



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 03/29 thru 04/04.

(prices in dollars per carton)

Fri. Mar 29, 2019

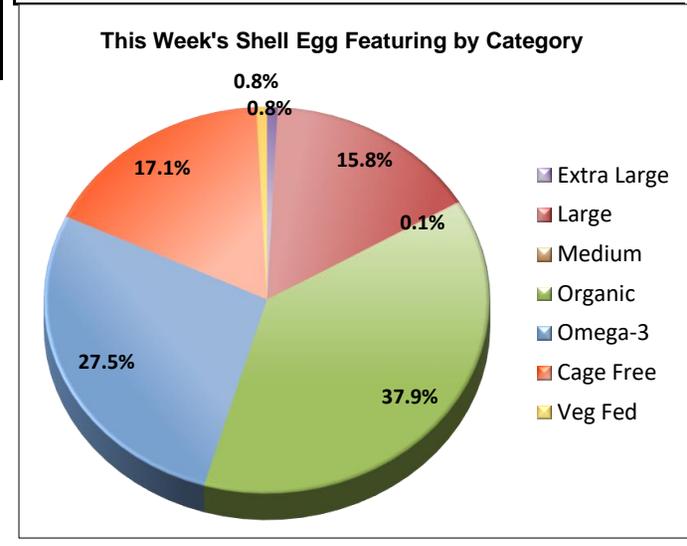
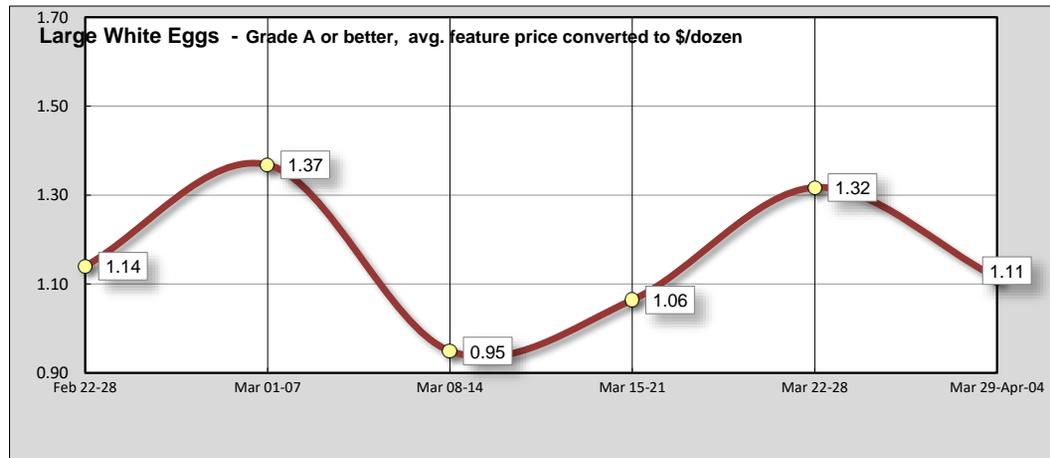
SHELL EGG NATIONAL SUMMARY													
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	29.6% of 29,200 stores				36.4% of 29,200 stores				27.5% of 29,100 stores				
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE		
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
REGULAR	USDA GRADE AA												
	White 12 pack	62	1.33					73	0.99			115	1.12
	White 18 pack			198	2.44			442	1.85			220	4.21
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack			843	1.10	17	2.51	919	1.37	38	3.18	916	1.57
White 18 pack			206	0.99			149	2.11	51	1.99	1,378	1.00	
Brown 12 pack			12	3.50			14	0.99			71	2.85	
SPECIALTY	USDA ORGANIC												
	White 12 pack												
	Brown 12 pack	34	4.69	2,991	3.98	288	4.99	2,857	3.96	38	4.45	1,120	3.98
	OMEGA-3												
	White 12 pack	212	2.65	1,986	2.03	484	2.76	1,312	2.29	500	2.84	2,122	2.26
	Brown 12 pack							43	1.29			377	3.99
	CAGE-FREE												
	White 12 pack									25	3.50	259	2.45
	Brown 12 pack			1,369	2.62			4,313	2.58			1,464	2.82
	VEGETARIAN FED												
White 12 pack											11	2.00	
Brown 12 pack			62	3.00	77	3.00	460	2.58			102	2.63	

