



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 02/19 thru 02/25.

(prices in dollars per carton)

Fri. Feb 19, 2021

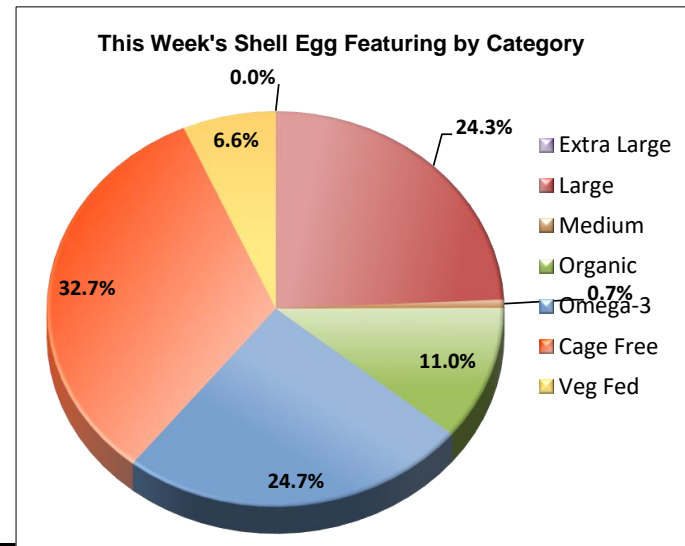
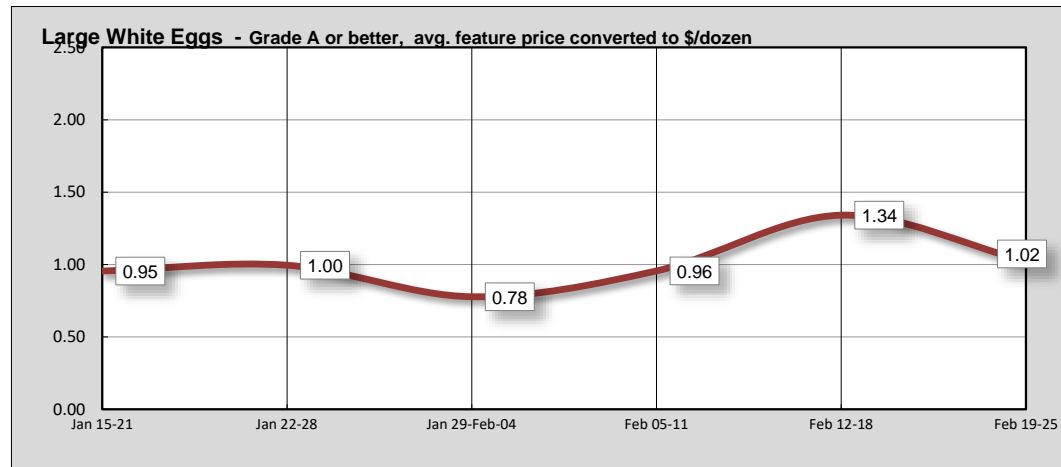
SHELL EGG NATIONAL SUMMARY													
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	29.6% of 29,200 stores				28.0% of 29,200 stores				30.6% of 29,200 stores				
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE		
	Stores	Avg		Avg	Stores	Avg		Avg	Stores	Avg	Stores	Avg	
REGULAR	USDA GRADE AA												
	White 12 pack			270	1.25			105	0.94				
	White 18 pack			515	2.42			164	2.65			54	2.99
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack			721	1.06			212	1.34	49	1.24	414	1.18
White 18 pack			932	0.91			320	1.88			102	1.31	
SPECIALTY	USDA ORGANIC												
	White 12 pack							10	6.79				
	Brown 12 pack			1,108	3.74			464	4.40	277	3.54	1,129	3.93
	OMEGA-3												
	White 12 pack	366	2.98	2,052	1.73	1,245	2.70	2,109	2.28	1,217	2.60	4,668	2.29
	Brown 12 pack			68	3.00			112	2.00			89	2.70
CAGE-FREE													
White 12 pack							279	1.93			374	3.42	
Brown 12 pack			3,281	2.54			1,222	3.00			2,053	3.00	
VEGETARIAN FED													
White 12 pack													
Brown 12 pack			665	1.90			359	1.54			1,357	2.21	

