



**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 02/08 thru 02/14.

(prices in dollars per carton)

Fri. Feb 08, 2019

SHELL EGG NATIONAL SUMMARY													
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	31.2% of 29,200 stores				21.0% of 29,200 stores				18.4% 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	<b>USDA GRADE AA</b>												
	White 12 pack	76	1.33	755	0.80					179	1.42		
	White 18 pack							520	2.01		5	1.99	
REGULAR	<b>USDA GRADE A</b>												
	White 12 pack	87	3.06	1,258	1.08	86	0.99	453	1.11	167	1.75	99	1.10
	White 18 pack			106	1.86			300	2.43			96	1.89
SPECIALTY	<b>USDA ORGANIC</b>												
	White 12 pack							141	3.99				
	Brown 12 pack	288	4.49	3,051	3.98	352	3.99	2,167	3.99	317	4.49	1,005	3.96
SPECIALTY	<b>OMEGA-3</b>												
	White 12 pack	397	2.67	1,443	2.46	61	2.50	627	2.28	456	2.43	1,354	2.24
	Brown 12 pack											20	2.34
SPECIALTY	<b>CAGE-FREE</b>												
	White 12 pack	65	3.00	185	3.11	65	4.99	528	2.10			364	2.16
	Brown 12 pack			800	2.81			960	3.01	213	2.99	1,335	2.76
SPECIALTY	<b>VEGETARIAN FED</b>												
	White 12 pack	107	2.99										
	Brown 12 pack			81	2.00			929	2.92	161	2.49	734	2.42

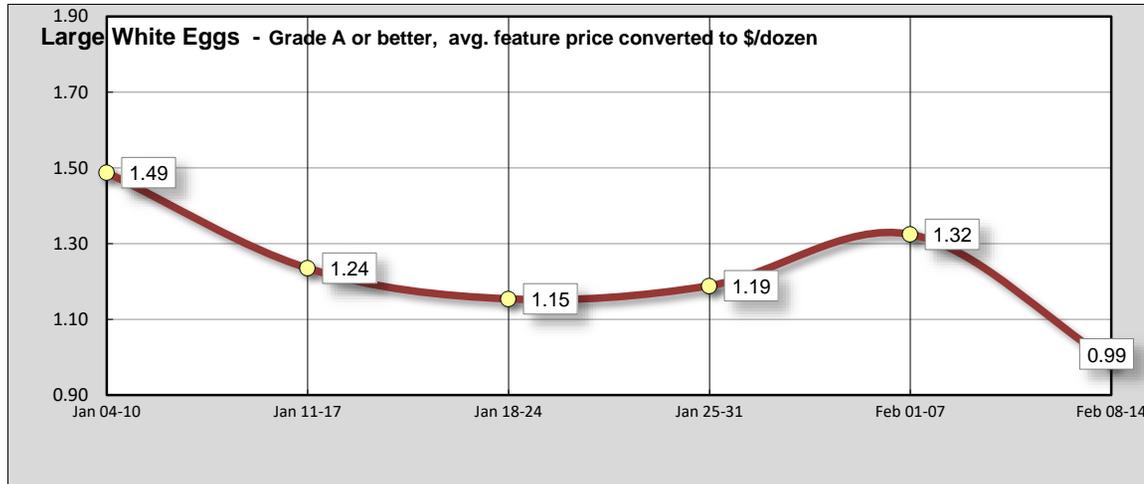
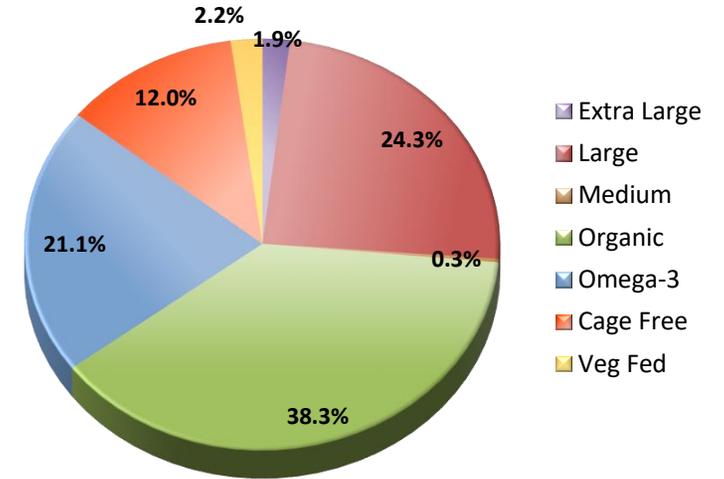
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,282	1,359	546	Large Eggs on Feb-04-2019
Specialty	6,417	5,830	5,959	
Total (includes MD)	8,723	7,357	6,594	579.2
Special Rate 4/:	5.8%	6.9%	2.4%	up 5.5%

