



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 09/20 thru 09/26.

(prices in dollars per carton)

Fri. Sep 20, 2019

SHELL EGG NATIONAL SUMMARY													
Feature Rate		THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
		30.0% of 29,200 stores				36.1% of 29,200 stores				23.2% 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			46	1.08			832	0.81	5	2.29	375	0.96
	White 18 pack	54	3.69	359	1.88			74	2.59	15	2.68	433	1.79
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack	136	1.33	1,029	1.09	93	1.48	365	1.16			736	1.19
	White 18 pack			299	1.76			229	1.26			401	1.88
	Brown 12 pack											32	2.50
SPECIALTY	USDA ORGANIC												
	White 12 pack											139	3.18
	Brown 12 pack	258	3.79	850	4.19	132	3.77	1,415	3.90			896	4.31
	OMEGA-3												
	White 12 pack	5,572	2.50	3,023	2.22	249	2.63	2,565	2.49	107	2.23	2,186	2.41
	Brown 12 pack			23	2.99			304	3.12			6	1.99
	CAGE-FREE												
	White 12 pack			27	3.99			180	1.71			351	1.97
	Brown 12 pack	252	3.83	2,093	2.84	77	3.89	4,332	2.30	47	2.99	1,207	2.84
VEGETARIAN FED													
	White 12 pack												
	Brown 12 pack	16	1.99	677	2.38	365	2.98	74	2.39			557	2.24

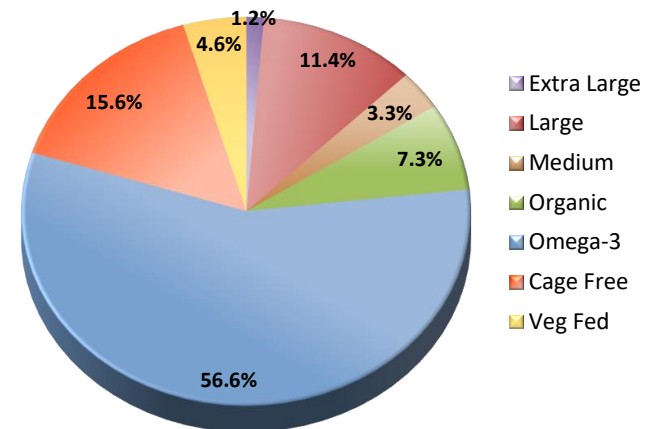
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,923	1,593	1,997	Large Eggs on Sep-16-2019
Specialty	12,791	9,693	5,496	
Total (includes MD)	15,214	11,375	7,543	663.5
Special Rate 4/:	0.3%	0.5%	3.1%	up 2.7%

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

SHELL EGG and EGG PRODUCTS FEATURING

Regular shell egg feature activity is slightly more active than a week ago. The average price of Large white eggs, Grade A, or better, to consumers continue to trend higher for the second straight week much to the dismay of value conscious shoppers. Consumers will also find the number of "no price" incentives lower than last cycle. Advertisements for Medium and Extra-Large eggs are more visible in circulars. Promotional activity for specialty eggs is substantially higher led by a huge increase in supermarkets advertising Omega 3 eggs. Vegetarian-fed is also higher, but the remaining items are lower, particularly cage-free. In the egg products sector, promotional activity is less active and declines again this ad cycle.

This Week's Shell Egg Featuring by Category



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 & Seed Market News - (515) 284-4460 <http://www.ams.usda.gov/LPSMarketNewsPage>

		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/}		48.1% of 5,500 sampled outlets Activity Index = 3,125 (includes Medium)						23.6% of 7,400 sampled outlets Activity Index = 1,669 (includes Medium)						28.2% of 6,100 sampled outlets Activity Index = 2,331 (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	108	1.49
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack White 18 pack Brown 12 pack	1.49	93	1.49	0.88 - 1.66 1.00 - 2.97	476 142	1.13 2.02				0.99 - 1.66 1.79	232 11	1.03 1.79	0.99	43	0.99	0.69 - 1.19 1.49	307 93	1.08 1.49
	MEDIUM	White 12 pack White 30 pack			0.79			207	0.79		White 12 pack White 30 pack			White 12 pack White 30 pack			0.49 - 0.69		
S P E C I A L T Y	USDA ORGANIC White 12 pack Brown 12 pack				3.50 - 4.90	267	4.42				4.29	17	4.29	3.79	258	3.79	2.99 - 3.99	297	3.71
	OMEGA-3 White 12 pack Brown 12 pack				1.99 - 2.52	873	2.24	2.49	26	2.49	1.99 - 3.19 2.99	586 23	2.16 2.99				2.00 - 2.50	702	2.43
	CAGE-FREE White 12 pack Brown 12 pack	3.50 - 4.99	218	4.16	2.50 - 3.79	340	3.20				2.50 - 2.98	659	2.65	1.69	34	1.69	2.00 - 3.29	279	2.82
	VEGETARIAN FED White 12 pack Brown 12 pack				1.99 - 2.99	509	2.39				2.50	115	2.50				2.00	53	2.00
		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/}		26.5% of 4,900 sampled outlets Activity Index = 6,302 (includes Medium)						11.9% of 3,800 sampled outlets Activity Index = 812 (includes Medium)						64.9% of 1,300 sampled outlets Activity Index = 922 (includes Medium)					
USDA GRADE AA	White 12 pack White 18 pack Brown 12 pack				1.49	22	1.49	3.69	54	3.69	0.88 1.99 - 2.50	7 229	0.88 2.10				0.88 - 1.50	39	1.12
	MEDIUM	White 12 pack						White 12 pack			0.95			White 12 pack					
USDA GRADE A	White 12 pack White 18 pack Brown 12 pack				1.49 - 1.66	14	1.62				0.88	14	0.88				1.49	39	1.49
	MEDIUM	White 12 pack White 30 pack			1.99 2.00	5 16	1.99 2.00	White 12 pack White 30 pack			1.19			White 12 pack White 30 pack					
S P E C I A L T Y	USDA ORGANIC White 12 pack Brown 12 pack				3.00 - 3.99	44	3.45				4.99	179	4.99				3.50	39	3.50
	OMEGA-3 White 12 pack Brown 12 pack	1.99 - 2.50	5,546	2.50	2.00 - 2.50	109	2.28				2.33	24	2.33				1.99 - 2.50	694	2.00
	CAGE-FREE White 12 pack Brown 12 pack				2.50 - 2.69	530	2.50				3.99 3.99	11 179	3.99 3.99				3.99 2.79	16 95	3.99 2.79
	VEGETARIAN FED White 12 pack Brown 12 pack	1.99	16	1.99															