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,438	801	619	Large Eggs on Feb-15-2021
Specialty	7,540	5,800	11,164	
Total (includes MD)	10,045	6,649	12,059	755.0
Special Rate 4/:	3.0%	10.2%	2.2%	down 0.3%

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

SHELL EGG and EGG PRODUCTS FEATURING

As severe snowstorm blankets parts of the country, a few retailers have suspended their ads. Despite this, consumers can take advantage of many that are available to stock up on supplies to wait out the storm. Feature activity for regular shell eggs is up from last week while the average price of Grade A, or better Large White eggs declined. There are a fewer number of "no price" specials offered to shoppers this week. Ads for Medium and Extra Large eggs are scarce. Specialty shell egg promotional activity is higher than the previous week. Cage free and Omega-3 varieties are the popular favorite in this category. Featuring of liquid eggs is significantly higher with most ads found in the Northeast and Midwest, but very limited elsewhere.



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/}		37.6% of 5,500 sampled outlets Activity Index = 2,142 (includes Medium)						7.5% of 7,400 sampled outlets Activity Index = 1,192 (includes Medium)						34.6% of 6,100 sampled outlets Activity Index = 2,704 (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				1.88	212	1.88									2.29	13	2.29	
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack White 18 pack Brown 12 pack				0.99	168	0.99				0.77 - 1.25	112	1.24			0.77 - 1.50	403	1.04	
	MEDIUM	White 12 pack White 30 pack						White 12 pack White 30 pack						White 12 pack White 30 pack			1.08 43 1.08		
S P E C I A L T Y	USDA ORGANIC White 12 pack Brown 12 pack				3.88 - 4.49	359	4.37												
	OMEGA-3 White 12 pack Brown 12 pack	2.19 - 3.00	277	2.61	1.99 - 2.50	287	2.09			2.00 - 2.50	283	2.35			2.00 - 2.66	295	2.45		
	CAGE-FREE White 12 pack Brown 12 pack				2.50 - 3.49	182	2.82			2.33 - 3.49	721	2.60			1.98 - 3.29	1,018	2.47		
	VEGETARIAN FED White 12 pack Brown 12 pack				1.49 - 2.50	589	1.95			1.49	76	1.49							
		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/}		20.5% of 4,900 sampled outlets Activity Index = 1,415 (includes Medium)						55.5% of 3,800 sampled outlets Activity Index = 1,789 (includes Medium)						59.8% of 1,300 sampled outlets Activity Index = 777 (includes Medium)					
USDA GRADE AA	White 12 pack White 18 pack Brown 12 pack				2.50	98	2.50				1.25	270	1.25		2.98 - 2.99	192	2.99		
	MEDIUM	White 12 pack						White 12 pack			1.78 - 1.80 24 1.79			White 12 pack					
USDA GRADE A	White 12 pack White 18 pack Brown 12 pack				0.98	38	0.98												
	MEDIUM	White 12 pack White 30 pack						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										2.69 - 3.50	734	3.40						
	OMEGA-3 White 12 pack Brown 12 pack	5.19	54	5.19	2.49 - 2.99	48	2.55	2.50	35	2.50	1.50 - 2.99	457	1.68		0.99	682	0.99		
	CAGE-FREE White 12 pack Brown 12 pack				2.33 - 2.99	1,177	2.47			2.69	77	2.69			2.79	95	2.79		
	VEGETARIAN FED White 12 pack Brown 12 pack																		

