



**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 03/01 thru 03/07.

(prices in dollars per carton)

Fri. Mar 01, 2019

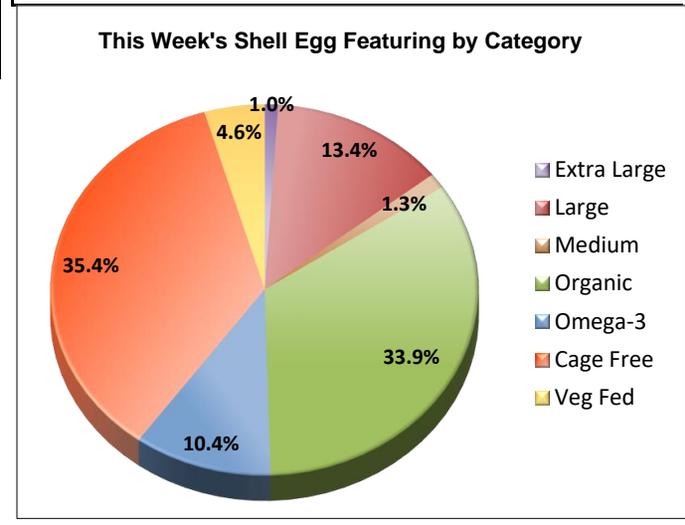
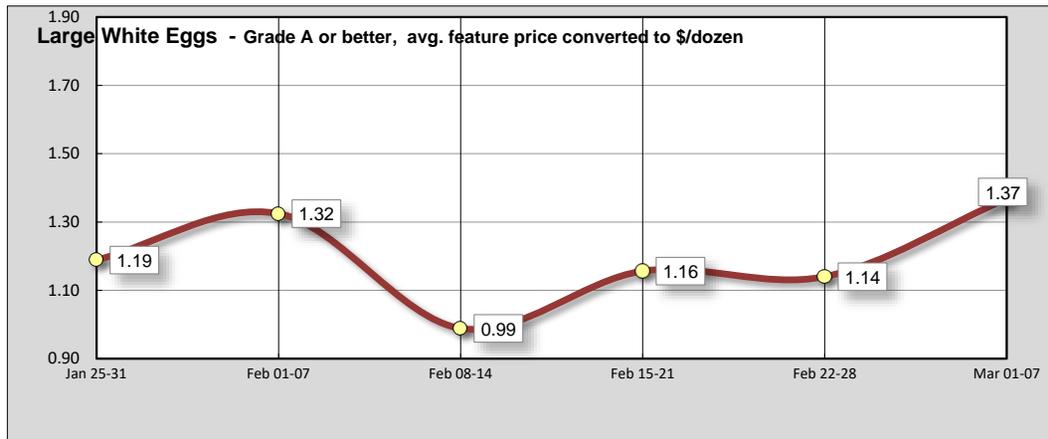
SHELL EGG NATIONAL SUMMARY													
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	36.7% of 29,200 stores				23.9% of 29,200 stores				37.3% of 29,100 stores				
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE		
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
REGULAR	USDA GRADE AA												
	White 12 pack		99	1.94		700	1.43			287	2.31		
	White 18 pack		499	2.31		717	1.05						
	Brown 12 pack									5	1.49		
	USDA GRADE A		101	1.14	518	1.03	44	4.69	239	1.00	207	1.74	
	White 12 pack									458	1.47		
SPECIALTY	White 18 pack			231	2.26			286	2.46	15	3.49	101	2.03
	Brown 12 pack							34	1.39				
	USDA ORGANIC												
	White 12 pack	288	4.19			49	4.99					137	3.99
	Brown 12 pack	206	4.79	2,920	4.05			636	3.90	156	4.19	2,574	3.95
	OMEGA-3												
	White 12 pack	155	2.00	894	2.52	212	2.49	1,565	2.42	26	2.04	1,596	2.30
	Brown 12 pack											42	3.49
	CAGE-FREE												
	White 12 pack			207	2.49			308	2.18			613	2.35
	Brown 12 pack			3,364	2.48	288	3.99	1,005	2.93			5,785	2.66
	VEGETARIAN FED												
White 12 pack													
Brown 12 pack			461	2.61					41	2.88	233	2.88	

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,448	2,020	1,073	Large Eggs on <b>Feb-25-2019</b>
Specialty	8,495	4,063	11,203	
Total (includes MD)	10,075	6,337	12,528	681.3
Special Rate 4/:	2.1%	5.5%	3.1%	down 1.6%

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

**SHELL EGG and EGG PRODUCTS FEATURING**

Promotional activity for regular shell eggs remain lackluster as the number of stores featuring eggs are again less than the previous week. The average price of Grade A, or better Large White eggs to consumers is sharply higher. Fewer outlets are offering "no price" incentives this week. There are more ads for Extra Large eggs showing up this week, however ads for Medium eggs are not as active. Specialty shell egg features increase in visibility and out-pace regular shell eggs by a wide margin. Cage-free brown eggs are most commonly featured, followed closely by USDA Organic varieties. Vegetarian fed egg featuring is on the rise, however promotional activity for Omega-3 eggs is off pace. Promotions for liquid egg products are limited.