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

**SHELL EGG and EGG PRODUCTS FEATURING**

Show your significant other you care about them this Valentine's Day by going out and buying them a dozen...EGGS! Promotional activity on regular shell eggs is more active when compared to last week. The average price of Grade A, or better Large White eggs to consumers is sharply lower, falling below the \$1 dollar mark which has not happened since Fall of 2017. The number of supermarkets offering "no price" incentives declined. Promotions for regular and specialty Extra Large eggs are on the rise, however ads for Medium eggs are dismal. Specialty shell egg features are higher in number, led by an increase in promotions for USDA Organic and Omega-3 eggs. Featuring of cage-free and vegetarian fed eggs is not as active as last week. Advertisements for liquid egg products remain steady.

**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.)

Source: USDA Agricultural Marketing Service, Livestock, Poultry & Seed Market News - (515) 284-4460 <http://www.ams.usda.gov/LPSMarketNewsPage>

		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>		37.3% of 5,500 sampled outlets Activity Index = 2,082 (includes Medium)						22.4% of 7,400 sampled outlets Activity Index = 1,571 (includes Medium)						22.0% of 6,100 sampled outlets Activity Index = 1,291 (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	1.33	76	1.33	0.88	73	0.88												
	White 18 pack																		
	Brown 12 pack																		
<b>MEDIUM</b>		White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				0.99	515	0.99	4.59	37	4.59	0.88 - 0.99	335	0.98	1.50 - 4.59	50	1.93	0.97 - 1.89	218	1.54
	White 18 pack										1.77 - 1.99	51	1.94						
	Brown 12 pack																		
<b>MEDIUM</b>		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	<b>USDA ORGANIC</b>																		
	White 12 pack	4.49	288	4.49	3.49 - 3.99	134	3.57				3.99	677	3.99				3.99 - 4.99	797	4.10
	Brown 12 pack																		
	<b>OMEGA-3</b>																		
White 12 pack	2.49 - 2.99	232	2.63	1.99 - 3.00	422	2.61	1.99 - 2.99	59	2.46		2.00	218	2.00				1.50 - 2.50	191	2.43
Brown 12 pack																			
<b>CAGE-FREE</b>																			
White 12 pack	3.00	65	3.00								2.50 - 2.99	113	2.86				1.50 - 2.50	35	2.13
Brown 12 pack				2.99 - 3.00	277	2.99													
<b>VEGETARIAN FED</b>																			
White 12 pack											2.00	81	2.00						
Brown 12 pack																			
		<b>SOUTH CENTRAL U.S.</b> (AR,CO,KS,LA,MO,NM,OK,TX)						<b>SOUTHWEST U.S.</b> (AZ,CA,NV,UT)						<b>NORTHWEST U.S.</b> (ID,MT,OR,WA,WY)					
Feature Rate <sup>1/</sup> Activity Index <sup>2/</sup>		37.0% of 4,900 sampled outlets Activity Index = 1,501 (includes Medium)						35.3% of 3,800 sampled outlets Activity Index = 1,373 (includes Medium)						66.8% of 1,300 sampled outlets Activity Index = 868 (includes Medium)					
USDA GRADE AA	White 12 pack																0.79	682	0.79
	White 18 pack																		
	Brown 12 pack																		
<b>MEDIUM</b>		White 12 pack						White 12 pack			1.66			14	1.66	White 12 pack			
USDA GRADE A	White 12 pack				0.99	22	0.99				0.99	129	0.99				0.97	39	0.97
	White 18 pack				1.50 - 1.66	27	1.57				1.98	28	1.98						
	Brown 12 pack																		
<b>MEDIUM</b>		White 12 pack						White 12 pack			1.50			10	1.50	White 12 pack			
		White 30 pack						White 30 pack								White 30 pack			
S P E C I A L T Y	<b>USDA ORGANIC</b>																		
	White 12 pack				3.49 - 3.99	615	3.92				3.49 - 3.99	722	3.94				4.29	95	4.29
	Brown 12 pack																		
	<b>OMEGA-3</b>																		
White 12 pack	2.37	86	2.37	2.33 - 2.50	551	2.49				2.49 - 2.99	24	2.72				2.50 - 2.99	31	2.75	
Brown 12 pack																			
<b>CAGE-FREE</b>																			
White 12 pack											2.79 - 3.29	185	3.11						
Brown 12 pack					2.50	93	2.50				2.50 - 3.29	261	2.86				1.99	21	1.99
<b>VEGETARIAN FED</b>																			
White 12 pack	2.99	107	2.99																
Brown 12 pack																			

