



**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 05/14 thru 05/20.

Fri. May 14, 2021

(prices in dollars per carton)

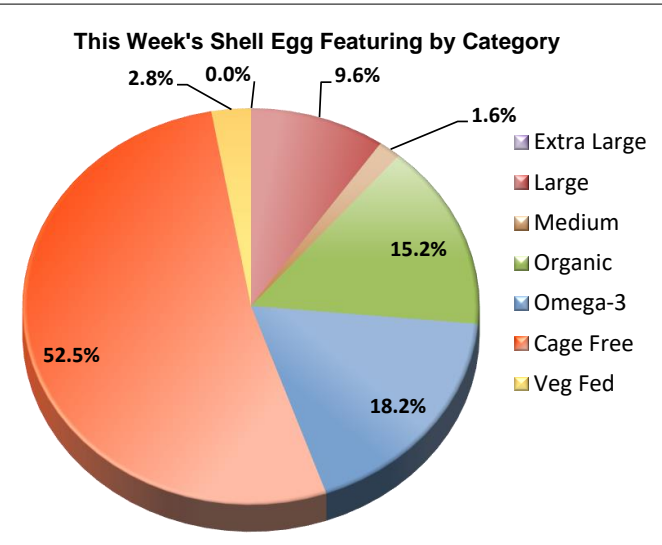
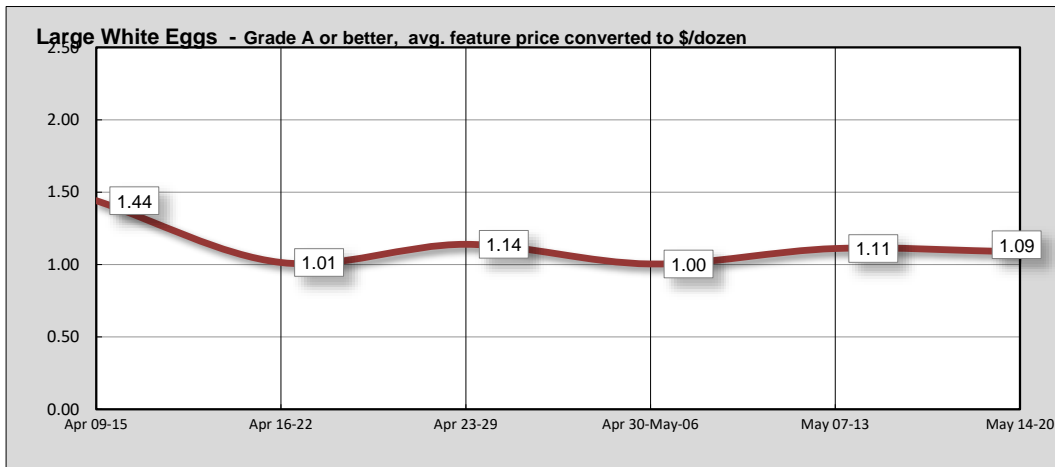
SHELL EGG NATIONAL SUMMARY												
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
	23.2% of 29,200 stores				55.4% of 29,200 stores				6.7% of 29,200 stores			
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE	
	Stores	Avg	Avg	Stores	Avg	Avg	Stores	Avg	Stores	Avg		
<b>REGULAR</b>	<b>USDA GRADE AA</b>											
	White 12 pack		343	1.03	77	0.97	396	1.38	54	1.78	682	0.99
	White 18 pack		11	2.50			635	1.93			50	2.99
	Brown 12 pack											
	<b>USDA GRADE A</b>											
	White 12 pack		190	1.17	43	0.99	1,645	0.98			307	0.96
White 18 pack		107	1.59			245	1.62					
Brown 12 pack												
<b>SPECIALTY</b>	<b>USDA ORGANIC</b>											
	White 12 pack	70	2.50	49	2.50							
	Brown 12 pack			907	4.13	71	3.50	4,069	3.34			
	<b>OMEGA-3</b>											
	White 12 pack	103	2.51	1,127	2.41	1,380	2.54	3,662	2.29		115	2.06
	Brown 12 pack											
	<b>CAGE-FREE</b>											
	White 12 pack			341	1.85			288	3.49		447	2.23
	Brown 12 pack			3,207	2.44			4,661	2.58		65	2.50
	Brown 12 pack											
<b>VEGETARIAN FED</b>												
White 12 pack							206	2.08				
Brown 12 pack			189	2.29						12	2.00	

