



(prices in dollars per carton)

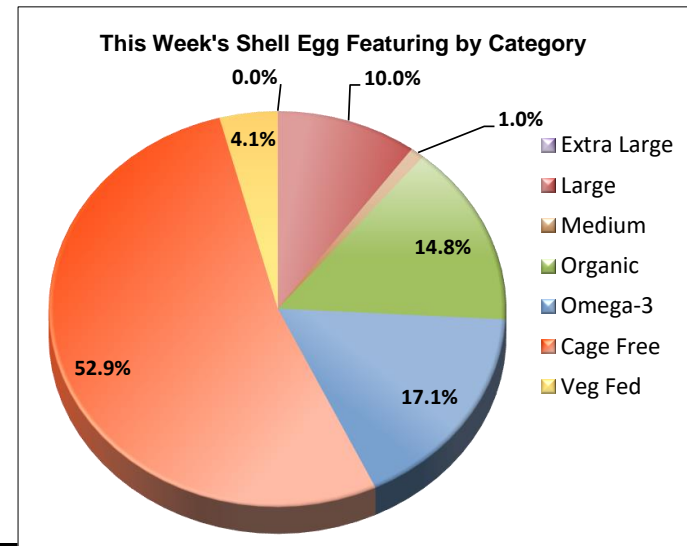
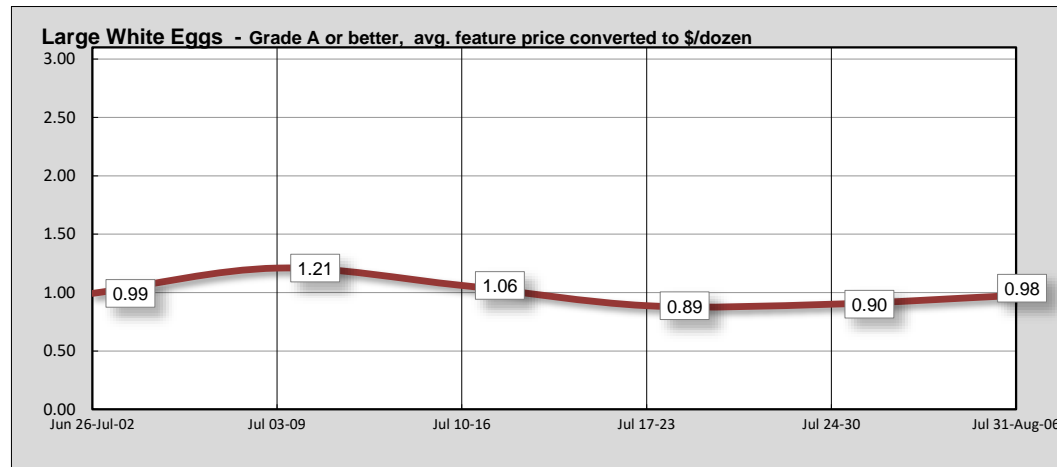
SHELL EGG NATIONAL SUMMARY												
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
	26.9% of 29,200 stores				27.9% of 29,200 stores				40.0% of 29,200 stores			
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE	
	Stores	Avg	Avg	Stores	Avg	Avg	Stores	Avg	Stores	Avg		
REGULAR	USDA GRADE AA											
	White 12 pack					1,773	0.89	23	0.88	892	0.87	
	White 18 pack		61	2.86	54	2.69	1,236	1.08		917	1.45	
	Brown 12 pack											
	USDA GRADE A											
	White 12 pack		866	0.89	62	1.66	1,494	1.03	288	0.99	928	0.76
White 18 pack		209	1.61			69	2.21	64	1.49	35	1.49	
Brown 12 pack						112	1.99					
SPECIALTY	USDA ORGANIC											
	White 12 pack					77	4.99			134	5.26	
	Brown 12 pack		1,682	4.11		3,189	3.31	399	4.05	5,209	3.32	
	OMEGA-3											
	White 12 pack	119	3.49	1,820	2.26	119	3.49	1,140	2.24	73	2.50	
	Brown 12 pack							10	2.50		66	
	CAGE-FREE											
	White 12 pack			43	2.46		86	1.50			103	1.60
	Brown 12 pack	1,191	2.62	4,762	2.36		4,036	2.59	66	3.00	895	3.00
	VEGETARIAN FED											
White 12 pack												
Brown 12 pack			467	2.50	77	3.00			89	2.49	367	2.58

