



**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 04/30 thru 05/06.

(prices in dollars per carton)

Fri. Apr 30, 2021

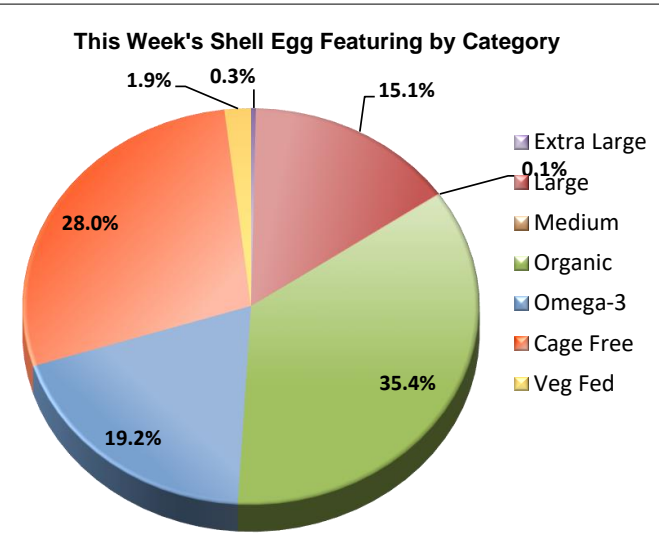
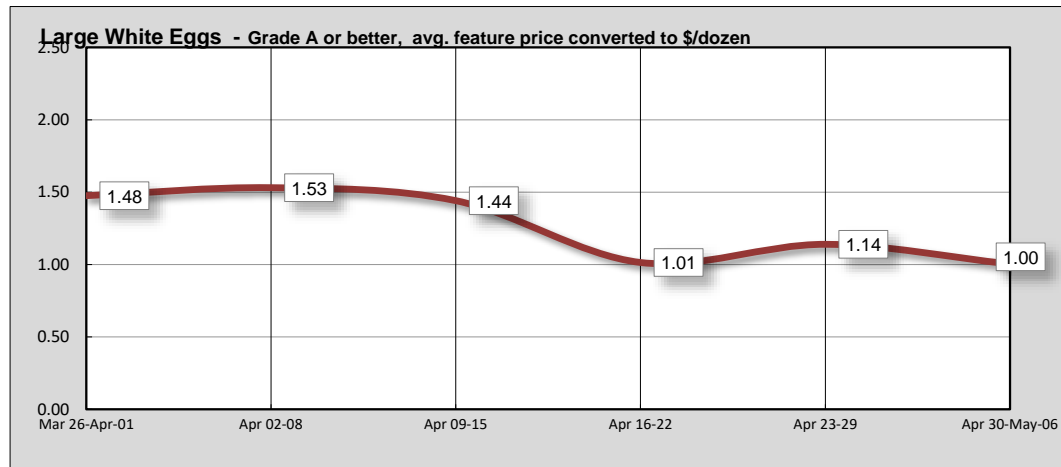
SHELL EGG NATIONAL SUMMARY													
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	35.9% of 29,200 stores				35.2% of 29,200 stores				3.0% of 29,200 stores				
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE		
	Stores	Avg		Avg	Stores	Avg		Avg	Stores	Avg	Stores	Avg	
<b>REGULAR</b>	<b>USDA GRADE AA</b>												
	White 12 pack			919	0.93			281	1.48			233	1.84
	White 18 pack			104	2.99	14	1.99	60	2.99			50	2.99
	Brown 12 pack							107	2.49				
	<b>USDA GRADE A</b>												
	White 12 pack	43	0.99	359	0.99			820	0.96	43	1.50	142	0.99
White 18 pack			394	1.40			10	1.39			11	2.00	
Brown 12 pack			112	1.99									
<b>SPECIALTY</b>	<b>USDA ORGANIC</b>												
	White 12 pack							828	4.10				
	Brown 12 pack			4,442	3.57								
	<b>OMEGA-3</b>												
	White 12 pack	746	2.51	1,327	2.56	414	2.53	2,021	2.19	77	4.49	86	2.00
	Brown 12 pack			330	2.54			185	2.69				
<b>CAGE-FREE</b>													
White 12 pack							102	2.93					
Brown 12 pack			3,515	2.38	554	2.99	6,265	2.71	77	3.79	185	2.79	
<b>VEGETARIAN FED</b>													
White 12 pack													
Brown 12 pack	77	2.99	158	2.49	108	2.70	462	2.52	77	4.79			

