



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 09/18 thru 09/24.

Fri. Sep 18, 2020

(prices in dollars per carton)

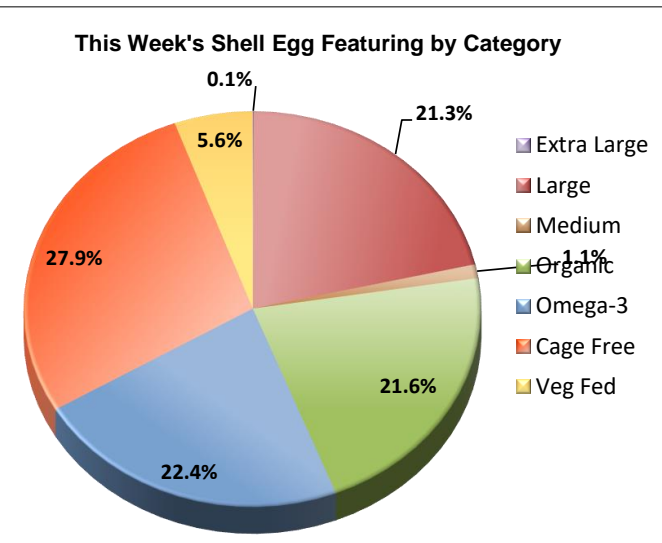
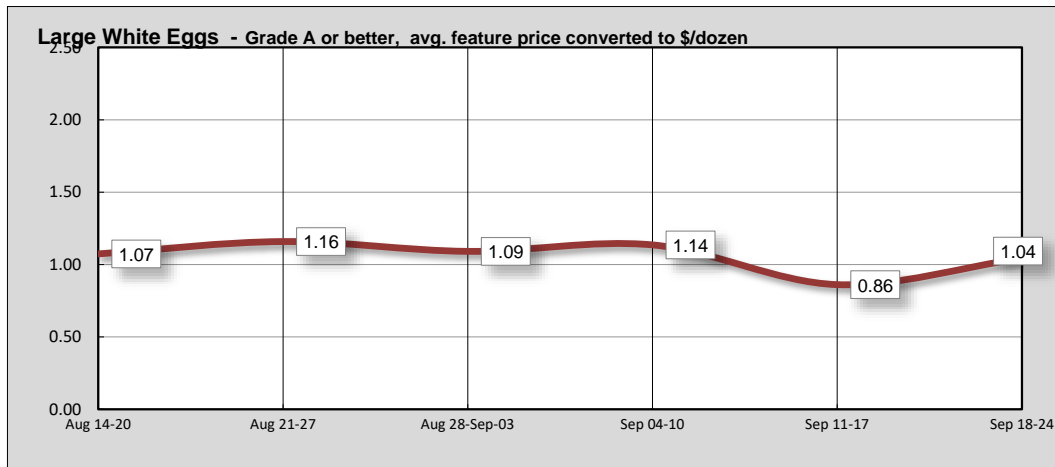
SHELL EGG NATIONAL SUMMARY														
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR					
	27.5% of 29,200 stores				35.6% of 29,200 stores				30.0% of 29,200 stores					
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE			
	Stores	Avg		Avg	Stores	Avg		Avg	Stores	Avg	Stores	Avg		
REGULAR	USDA GRADE AA													
	White 12 pack			347	1.37			207	0.99			46	1.08	
	White 18 pack			148	2.31			29	1.95		54	3.69	359	1.88
	Brown 12 pack													
	USDA GRADE A													
	White 12 pack	6	3.00	1,330	0.92			1,509	0.76	136	1.33	1,029	1.09	
White 18 pack			164	1.32			354	1.80			299	1.76		
Brown 12 pack														
SPECIALTY	USDA ORGANIC													
	White 12 pack													
	Brown 12 pack			2,009	3.57			3,996	3.81	258	3.79	850	4.19	
	OMEGA-3													
	White 12 pack	698	2.63	1,313	2.40	492	3.06	2,257	2.17	5,572	2.50	3,023	2.22	
	Brown 12 pack			77	3.49			288	2.49			23	2.99	
	CAGE-FREE													
	White 12 pack			326	1.87							27	3.99	
	Brown 12 pack	77	3.99	2,202	2.70			3,121	2.69	252	3.83	2,093	2.84	
	VEGETARIAN FED													
White 12 pack														
Brown 12 pack			519	3.03	169	3.54	738	2.56	16	1.99	677	2.38		

