



(prices in dollars per carton)

SHELL EGG NATIONAL SUMMARY													
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	36.8% of 29,200 stores				36.7% of 29,200 stores				30.3% 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			1,104	0.66			99	1.94	3	4.59	523	1.17
	White 18 pack			798	1.65			499	2.31			246	2.60
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack			2,988	0.98	101	1.14	518	1.03	118	1.66	378	1.62
White 18 pack			345	1.85			231	2.26			108	2.05	
Brown 12 pack			24	1.89									
SPECIALTY	USDA ORGANIC												
	White 12 pack			77	2.66	288	4.19			106	1.99	65	5.26
	Brown 12 pack	520	3.22	285	3.67	206	4.79	2,920	4.05	1,083	3.99	1,486	4.00
	OMEGA-3												
	White 12 pack			2,228	2.44	155	2.00	894	2.52	282	2.66	2,027	2.34
	Brown 12 pack			153	3.20							23	3.05
CAGE-FREE													
White 12 pack			102	2.87			207	2.49	59	3.49	61	1.50	
Brown 12 pack			1,886	2.83			3,364	2.48	213	2.99	3,432	2.55	
VEGETARIAN FED													
White 12 pack			165	2.91							16	2.50	
Brown 12 pack			61	2.50			461	2.61	147	2.49	782	2.56	

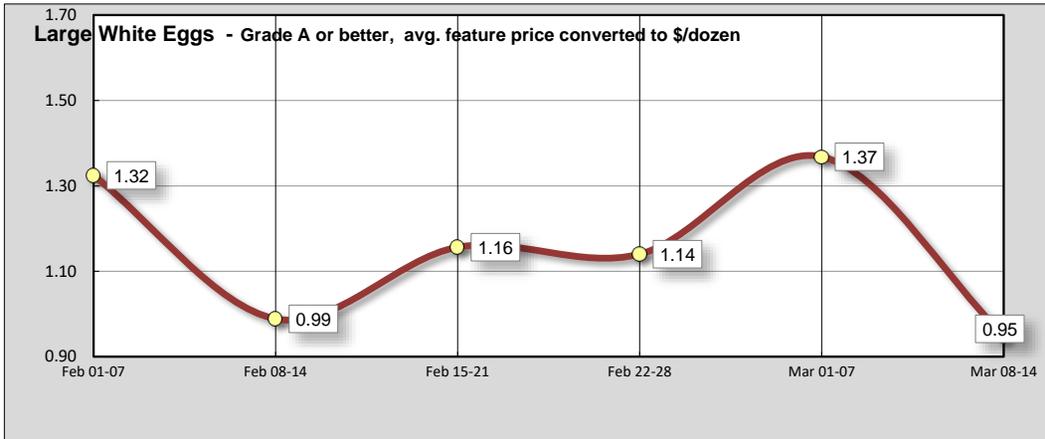
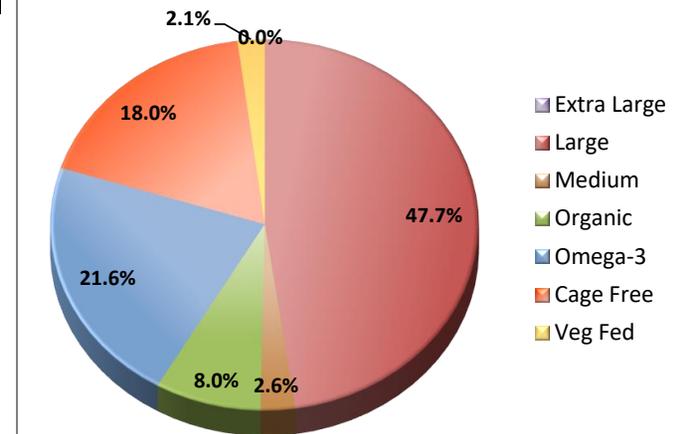
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	5,259	1,448	1,376	Large Eggs on Mar-04-2019 670.8
Specialty	5,477	8,495	9,782	
Total (includes MD)	11,018	10,075	11,237	down 1.5%
Special Rate 4/:	4.6%	2.1%	1.7%	

