



**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 04/16 thru 04/22.

(prices in dollars per carton)

Fri. Apr 16, 2021

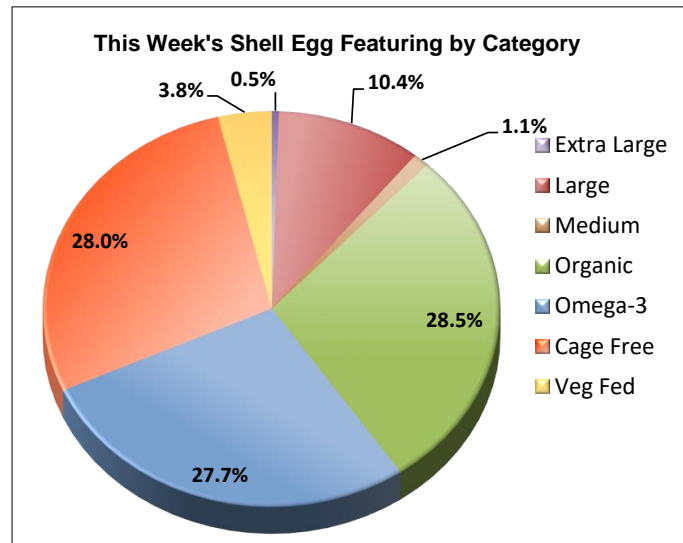
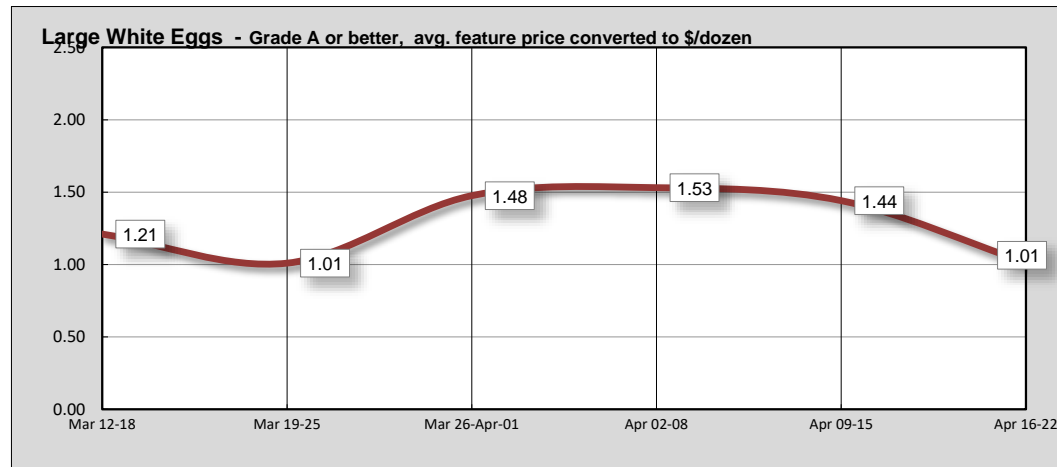
SHELL EGG NATIONAL SUMMARY												
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
	33.2% of 29,200 stores				21.7% of 29,200 stores				1.4% of 29,200 stores			
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE	
	Stores	Avg	Avg	Stores	Avg	Avg	Stores	Avg	Stores	Avg		
REGULAR	<b>USDA GRADE AA</b>											
	White 12 pack	64	2.18	343	1.37							
	White 18 pack			140	2.13			125	2.99			
	Brown 12 pack											
	<b>USDA GRADE A</b>											
	White 12 pack			829	0.80	12	1.25	191	1.08			
White 18 pack			11	1.67								
Brown 12 pack												
SPECIALTY	<b>USDA ORGANIC</b>											
	White 12 pack											
	Brown 12 pack			3,636	3.93	71	3.50	718	3.52	118	3.29	
	<b>OMEGA-3</b>											
	White 12 pack	436	2.67	2,836	2.37	184	2.67	1,310	2.31	77	4.49	
	Brown 12 pack			271	2.48			92	2.87			
	<b>CAGE-FREE</b>											
	White 12 pack			12	3.49			77	3.49			
	Brown 12 pack			3,562	2.60			3,839	2.43	165	3.29	
	<b>VEGETARIAN FED</b>											
White 12 pack												
Brown 12 pack	243	2.86	243	2.08					138	3.78		

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,387	328		Large Eggs on Apr-12-2021
Specialty	11,239	6,291	498	
Total (includes MD)	12,772	6,922	541	858.2
Special Rate 4/:	1.2%	0.0%	0.2%	up 3.8%

