



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 10/22 thru 10/28.

Fri. Oct 22, 2021

(prices in dollars per carton)

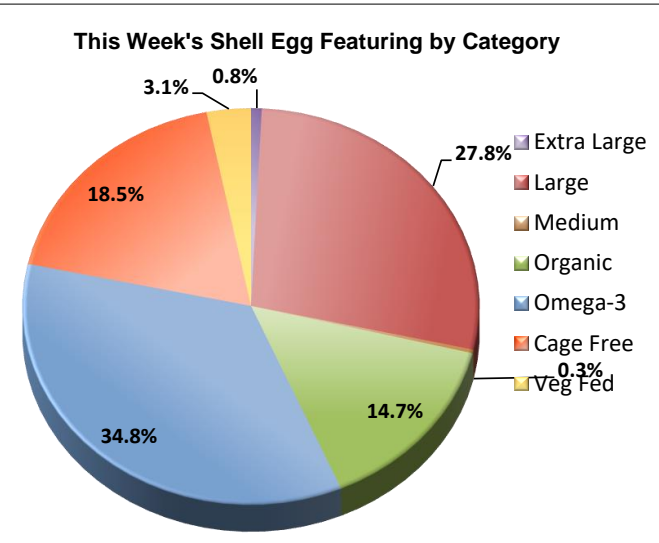
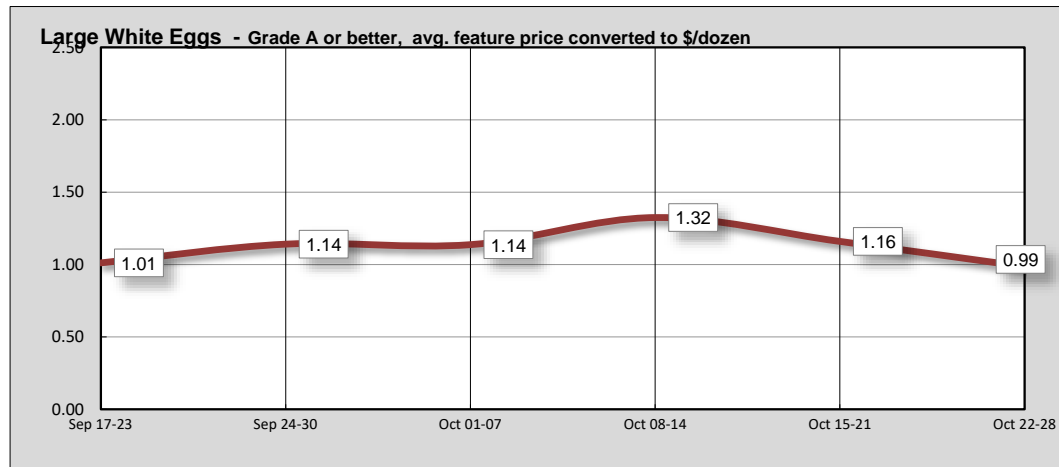
SHELL EGG NATIONAL SUMMARY													
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	18.6% of 29,200 stores				40.0% of 29,200 stores				26.8% of 29,200 stores				
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE		
	Stores	Avg		Avg	Stores	Avg		Avg	Stores	Avg	Stores	Avg	
REGULAR	USDA GRADE AA												
	White 12 pack						989	1.07			629	1.06	
	White 18 pack	54	3.15	15	1.48						104	2.99	
	Brown 12 pack			570	1.18			108	2.94				
	USDA GRADE A												
	White 12 pack			1,153	1.11			444	1.16			459	0.99
White 18 pack			242	1.24			67	1.77			423	1.70	
Brown 12 pack							168	2.89					
SPECIALTY	USDA ORGANIC												
	White 12 pack			112	2.99					76	2.50	26	3.43
	Brown 12 pack			937	3.63			5,969	4.10			1,033	3.89
	OMEGA-3												
	White 12 pack	166	2.99	2,265	2.48	571	2.65	1,900	2.35	172	2.25	2,798	2.54
	Brown 12 pack			52	3.29			625	2.49			92	3.69
	CAGE-FREE												
	White 12 pack			89	2.50			15	1.69			52	2.74
	Brown 12 pack			1,226	2.31	1,037	2.50	7,063	2.77			1,551	2.80
	VEGETARIAN FED												
White 12 pack													
Brown 12 pack	31	2.50	193	2.49					92	2.50	387	2.03	