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	651	3,041	1,093	Large Eggs on May-10-2021
Specialty	5,993	14,337	639	
Total (includes MD)	6,753	17,487	1,906	874.3
Special Rate 4/:	1.0%	2.5%	0.0%	down 4.6%

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

**SHELL EGG and EGG PRODUCTS FEATURING**

Promotional activity for regular shell eggs declines this week driven primarily by a sharp drop in promotions for Grade A 12 pack eggs. The average price of Large White eggs Grade A, or better to consumers is trending lower. Shoppers searching for incentives are finding them limited. Medium egg promotions increase in visibility however Extra Large eggs remain hard to find. Featuring for specialty shell eggs is less active than a week ago. Cage-free brown eggs are maintaining a steady presence in flyers. Other specialty types fall sharply from view. Feature activity for liquid egg products is dismal.



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 <sup>1/</sup> Activity Index <sup>2/</sup>		26.1% of 5,500 sampled outlets Activity Index = 1,515 (includes Medium)						10.8% of 7,400 sampled outlets Activity Index = 998 (includes Medium)						27.5% of 6,100 sampled outlets Activity Index = 1,600 (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				1.00	207	1.00												
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack White 18 pack Brown 12 pack															0.99	10	0.99	
	MEDIUM	White 12 pack White 30 pack			0.99 76 0.99			White 12 pack White 30 pack						White 12 pack White 30 pack			0.89 12 0.89		
SPECIALTY	USDA ORGANIC White 12 pack Brown 12 pack	2.50	65	2.50	3.33 - 5.99 645 3.96			2.50	5	2.50	4.29 39 4.29			2.50 24 2.50 3.50 - 3.99 66 3.60					
	OMEGA-3 White 12 pack Brown 12 pack	3.29	38	3.29	2.33 - 2.88 158 2.65			3.29	14	3.29	2.33 - 2.38 244 2.34			1.99 - 2.50 246 2.14					
	CAGE-FREE White 12 pack Brown 12 pack				2.00 - 2.99 22 2.00 1.99 - 3.29 169 2.25						1.49 - 2.00 221 1.99 2.33 - 3.29 475 2.36			1.49 - 1.50 98 1.50 2.28 - 3.99 1,144 2.54					
	VEGETARIAN FED White 12 pack Brown 12 pack				2.29 135 2.29														
		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 <sup>1/</sup> Activity Index <sup>2/</sup>		21.3% of 4,900 sampled outlets Activity Index = 1,050 (includes Medium)						42.1% of 3,800 sampled outlets Activity Index = 1,417 (includes Medium)						14.9% of 1,300 sampled outlets Activity Index = 194 (includes Medium)					
USDA GRADE AA	White 12 pack White 18 pack Brown 12 pack				2.50	5	2.50				0.98 - 1.29 106 1.13 2.50 6 2.50				0.89 - 0.98 30 0.93				
	MEDIUM	White 12 pack						White 12 pack			1.80 10 1.80			White 12 pack 0.99 11 0.99					
USDA GRADE A	White 12 pack White 18 pack Brown 12 pack				0.98 - 0.99 110 0.99 1.59 107 1.59						1.50 60 1.50			1.29 10 1.29					
	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				2.50 25 2.50						4.99 157 4.99								
	OMEGA-3 White 12 pack Brown 12 pack	2.32 - 3.50	103	2.51	2.50 77 2.50						2.50 402 2.50								
	CAGE-FREE White 12 pack Brown 12 pack				2.28 - 2.99 569 2.33						2.33 - 3.50 676 2.38			2.50 - 2.99 143 2.72					
	VEGETARIAN FED White 12 pack Brown 12 pack				2.29 54 2.29														

