



**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 02/26 thru 03/04.**

Fri. Feb 26, 2021

(prices in dollars per carton)

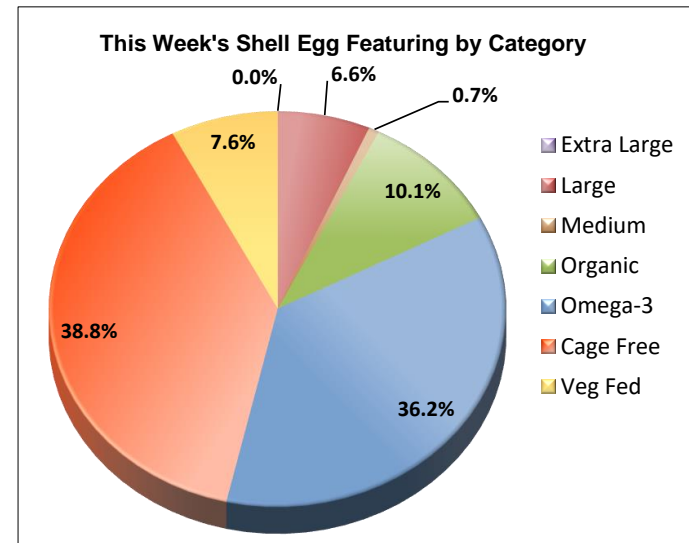
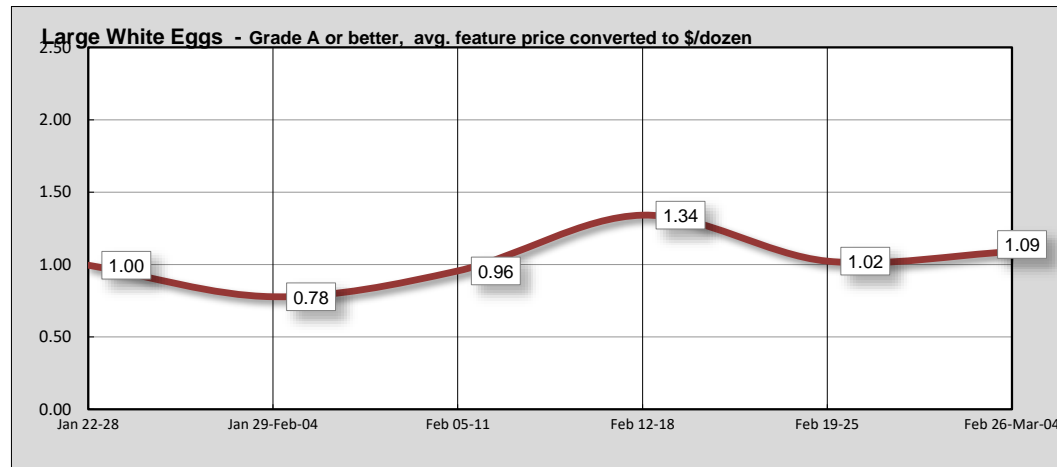
SHELL EGG NATIONAL SUMMARY													
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	37.0% of 29,200 stores				29.6% of 29,200 stores				39.3% of 29,200 stores				
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE		
	Stores	Avg		Avg	Stores	Avg		Avg	Stores	Avg	Stores	Avg	
<b>REGULAR</b>	<b>USDA GRADE AA</b>												
	White 12 pack			15	1.78			270	1.25	97	0.99	711	1.01
	White 18 pack			538	1.50			515	2.42	14	2.99	993	1.69
	Brown 12 pack												
	<b>USDA GRADE A</b>												
	White 12 pack			206	1.19			721	1.06			487	0.95
White 18 pack			62	2.03			932	0.91	71	2.99	494	1.68	
Brown 12 pack			39	2.50									
<b>SPECIALTY</b>	<b>USDA ORGANIC</b>												
	White 12 pack												
	Brown 12 pack			1,314	3.72			1,108	3.74	112	3.99	1,209	4.12
	<b>OMEGA-3</b>												
	White 12 pack	270	3.46	4,324	2.26	366	2.98	2,052	1.73	1,283	2.62	2,506	2.30
	Brown 12 pack			135	2.95			68	3.00			472	2.48
	<b>CAGE-FREE</b>												
	White 12 pack			13	2.00							214	2.05
	Brown 12 pack			5,049	2.67			3,281	2.54	257	2.64	4,355	2.67
	<b>VEGETARIAN FED</b>												
White 12 pack													
Brown 12 pack			998	2.41			665	1.90	16	2.00	65	3.99	