		ALASKA (AK)						HAWAII (HI)					
Feature Rate ^{1/} Activity Index ^{2/}		0.0% of 100 sampled outlets Activity Index = 33 (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												
	MEDIUM	White 12 pack						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					
S P E C I A L T Y	USDA ORGANIC White 12 pack Brown 12 pack				3.98	7	3.98						
	OMEGA-3 White 12 pack Brown 12 pack				1.88	15	1.88				2.50	20	2.50
	CAGE-FREE White 12 pack Brown 12 pack				2.79	11	2.79						
	VEGETARIAN FED White 12 pack Brown 12 pack												



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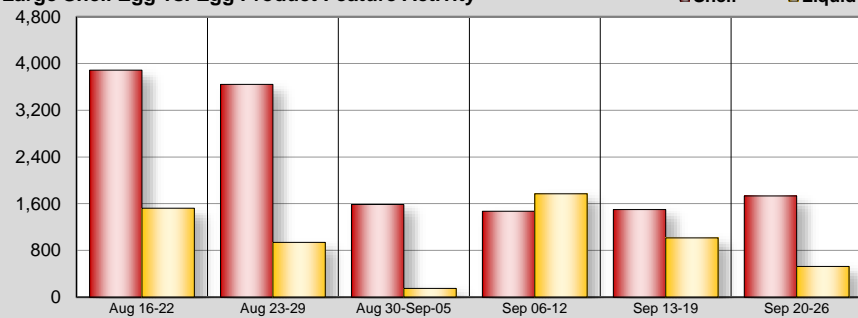
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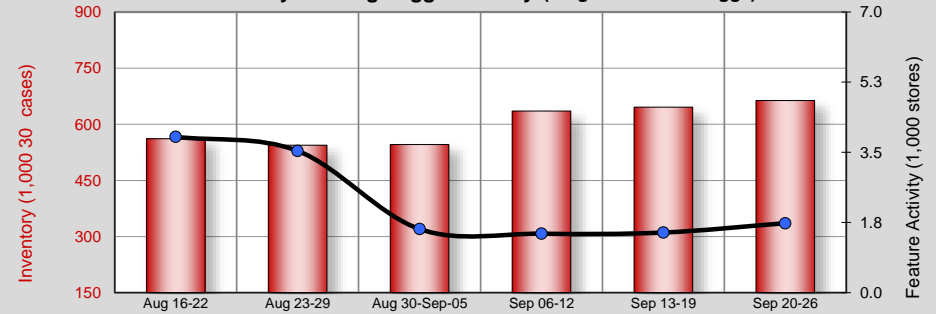
Fri. Sep 20, 2019

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	1.2%	1.9%	1.3%	0.0% of 5,500 sampled	1.5% of 7,400 sampled	3.4% 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	526	1,015	844	Activity Index = 61	Activity Index = 109	Activity Index = 318	Activity Index = 38	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	108 3.99	418 2.97	563 3.59			3.99 108 3.99			
32 oz. crtn	418 4.30	597 4.55	281 4.96	4.97 61 4.97	5.99 109 5.99	3.29 - 5.99 210 3.41	3.29 38 3.29		
3 - 4 oz. cup									
2 - 8 oz. cup									
EGG PRODUCTS				ALASKA	HAWAII				
1/ Feature Rate				33.0% of 100 sampled	19.0% 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									

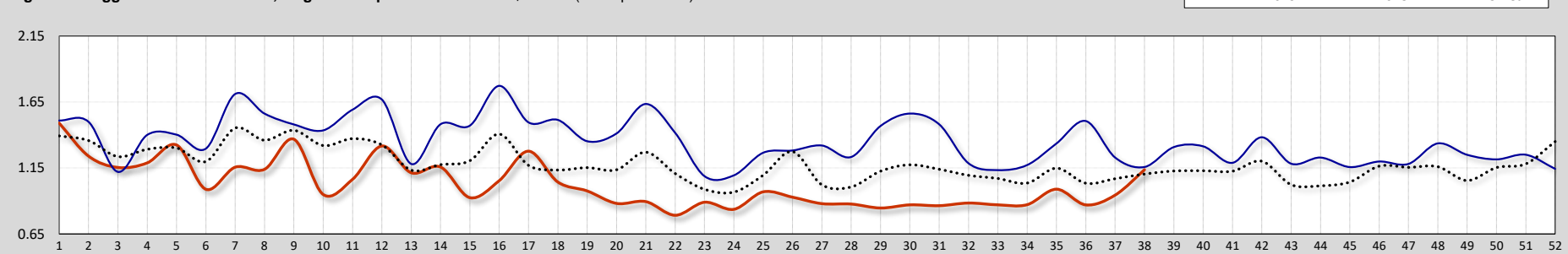
Large Shell Egg vs. Egg Product Feature Activity



Retail Feature Activity vs. Large Egg Inventory (Large White Shell Eggs)



Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



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>