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,931	1,292	479	Large Eggs on Apr-26-2021
Specialty	10,595	10,939	502	
Total (includes MD)	12,537	12,297	1,316	896.0
Special Rate 4/:	0.9%	5.0%	0.4%	up 1.0%

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

**SHELL EGG and EGG PRODUCTS FEATURING**

Regular shell egg feature activity is more active than a week ago. The average price of Large White eggs Grade A, or better to consumers continues to fluctuate and is trending lower. There is a significant drop in the percentage of sampled outlets offering "no price" specials to shoppers this week. Advertisements for Medium and Extra Large eggs remain dismal. Specialty shell egg features are fewer in number when compared to last week's activity. USDA Organic eggs are most commonly featured, followed closely by cage-free brown eggs. Vegetarian-fed and Omega-3 are not at the same levels as last week. Liquid egg promotional activity increased.



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 <sup>1/</sup> Activity Index <sup>2/</sup>		43.9% of 5,500 sampled outlets Activity Index = 3,601 (includes Medium)						30.9% of 7,400 sampled outlets Activity Index = 1,512 (includes Medium)						31.0% of 6,100 sampled outlets Activity Index = 2,786 (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				0.99	207	0.99													
	White 18 pack																			
	Brown 12 pack																			
	<b>MEDIUM</b>	White 12 pack						White 12 pack						White 12 pack						
USDA GRADE A	White 12 pack				0.99	202	0.99							0.99	43	0.99		0.50	97	0.50
	White 18 pack				0.99	227	0.99											1.79	13	1.79
	Brown 12 pack				1.99	112	1.99													
	<b>MEDIUM</b>	White 12 pack						White 12 pack						White 12 pack						
	White 30 pack							White 30 pack						White 30 pack						
SPECIALTY	<b>USDA ORGANIC</b>																			
	White 12 pack																			
	Brown 12 pack				3.33 - 4.99	496	4.03				3.49	459	3.49				3.49	927	3.49	
	<b>OMEGA-3</b>																			
	White 12 pack	2.29 - 2.99	464	2.49	2.50 - 3.99	516	2.91	2.50 - 2.99	94	2.73	1.66 - 2.50	381	2.33	2.50	94	2.50	1.99 - 2.50	376	2.35	
	Brown 12 pack	2.59	288	2.59	2.49	288	2.49													
	<b>CAGE-FREE</b>																			
	White 12 pack																			
	Brown 12 pack				1.99 - 3.50	566	2.72				1.99 - 2.50	578	2.27				1.99 - 2.99	1,236	2.40	
	<b>VEGETARIAN FED</b>																			
	White 12 pack																			
	Brown 12 pack	2.99	77	2.99	2.49 - 2.50	158	2.49													
		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>		29.1% of 4,900 sampled outlets Activity Index = 1,980 (includes Medium)						41.9% of 3,800 sampled outlets Activity Index = 2,057 (includes Medium)						64.8% of 1,300 sampled outlets Activity Index = 843 (includes Medium)						
USDA GRADE AA	White 12 pack				1.11	67	1.11				0.89	645	0.89							
	White 18 pack										2.99	104	2.99							
	Brown 12 pack																			
	<b>MEDIUM</b>	White 12 pack						White 12 pack						White 12 pack						
USDA GRADE A	White 12 pack				1.48 - 1.66	134	1.51				1.78	60	1.78							
	White 18 pack																			
	Brown 12 pack																			
	<b>MEDIUM</b>	White 12 pack						White 12 pack						White 12 pack						
	White 30 pack							White 30 pack						White 30 pack						
SPECIALTY	<b>USDA ORGANIC</b>																			
	White 12 pack				3.49 - 4.29	1,067	3.89				3.49	811	3.49				2.99	682	2.99	
	Brown 12 pack																			
	<b>OMEGA-3</b>																			
	White 12 pack	1.99 - 2.69	94	2.38	2.29	54	2.29				2.00	24	2.00				3.99	18	3.99	
	Brown 12 pack																			
	<b>CAGE-FREE</b>																			
	White 12 pack																			
	Brown 12 pack				2.29 - 2.33	564	2.33				1.99 - 3.99	413	2.04				1.99 - 3.99	132	2.60	
	<b>VEGETARIAN FED</b>																			
	White 12 pack																			
	Brown 12 pack																			