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.)

		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>		42.0% of 5,500 sampled outlets Activity Index = 3,163 (includes Medium)						21.4% of 7,400 sampled outlets Activity Index = 1,802 (includes Medium)						34.4% of 6,100 sampled outlets Activity Index = 2,267 (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				1.50	10	1.50										4.49	45	4.49
	White 18 pack				1.69 - 2.99	278	2.02												
	Brown 12 pack																		
	<b>MEDIUM</b>	White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack		
USDA GRADE A	White 12 pack				0.99 - 1.50	138	1.21				0.99 - 1.00	244	0.99	0.99 - 1.25	85	1.12	0.89 - 0.98	100	0.93
	White 18 pack				1.99 - 2.99	188	2.39										1.66	43	1.66
	Brown 12 pack																		
	<b>MEDIUM</b>	White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack		
	<b>MEDIUM</b>	White 30 pack			White 30 pack			White 30 pack			White 30 pack			White 30 pack			White 30 pack		
S P E C I A L T Y	<b>USDA ORGANIC</b>																		
	White 12 pack	4.19	288	4.19															
	Brown 12 pack	4.79	189	4.79	3.99 - 4.19	1,092	4.04	4.79	17	4.79	3.98 - 6.49	707	4.12				3.99 - 6.49	411	4.03
	<b>OMEGA-3</b>																		
	White 12 pack				2.50 - 2.66	328	2.53	1.99	11	1.99	1.99 - 2.50	244	2.39	2.00	86	2.00	2.00 - 2.99	276	2.63
	Brown 12 pack																		
	<b>CAGE-FREE</b>																		
	White 12 pack				2.49	207	2.49												
Brown 12 pack				2.49 - 4.49	259	3.21				1.59 - 4.49	540	2.45				2.32 - 3.99	1,077	2.46	
<b>VEGETARIAN FED</b>																			
White 12 pack				2.50	176	2.50											2.99	132	2.99
Brown 12 pack																			
		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>		38.4% of 4,900 sampled outlets Activity Index = 1,228 (includes Medium)						48.1% of 3,800 sampled outlets Activity Index = 1,468 (includes Medium)						70.3% of 1,300 sampled outlets Activity Index = 82 (includes Medium)					
USDA GRADE AA	White 12 pack				4.49	4	4.49				1.99	89	1.99				1.45	14	1.45
	White 18 pack										1.45 - 2.99	158	2.22						
	Brown 12 pack																		
	<b>MEDIUM</b>	White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack		
USDA GRADE A	White 12 pack	1.25	16	1.25															
	White 18 pack																		
	Brown 12 pack																		
	<b>MEDIUM</b>	White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack		
	<b>MEDIUM</b>	White 30 pack			White 30 pack			White 30 pack			White 30 pack			White 30 pack			White 30 pack		
S P E C I A L T Y	<b>USDA ORGANIC</b>																		
	White 12 pack				3.99	287	3.99				3.99	346	3.99				3.99	68	3.99
	Brown 12 pack																		
	<b>OMEGA-3</b>																		
	White 12 pack	1.99	58	1.99	2.39 - 2.99	40	2.49				2.99	6	2.99						
	Brown 12 pack																		
	<b>CAGE-FREE</b>																		
	White 12 pack				2.00 - 3.99	799	2.45				2.00 - 2.32	669	2.31						
Brown 12 pack																			
<b>VEGETARIAN FED</b>																			
White 12 pack				2.00	24	2.00				2.50	129	2.50							
Brown 12 pack																			

		ALASKA (AK)						HAWAII (HI)					
Feature Rate <sup>1/</sup> Activity Index <sup>2/</sup>		0.0% of 100 sampled outlets Activity Index = 3 (includes Medium)						0.0% of 100 sampled outlets Activity Index = 62 (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								0.49 - 3.00	36	0.91		
	<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				3.99	3	3.99		3.99	6	3.99		
	<b>OMEGA-3</b> White 12 pack Brown 12 pack												
	<b>CAGE-FREE</b> White 12 pack Brown 12 pack								2.66	20	2.66		
	<b>VEGETARIAN FED</b> White 12 pack Brown 12 pack												



