



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 04/09 thru 04/15.

Fri. Apr 09, 2021

(prices in dollars per carton)

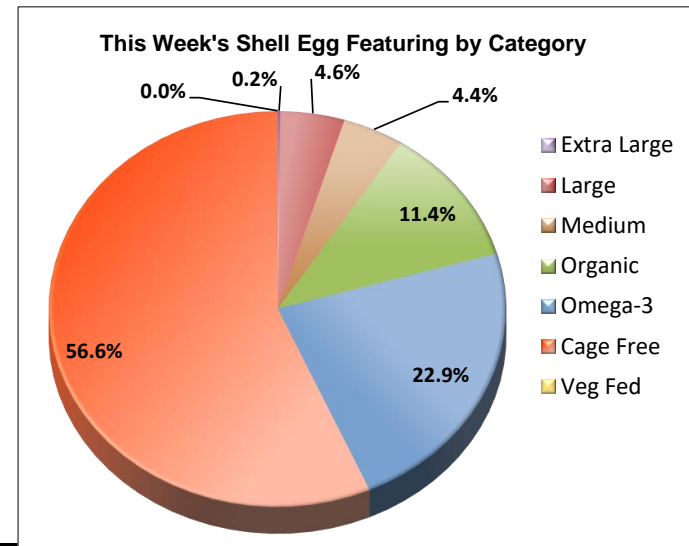
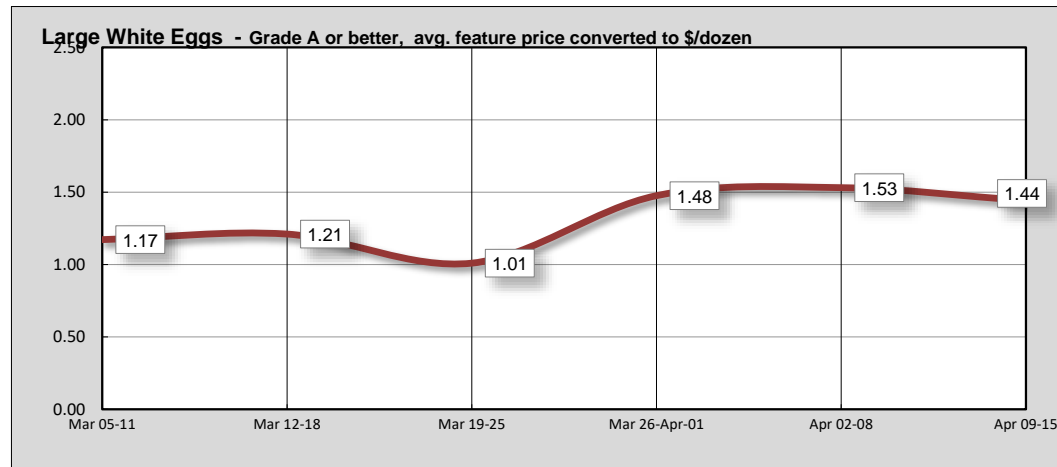
SHELL EGG NATIONAL SUMMARY													
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	21.7% of 29,200 stores				31.1% of 29,200 stores				8.0% of 29,200 stores				
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE		
	Stores	Avg	Avg	Stores	Avg	Avg	Stores	Avg	Stores	Avg			
REGULAR	USDA GRADE AA												
	White 12 pack					264	1.70						
	White 18 pack			125	2.99	479	1.97						
	Brown 12 pack					293	2.45						
	USDA GRADE A												
	White 12 pack	12	1.25	191	1.08		395	1.53			72	1.43	
White 18 pack					60	2.99	608	2.12			11	0.99	
Brown 12 pack													
SPECIALTY	USDA ORGANIC												
	White 12 pack										1,675	2.67	
	Brown 12 pack	71	3.50	718	3.52		784	3.57					
	OMEGA-3												
	White 12 pack	184	2.67	1,310	2.31	273	2.55	1,157	2.27	113	4.11		
	Brown 12 pack			92	2.87								
	CAGE-FREE												
	White 12 pack			77	3.49			480	2.38			12	1.99
	Brown 12 pack			3,839	2.43	33	3.66	5,404	2.28			470	2.48
	VEGETARIAN FED												
White 12 pack									61	1.33			
Brown 12 pack							185	2.49			77	4.79	