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,136	4,800	3,147	Large Eggs on Jul-27-2020
Specialty	10,084	8,734	8,717	
Total (includes MD)	11,334	13,889	12,431	668.9
Special Rate 4/:	0.4%	1.6%	2.4%	down 6.3%

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

SHELL EGG and EGG PRODUCTS FEATURING

Feature activity for regular shell eggs is sharply lower when compared last week's higher levels. There is also a significant drop in the number of "no price" ads offered to shoppers this week. The average price of Grade A or better, Large white eggs to consumers is trending upward. Advertisements for Medium eggs are fewer in number and ads for Extra Large eggs remain scarce. Promotional activity for specialty shell eggs is on the rise, in contrast to the downward trend of regular shell eggs. Cage-free type eggs are heavily promoted. More ads are showing up for Omega-3 eggs, however USDA Organic egg featuring declines. Promotional activity for liquid egg products is at a steady pace.



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 ^{1/} Activity Index ^{2/}		29.3% of 5,500 sampled outlets Activity Index = 2,281 (includes Medium)						23.8% of 7,400 sampled outlets Activity Index = 3,805 (includes Medium)						23.3% of 6,100 sampled outlets Activity Index = 1,584 (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				0.99	332	0.99				0.99	221	0.99	1.27	1.49	118	1.47	0.68	0.99	303	0.70	1.49	9	1.49
	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				3.99	4.99	509	4.27			3.99	218	3.99					3.50	3.79	454	3.69			
	OMEGA-3 White 12 pack Brown 12 pack				2.33	2.99	454	2.57			2.33	218	2.33					2.00	2.50	301	2.36			
	CAGE-FREE White 12 pack Brown 12 pack	2.50	3.89	236	3.12	2.00	3.88	488	2.88	2.50	955	2.50	1.99	3.29	1,857	2.33								
	VEGETARIAN FED White 12 pack 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 ^{1/} Activity Index ^{2/}		18.7% of 4,900 sampled outlets Activity Index = 878 (includes Medium)						33.9% of 3,800 sampled outlets Activity Index = 1,289 (includes Medium)						63.0% of 1,300 sampled outlets Activity Index = 1,485 (includes Medium)										
USDA GRADE AA	White 12 pack White 18 pack Brown 12 pack											1.98	28	1.98										
	MEDIUM	White 12 pack						White 12 pack						White 12 pack			0.88			11	0.88			
USDA GRADE A	White 12 pack White 18 pack Brown 12 pack				0.88	10	0.88	1.27	45	1.27			2.49	37	2.49									
	MEDIUM	White 12 pack White 30 pack						White 12 pack White 30 pack						White 12 pack White 30 pack			2.50			24	2.50			
S P E C I A L T Y	USDA ORGANIC White 12 pack Brown 12 pack				3.99	4.49	65	4.07			3.49	436	4.42											
	OMEGA-3 White 12 pack Brown 12 pack				2.19	2.33	165	2.31	3.49	119	3.49							1.99	682	1.99				
	CAGE-FREE White 12 pack Brown 12 pack				1.99	526	1.99						1.99	645	1.99			2.48	15	2.48	2.33	2.66	777	2.62
	VEGETARIAN FED White 12 pack Brown 12 pack																							