		ALASKA (AK)						HAWAII (HI)					
Feature Rate <sup>1/</sup> Activity Index <sup>2/</sup>		0.0% of 100 sampled outlets Activity Index = 17 (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			White 12 pack					
USDA GRADE A	White 12 pack White 18 pack Brown 12 pack												
	<b>MEDIUM</b>	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	<b>USDA ORGANIC</b> White 12 pack Brown 12 pack				4.29	11	4.29						
	<b>OMEGA-3</b> White 12 pack Brown 12 pack				2.50 - 3.29	6	2.76	4.99	20	4.99			
	<b>CAGE-FREE</b> White 12 pack Brown 12 pack												
	<b>VEGETARIAN FED</b> White 12 pack Brown 12 pack												



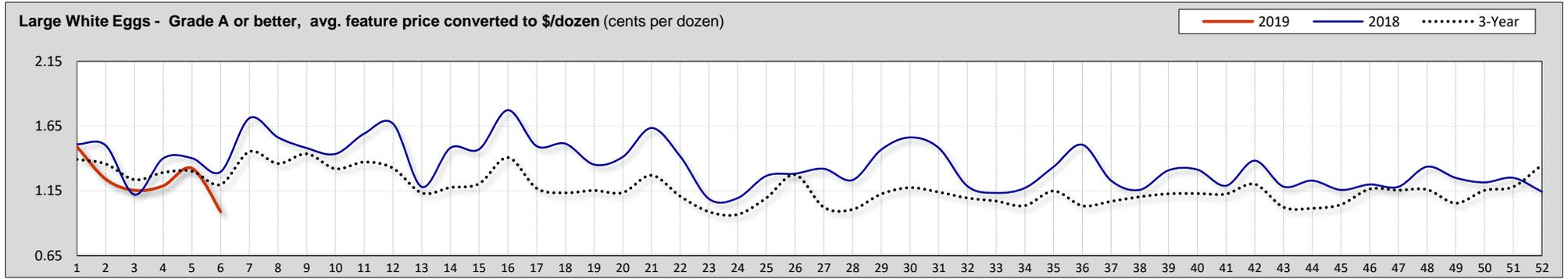
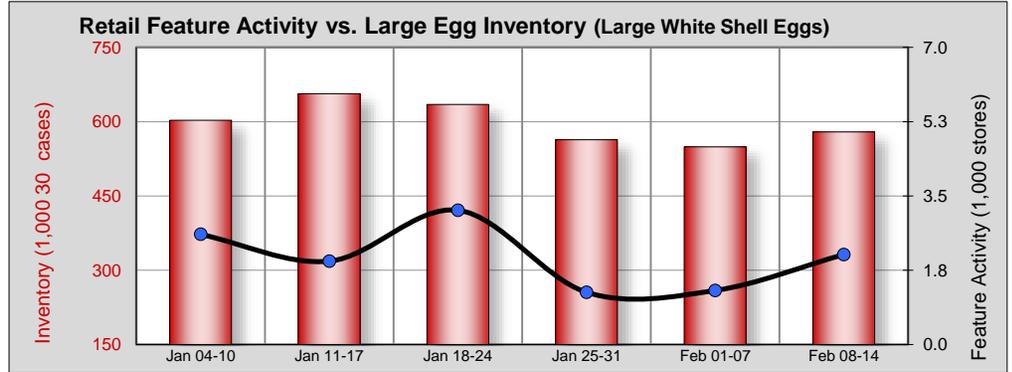
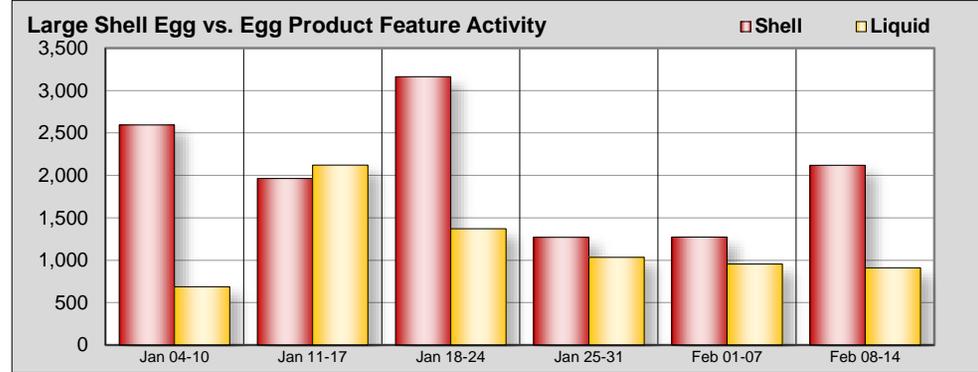
**USDA National Retail Report - Shell Egg and Egg Products**

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 02/08 thru 02/14.

(prices in dollars per carton)

Fri. Feb 08, 2019

