



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 05/07 thru 05/13.

Fri. May 07, 2021

(prices in dollars per carton)

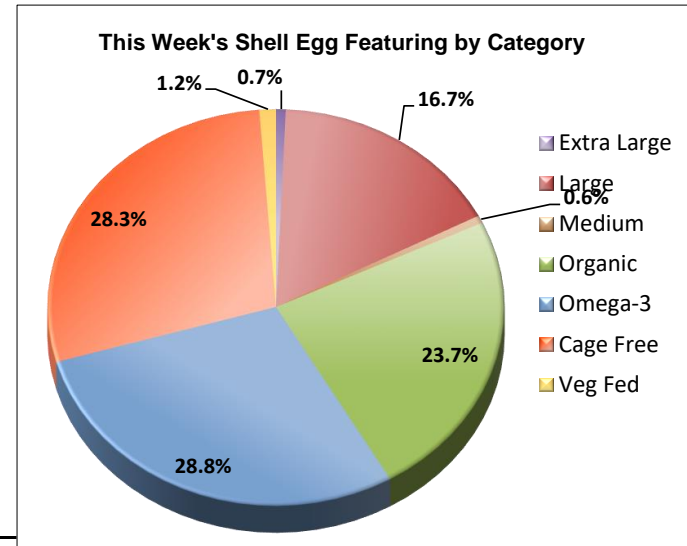
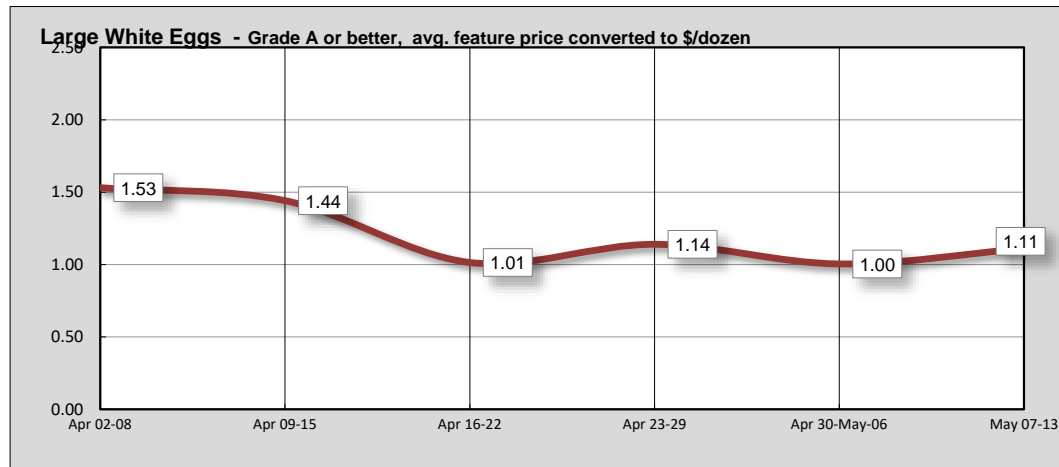
SHELL EGG NATIONAL SUMMARY													
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	55.4% of 29,200 stores				35.9% of 29,200 stores				5.9% of 29,200 stores				
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE		
	Stores	Avg		Avg	Stores	Avg		Avg	Stores	Avg	Stores	Avg	
REGULAR	USDA GRADE AA												
	White 12 pack	77	0.97	396	1.38			919	0.93		77	1.15	
	White 18 pack			635	1.93			104	2.99	54	2.69	179	1.99
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack	43	0.99	1,645	0.98	43	0.99	359	0.99	43	1.29	402	1.11
White 18 pack			245	1.62			394	1.40			129	1.96	
Brown 12 pack							112	1.99					
SPECIALTY	USDA ORGANIC												
	White 12 pack												
	Brown 12 pack	71	3.50	4,069	3.34			4,442	3.57				
	OMEGA-3												
	White 12 pack	1,380	2.54	3,662	2.29	746	2.51	1,327	2.56	77	4.49	86	2.00
	Brown 12 pack							330	2.54				
CAGE-FREE													
White 12 pack			288	3.49									
Brown 12 pack			4,661	2.58			3,515	2.38			477	3.31	
VEGETARIAN FED													
White 12 pack			206	2.08									
Brown 12 pack					77	2.99	158	2.49					

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	3,041	1,931	884	Large Eggs on May-03-2021
Specialty	14,337	10,595	640	
Total (includes MD)	17,487	12,537	1,662	916.4
Special Rate 4/:	2.5%	0.9%	0.3%	up 2.3%