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

**SHELL EGG and EGG PRODUCTS FEATURING**

Featuring of regular shell eggs is more active than a week ago, however last year's activity was nonexistent due to the Covid-19 crisis. The weighted average price of Grade A, or better Large White eggs to consumers is trending sharply lower. Shoppers are also finding some reprieve as the occurrence of "no price" specials in circulars is higher. Advertisements for Medium and Extra Large eggs are limited. Promotions for specialty shell eggs increase in number, particularly for USDA Organic brown eggs. Ads for Omega-3 and vegetarian fed eggs also increase in number while ads for cage-free egg are fewer in number. Featuring of liquid egg products is more active as offerings for 14-16 ounce cartons increase.



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 <sup>1/</sup> Activity Index <sup>2/</sup>		39.3% of 5,500 sampled outlets Activity Index = 3,658 (includes Medium)						32.3% of 7,400 sampled outlets Activity Index = 2,594 (includes Medium)						29.1% of 6,100 sampled outlets Activity Index = 2,680 (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				1.29	207	1.29									1.49	119	1.49						
	MEDIUM	White 12 pack						White 12 pack						White 12 pack										
USDA GRADE A	White 12 pack White 18 pack Brown 12 pack				0.49 - 1.19	379	0.69				0.79 - 1.00	327	0.86			0.49 - 1.00	103	0.76						
	MEDIUM	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 - 4.99	753	4.02				3.98 - 4.99	1,415	3.99			3.99	108	3.99						
	OMEGA-3 White 12 pack Brown 12 pack	2.50 - 3.50	223	2.94	2.50 - 3.99	845	3.06	2.50	81	2.50	1.99 - 3.00	66	2.49	2.00	46	2.00	1.99 - 2.66	1,097	2.03					
	CAGE-FREE White 12 pack Brown 12 pack				2.49 - 4.43	389	2.81				2.49 - 4.43	666	2.51			2.49 - 3.49	1,207	2.69						
	VEGETARIAN FED White 12 pack Brown 12 pack	2.99	212	2.99	2.00	173	2.00				2.50	39	2.50											
		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 <sup>1/</sup> Activity Index <sup>2/</sup>		26.6% of 4,900 sampled outlets Activity Index = 1,353 (includes Medium)						32.9% of 3,800 sampled outlets Activity Index = 1,896 (includes Medium)						56.3% of 1,300 sampled outlets Activity Index = 732 (includes Medium)										
USDA GRADE AA	White 12 pack White 18 pack Brown 12 pack				1.49	2	1.49	2.09 - 2.69	64	2.18			1.45 - 2.99	116	2.26			1.50	15	1.50				
	MEDIUM	White 12 pack						White 12 pack						White 12 pack			1.45 - 1.49			24	1.47			
USDA GRADE A	White 12 pack White 18 pack Brown 12 pack				1.67	11	1.67																	
	MEDIUM	White 12 pack White 30 pack			2.48			16			2.48			White 12 pack White 30 pack			2.99			10			2.99	
S P E C I A L T Y	USDA ORGANIC White 12 pack Brown 12 pack				2.49 - 3.69	534	3.64				3.49	129	3.49			3.99	682	3.99						
	OMEGA-3 White 12 pack Brown 12 pack	2.48	86	2.48	2.00	17	2.00				1.99 - 2.66	811	2.13											
	CAGE-FREE White 12 pack Brown 12 pack				2.49 - 3.49	625	2.55				3.49	12	3.49	2.50	645	2.50								
	VEGETARIAN FED White 12 pack Brown 12 pack	1.99	31	1.99	1.99	31	1.99																	

