



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 10/23 thru 10/29.

Fri. Oct 23, 2020

(prices in dollars per carton)

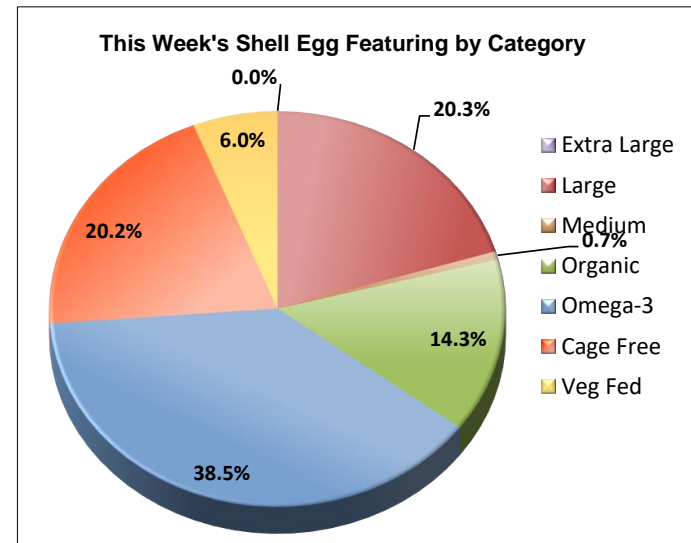
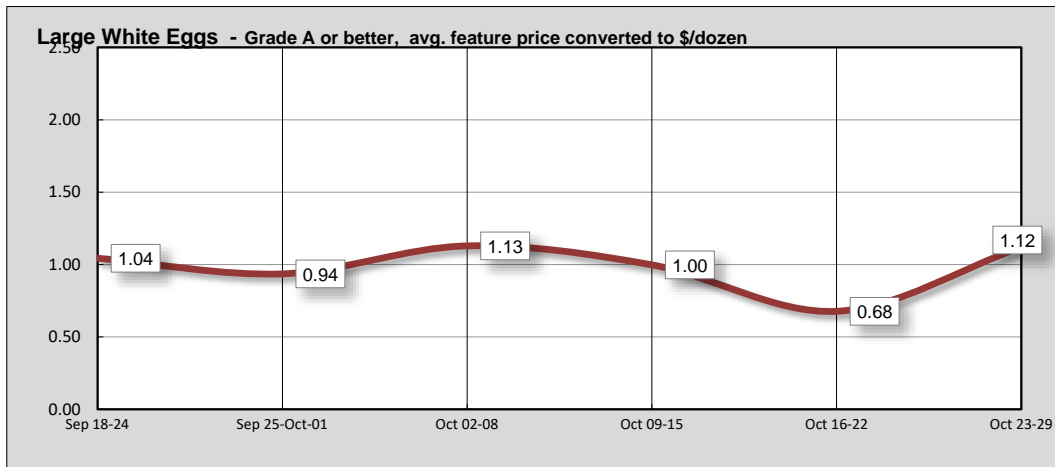
SHELL EGG NATIONAL SUMMARY													
Feature Rate	THIS WEEK			PREVIOUS WEEK			PREVIOUS YEAR						
	26.8% of 29,200 stores			39.7% of 29,200 stores			29.1% of 29,200 stores						
	X LARGE		LARGE	X LARGE		LARGE	X LARGE		LARGE				
	Stores	Avg	Avg	Stores	Avg	Avg	Stores	Avg	Stores	Avg			
REGULAR	USDA GRADE AA												
	White 12 pack		629	1.06		2,513	0.59	54	1.78	1,292	1.01		
	White 18 pack		104	2.99					288	1.91			
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack		459	0.99	6	3.00	1,163	0.87	6	2.50	887	0.92	
White 18 pack		423	1.70			1,011	1.02			133	1.34		
Brown 12 pack						112	1.69						
SPECIALTY	USDA ORGANIC												
	White 12 pack	76	2.50	26	3.43		10	5.99					
	Brown 12 pack			1,033	3.89	458	3.59			2,333	4.08		
	OMEGA-3												
	White 12 pack	172	2.25	2,798	2.54	1,192	2.82	2,317	2.21	302	2.63		
	Brown 12 pack			92	3.69						2,153	2.18	
	CAGE-FREE												
	White 12 pack			52	2.74			86	1.50			322	2.32
	Brown 12 pack			1,551	2.80			965	2.81	64	3.49	1,202	2.79
	VEGETARIAN FED												
White 12 pack													
Brown 12 pack	92	2.50	387	2.03	77	2.99	61	2.50			535	2.41	