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	860	2,438	2,867	Large Eggs on Feb-22-2021
Specialty	12,103	7,540	10,489	
Total (includes MD)	13,060	10,045	13,522	754.0
Special Rate 4/:	1.8%	3.0%	0.3%	down 0.1%

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

**SHELL EGG and EGG PRODUCTS FEATURING**

Promotional activity for regular shell eggs is less active than a week ago. The weighted average price of Grade A, or better Large White eggs to consumers is slightly higher than the previous week, although based on fewer promotions. No price specials are still visible but not commanding as much ad space as last week. Advertisements for Extra Large and Medium eggs are lackluster. Featuring of specialty shell eggs is more active thanks to sampled outlets continuing to heavily promote cage free and Omega-3 eggs. USDA Organic and vegetarian fed egg features are also higher in number. Promotions for liquid egg products decline.



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>		40.0% of 5,500 sampled outlets Activity Index = 2,861 (includes Medium)						46.5% of 7,400 sampled outlets Activity Index = 3,443 (includes Medium)						29.3% of 6,100 sampled outlets Activity Index = 2,575 (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				1.19	189	1.19				1.19	17	1.19				1.58	42	1.58		
	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	422	3.99										3.49	78	3.49		
	OMEGA-3 White 12 pack Brown 12 pack	3.49 - 4.39	246	3.53	1.67 - 3.99	1,241	2.43				1.99 - 2.33	1,881	2.20				1.50 - 3.00	456	1.95		
	CAGE-FREE White 12 pack Brown 12 pack				2.00	13	2.00				1.67 - 2.79	1,499	2.56				2.50 - 3.99	1,291	2.91		
	VEGETARIAN FED White 12 pack Brown 12 pack				2.50 - 2.66	259	2.57										2.33	708	2.33		
					2.50 - 2.88	246	2.61				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 <sup>1/</sup> Activity Index <sup>2/</sup>		29.8% of 4,900 sampled outlets Activity Index = 1,974 (includes Medium)						46.1% of 3,800 sampled outlets Activity Index = 2,128 (includes Medium)						8.5% of 1,300 sampled outlets Activity Index = 110 (includes Medium)							
USDA GRADE AA	White 12 pack White 18 pack Brown 12 pack				1.49	510	1.49				1.68	28	1.68				1.78	15	1.78		
	MEDIUM	White 12 pack						White 12 pack			0.60 - 1.66			76			1.39			White 12 pack	
USDA GRADE A	White 12 pack White 18 pack Brown 12 pack																				
	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				3.49	3	3.49				3.50 - 3.99	811	3.60								
	OMEGA-3 White 12 pack Brown 12 pack				1.99 - 2.50	735	2.31	2.79	24	2.79											
	CAGE-FREE White 12 pack Brown 12 pack				2.50 - 2.98	705	2.77				1.99 - 2.79	1,189	2.48				2.79	95	2.79		
	VEGETARIAN FED White 12 pack Brown 12 pack																				