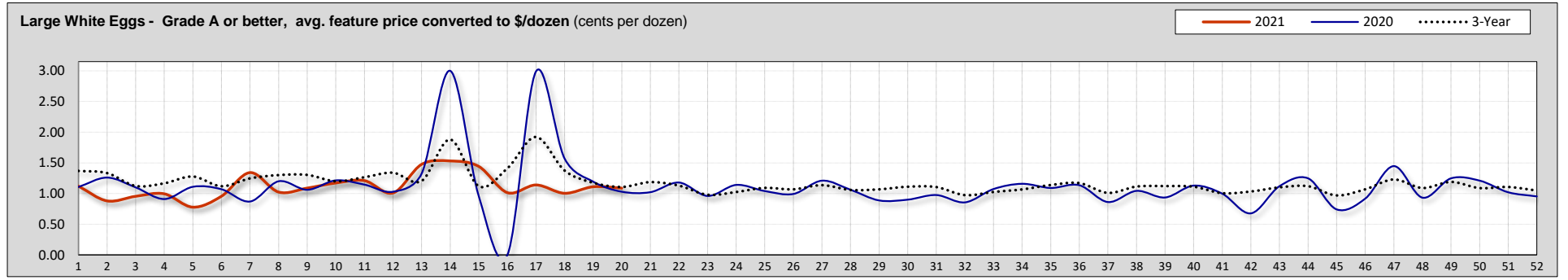
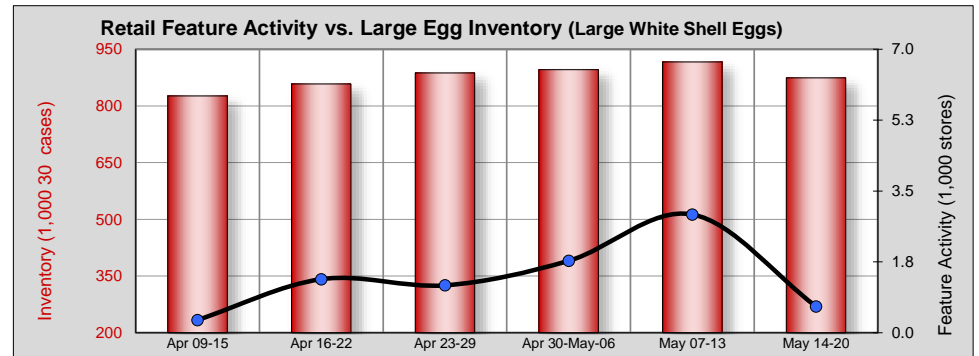
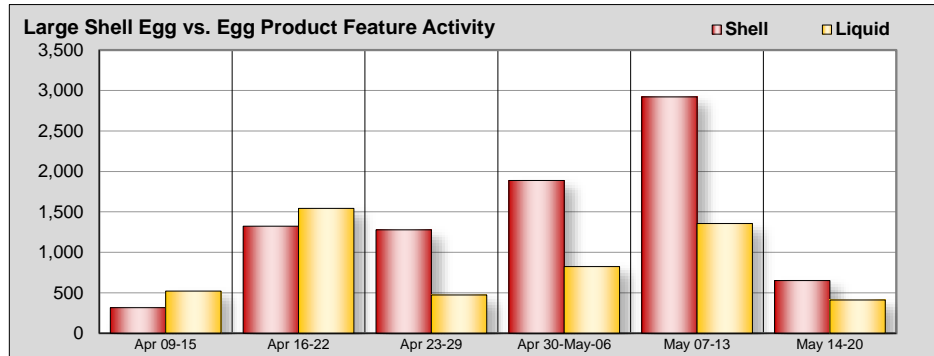
		ALASKA (AK)						HAWAII (HI)					
Feature Rate <sup>1/</sup> Activity Index <sup>2/</sup>		0.0% of 100 sampled outlets Activity Index = 11 (includes Medium)						0.0% of 100 sampled outlets Activity Index = 20 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	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												
	<b>MEDIUM</b>	White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack												
	White 18 pack												
	Brown 12 pack												
	<b>MEDIUM</b>	White 12 pack						White 12 pack					
	White 30 pack							White 12 pack					
	White 30 pack							White 30 pack					
S P E C I A L T Y	<b>USDA ORGANIC</b>												
	White 12 pack												
	Brown 12 pack												
	<b>OMEGA-3</b>												
	White 12 pack												
	Brown 12 pack												
	<b>CAGE-FREE</b>												
	White 12 pack												
	Brown 12 pack				2.66	11	2.66				3.33	20	3.33
	<b>VEGETARIAN FED</b>												
	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	1.4%	2.6%	0.9%	3.1% of 5,500 sampled	0.0% of 7,400 sampled	3.3% of 6,100 sampled	0.8% of 4,900 sampled	0.0% of 3,800 sampled	0.0% of 1,300 sampled
2/ Activity Index	411	1,356	264	Activity Index = 172	Activity Index = 0	Activity Index = 201	Activity Index = 38	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	346 2.29	765 2.56	240 2.50	2.99 107 2.99		1.97 201 1.97	1.97 38 1.97		
32 oz. crtn	65 4.99	591 4.03	24 5.19	4.99 65 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 = 0				
				Price Range Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>				
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>