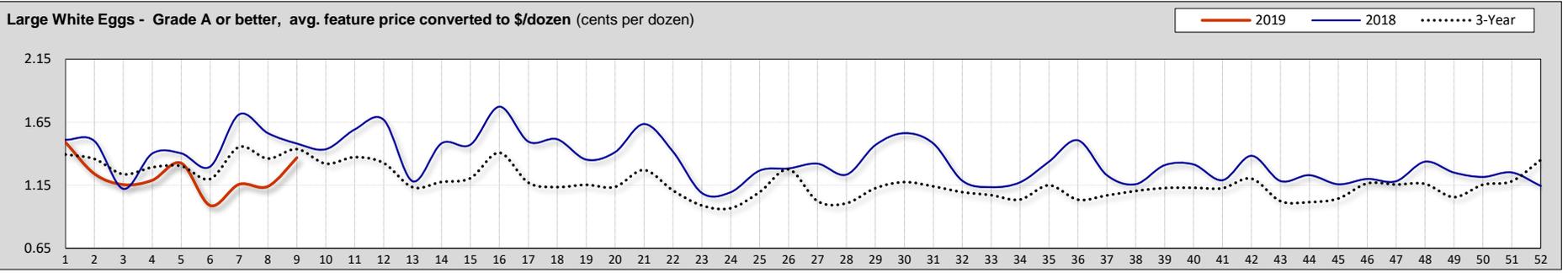
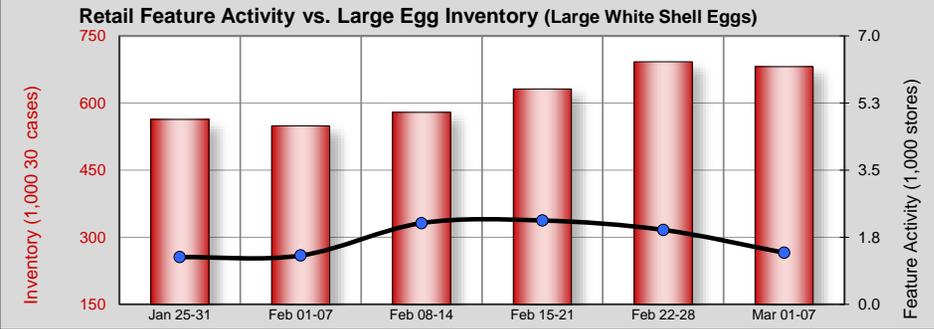
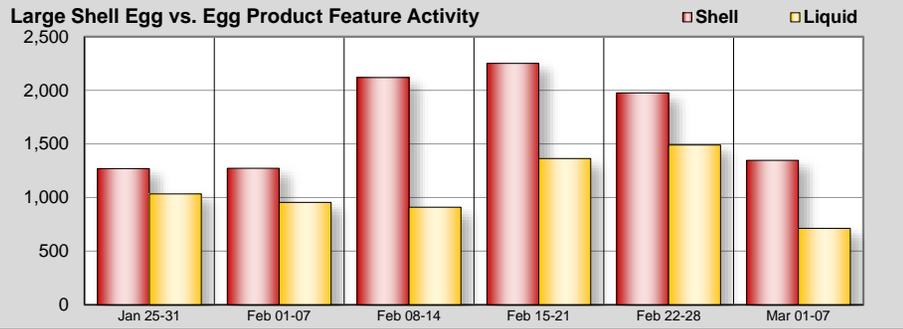
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EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST	
1/ Feature Rate	2.4%	5.1%	6.3%	5.6% of 5,500 sampled		4.4% of 7,400 sampled		0.1% of 6,100 sampled		0.5% of 4,900 sampled		0.0% of 3,800 sampled		3.3% of 1,300 sampled	
2/ Activity Index	713	1,490	2,071	Activity Index = 310		Activity Index = 327		Activity Index = 9		Activity Index = 24		Activity Index = 43		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>										
14-16 oz. crtn	355 2.65	832 2.38	1,609 2.74	2.50 - 2.97	288 2.66					2.50	24 2.50				
32 oz. crtn	358 5.59	658 4.59	462 4.57	5.39	22 5.39	5.39 - 5.99	327 5.59	5.99	9 5.99			2.69	43 2.69		
3 - 4 oz. cup															
2 - 8 oz. cup															
<b>EGG PRODUCTS</b>				<b>ALASKA</b>		<b>HAWAII</b>									
1/ Feature Rate				29.0% of 100 sampled		59.0% 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 & Seed Market News - (515) 284-4460 <http://www.ams.usda.gov/LPSMarketNewsPage>