



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 10/30 thru 11/05.

Fri. Oct 30, 2020

(prices in dollars per carton)

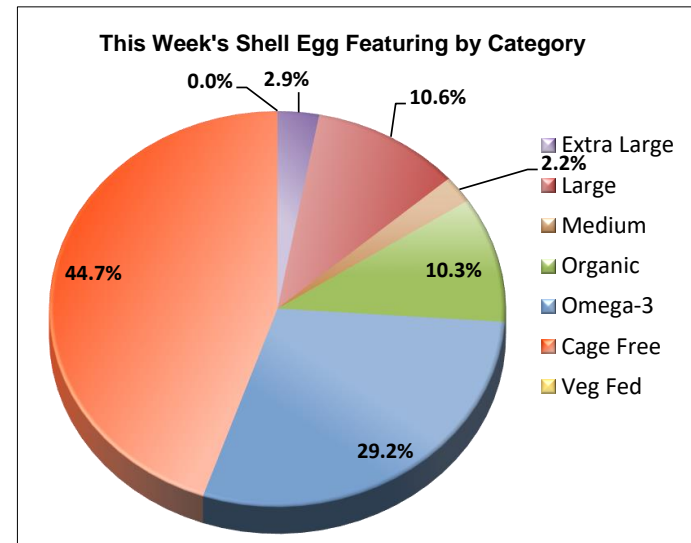
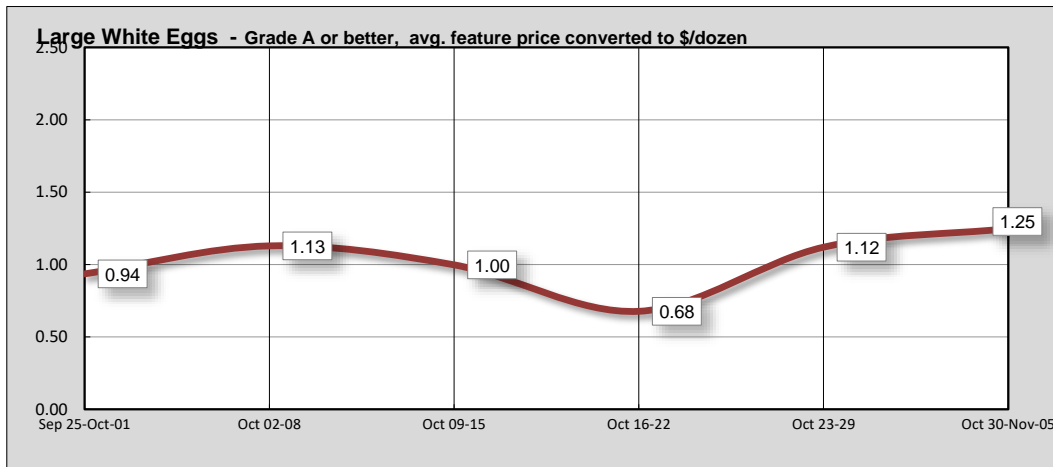
SHELL EGG NATIONAL SUMMARY													
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	29.0% of 29,200 stores				26.8% of 29,200 stores				36.4% of 29,200 stores				
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE		
	Stores	Avg	Avg	Stores	Avg	Avg	Stores	Avg	Stores	Avg			
REGULAR	USDA GRADE AA												
	White 12 pack					629	1.06	68	1.44	415	1.16		
	White 18 pack			170	2.73					830	1.11		
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack	288	2.19	798	1.10	459	0.99	3	0.98	1,491	0.86		
White 18 pack			71	2.26	423	1.70	98	1.49	209	1.49			
Brown 12 pack													
SPECIALTY	USDA ORGANIC												
	White 12 pack	10	3.99			76	2.50	26	3.43		81	2.99	
	Brown 12 pack			996	4.08	1,033	3.89	322	3.43	3,073	3.29		
	OMEGA-3												
	White 12 pack	326	2.50	2,390	2.23	172	2.25	2,798	2.54	402	2.50	1,629	2.27
	Brown 12 pack			141	3.04			92	3.69				
	CAGE-FREE												
	White 12 pack			533	2.11			52	2.74			406	2.31
	Brown 12 pack			3,842	2.12			1,551	2.80	142	3.72	2,330	2.84
	VEGETARIAN FED												
White 12 pack													
Brown 12 pack					92	2.50	387	2.03	23	1.84	167	2.54	