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,995	2,099	1,923	Large Eggs on Sep-14-2020
Specialty	7,221	11,061	12,791	
Total (includes MD)	9,321	13,251	15,214	663.3
Special Rate 4/:	2.2%	0.5%	0	down 2.9%

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 average price of Large White eggs to consumers, Grade A, or better has yet to stabilize and is sharply higher. More markets are using "no price" promotions and consumers will find attractive deals on "buy 1, get one free" for Large and Medium eggs. Advertisements for regular Extra Large eggs remain limited however ads for Medium eggs are showing up more in flyers. Featuring of specialty shell eggs dropped significantly from last week due to a decline in all types in this category. Liquid egg promotions are fewer in number with activity mostly found in the Midwest and 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/}		43.5% of 5,500 sampled outlets Activity Index = 3,343 (includes Medium)						26.5% of 7,400 sampled outlets Activity Index = 2,165 (includes Medium)						19.2% of 6,100 sampled outlets Activity Index = 1,233 (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				0.97	67	0.97									1.49	44	1.49	
	MEDIUM	White 12 pack			0.69	24	0.69	White 12 pack		0.69	4	0.69	White 12 pack						
USDA GRADE A	White 12 pack White 18 pack Brown 12 pack				0.69 - 1.19	348	0.93				0.99	255	0.85			0.79 - 0.99	399	0.86	
	MEDIUM	White 12 pack White 30 pack						White 12 pack White 30 pack						White 12 pack White 30 pack			0.99	46	0.99
S P E C I A L T Y	USDA ORGANIC White 12 pack Brown 12 pack				3.99 - 6.99	446	4.84				3.99	83	3.99			3.50 - 4.00	288	3.86	
	OMEGA-3 White 12 pack Brown 12 pack	2.19 - 3.99	683	2.64	2.00 - 3.00	664	2.45	1.99	3	1.99	2.29 - 2.50	128	2.43	1.99	12	1.99	1.99 - 2.66	358	2.43
	CAGE-FREE White 12 pack Brown 12 pack										2.00	218	2.00			1.50	86	1.50	
	VEGETARIAN FED White 12 pack Brown 12 pack				3.99	77	3.99	1.99 - 4.99	840	2.92		2.50 - 3.49	1,256	2.56					
					2.50 - 4.79	172	3.73				2.50	218	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/}		17.6% of 4,900 sampled outlets Activity Index = 868 (includes Medium)						19.5% of 3,800 sampled outlets Activity Index = 741 (includes Medium)						67.0% of 1,300 sampled outlets Activity Index = 923 (includes Medium)					
USDA GRADE AA	White 12 pack White 18 pack Brown 12 pack				0.68	39	0.68				1.98	119	1.98			0.68 - 1.29	111	1.20	
	MEDIUM	White 12 pack						White 12 pack		0.70	42	0.70	White 12 pack		0.70 - 0.88	35	0.76		
USDA GRADE A	White 12 pack White 18 pack Brown 12 pack				0.88	38	0.88				0.99	270	0.99						
	MEDIUM	White 12 pack White 30 pack			0.99 - 1.50	118	1.45	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	510	2.99									3.00	682	3.00	
	OMEGA-3 White 12 pack Brown 12 pack				2.00 - 2.29	163	2.10				3.49	77	3.49						
	CAGE-FREE White 12 pack Brown 12 pack															2.66	95	2.66	
	VEGETARIAN FED White 12 pack Brown 12 pack										2.99	129	2.99						

