



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 08/07 thru 08/13.

Fri. Aug 07, 2020

(prices in dollars per carton)

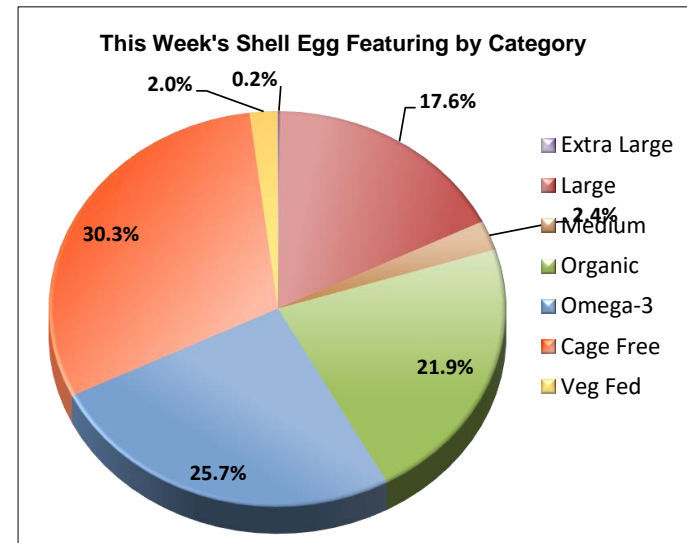
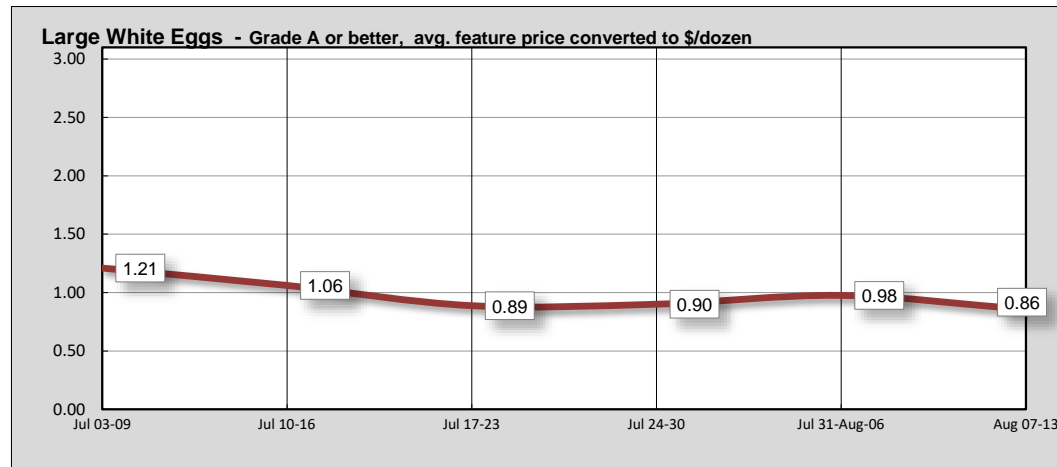
SHELL EGG NATIONAL SUMMARY													
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	28.0% of 29,200 stores				26.9% of 29,200 stores				26.1% of 29,200 stores				
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE		
	Stores	Avg	Avg	Stores	Avg	Avg	Stores	Avg	Stores	Avg			
REGULAR	USDA GRADE AA												
	White 12 pack			688	1.06				732	0.87			
	White 18 pack	14	2.25	682	0.99		61	2.86	264	1.91			
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack			97	0.78		866	0.89	140	0.87	743	0.83	
White 18 pack			88	1.31		209	1.61		371	1.10			
Brown 12 pack			39	3.50									
SPECIALTY	USDA ORGANIC												
	White 12 pack								288	3.99			
	Brown 12 pack			1,985	3.96		1,682	4.11	77	4.99	1,094	3.99	
	OMEGA-3												
	White 12 pack			2,329	2.06	119	3.49	1,820	2.26	62	3.00	532	2.52
	Brown 12 pack									239	2.99		
	CAGE-FREE												
	White 12 pack			97	1.73		43	2.46		333	2.12		
	Brown 12 pack	240	3.00	2,409	2.59	1,191	2.62	4,762	2.36	157	4.21	3,482	2.72
	VEGETARIAN FED												
White 12 pack	68	3.50											
Brown 12 pack			112	1.99		467	2.50	92	2.49	113	2.53		