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,034	1,776	1,615	Large Eggs on Oct-18-2021
Specialty	5,071	17,180	6,279	
Total (includes MD)	7,126	19,175	7,941	829.8
Special Rate 4/:	0.0%	2.3%	1.6%	down 0.3%

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

SHELL EGG and EGG PRODUCTS FEATURING

Featuring of regular shell eggs is more active than a week ago. The average price of Grade A, or better Large White eggs offered to consumers continues trending lower and drops below the \$1 mark. No price specials are virtually nonexistent as grocers back away from adding them to flyers this week. Extra Large and Medium eggs sales are hard to find in circulars. Featuring of specialty shell eggs declines due to a sharp drop in promotions for USDA Organic and cage-free eggs. Omega-3 varieties remain popular and there is an increase in the ads for vegetarian fed eggs. Liquid egg promotional activity doubles this week with most activity found on the East Coast.



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/}		20.9% of 5,500 sampled outlets Activity Index = 1,861 (includes Medium)						21.1% of 7,400 sampled outlets Activity Index = 1,780 (includes Medium)						18.7% of 6,100 sampled outlets Activity Index = 1,222 (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						White 12 pack					
USDA GRADE A	White 12 pack White 18 pack Brown 12 pack				0.77 - 1.25	148	1.06				0.77 - 1.39	343	0.93				0.99 - 1.28	360	1.16
	MEDIUM	White 12 pack White 30 pack						White 12 pack White 30 pack						White 12 pack White 30 pack			0.99 - 1.66 242 1.24		
SPECIALTY	USDA ORGANIC White 12 pack Brown 12 pack				2.99	112	2.99										3.33 - 3.49	287	3.39
	OMEGA-3 White 12 pack Brown 12 pack	2.99 - 3.00	164	2.99	2.00 - 3.99	507	2.54	2.99	2	2.99	2.50 - 2.66	1,217	2.51				1.98 - 2.50	231	2.24
	CAGE-FREE White 12 pack Brown 12 pack				1.99 - 3.29	308	2.47										2.49 - 2.50	102	2.49
	VEGETARIAN FED White 12 pack Brown 12 pack				2.49 - 2.50	160	2.49				2.49	2	2.49						
		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/}		21.6% of 4,900 sampled outlets Activity Index = 1,653 (includes Medium)						12.3% of 3,800 sampled outlets Activity Index = 558 (includes Medium)						2.0% of 1,300 sampled outlets Activity Index = 26 (includes Medium)					
USDA GRADE AA	White 12 pack White 18 pack Brown 12 pack				0.97	510	0.97	3.15	54	3.15	2.99	60	2.99				1.48	15	1.48
	MEDIUM	White 12 pack						White 12 pack						White 12 pack			0.98 11 0.98		
USDA GRADE A	White 12 pack White 18 pack Brown 12 pack				0.69 - 1.39	276	1.11												
	MEDIUM	White 12 pack White 30 pack						White 12 pack White 30 pack			2.99 10 2.99			White 12 pack White 30 pack					
SPECIALTY	USDA ORGANIC White 12 pack Brown 12 pack				3.49	24	3.49												
	OMEGA-3 White 12 pack Brown 12 pack				1.66 - 2.50	131	1.81				2.99	179	2.99						
	CAGE-FREE White 12 pack Brown 12 pack				1.99 - 2.98	650	2.16				2.50	89	2.50				2.50	166	2.50
	VEGETARIAN FED White 12 pack Brown 12 pack	2.50	31	2.50	2.50	31	2.50												