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	328	2,099	83	Large Eggs on Apr-05-2021
Specialty	6,291	8,316	2,408	
Total (includes MD)	6,922	10,561	2,503	826.5
Special Rate 4/:	0.0%	0.7%	0.2%	down 5.6%

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

SHELL EGG and EGG PRODUCTS FEATURING

Feature activity for regular shell eggs is down sharply following last week's holiday. The weighted average price of Grade A, or better Large White eggs to consumers is trending lower. Shoppers are having a difficult time finding incentives on shell eggs this week as "no price" specials are virtually nonexistent. Advertisements for Medium eggs are showing up more however ads for Extra Large eggs are lackluster. Specialty shell egg featuring is not as active as the previous week but cage-free brown and Omega-3 white eggs continue to lead the way in this category. Egg products featuring remains about unchanged with activity mostly found in the Northeast and Midwest.



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/}		30.7% of 5,500 sampled outlets Activity Index = 1,699 (includes Medium)						9.1% of 7,400 sampled outlets Activity Index = 677 (includes Medium)						25.2% of 6,100 sampled outlets Activity Index = 1,537 (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																		
	MEDIUM	White 12 pack			0.88 - 1.99 291 1.22			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						White 12 pack White 30 pack			0.99 12 0.99		
SPECIALTY	USDA ORGANIC White 12 pack Brown 12 pack	3.50 71 3.50			2.99 - 3.99 513 3.48									2.98 59 2.98					
	OMEGA-3 White 12 pack Brown 12 pack	3.00 65 3.00			2.49 - 3.99 298 2.83 3.00 68 3.00						2.66 218 2.66			1.99 70 1.99					
	CAGE-FREE White 12 pack Brown 12 pack				3.49 77 3.49 2.99 - 3.49 316 3.35						2.50 459 2.50			2.00 - 2.33 1,193 2.30					
	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/}		26.0% of 4,900 sampled outlets Activity Index = 1,272 (includes Medium)						26.3% of 3,800 sampled outlets Activity Index = 1,596 (includes Medium)						8.5% of 1,300 sampled outlets Activity Index = 95 (includes Medium)					
USDA GRADE AA	White 12 pack White 18 pack Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack			2.99 125 2.99			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						White 12 pack White 30 pack					
SPECIALTY	USDA ORGANIC White 12 pack Brown 12 pack										3.49 - 3.98 146 3.89								
	OMEGA-3 White 12 pack Brown 12 pack	2.48 - 2.50 119 2.49			1.88 - 2.49 68 2.12						1.99 - 2.99 656 2.01 2.50 24 2.50								
	CAGE-FREE White 12 pack Brown 12 pack				1.98 - 2.50 1,085 2.25						2.33 645 2.33			2.66 95 2.66					
	VEGETARIAN FED White 12 pack Brown 12 pack																		