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,608	1,136	2,250	Large Eggs on Aug-03-2020
Specialty	7,240	10,084	6,469	
Total (includes MD)	9,068	11,334	8,780	684.1
Special Rate 4/:	0.4%	0.4%	0.9%	up 2.3%

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

SHELL EGG and EGG PRODUCTS FEATURING

Promotional activity for regular shell eggs is higher when compared to last week's activity. The average price of Grade A or better, Large white eggs to consumers has yet to find a steady level and is trending downward. The percentage of sampled outlets offering "no price" specials to shoppers is the same as a week ago. Advertisements for Medium eggs are showing up a bit more however, ads for Extra Large eggs are dismal. Specialty shell egg featuring is not as active as the previous week. Omega-3 and USDA Organic egg featuring is up, but the number of ads for cage-free eggs sharply declines. Promotional activity for liquid egg products is sharply higher with most activity found in the Southeast.



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/}		18.8% of 5,500 sampled outlets Activity Index = 1,113 (includes Medium)						31.4% of 7,400 sampled outlets Activity Index = 2,978 (includes Medium)						25.5% of 6,100 sampled outlets Activity Index = 1,725 (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						White 12 pack			0.66 30 0.66			White 12 pack					
USDA GRADE A	White 12 pack White 18 pack Brown 12 pack				3.50	37	3.50				3.50	2	3.50				0.77 - 0.79	82	0.78
	MEDIUM	White 12 pack White 30 pack			0.69 24 0.69			White 12 pack White 30 pack			0.69 4 0.69			White 12 pack White 30 pack			0.52 43 0.52		
S P E C I A L T Y	USDA ORGANIC White 12 pack Brown 12 pack				3.99	361	3.99				2.99 - 3.99	1,354	3.99				2.99 - 3.79	270	3.75
	OMEGA-3 White 12 pack Brown 12 pack				2.00 - 2.99	311	2.24				1.99 - 2.70	241	2.05				1.99 - 2.50	968	2.05
	CAGE-FREE White 12 pack Brown 12 pack	3.00	22	3.00	2.28 - 4.99	246	3.33	3.00	218	3.00	1.99 - 3.00	1,129	2.59				1.50 86 1.50 1.98 - 2.50 208 2.24		
	VEGETARIAN FED White 12 pack Brown 12 pack				1.99	112	1.99							3.50	68	3.50			
		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/}		27.5% of 4,900 sampled outlets Activity Index = 1,324 (includes Medium)						31.3% of 3,800 sampled outlets Activity Index = 1,191 (includes Medium)						56.4% of 1,300 sampled outlets Activity Index = 733 (includes Medium)					
USDA GRADE AA	White 12 pack White 18 pack Brown 12 pack				0.99	510	0.99	2.25	14	2.25	1.20 - 1.99	178	1.25				0.99	682	0.99
	MEDIUM	White 12 pack						White 12 pack			0.99 109 0.99			White 12 pack					
USDA GRADE A	White 12 pack White 18 pack Brown 12 pack				1.27 - 1.50	88	1.31										0.79	15	0.79
	MEDIUM	White 12 pack White 30 pack						White 12 pack White 30 pack			2.99 10 2.99			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				2.00 - 2.19	145	2.05				1.99	645	1.99				2.50	15	2.50
	CAGE-FREE White 12 pack Brown 12 pack				3.49	5	3.49 1.99 - 2.99	576	2.07				3.49 6 3.49 2.99 - 3.49	229	3.46				1.99 21 1.99
	VEGETARIAN FED White 12 pack Brown 12 pack																		