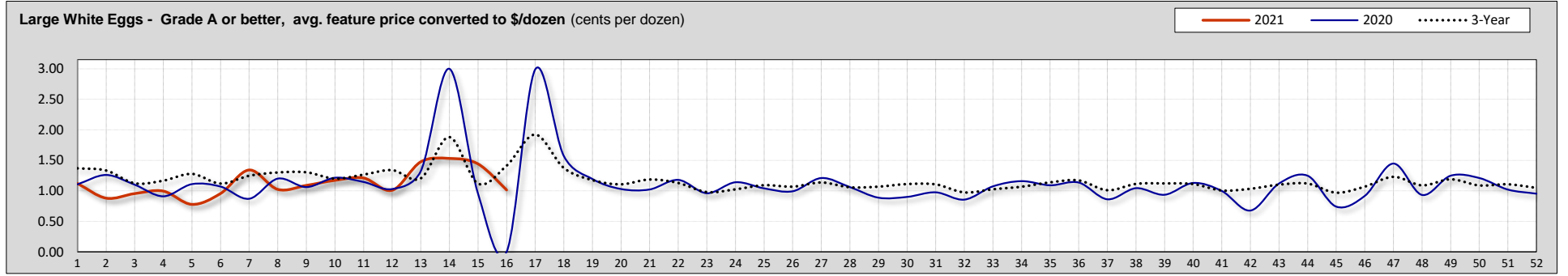
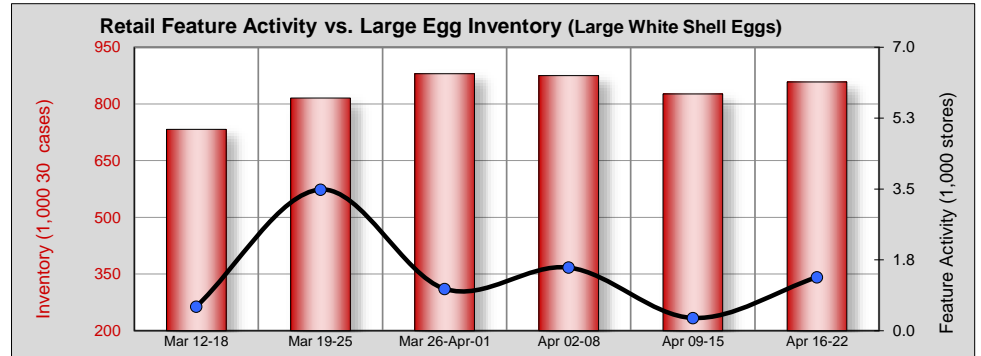
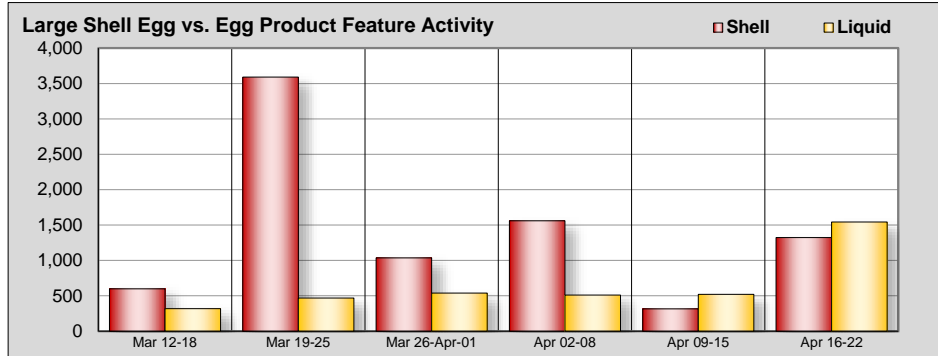
		ALASKA (AK)						HAWAII (HI)					
Feature Rate <sup>17</sup> Activity Index <sup>21</sup>		0.0% of 100 sampled outlets Activity Index = 15 (includes Medium)						0.0% of 100 sampled outlets Activity Index = 50 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	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										1.99	20	1.99
	White 18 pack												
	Brown 12 pack												
	<b>MEDIUM</b>	White 12 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				3.99	15	3.99						
	<b>OMEGA-3</b>												
	White 12 pack												
	Brown 12 pack												
	<b>CAGE-FREE</b>												
	White 12 pack										2.29	30	2.29
	Brown 12 pack												
	<b>VEGETARIAN FED</b>												
	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	4.2%	1.6%	1.1%	1.4% of 5,500 sampled	15.4% of 7,400 sampled	0.0% 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	1,543	521	404	Activity Index = 379	Activity Index = 1,148	Activity Index = 12	Activity Index = 0	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	1,482 3.69	521 2.38	51 2.60	2.50 - 3.00 318 2.70	3.99 1,148 3.97	2.99 12 2.99			
32 oz. crtn	61 4.99		353 5.00	4.99 61 4.99					
3 - 4 oz. cup									
2 - 8 oz. cup									
EGG PRODUCTS				ALASKA	HAWAII				
1/ Feature Rate				15.0% of 100 sampled	47.6% of 100 sampled				
2/ Activity Index				Activity Index = 4	Activity Index = 0				
				Price Range Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>				
14-16 oz. crtn				3.48 4 3.48					
32 oz. crtn									
3 - 4 oz. cup									
2 - 8 oz. cup									



Note: See page 1 for explanatory notes.

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