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

SHELL EGG and EGG PRODUCTS FEATURING

May is "National Egg Month" and the overall promotional activity for eggs is up from last week as over half of the outlets sampled are conducting features on some type of shell egg. The average price of Large White eggs Grade A, or better to consumers has yet to find a steady place and is trending higher. Supermarkets are offering shoppers attractive Mother's Day bargains so the number of "no price" incentives increased. Promotions for Medium and Extra Large eggs are limited. USDA Organic eggs are heavily featured but not as much as last week. Cage-free and Omega-3 type eggs are commanding more ad space in flyers when compared to a week ago. Vegetarian fed egg ads are steady. Liquid egg features increase 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.)

		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/}		56.5% of 5,500 sampled outlets Activity Index = 3,703 (includes Medium)						61.0% of 7,400 sampled outlets Activity Index = 5,325 (includes Medium)						60.8% of 6,100 sampled outlets Activity Index = 3,783 (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																	0.99 - 1.29	22	1.14
	MEDIUM	White 12 pack						White 12 pack						White 12 pack						
USDA GRADE A	White 12 pack White 18 pack Brown 12 pack				0.77 - 0.99	800	0.97				0.99 - 1.29	89	1.02	0.99	43	0.99	0.79 - 1.29	641	0.94	
	MEDIUM	White 12 pack White 30 pack						White 12 pack White 30 pack						White 12 pack White 30 pack						
SPECIALTY	USDA ORGANIC White 12 pack Brown 12 pack	3.50	71	3.50	2.79 - 4.99	868	3.47				2.79 - 3.99	1,495	3.70				2.79 - 3.99	847	2.93	
	OMEGA-3 White 12 pack Brown 12 pack	2.50 - 2.66	104	2.53	1.49 - 3.69	742	2.18	2.50 - 2.66	1,173	2.53	1.49 - 3.69	1,224	2.50	2.66	103	2.66	1.49 - 2.66	1,065	2.38	
	CAGE-FREE White 12 pack Brown 12 pack				2.99 - 3.49	288	3.49				2.49 - 3.00	1,224	2.72				2.49 - 2.50	1,053	2.50	
	VEGETARIAN FED White 12 pack Brown 12 pack				1.66 - 2.49	206	2.08													
		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/}		45.0% of 4,900 sampled outlets Activity Index = 2,466 (includes Medium)						60.4% of 3,800 sampled outlets Activity Index = 1,949 (includes Medium)						19.0% of 1,300 sampled outlets Activity Index = 177 (includes Medium)						
USDA GRADE AA	White 12 pack White 18 pack Brown 12 pack	0.97	77	0.97	0.99 - 1.29	15	1.03				0.98 - 1.49	326	1.45				0.98 - 1.29	33	1.08	
	MEDIUM	White 12 pack						White 12 pack			1.10			109	1.10	White 12 pack				
USDA GRADE A	White 12 pack White 18 pack Brown 12 pack				0.88 - 0.99	92	0.94				1.99 - 2.50	43	2.43							
	MEDIUM	White 12 pack White 30 pack						White 12 pack White 30 pack						White 12 pack White 30 pack						
SPECIALTY	USDA ORGANIC White 12 pack Brown 12 pack				2.79 - 3.49	737	2.93				2.79 - 3.66	122	3.42							
	OMEGA-3 White 12 pack Brown 12 pack				1.49 - 2.66	172	2.30				1.50 - 2.50	413	1.53				2.50	31	2.50	
	CAGE-FREE White 12 pack Brown 12 pack				1.92 - 3.00	790	2.54				2.00 - 2.50	811	2.49				2.79 - 2.99	113	2.82	
	VEGETARIAN FED White 12 pack Brown 12 pack																			