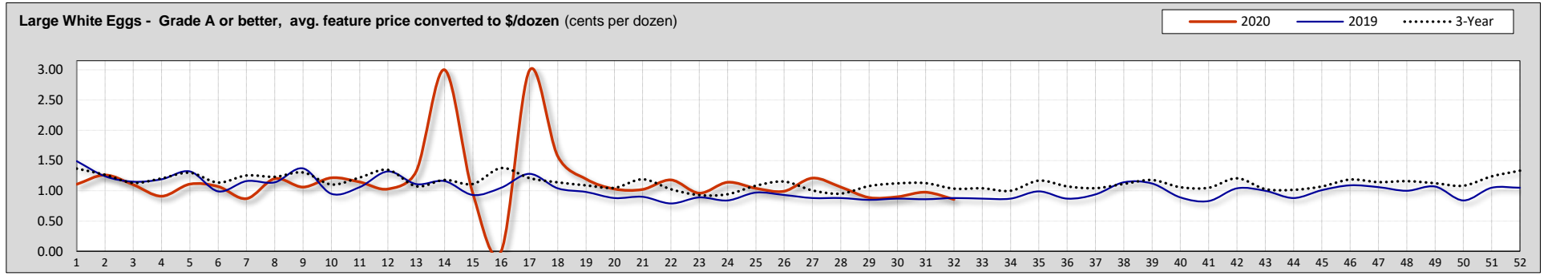
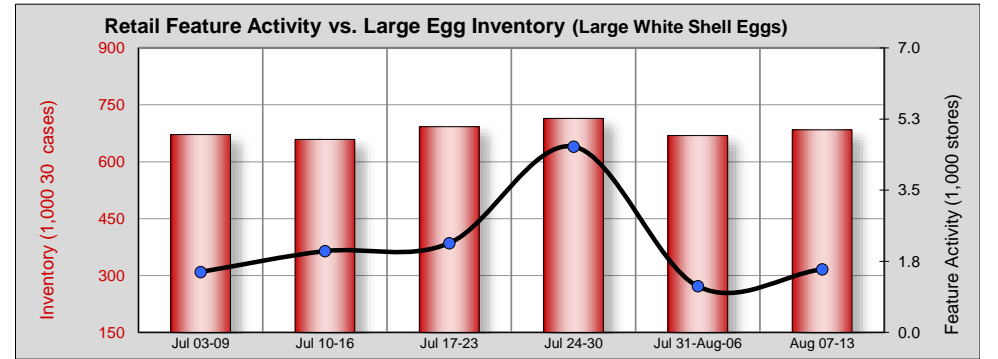
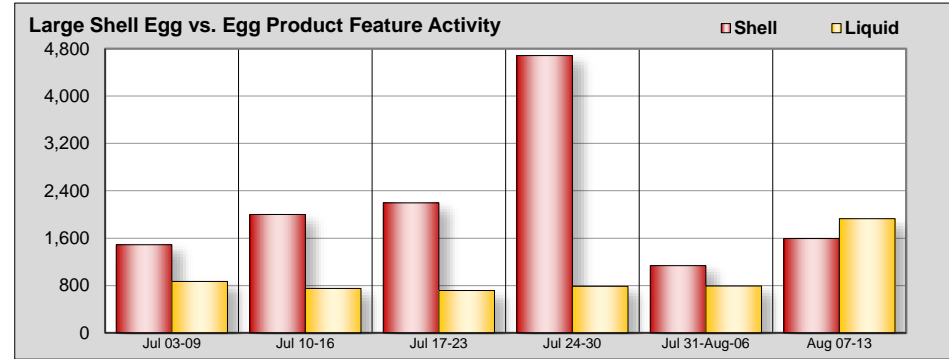
		ALASKA (AK)						HAWAII (HI)					
Feature Rate ¹⁷ Activity Index ¹⁸		0.0% of 100 sampled outlets Activity Index = 4 (includes Medium)						0.0% of 100 sampled outlets Activity Index = 0 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	Stores	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												
	OMEGA-3 White 12 pack Brown 12 pack				2.50	4	2.50						
	CAGE-FREE White 12 pack Brown 12 pack												
	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	5.8%	2.1%	7.9%	0.4% of 5,500 sampled	18.3% of 7,400 sampled	5.2% 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	1,929	792	3,129	Activity Index = 44	Activity Index = 1,569	Activity Index = 316	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	1,689 2.30	612 2.80	1,676 2.37	2.50 22 2.50	2.50 1,351 2.24	1.99 - 2.99 316 2.54			
32 oz. crtn	240 4.00	180 5.64	1,453 4.16	4.00 22 4.00	4.00 218 4.00				
3 - 4 oz. cup									
2 - 8 oz. cup									
EGG PRODUCTS				ALASKA	HAWAII				
1/ Feature Rate				4.0% 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.

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