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,327	1,615	3,114	Large Eggs on Oct-26-2020
Specialty	8,238	6,279	8,575	
Total (includes MD)	9,783	7,941	11,926	894.1
Special Rate 4/:	1.2%	1.6%	2.9%	up 9.5%

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

SHELL EGG and EGG PRODUCTS FEATURING

Promotional activity for regular shell eggs is lackluster as the number of stores featuring eggs are less than the previous week. The average price of Large White eggs to consumers, Grade A, or better is trending higher. The occurrence of "no price" incentives continues barely visible this ad cycle. Advertisements for Extra Large and Medium eggs are showing up more frequently in circulars. Promotions for specialty shell eggs are higher in number, especially for cage-free brown eggs. Omega-3 and USDA Organic egg ads are maintaining a good presence in flyer, however ads for vegetarian fed eggs are nonexistent. Features for liquid eggs increase in number with most activity found on the East Coast.



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/}		40.5% of 5,500 sampled outlets Activity Index = 2,915 (includes Medium)						14.3% of 7,400 sampled outlets Activity Index = 1,659 (includes Medium)						28.2% of 6,100 sampled outlets Activity Index = 1,766 (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																		
	MEDIUM	White 12 pack			0.88	207	0.88	White 12 pack			White 12 pack			White 12 pack					
USDA GRADE A	White 12 pack White 18 pack Brown 12 pack	2.19	288	2.19	0.89 - 0.90	112	0.90				0.89	10	0.89				0.99 - 1.29	386	1.03
	MEDIUM	White 12 pack White 30 pack						White 12 pack White 30 pack			White 12 pack White 30 pack			White 12 pack White 30 pack			1.69	34	1.69
S P E C I A L T Y	USDA ORGANIC White 12 pack Brown 12 pack	3.99	10	3.99							3.99	218	3.99				3.99	201	3.99
	OMEGA-3 White 12 pack Brown 12 pack	2.50	292	2.50	1.77 - 2.50	1,083	2.25				2.33 - 2.66	419	2.50				1.99 - 2.50	120	2.42
	CAGE-FREE White 12 pack Brown 12 pack				2.00 - 2.49	229	2.44				2.00	218	2.00				1.50	86	1.50
	VEGETARIAN FED White 12 pack Brown 12 pack				2.50 - 2.99	180	2.81				1.88 - 2.99	794	2.28				1.88 - 2.00	939	1.89
		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/}		25.8% of 4,900 sampled outlets Activity Index = 1,266 (includes Medium)						33.4% of 3,800 sampled outlets Activity Index = 1,269 (includes Medium)						67.5% of 1,300 sampled outlets Activity Index = 877 (includes Medium)					
USDA GRADE AA	White 12 pack White 18 pack Brown 12 pack										2.97 - 2.99	127	2.98				1.98	43	1.98
	MEDIUM	White 12 pack						White 12 pack			White 12 pack			White 12 pack			0.88	11	0.88
USDA GRADE A	White 12 pack White 18 pack Brown 12 pack										0.99	270	0.99				2.79	37	2.79
	MEDIUM	White 12 pack White 30 pack						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				3.99	38	3.99				3.32 - 4.99	166	4.09						
	OMEGA-3 White 12 pack Brown 12 pack	2.50	24	2.50	2.25 - 2.29	71	2.28							2.50	10	2.50	1.99 - 2.50	697	2.00
	CAGE-FREE White 12 pack Brown 12 pack				1.88 - 2.98	1,133	2.25				1.66 - 1.88	669	1.87				1.88 - 1.99	116	1.97
	VEGETARIAN FED White 12 pack Brown 12 pack																		