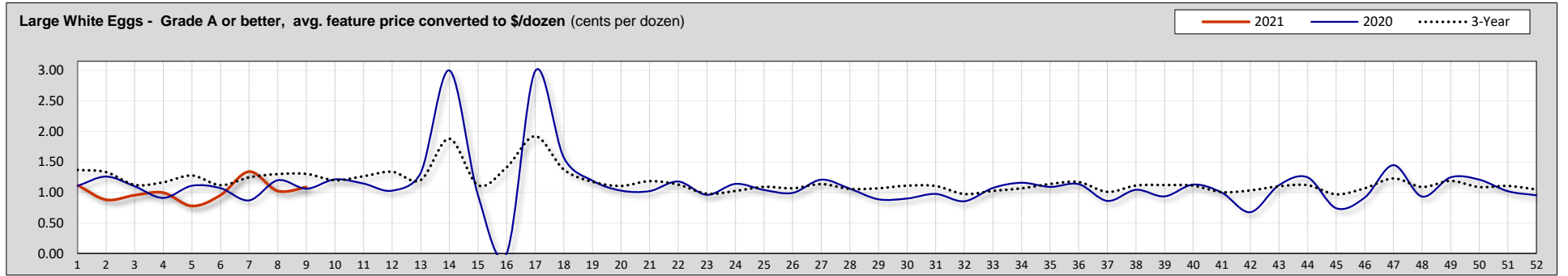
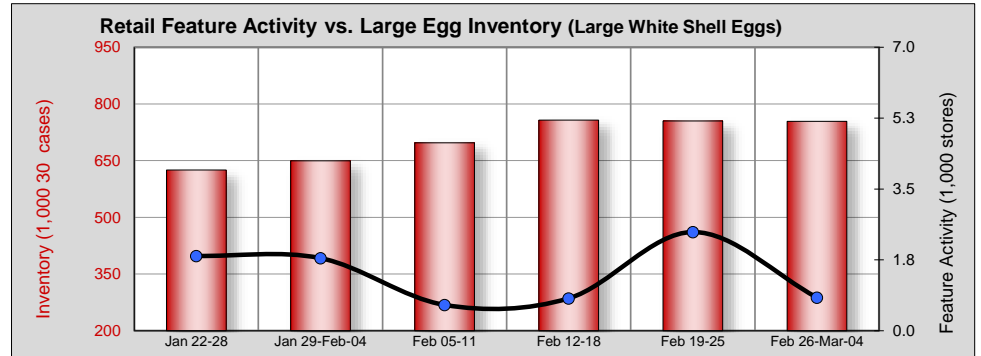
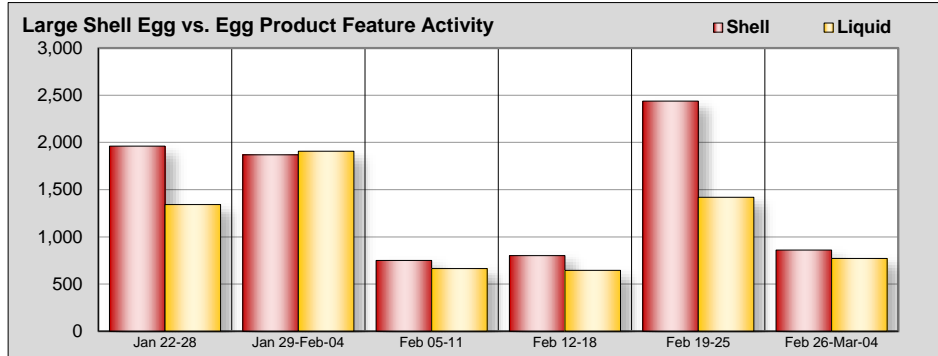
		ALASKA (AK)						HAWAII (HI)					
Feature Rate <sup>17</sup> Activity Index <sup>21</sup>		0.0% of 100 sampled outlets Activity Index = 22 (includes Medium)						0.0% of 100 sampled outlets Activity Index = 20 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	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					
USDA GRADE A	White 12 pack White 18 pack Brown 12 pack										2.99	20	2.99
	<b>MEDIUM</b>	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												
	<b>OMEGA-3</b> White 12 pack Brown 12 pack				3.00	11	3.00						
	<b>CAGE-FREE</b> White 12 pack Brown 12 pack				2.79	11	2.79						
	<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	0.8%	2.7%	1.4%	0.0% of 5,500 sampled	0.0% of 7,400 sampled	3.3% of 6,100 sampled	0.8% of 4,900 sampled	0.0% of 3,800 sampled	0.0% of 1,300 sampled
2/ Activity Index	771	1,419	820	Activity Index = 0	Activity Index = 0	Activity Index = 459	Activity Index = 38	Activity Index = 270	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	4 3.48	1,058 3.17	641 2.61			3.79 - 3.99 459 3.88	3.99 38 3.99	5.49 270 5.49	
32 oz. crtn	767 4.45	361 4.57	179 5.64						
3 - 4 oz. cup									
2 - 8 oz. cup									
EGG PRODUCTS				ALASKA	HAWAII				
1/ Feature Rate				29.0% of 100 sampled	19.0% 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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