE-FREE</b>   |                     |  |               |             |             |        |             |  |               |             |             |        |        |  |               |             |             |        |        |
| White 12 pack  |                     |  |               |             |             |        |             |  |               | 1.69        | 3           | 1.69   |        |  |               | 1.69        | 12          | 1.69   |        |
| Brown 12 pack  | 2.50                | 82   | 2.50          | 1.33 - 3.69 | 656         | 2.90   | 2.50        | 955  | 2.50          | 1.72 - 2.99 | 1,959       | 2.59   |        |  |               | 1.99 - 3.79 | 1,377       | 2.94   |        |
| <b>VEGETARIAN FED</b>                                      |                     |  |               |             |             |        |             |  |               |             |             |        |        |  |               |             |             |        |        |
| White 12 pack  |                     |  |               |             |             |        |             |  |               |             |             |        |        |  |               |             |             |        |        |
| Brown 12 pack  |                     |  |               |             |             |        |             |  |               |             |             |        |        |  |               |             |             |        |        |
|  |                     | SOUTH CENTRAL U.S.<br>(AR,CO,KS,LA,MO,NM,OK,TX)                            |               |             |             |        |             | SOUTHWEST U.S.<br>(AZ,CA,NV,UT)  |               |             |             |        |        | NORTHWEST U.S.<br>(ID,MT,OR,WA,WY)   |               |             |             |        |        |
| Feature Rate <sup>1/</sup><br>Activity Index <sup>2/</sup> |                     | 34.1% of 4,900 sampled outlets<br>Activity Index = 2,698 (includes Medium) |               |             |             |        |             | 51.4% of 3,800 sampled outlets<br>Activity Index = 3,243 (includes Medium) |               |             |             |        |        | 62.6% of 1,300 sampled outlets<br>Activity Index = 972 (includes Medium)   |               |             |             |        |        |
| USDA<br>GRADE<br>AA  | White 12 pack       |  |               |             |             |        |             |  |               |             | 1.50        | 270    | 1.50   |  | 0.87 - 1.99   | 719         | 0.91        |        |        |
|  | White 18 pack       |  |               |             |             |        |             |  |               |             | 2.50 - 3.50 | 87     | 2.93   |  | 2.98          | 21          | 2.98        |        |        |
|  | Brown 12 pack       |  |               |             |             |        |             |  |               |             |             |        |        |  |               |             |             |        |        |
|  | <b>MEDIUM</b>       |  | White 12 pack |             |             |        |             |  | White 12 pack |             |             |        |        |  | White 12 pack |             |             |        |        |
| USDA<br>GRADE<br>A   | White 12 pack       |  |               |             | 0.99        | 161    | 0.99        |  |               |             | 2.09        | 60     | 2.09   |  |               |             |             |        |        |
|  | White 18 pack       |  |               |             | 1.77        | 67     | 1.77        |  |               |             |             |        |        |  |               |             |             |        |        |
|  | Brown 12 pack       |  |               |             |             |        |             |  |               |             |             |        |        |  |               |             |             |        |        |
|  | <b>MEDIUM</b>       |  | White 12 pack |             |             |        |             |  | White 12 pack |             |             |        |        |  | White 12 pack |             |             |        |        |
|  |                     |  | White 30 pack |             |             |        |             |  | White 30 pack |             |             |        |        |  | White 30 pack |             |             |        |        |
| S<br>P<br>E<br>C<br>I<br>A<br>L<br>T<br>Y                  | <b>USDA ORGANIC</b> |  |               |             |             |        |             |  |               |             |             |        |        |  |               |             |             |        |        |
|  | White 12 pack       |  |               |             |             |        |             |  |               |             | 4.29        | 645    | 4.29   |  | 3.66 - 4.99   | 190         | 4.33        |        |        |
|  | Brown 12 pack       |  |               |             | 3.33 - 4.99 | 1,165  | 3.95        |  |               |             |             |        |        |  |               |             |             |        |        |
|  | <b>OMEGA-3</b>      |  |               |             |             |        |             |  |               |             |             |        |        |  |               |             |             |        |        |
| White 12 pack  | 2.68                | 38   | 2.68          | 1.47        | 77          | 1.47   |             |  |               | 1.47        | 402         | 1.47   |        |  |               |             |             |        |        |
| Brown 12 pack  |                     |  |               |             |             |        |             |  |               |             |             |        |        |  |               |             |             |        |        |
| <b>CAGE-FREE</b>   |                     |  |               |             |             |        |             |  |               |             |             |        |        |  |               |             |             |        |        |
| White 12 pack  |                     |  |               |             |             |        |             |  |               |             |             |        |        |  |               |             |             |        |        |
| Brown 12 pack  |                     |  |               | 1.99 - 2.99 | 1,190       | 2.68   |             |  |               | 1.99 - 4.99 | 1,779       | 2.81   |        | 2.50 - 4.99  | 42            | 3.75        |             |        |        |
| <b>VEGETARIAN FED</b>                                      |                     |  |               |             |             |        |             |  |               |             |             |        |        |  |               |             |             |        |        |
| White 12 pack  |                     |  |               |             |             |        |             |  |               |             |             |        |        |  |               |             |             |        |        |
| Brown 12 pack  |                     |  |               |             |             |        |             |  |               |             |             |        |        |  |               |             |             |        |        |