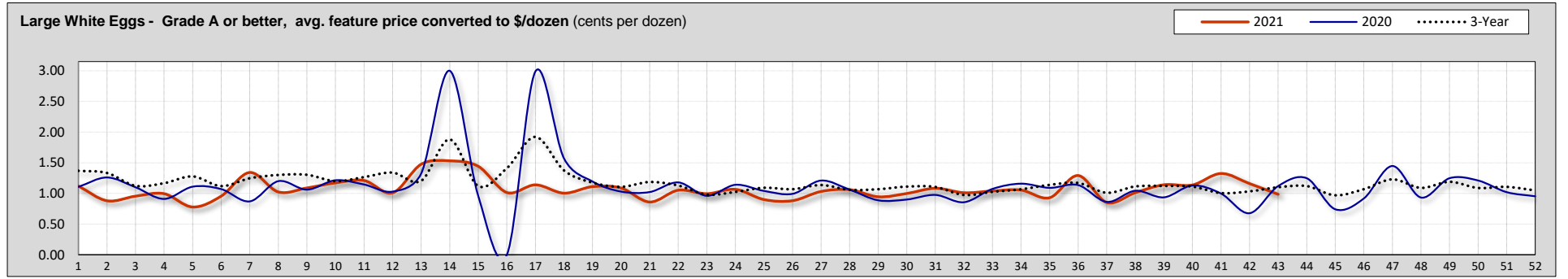
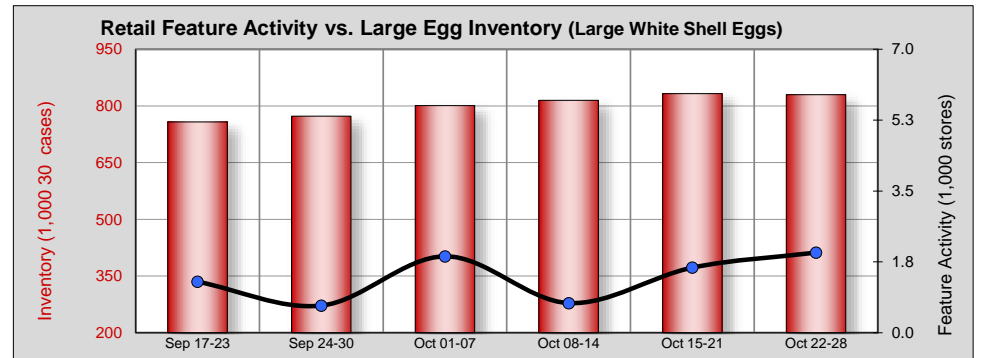
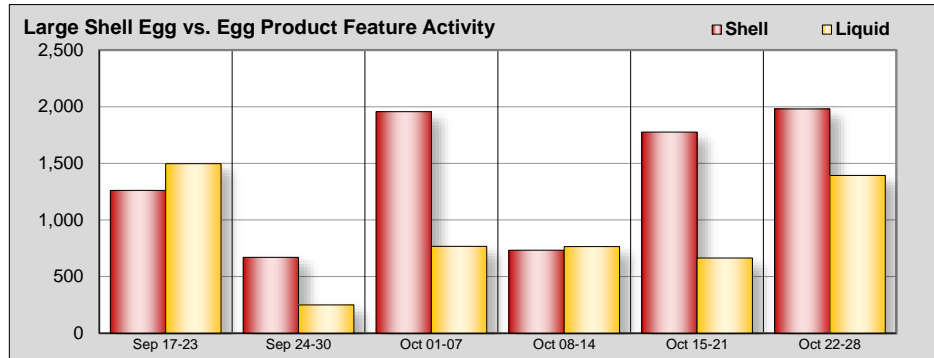
		ALASKA (AK)						HAWAII (HI)					
Feature Rate ^{1/} Activity Index ^{2/}		0.0% of 100 sampled outlets Activity Index = 0 (includes Medium)						0.0% of 100 sampled outlets Activity Index = 26 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price 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									3.00 - 4.69	26	3.20	
	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												
	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	4.5%	2.2%	1.9%	4.4% of 5,500 sampled	9.6% of 7,400 sampled	3.3% of 6,100 sampled	2.4% of 4,900 sampled	0.0% of 3,800 sampled	1.2% of 1,300 sampled
2/ Activity Index	1,393	664	624	Activity Index = 304	Activity Index = 714	Activity Index = 201	Activity Index = 128	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	981 2.64	644 2.51	375 2.59	2.50 - 2.99 131 2.91	2.99 714 2.53		2.50 - 3.49 90 2.88		- 3.49 16 2.50
32 oz. crtn	412 4.72	20 3.49	249 3.99	3.99 - 4.99 173 4.34		4.99 201 4.99	4.99 38 4.99		
3 - 4 oz. cup									
2 - 8 oz. cup									
EGG PRODUCTS				ALASKA	HAWAII				
1/ Feature Rate				0.0% of 100 sampled	24.8% of 100 sampled				
2/ Activity Index				Activity Index = 0	Activity Index = 30				
				Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}				
14-16 oz. crtn					3.49 30 3.49				
32 oz. crtn									
3 - 4 oz. cup									
2 - 8 oz. cup									



Note: See page 1 for explanatory notes.

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