



**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 01/15 thru 01/21.**

Fri. Jan 15, 2021

(prices in dollars per carton)

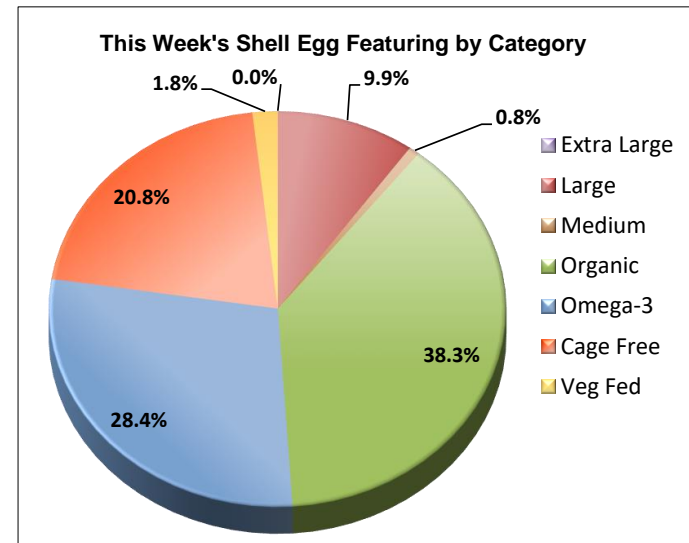
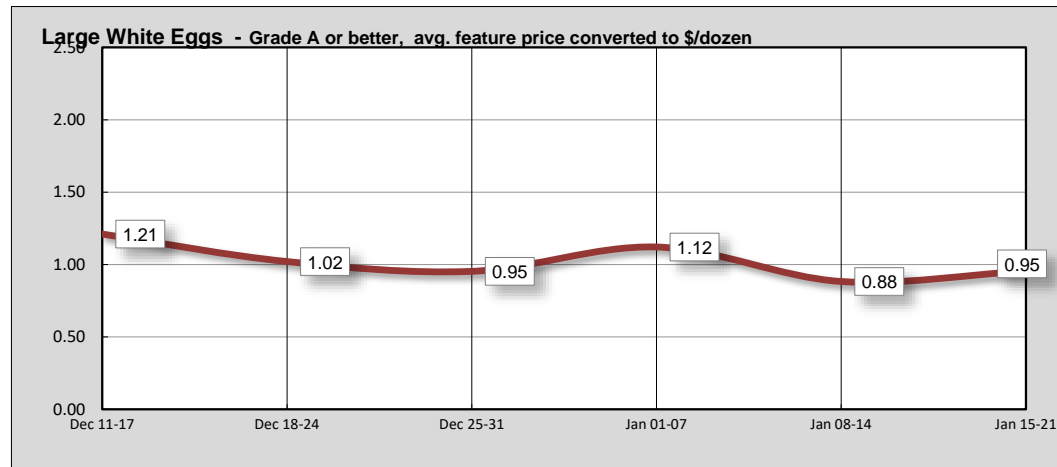
SHELL EGG NATIONAL SUMMARY													
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	33.3% of 29,200 stores				34.7% of 29,200 stores				34.2% of 29,200 stores				
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE		
	Stores	Avg	Avg	Stores	Avg	Avg	Stores	Avg	Stores	Avg			
REGULAR	<b>USDA GRADE AA</b>												
	White 12 pack			580	0.81		1,405	0.79	54	2.69	1,045	1.11	
	White 18 pack			106	1.98	14	2.25	178	2.16		597	1.85	
	Brown 12 pack												
	<b>USDA GRADE A</b>												
	White 12 pack			563	0.97		511	0.90	6	3.27	939	1.00	
White 18 pack			99	1.97		497	1.39			343	1.61		
Brown 12 pack						209	1.47						
SPECIALTY	<b>USDA ORGANIC</b>												
	White 12 pack						10	3.49			12	2.59	
	Brown 12 pack	77	4.99	5,162	3.95	77	4.99	2,581	4.03	258	3.79	3,128	3.37
	<b>OMEGA-3</b>												
	White 12 pack	201	2.27	3,672	2.12	130	2.45	1,184	2.44	310	2.49	2,190	2.19
	Brown 12 pack			13	2.50							103	2.50
	<b>CAGE-FREE</b>												
	White 12 pack			98	1.74		103	3.49			86	1.50	
	Brown 12 pack			2,747	2.60	1,037	2.50	3,880	2.54		2,285	2.67	
	<b>VEGETARIAN FED</b>												
White 12 pack						168	2.57						
Brown 12 pack			244	1.98		144	2.70			627	2.37		