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,615	4,805	2,660	Large Eggs on
Specialty	6,279	8,150	6,911	Oct-19-2020
Total (includes MD)	7,941	13,143	10,038	816.6
Special Rate 4/:	1.6%	3.6%	2.4%	up 7.8%

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

SHELL EGG and EGG PRODUCTS FEATURING

Promotional activity for regular shell eggs declines this week, driven by a sharp decrease in both Grade A and AA 12 pack egg features. The average price of Large White eggs to consumers, Grade A, or better takes a turn and is trending sharply higher albeit on fewer promotions. Not many grocers are offering "no price" promotions to shoppers this week. Advertisements for Extra Large and Medium eggs are scarce. Promotions of specialty shell eggs is down when compared to the previous ad cycle. Omega-3 eggs are a popular favorite, followed by cage-free varieties. Ads for vegetarian fed eggs increase in number, however ads USDA Organic are not as prevalent as last week. Egg products are seeing a slight boost in promotional activity.



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/}		41.0% of 5,500 sampled outlets Activity Index = 2,694 (includes Medium)						28.1% of 7,400 sampled outlets Activity Index = 2,164 (includes Medium)						16.5% of 6,100 sampled outlets Activity Index = 863 (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				1.67	62	1.67									0.84	42	0.84	
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack White 18 pack Brown 12 pack				0.99	190	0.99				0.99	218	0.99			1.49	109	1.49	
	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	76	2.50	5.99	10	5.99				3.33 - 3.99	89	3.62			3.99 - 4.49	209	4.33	
	OMEGA-3 White 12 pack Brown 12 pack	2.50	62	2.50	2.32 - 3.49	479	2.63				1.99 - 2.50	1,584	2.45	2.00	86	2.00	1.99 - 3.00	154	2.57
	CAGE-FREE White 12 pack Brown 12 pack	2.99	77	2.99	3.69	48	3.69				3.69	44	3.69						
	VEGETARIAN FED White 12 pack Brown 12 pack				2.00 - 2.99	50	2.73				2.99	2	2.99						
				1.88 - 3.49	332	2.78				2.50	30	2.50				2.66 - 2.99	312	2.93	
		2.50	48	2.50	1.77 - 2.50	343	1.97	2.50	44	2.50	2.50	44	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 ^{1/} Activity Index ^{2/}		26.9% of 4,900 sampled outlets Activity Index = 1,309 (includes Medium)						29.3% of 3,800 sampled outlets Activity Index = 936 (includes Medium)						4.0% of 1,300 sampled outlets Activity Index = 52 (includes Medium)					
USDA GRADE AA	White 12 pack White 18 pack Brown 12 pack				0.99	510	0.99				2.99	104	2.99			1.50	15	1.50	
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack White 18 pack Brown 12 pack				1.99	98	1.99												
	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				2.66	10	1.33				2.66	6	2.66						
	OMEGA-3 White 12 pack Brown 12 pack				2.33 - 2.50	452	2.46	2.50	14	2.50	3.49	129	3.49	2.50	10	2.50			
	CAGE-FREE White 12 pack Brown 12 pack				2.50 - 2.98	217	2.77				1.99 - 3.49	644	2.75			3.49	16	3.49	
	VEGETARIAN FED White 12 pack Brown 12 pack																		