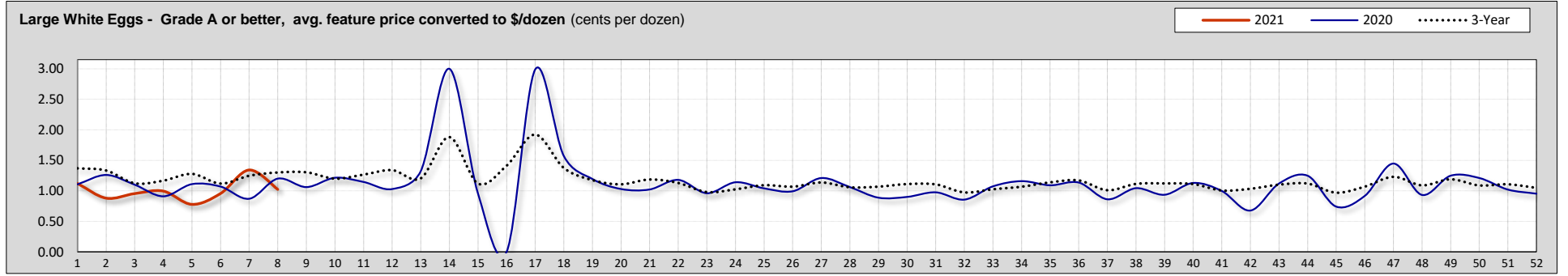
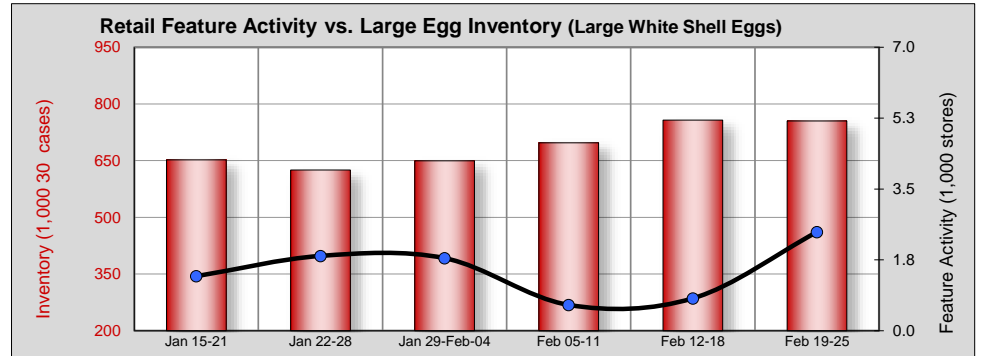
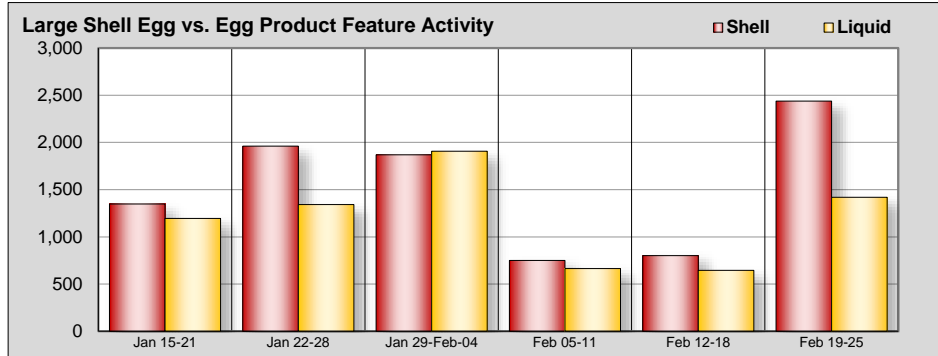
		ALASKA (AK)						HAWAII (HI)					
Feature Rate ¹⁷ Activity Index ²¹		0.0% of 100 sampled outlets Activity Index = 26 (includes Medium)						0.0% of 100 sampled outlets Activity Index = 0 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	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				4.99	15	4.99						
	OMEGA-3 White 12 pack Brown 12 pack												
	CAGE-FREE White 12 pack Brown 12 pack				2.79	11	2.79						
	VEGETARIAN FED White 12 pack Brown 12 pack												



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 (prices in dollars per carton)

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EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	2.7%	2.2%	1.8%	9.2% of 5,500 sampled	0.0% of 7,400 sampled	4.8% of 6,100 sampled	0.0% of 4,900 sampled	0.0% of 3,800 sampled	0.0% of 1,300 sampled
2/ Activity Index	1,419	645	548	Activity Index = 888	Activity Index = 0	Activity Index = 493	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/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}
14-16 oz. crtn	1,058 3.17	635 3.01	142 2.66	2.99 - 4.99 676 3.84		1.98 - 1.99 344 1.98	1.98 38 1.98		
32 oz. crtn	361 4.57	10 3.99	406 4.85	4.99 212 4.99		3.98 149 3.98			
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									



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>