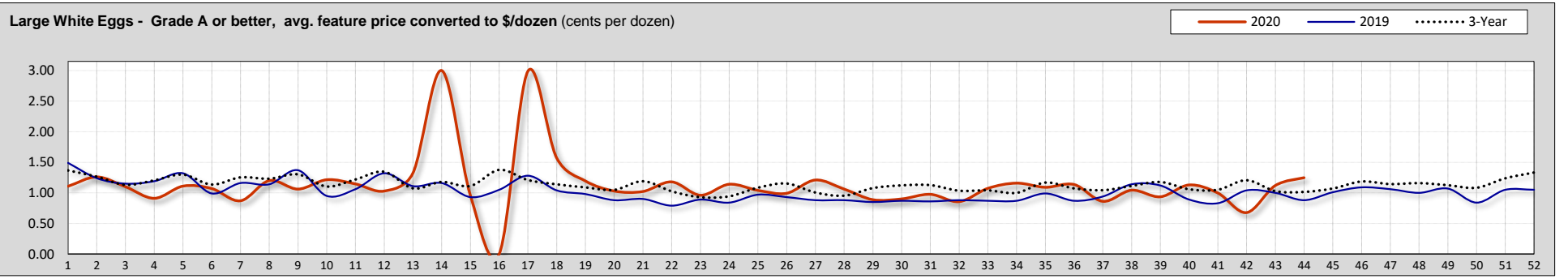
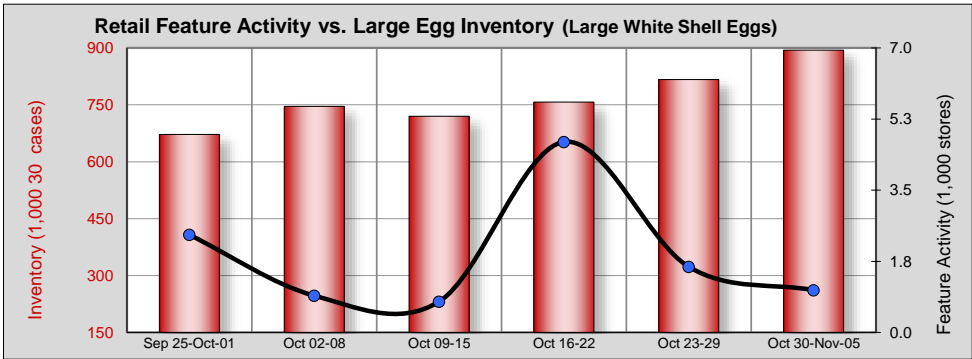
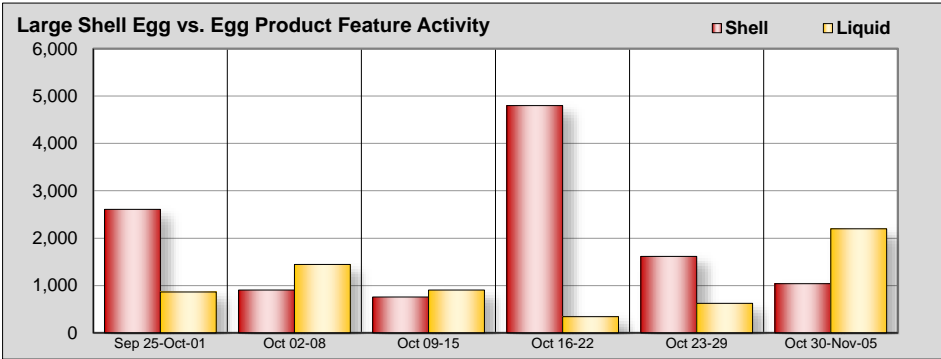
		ALASKA (AK)						HAWAII (HI)					
Feature Rate ^{1/} Activity Index ^{2/}		0.0% of 100 sampled outlets Activity Index = 11 (includes Medium)						0.0% of 100 sampled outlets Activity Index = 20 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price 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									5.29	20	5.29	
	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												
	CAGE-FREE White 12 pack Brown 12 pack				1.99	11	1.99						
	VEGETARIAN FED White 12 pack Brown 12 pack												



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EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	6.5%	1.9%	2.4%	12.3% of 5,500 sampled	15.4% of 7,400 sampled	1.6% 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	2,198	624	1,232	Activity Index = 962	Activity Index = 1,138	Activity Index = 98	Activity Index = 0	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	1,845 3.44	375 2.59	1,142 2.57	1.99 - 3.00 609 2.56	3.99 1,138 3.98	2.59 - 2.99 98 2.64			
32 oz. crtn	353 5.40	249 3.99	90 4.99	4.99 - 5.49 353 5.40					
3 - 4 oz. cup									
2 - 8 oz. cup									
EGG PRODUCTS				ALASKA	HAWAII				
1/ Feature Rate				26.0% of 100 sampled	19.0% 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.

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