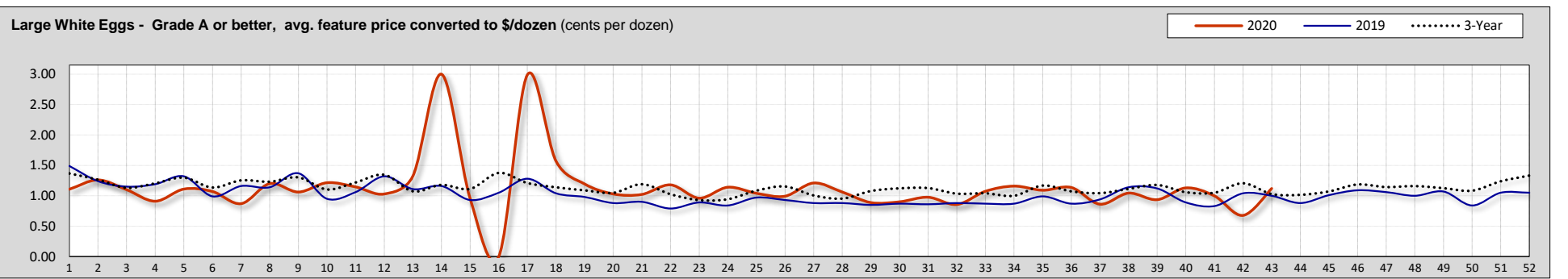
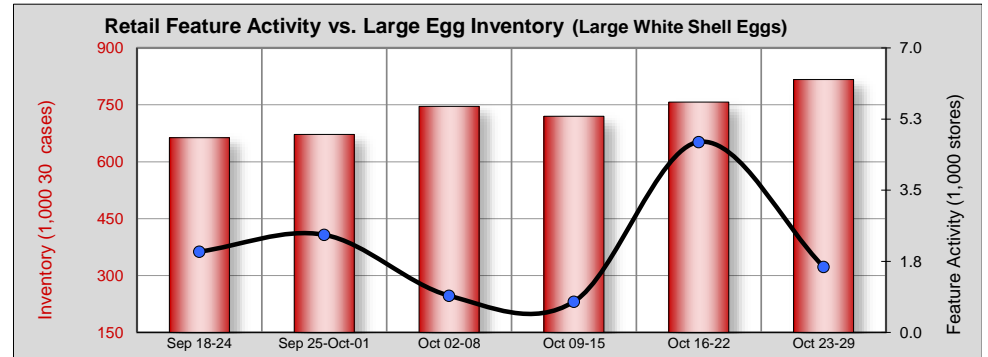
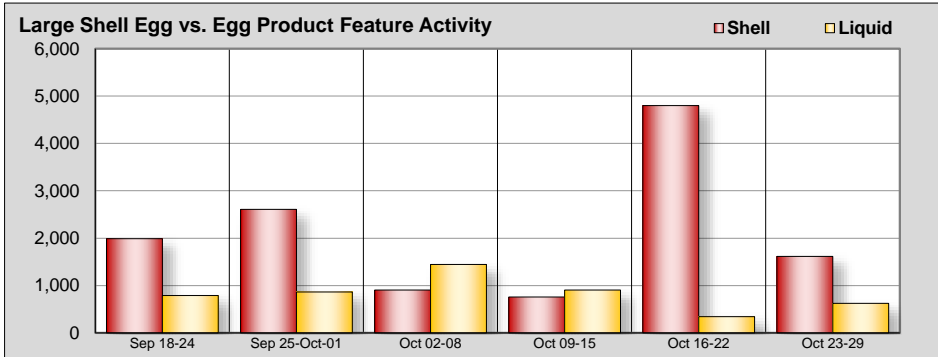
		ALASKA (AK)						HAWAII (HI)					
Feature Rate ^{1/} Activity Index ^{2/}		0.0% of 100 sampled outlets Activity Index = 6 (includes Medium)						0.0% of 100 sampled outlets Activity Index = 0 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	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			1.67	6	1.67	White 12 pack					
		White 30 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												
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	CAGE-FREE												
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EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST			SOUTHEAST			MIDWEST			SOUTH CENTRAL			SOUTHWEST			NORTHWEST			
1/ Feature Rate	1.9%	1.2%	2.8%	0.2% of 5,500 sampled			0.1% of 7,400 sampled			3.3% of 6,100 sampled			6.6% of 4,900 sampled			0.0% of 3,800 sampled			1.2% of 1,300 sampled			
2/ Activity Index	624	343	1,134	Activity Index = 72			Activity Index = 10			Activity Index = 201			Activity Index = 325			Activity Index = 0			Activity Index = 16			
	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	375 2.59	250 2.52	655 2.79	2.99 - 3.00	72	2.99							2.50	287	2.50					-	2.50	16 2.50
32 oz. crtn	249 3.99	93 4.99	479 3.00				3.99	10	3.99	3.99	201	3.99	3.99	38	3.99							
3 - 4 oz. cup																						
2 - 8 oz. cup																						
EGG PRODUCTS				ALASKA			HAWAII															
1/ Feature Rate				0.0% of 100 sampled			5.7% 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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