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,348	2,814	2,984	Large Eggs on Jan-11-2021
Specialty	12,214	9,314	8,999	
Total (includes MD)	13,667	12,292	11,994	652.1
Special Rate 4/:	0.7%	2.4%	0.7%	down 0.2%

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

**SHELL EGG and EGG PRODUCTS FEATURING**

Promotional activity for regular shell eggs is not as active as last week, however promotional activity for specialty shell eggs is sharply higher. The average price of Grade A, or better Large White eggs to consumers is trending upward. Supermarkets have backed off offering "no price" incentives to shoppers this week. Advertisements for Extra Large and Medium eggs are lackluster. USDA Organic brown eggs are most commonly featured, followed closely by Omega-3 varieties. Cage-free eggs are still commanding a sizeable portion of ad space although not as much as a week ago. Ads for vegetarian fed eggs are steady. Promotions of liquid egg products are fewer in number.



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>		34.6% of 5,500 sampled outlets Activity Index = 2,761 (includes Medium)						30.6% of 7,400 sampled outlets Activity Index = 3,381 (includes Medium)						36.1% of 6,100 sampled outlets Activity Index = 3,181 (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															1.49	13	1.49	
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack White 18 pack Brown 12 pack				0.88 - 0.99	91	0.91				0.99 - 1.50	228	1.01			0.88 - 0.99	84	0.93	
	MEDIUM	White 12 pack White 30 pack						White 12 pack White 30 pack						White 12 pack White 30 pack			0.49 12 0.49		
S P E C I A L T Y	USDA ORGANIC White 12 pack Brown 12 pack	4.99	77	4.99	2.99 - 4.99	938	3.86			2.99 - 4.49	1,125	3.89			2.99 - 4.49	1,668	3.82		
	OMEGA-3 White 12 pack Brown 12 pack	1.99	90	1.99	1.99 - 2.50	763	2.12			2.00 - 2.50	1,351	2.08	2.50	94	2.50	1.99 - 2.50	928	2.45	
	CAGE-FREE White 12 pack Brown 12 pack				2.00 - 3.00	483	2.76			2.50 - 3.00	677	2.66			1.50	86	1.50		
	VEGETARIAN FED White 12 pack Brown 12 pack				1.77 - 2.50	244	1.98								1.99 - 3.79	296	2.47		
		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>		34.9% of 4,900 sampled outlets Activity Index = 2,241 (includes Medium)						38.2% of 3,800 sampled outlets Activity Index = 1,918 (includes Medium)						10.5% of 1,300 sampled outlets Activity Index = 137 (includes Medium)					
USDA GRADE AA	White 12 pack White 18 pack Brown 12 pack				0.79	510	0.79			0.99	56	0.99			0.99	14	0.99		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack			0.86 10 0.86		
USDA GRADE A	White 12 pack White 18 pack Brown 12 pack				0.88 - 0.97	160	0.96			2.49	37	2.49							
	MEDIUM	White 12 pack White 30 pack			0.58 - 0.66 83 0.60			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 - 4.49	753	4.04			2.99 - 4.49	678	4.42							
	OMEGA-3 White 12 pack Brown 12 pack	2.50	17	2.50	1.47 - 1.98	184	1.77			1.47	402	1.47			3.99	18	3.99		
	CAGE-FREE White 12 pack Brown 12 pack				2.50	529	2.50			3.49	12	3.49	2.50	645	2.50	2.79	95	2.79	
	VEGETARIAN FED White 12 pack Brown 12 pack																		