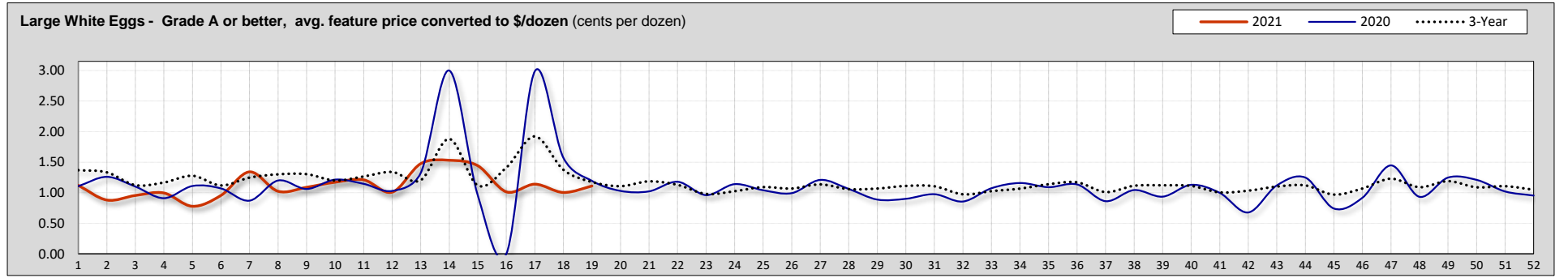
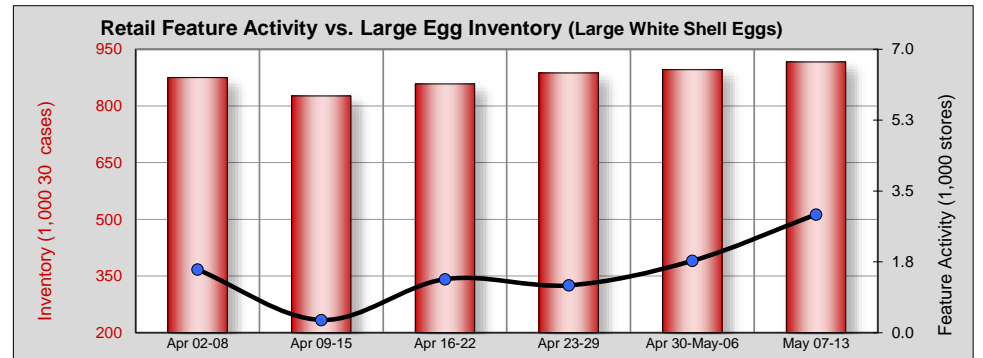
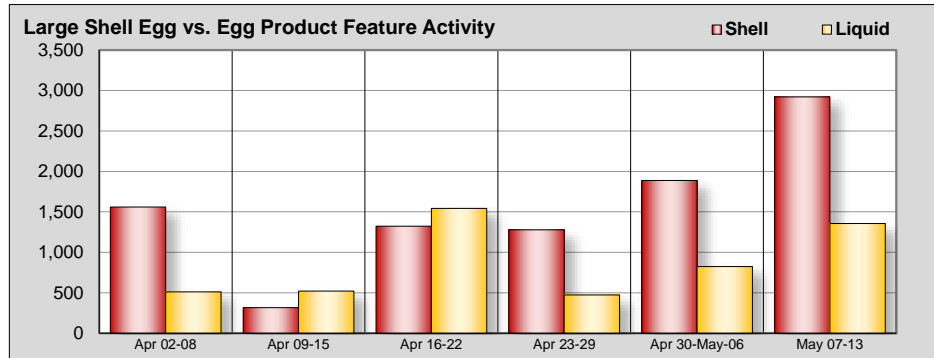
		ALASKA (AK)						HAWAII (HI)					
Feature Rate ^{1/} Activity Index ^{2/}		0.0% of 100 sampled outlets Activity Index = 41 (includes Medium)						0.0% of 100 sampled outlets Activity Index = 43 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price 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									2.50	23	2.50	
	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				2.98 - 3.49	15	3.35						
	CAGE-FREE White 12 pack Brown 12 pack				2.79	26	2.52			2.66	20	2.66	
	VEGETARIAN FED White 12 pack Brown 12 pack												



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 (prices in dollars per carton)

Fri. May 07, 2021

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST	
1/ Feature Rate	2.6%	2.8%	2.6%	2.1% of 5,500 sampled		2.9% of 7,400 sampled		6.6% of 6,100 sampled		0.6% of 4,900 sampled		0.0% of 3,800 sampled		0.0% of 1,300 sampled	
2/ Activity Index	1,356	824	994	Activity Index = 249		Activity Index = 436		Activity Index = 602		Activity Index = 69		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	765 2.56	87 1.96	474 2.36	2.49 - 2.50	134 2.49	2.50	218 2.50	1.99 - 2.99	344 2.57	2.50 - 2.99	69 2.77				
32 oz. crtn	591 4.03	737 3.82	520 5.58	2.99 - 4.69	115 3.32	4.69	218 4.69	3.79	258 3.79						
3 - 4 oz. cup															
2 - 8 oz. cup															
EGG PRODUCTS				ALASKA		HAWAII									
1/ Feature Rate				44.0% of 100 sampled		46.7% 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>