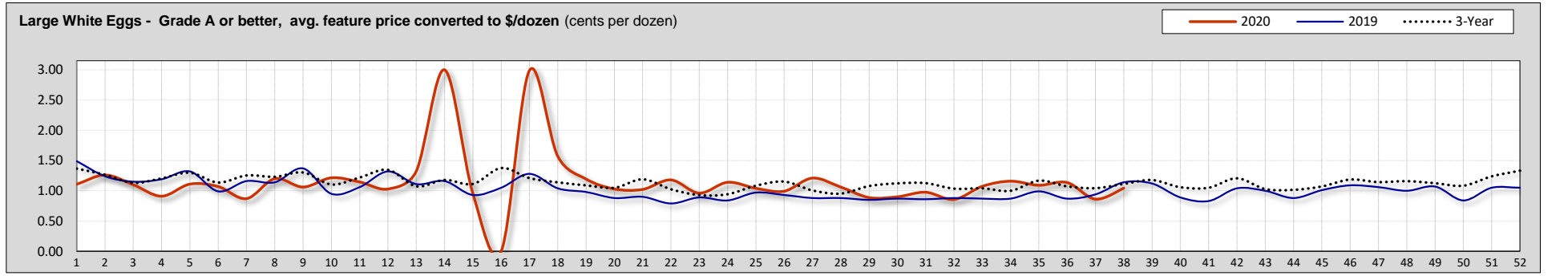
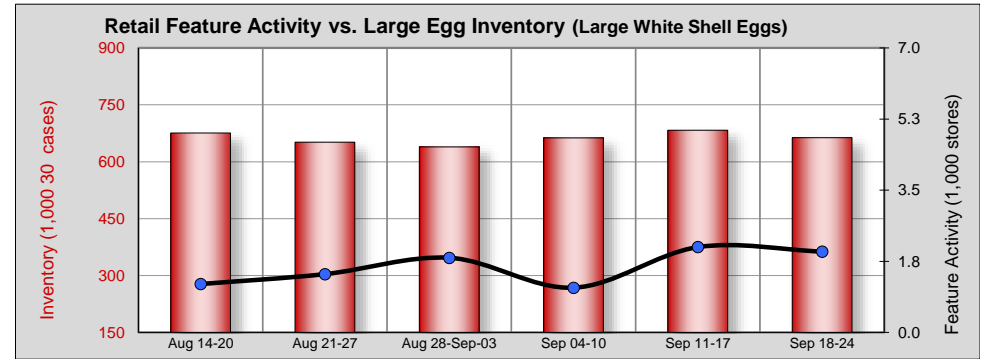
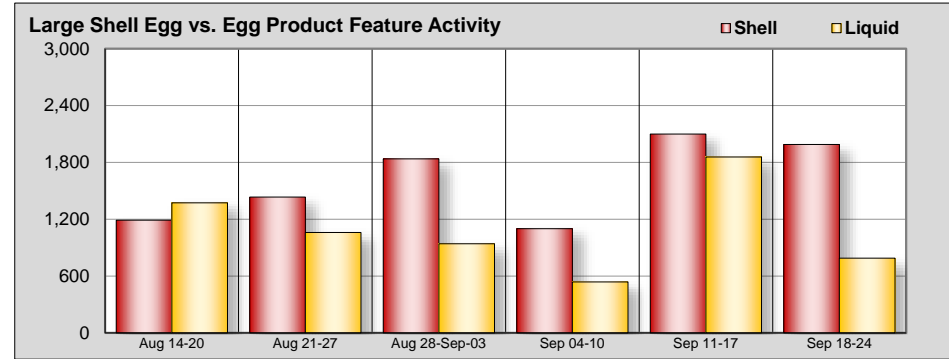
		ALASKA (AK)						HAWAII (HI)					
Feature Rate ¹⁷ Activity Index ¹⁸		0.0% of 100 sampled outlets Activity Index = 28 (includes Medium)						0.0% of 100 sampled outlets Activity Index = 20 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack				1.29	11	1.29						
	White 18 pack												
	Brown 12 pack												
	MEDIUM			White 12 pack						White 12 pack			
USDA GRADE A	White 12 pack	3.00	6	3.00							2.20	20	2.20
	White 18 pack												
	Brown 12 pack												
	MEDIUM			White 12 pack						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												
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	White 12 pack				2.66	11	2.66						
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	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	2.6%	2.8%	1.2%	3.5% of 5,500 sampled			2.9% of 7,400 sampled			5.8% of 6,100 sampled			0.0% of 4,900 sampled			0.0% of 3,800 sampled			0.0% of 1,300 sampled		
2/ Activity Index	789	1,857	526	Activity Index = 192			Activity Index = 218			Activity Index = 379			Activity Index = 0			Activity Index = 0			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	696	2.86	1,268	2.64	108	3.99	3.00 - 3.99	99	3.77	3.00	218	3.00	1.99 - 2.99	379	2.53						
32 oz. crtn	93	4.99	589	4.87	418	4.30	4.99	93	4.99												
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	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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