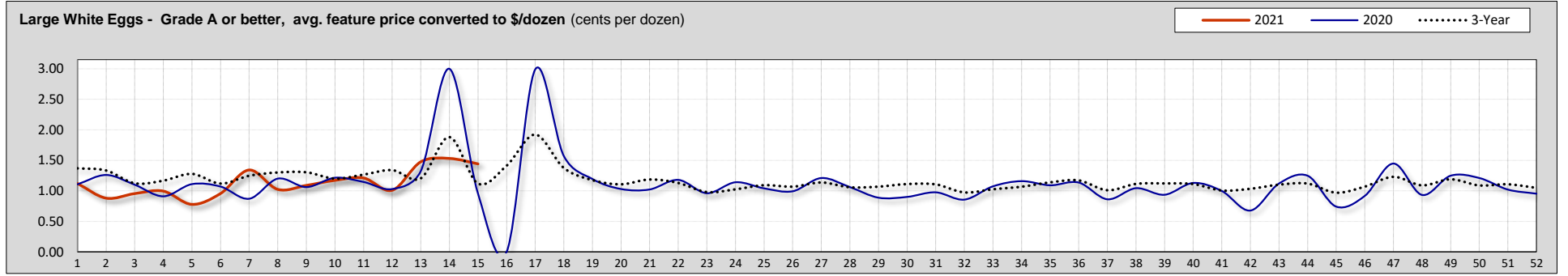
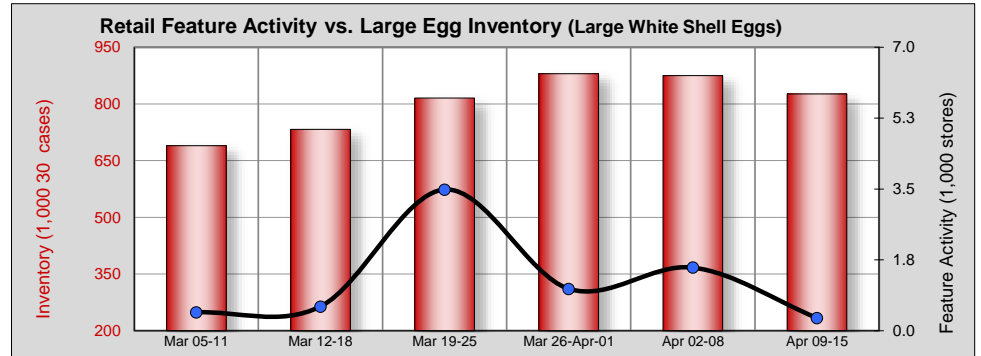
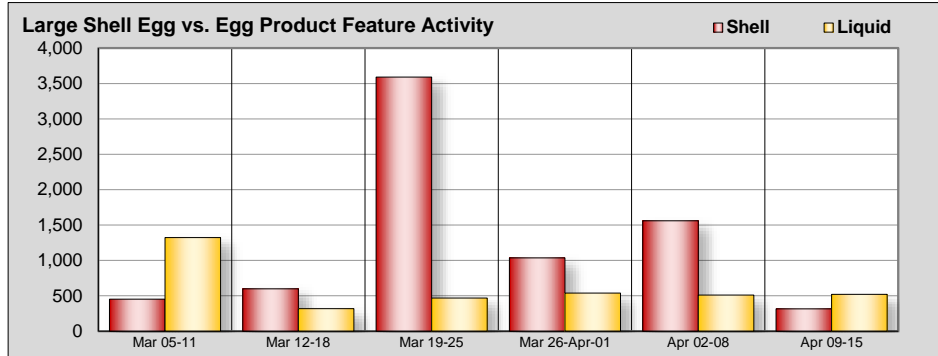
		ALASKA (AK)						HAWAII (HI)					
Feature Rate ¹⁷ Activity Index ²¹		0.0% of 100 sampled outlets Activity Index = 26 (includes Medium)						0.0% of 100 sampled outlets Activity Index = 20 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack White 18 pack 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												
	OMEGA-3 White 12 pack Brown 12 pack												
	CAGE-FREE White 12 pack Brown 12 pack				3.99	26	3.43				3.99	20	3.99
	VEGETARIAN FED 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	1.6%	0.8%	1.1%	4.0% of 5,500 sampled	0.0% 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	521	511	877	Activity Index = 282	Activity Index = 0	Activity Index = 201	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	521 2.38	222 2.18	308 2.61	2.50 - 3.00 282 2.72		1.98 201 1.98	1.98 38 1.98		
32 oz. crtn		289 3.75	569 4.82						
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.

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