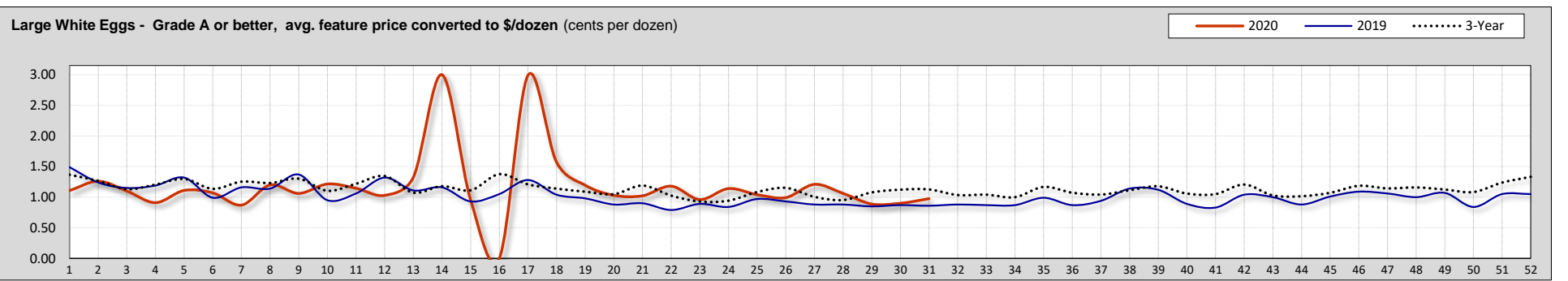
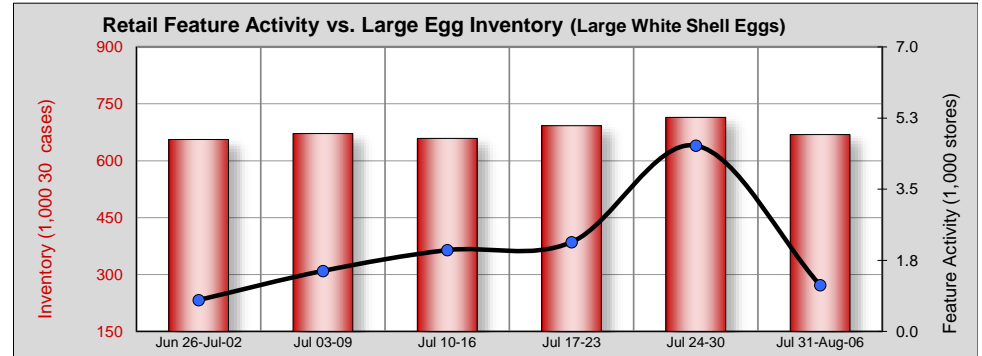
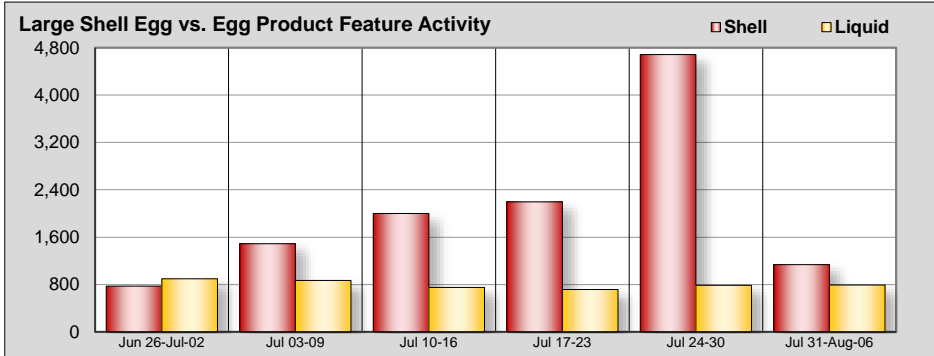
		ALASKA (AK)						HAWAII (HI)					
Feature Rate ¹⁷ Activity Index ²¹		0.0% of 100 sampled outlets Activity Index = 26 (includes Medium)						0.0% of 100 sampled outlets Activity Index = 20 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack												
	White 18 pack									4.99	20	4.99	
	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 12 pack					
		White 30 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												
	OMEGA-3												
	White 12 pack												
	Brown 12 pack												
	CAGE-FREE												
	White 12 pack				1.99	15	1.99						
	Brown 12 pack				2.33	11	2.33						
	VEGETARIAN FED												
	White 12 pack												
	Brown 12 pack												



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 07/31 thru 08/06.
 (prices in dollars per carton)

Fri. Jul 31, 2020

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	2.1%	1.5%	3.4%	2.8% of 5,500 sampled	2.9% 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	792	787	2,306	Activity Index = 216	Activity Index = 218	Activity Index = 201	Activity Index = 38	Activity Index = 119	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	612 2.80	112 2.44	1,355 2.84	2.50 - 3.00 155 2.92	2.50 218 2.50	3.00 201 3.00	3.00 38 3.00	5.99 119 5.99	
32 oz. crtn	180 5.64	675 3.92	951 4.93	4.97 61 4.97					
3 - 4 oz. cup									
2 - 8 oz. cup									
EGG PRODUCTS				ALASKA	HAWAII				
1/ Feature Rate				26.0% 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									



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>