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

SHELL EGG and EGG PRODUCTS FEATURING

Feature activity for regular shell eggs takes a turn and is up significantly from the previous week's ad cycle, driven by an increase in the number of sales for Large eggs. The average price of Grade A, or better Large White eggs to consumers declined, posting another sharp drop in price over the past few weeks. Along with the lower prices, shoppers are finding more "no price" specials offered by retailers this week. Ads for Extra Large eggs are dismal, however ads for Medium eggs are active. Specialty shell egg features are fewer in number due to a considerable drop in promotions for USDA Organic and cage-free eggs. Omega-3 egg featuring is more active, however vegetarian fed egg ads are sporadic. Promotions for liquid egg products remain limited.

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/}		48.0% of 5,500 sampled outlets Activity Index = 2,877 (includes Medium)						19.1% of 7,400 sampled outlets Activity Index = 1,398 (includes Medium)						39.6% of 6,100 sampled outlets Activity Index = 2,932 (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										0.59	459	0.59				0.99	13	0.99	
	White 18 pack																			
	Brown 12 pack																			
	MEDIUM	White 12 pack			0.80	10	0.80	White 12 pack						White 12 pack						
USDA GRADE A	White 12 pack				0.88 - 1.99	505	1.08				0.99 - 1.00	29	1.00				0.79 - 0.99	1,278	0.91	
	White 18 pack				2.99	71	2.99				1.50	109	1.50				1.49 - 1.79	137	1.60	
	Brown 12 pack																			
	MEDIUM	White 12 pack			0.99	62	0.99	White 12 pack			0.79	17	0.79	White 12 pack			0.99	148	0.99	
S P E C I A L T Y	USDA ORGANIC																			
		White 12 pack				2.66	77	2.66												
		Brown 12 pack				3.99 - 4.99	168	4.07	3.99	23	3.99			2.32 - 3.99	459	3.26	3.00	78	3.00	
		OMEGA-3																		
		White 12 pack				1.92 - 2.99	894	2.32				1.99 - 2.66	563	2.43			2.00 - 3.00	251	2.66	
		Brown 12 pack				3.50	64	3.50									2.99	89	2.99	
		CAGE-FREE																		
		White 12 pack				1.77 - 2.99	58	2.78				2.99	44	2.99						
	Brown 12 pack				1.99 - 3.49	742	3.02				1.99 - 3.49	154	2.96			1.99 - 3.32	479	2.92		
	VEGETARIAN FED																			
	White 12 pack				2.49 - 3.50	165	2.91													
	Brown 12 pack				2.50	61	2.50													
		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/}		33.4% of 4,900 sampled outlets Activity Index = 1,181 (includes Medium)						46.5% of 3,800 sampled outlets Activity Index = 1,751 (includes Medium)						63.8% of 1,300 sampled outlets Activity Index = 844 (includes Medium)						
USDA GRADE AA	White 12 pack				0.59	526	0.59										1.25	95	1.25	
	White 18 pack										2.48 - 2.99	96	2.84				1.49	682	1.49	
	Brown 12 pack																			
	MEDIUM	White 12 pack						White 12 pack			0.80	24	0.80	White 12 pack			0.80 - 0.99	21	0.90	
USDA GRADE A	White 12 pack				0.68 - 0.99	129	0.80				0.98 - 1.17	1,047	1.05							
	White 18 pack				1.50 - 1.66	28	1.56													
	Brown 12 pack				1.89	24	1.89													
	MEDIUM	White 12 pack						White 12 pack						White 12 pack						
		White 30 pack						White 30 pack						White 30 pack						
S P E C I A L T Y	USDA ORGANIC																			
		White 12 pack																		
		Brown 12 pack	2.32	38	2.32	2.99 - 3.00	27	2.99				3.99	12	3.99						
		OMEGA-3																		
		White 12 pack				1.77 - 2.50	220	2.07				2.66 - 2.99	267	2.89			2.99	31	2.99	
		Brown 12 pack																		
		CAGE-FREE																		
		White 12 pack				1.99 - 3.29	189	2.43				1.99 - 2.99	305	2.35			3.99	15	3.99	
	Brown 12 pack																			
	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 = 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				1.25	11	1.25				1.49	20	1.49
	MEDIUM	White 12 pack						White 12 pack			2.00	6	2.00
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				4.49	2	4.49						
	CAGE-FREE White 12 pack Brown 12 pack				2.98	2	2.98						
	VEGETARIAN FED White 12 pack Brown 12 pack												