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,321	1,614	2,789	Large Eggs on Mar-25-2019
Specialty	6,654	9,834	6,018	
Total (includes MD)	7,985	11,491	9,146	831.3
Special Rate 4/:	3.7%	1.7%	1.9%	up 11.7%

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

SHELL EGG and EGG PRODUCTS FEATURING

Regular shell egg feature activity remains lackluster and is slightly less than a week ago. The weighted average price of Grade A or better, Large white eggs to consumers reverses course and is sharply lower. Value conscious shoppers are sure to find bargains this week as the number of "no price" specials increase. Featuring of Extra Large eggs is slightly more active while ads for Medium eggs decline. Promotional activity for specialty eggs is down sharply from last week's ad cycle. There's a drastic increase in featuring of USDA Organic and Omega-3 eggs, however cage-free and vegetarian fed are fewer in number this week. In the egg products sector, the number of features for liquid eggs is on the rise with most activity occurring in the Southeast and Midwest.



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.)

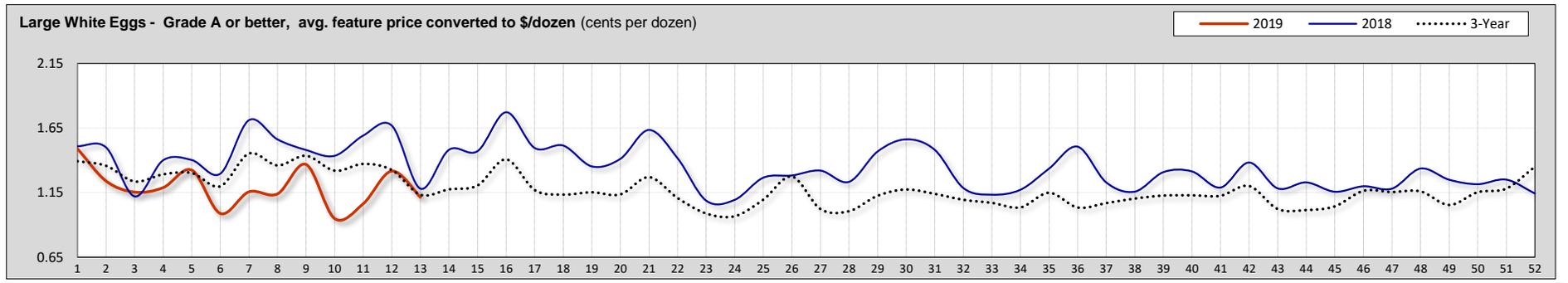
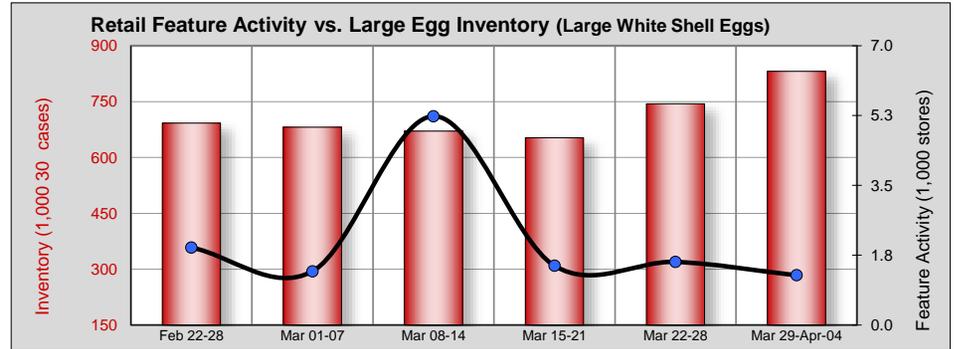
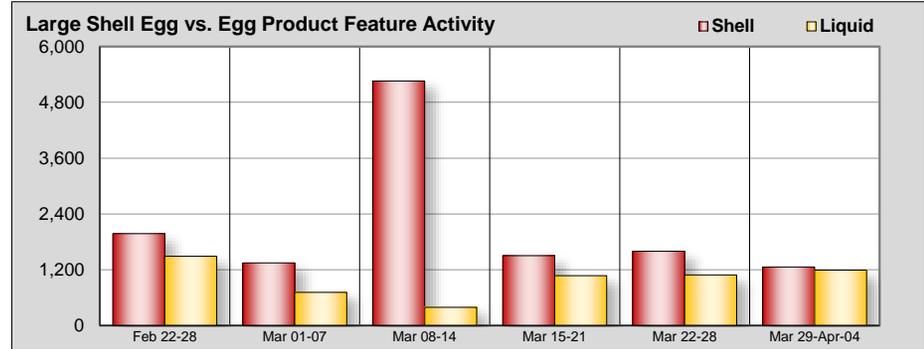
Source: USDA Agricultural Marketing Service, Livestock, Poultry & Seed Market News - (515) 284-4460 <http://www.ams.usda.gov/LPSMarketNewsPage>