|  |                     | ALASKA<br>(AK)   |                                |        |             |        |        | HAWAII<br>(HI)   |                                |        |             |        |        |
|--|---------------------|--|--------------------------------|--------|-------------|--------|--------|--|--------------------------------|--------|-------------|--------|--------|
| Feature Rate <sup>1/</sup><br>Activity Index <sup>2/</sup> |                     | 0.0% of 100 sampled outlets<br>Activity Index = 22 (includes Medium) |                                |        |             |        |        | 0.0% of 100 sampled outlets<br>Activity Index = 60 (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<br>GRADE<br>AA  | White 12 pack       |  |                                |        |             |        |        |  |                                |        |             |        |        |
|  | White 18 pack       |  |                                |        |             |        |        |  |                                |        |             |        |        |
|  | Brown 12 pack       |  |                                |        |             |        |        |  |                                |        |             |        |        |
|  | <b>MEDIUM</b>       |  | White 12 pack                  |        |             |        |        |  | White 12 pack                  |        |             |        |        |
| USDA<br>GRADE<br>A   | White 12 pack       |  |                                |        |             |        |        |  |                                |        |             |        |        |
|  | White 18 pack       |  |                                |        |             |        |        |  |                                |        |             |        |        |
|  | Brown 12 pack       |  |                                |        |             |        |        |  |                                |        |             |        |        |
|  | <b>MEDIUM</b>       |  | White 12 pack<br>White 30 pack |        |             |        |        |  | White 12 pack<br>White 30 pack |        |             |        |        |
| S<br>P<br>E<br>C<br>I<br>A<br>L<br>T<br>Y                  | <b>USDA ORGANIC</b> |  |                                |        |             |        |        |  |                                |        |             |        |        |
|  | White 12 pack       |  |                                |        |             |        |        |  |                                |        |             |        |        |
|  | Brown 12 pack       |  |                                |        | 3.66 - 4.99 | 22     | 4.33   |  |                                |        |             |        |        |
|  | <b>OMEGA-3</b>      |  |                                |        |             |        |        |  |                                |        |             |        |        |
|  | White 12 pack       |  |                                |        |             |        |        |  |                                |        |             |        |        |
|  | Brown 12 pack       |  |                                |        |             |        |        |  |                                |        |             |        |        |
|  | <b>CAGE-FREE</b>    |  |                                |        |             |        |        |  |                                |        |             |        |        |
|  | White 12 pack       |  |                                |        |             |        |        |  |                                |        | 2.19 - 3.29 | 60     | 2.83   |
| Brown 12 pack  |                     |  |                                |        |             |        |        |  |                                |        |             |        |        |
| <b>VEGETARIAN FED</b>                                      |                     |  |                                |        |             |        |        |  |                                |        |             |        |        |
| White 12 pack  |                     |  |                                |        |             |        |        |  |                                |        |             |        |        |
| Brown 12 pack  |                     |  |                                |        |             |        |        |  |                                |        |             |        |        |