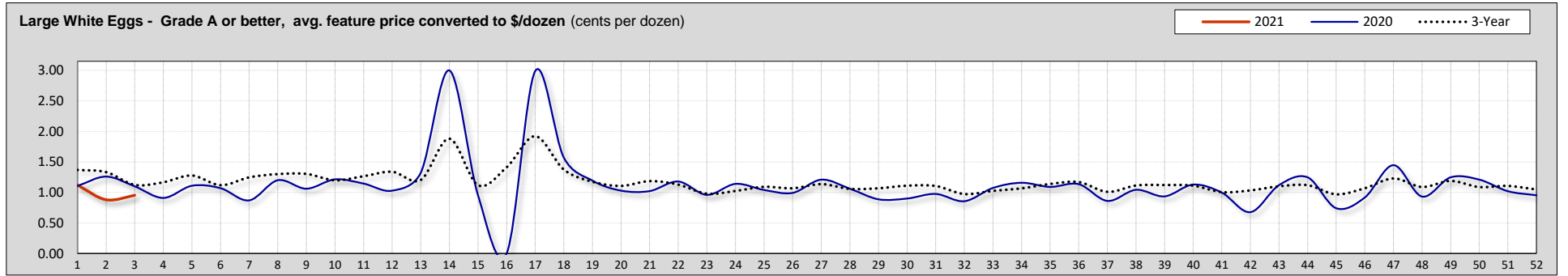
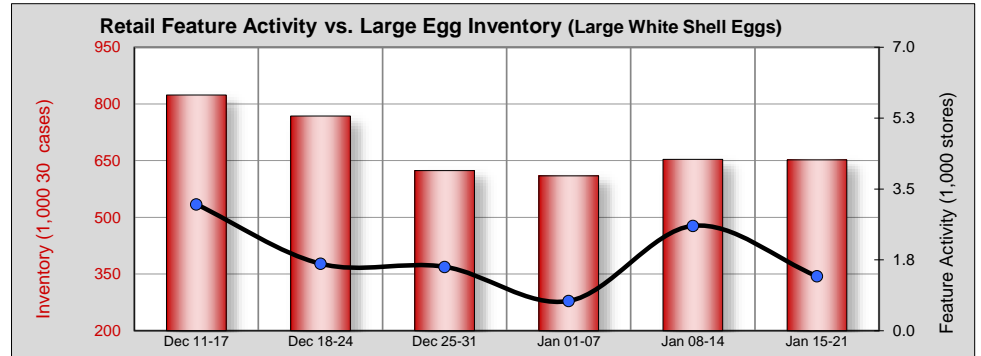
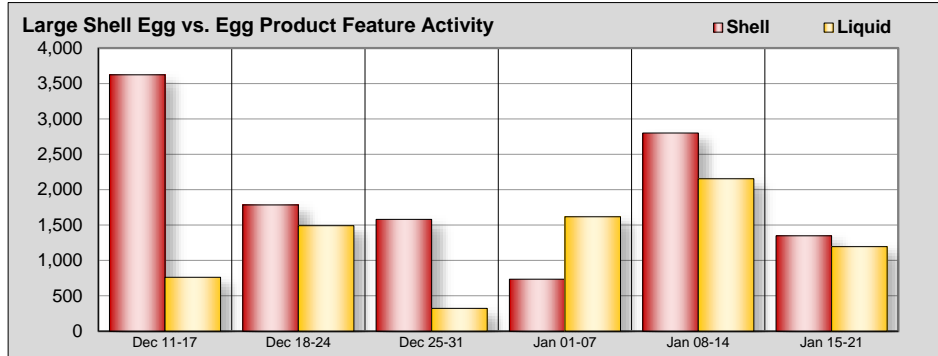
		ALASKA (AK)						HAWAII (HI)					
Feature Rate <sup>17</sup> Activity Index <sup>21</sup>		0.0% of 100 sampled outlets Activity Index = 22 (includes Medium)						0.0% of 100 sampled outlets Activity Index = 26 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	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												
	<b>MEDIUM</b>	White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack White 18 pack Brown 12 pack												
	<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									3.32 - 3.49	26	3.36	
	<b>CAGE-FREE</b> White 12 pack Brown 12 pack				3.29	22	3.04						
	<b>VEGETARIAN FED</b> White 12 pack Brown 12 pack												



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EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST			SOUTHEAST			MIDWEST			SOUTH CENTRAL			SOUTHWEST			NORTHWEST			
1/ Feature Rate	3.3%	6.4%	5.2%	2.0% of 5,500 sampled			0.7% of 7,400 sampled			4.3% of 6,100 sampled			2.3% of 4,900 sampled			10.6% of 3,800 sampled			1.2% of 1,300 sampled			
2/ Activity Index	1,195	2,154	2,676	Activity Index = 134			Activity Index = 268			Activity Index = 260			Activity Index = 115			Activity Index = 402			Activity Index = 16			
	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	476	2,75	1,387	2.78	1,712	2.61	2.00	112	2.00	3.49	50	3.29	2.79 - 3.00	260	2.95	3.00	38	3.00				
32 oz. crtn	719	4.70	767	4.77	964	4.52	4.69	22	4.69	4.69	218	4.69				4.29	77	4.29				
3 - 4 oz. cup																			4.79	402	4.79	
2 - 8 oz. cup																						
<b>EGG PRODUCTS</b>				<b>ALASKA</b>			<b>HAWAII</b>															
1/ Feature Rate				22.0% of 100 sampled			24.8% of 100 sampled															
2/ Activity Index				Activity Index = 0			Activity Index = 0															
				Price Range	Stores	Avg <sup>3/</sup>	Price Range	Stores	Avg <sup>3/</sup>													
14-16 oz. crtn																						
32 oz. crtn																						
3 - 4 oz. cup																						
2 - 8 oz. cup																						



Note: See page 1 for explanatory notes.

Source: USDA Agricultural Marketing Service, Livestock, Poultry & Grain Market News - (404) 562-5850 <https://www.ams.usda.gov/market-news/egg-market-news-reports>