		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 ^{1/} Activity Index ^{2/}		46.6% of 5,500 sampled outlets Activity Index = 1,988 (includes Medium)						31.2% of 7,400 sampled outlets Activity Index = 2,233 (includes Medium)						13.9% of 6,100 sampled outlets Activity Index = 858 (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	62	1.33																	
	White 18 pack Brown 12 pack																				
	MEDIUM	White 12 pack						White 12 pack						White 12 pack							
USDA GRADE A	White 12 pack				0.77 - 0.99	307	0.89				0.88 - 4.39	68	2.86				0.77 - 4.39	272	0.91		
	White 18 pack Brown 12 pack																0.99	108	0.99		
	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				2.99 - 5.69	549	4.08				3.99	1,886	3.99			4.69	34	4.69	3.49 - 4.99	246	3.76
	OMEGA-3																				
	White 12 pack Brown 12 pack	2.99	65	2.99	2.32 - 2.99	371	2.55				2.32 - 2.99	279	2.44			2.50	45	2.50	1.99	108	1.99
	CAGE-FREE																				
White 12 pack Brown 12 pack				2.99 - 3.00	572	2.99													3.49	45	3.49
VEGETARIAN FED																					
White 12 pack Brown 12 pack				3.00	62	3.00															
		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/}		21.4% of 4,900 sampled outlets Activity Index = 1,262 (includes Medium)						25.2% of 3,800 sampled outlets Activity Index = 808 (includes Medium)						67.8% of 1,300 sampled outlets Activity Index = 724 (includes Medium)							
USDA GRADE AA	White 12 pack																				
	White 18 pack Brown 12 pack									1.99 - 2.99	198	2.44									
	MEDIUM	White 12 pack						White 12 pack						White 12 pack							
USDA GRADE A	White 12 pack				0.77 - 1.50	116	0.92				1.50	32	1.50				0.99 - 1.50	42	1.03		
	White 18 pack Brown 12 pack													3.50	12	3.50					
	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				2.98 - 4.99	156	3.46				3.98 - 5.69	154	4.37								
	OMEGA-3																				
	White 12 pack Brown 12 pack	2.50	102	2.50	1.50 - 1.98	144	1.72				1.79	402	1.79				1.79	682	1.79		
	CAGE-FREE																				
White 12 pack Brown 12 pack				1.99 - 3.49	646	2.21															
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 = 95 (includes Medium)						0.0% of 100 sampled outlets Activity Index = 17 (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			White 12 pack					
USDA GRADE A	White 12 pack White 18 pack Brown 12 pack										3.00	6	3.00
	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												
	OMEGA-3 White 12 pack Brown 12 pack												
	CAGE-FREE White 12 pack Brown 12 pack				2.79	95	2.79				2.79	11	2.79
	VEGETARIAN FED White 12 pack Brown 12 pack												



EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST			SOUTHEAST			MIDWEST			SOUTH CENTRAL			SOUTHWEST			NORTHWEST		
1/ Feature Rate	5.1%	4.1%	1.9%	0.6% of 5,500 sampled			14.1% of 7,400 sampled			4.6% of 6,100 sampled			2.5% of 4,900 sampled			0.4% of 3,800 sampled			0.0% of 1,300 sampled		
2/ Activity Index	1,192	1,088	1,679	Activity Index = 22			Activity Index = 870			Activity Index = 201			Activity Index = 85			Activity Index = 14			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	693	372	764	2.99	22	2.99	3.98	418	3.46	1.98	201	1.98	1.98	38	1.98	2.49	14	2.49			
32 oz. crtn	499	716	915				3.99	452	3.99				3.99	47	3.99						
3 - 4 oz. cup																					
2 - 8 oz. cup																					
EGG PRODUCTS				ALASKA			HAWAII														
1/ Feature Rate				11.0% of 100 sampled			24.8% of 100 sampled														
2/ Activity Index				Activity Index = 0			Activity Index = 0														
				Price Range			Price Range														
				Stores			Stores														
				Avg ^{3/}			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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