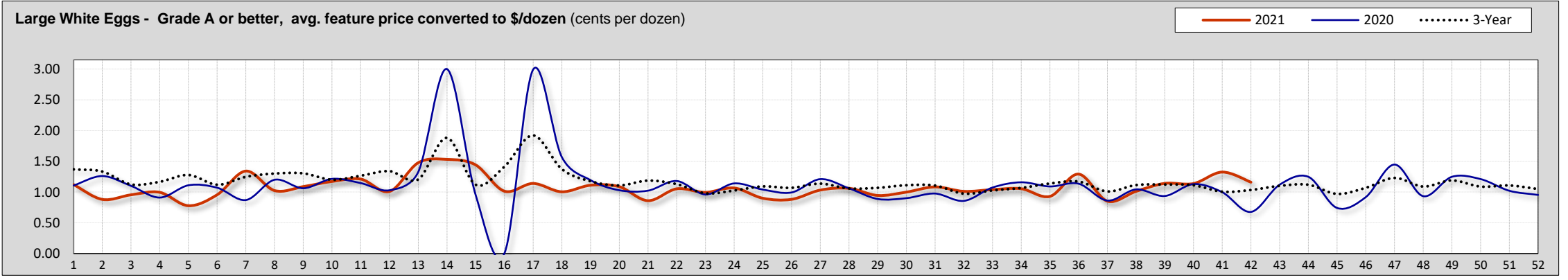
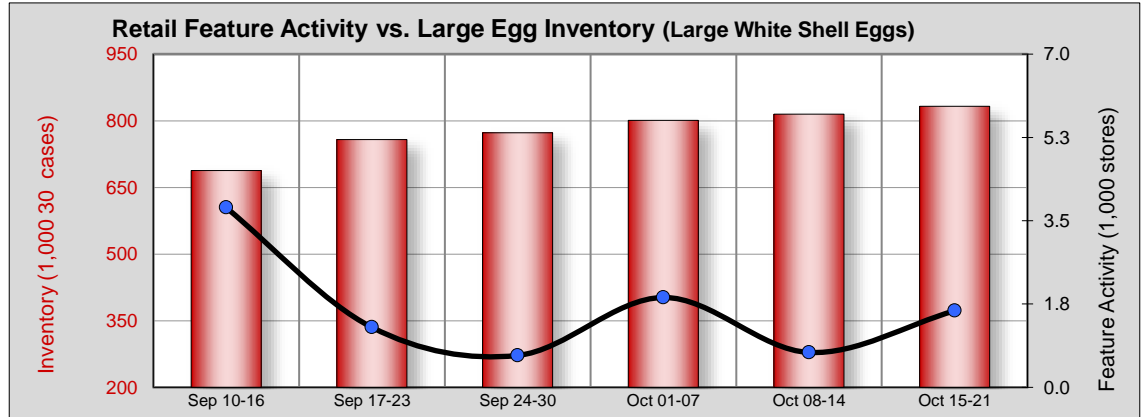
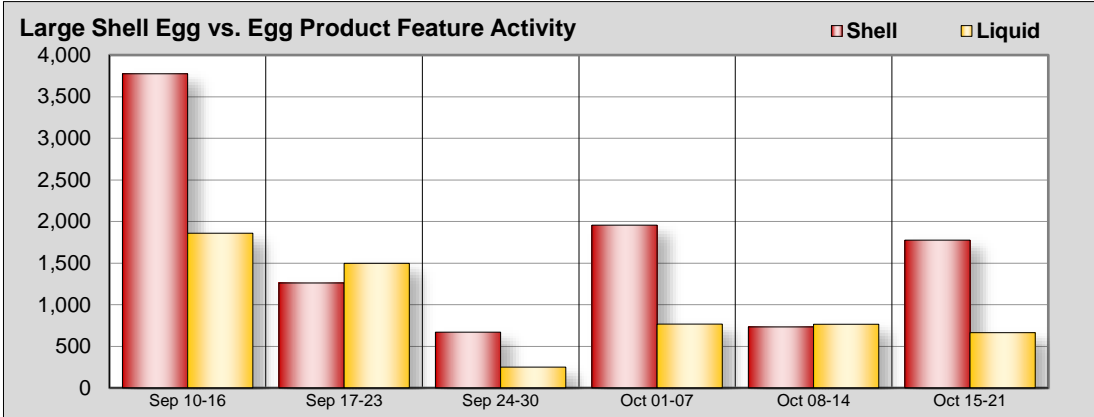
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Fri. Oct 15, 2021

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 10/15 thru 10/21.

(prices in dollars per carton)

| EGG PRODUCTS      | THIS WEEK                | LAST WEEK                | LAST YEAR                | NORTHEAST                            | SOUTHEAST                            | MIDWEST                              | SOUTH CENTRAL                        | SOUTHWEST                            | NORTHWEST                            |
|-------------------|--------------------------|--------------------------|--------------------------|--------------------------------------|--------------------------------------|--------------------------------------|--------------------------------------|--------------------------------------|--------------------------------------|
| 1/ Feature Rate   | 2.2%                     | 1.4%                     | 1.2%                     | 0.0% of 5,500 sampled                | 6.1% of 7,400 sampled                | 2.4% of 6,100 sampled                | 1.0% of 4,900 sampled                | 0.0% of 3,800 sampled                | 0.0% of 1,300 sampled                |
| 2/ Activity Index | 664                      | 765                      | 343                      | Activity Index = 0                   | Activity Index = 452                 | Activity Index = 145                 | Activity Index = 47                  | 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    | 644 2.51                 | 210 3.36                 | 250 2.52                 |                                      | 2.50 452 2.50                        | 2.49 - 2.66 145 2.56                 | 2.50 47 2.50                         |                                      |                                      |
| 32 oz. crtn       | 20 3.49                  | 555 4.69                 | 93 4.99                  |                                      |                                      |                                      |                                      |                                      |                                      |
| 3 - 4 oz. cup     |                          |                          |                          |                                      |                                      |                                      |                                      |                                      |                                      |
| 2 - 8 oz. cup     |                          |                          |                          |                                      |                                      |                                      |                                      |                                      |                                      |
| EGG PRODUCTS      |                          |                          |                          | ALASKA                               | HAWAII                               |                                      |                                      |                                      |                                      |
| 1/ Feature Rate   |                          |                          |                          | 11.0% of 100 sampled                 | 19.0% of 100 sampled                 |                                      |                                      |                                      |                                      |
| 2/ Activity Index |                          |                          |                          | Activity Index = 0                   | Activity Index = 20                  |                                      |                                      |                                      |                                      |
|                   |                          |                          |                          | Price Range Stores Avg <sup>3/</sup> | Price Range Stores Avg <sup>3/</sup> |                                      |                                      |                                      |                                      |
| 14-16 oz. crtn    |                          |                          |                          |                                      | 3.49 20 3.49                         |                                      |                                      |                                      |                                      |
| 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 & Grain Market News - (404) 562-5850 <https://www.ams.usda.gov/market-news/egg-market-news-reports>