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	3.1%	3.3%	3.2%	1.1% of 5,500 sampled	4.4% of 7,400 sampled	6.1% of 6,100 sampled	1.8% of 4,900 sampled	0.9% of 3,800 sampled	0.8% of 1,300 sampled
2/ Activity Index	910	955	1,168	Activity Index = 59	Activity Index = 328	Activity Index = 370	Activity Index = 86	Activity Index = 33	Activity Index = 11
	Stores Avg <sup>3/</sup>	Stores Avg <sup>3/</sup>	Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>					
14-16 oz. crtn	384 3.33	509 2.96	705 3.24	3.50 22 3.50	3.50 218 3.50	2.99 14 2.99	2.98 86 2.98	2.99 33 2.99	- 3.69 11 3.69
32 oz. crtn	526 5.12	446 3.88	463 4.40	3.49 37 3.49	3.49 - 5.99 110 5.94	4.99 - 5.99 356 5.02			
3 - 4 oz. cup									
2 - 8 oz. cup									
EGG PRODUCTS				ALASKA	HAWAII				
1/ Feature Rate				17.0% of 100 sampled	19.0% of 100 sampled				
2/ Activity Index				Activity Index = 0	Activity Index = 23				
				Price Range Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>				
14-16 oz. crtn					5.49 23 5.49				
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>