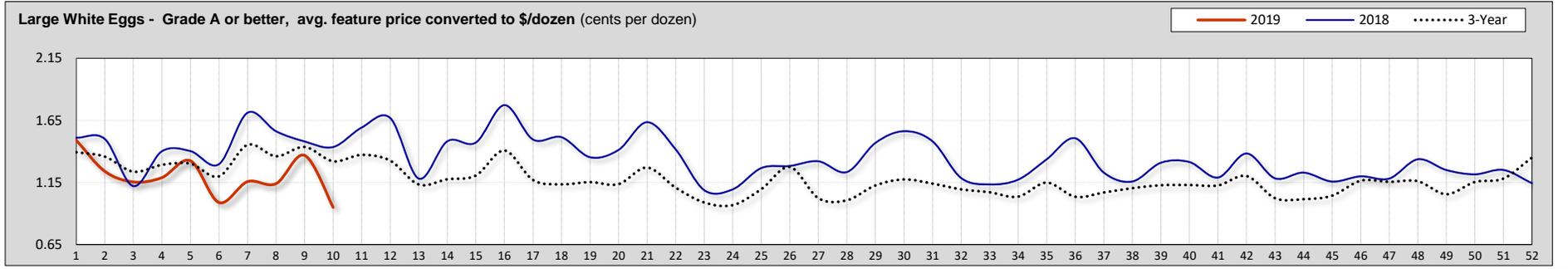
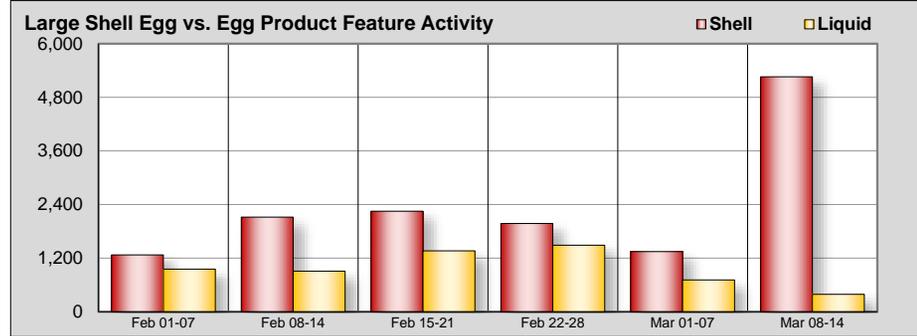
USDA National Retail Report - Shell Egg and Egg Products

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 03/08 thru 03/14.

(prices in dollars per carton)

Fri. Mar 08, 2019

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST	
1/ Feature Rate	1.5%	2.4%	1.4%	1.5% of 5,500 sampled		2.9% of 7,400 sampled		1.5% of 6,100 sampled		0.7% of 4,900 sampled		0.0% of 3,800 sampled		0.0% of 1,300 sampled	
2/ Activity Index	391	713	438	Activity Index = 84		Activity Index = 218		Activity Index = 89		Activity Index = 0		Activity Index = 0		Activity Index = 0	
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range	Stores Avg ^{3/}										
14-16 oz. crtn	391 3.44	355 2.65	239 2.69	2.99 - 3.50	84 3.12	3.50	218 3.50	3.59	89 3.59						
32 oz. crtn		358 5.59	199 4.32												
3 - 4 oz. cup															
2 - 8 oz. cup															
EGG PRODUCTS				ALASKA		HAWAII									
1/ Feature Rate				20.0% 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>