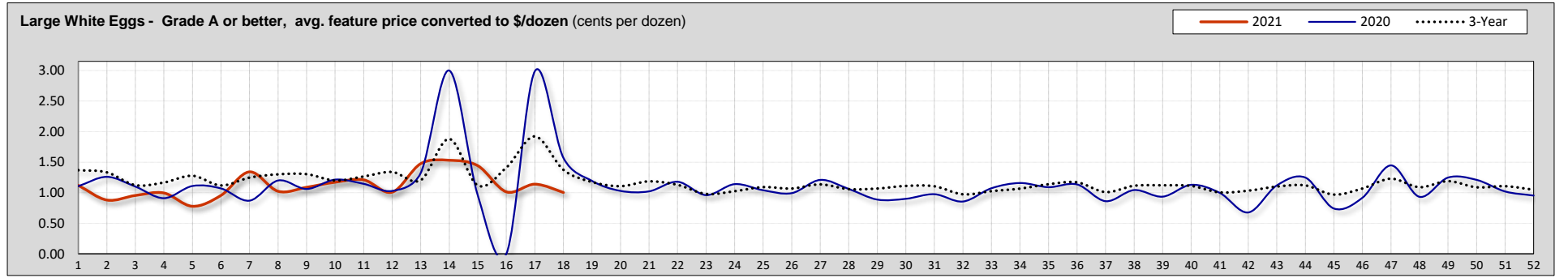
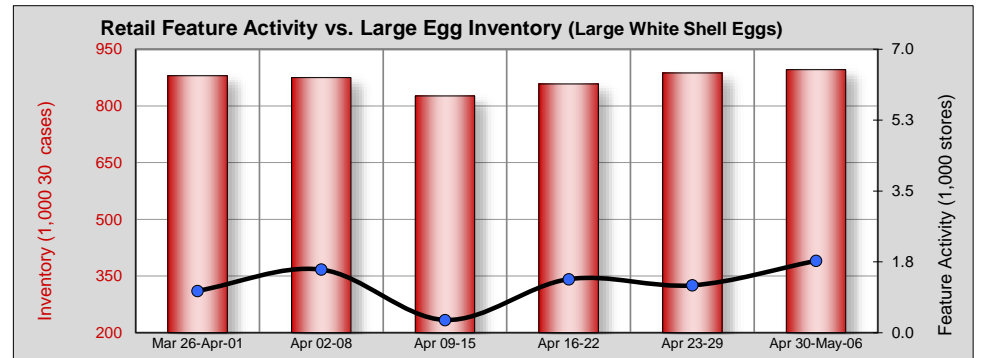
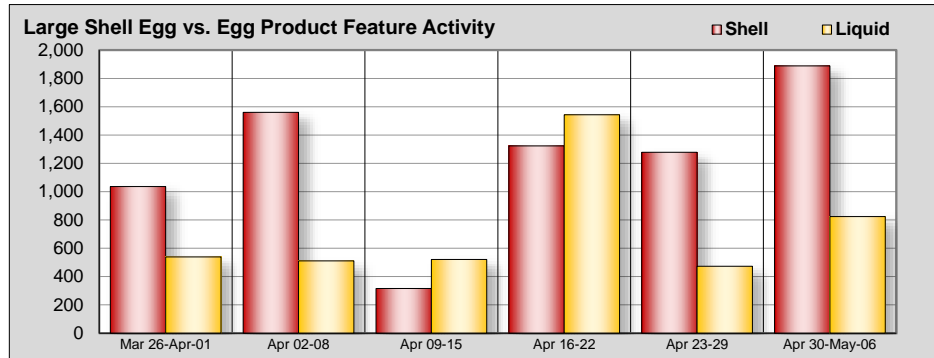
		ALASKA (AK)						HAWAII (HI)					
Feature Rate <sup>1/</sup> Activity Index <sup>2/</sup>		0.0% of 100 sampled outlets Activity Index = 26 (includes Medium)						0.0% of 100 sampled outlets Activity Index = 20 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	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												
	<b>MEDIUM</b>	White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack White 18 pack Brown 12 pack									5.00	20	5.00	
	<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												
	<b>OMEGA-3</b> White 12 pack Brown 12 pack												
	<b>CAGE-FREE</b> White 12 pack Brown 12 pack				2.50	26	2.40						
	<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	2.8%	0.6%	1.0%	0.4% of 5,500 sampled	2.9% of 7,400 sampled	8.4% of 6,100 sampled	1.4% of 4,900 sampled	0.0% of 3,800 sampled	0.0% of 1,300 sampled
2/ Activity Index	824	473	750	Activity Index = 22	Activity Index = 218	Activity Index = 515	Activity Index = 69	Activity Index = 0	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>	Price Range Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>
14-16 oz. crtn	87 1.96	449 2.83				1.66 56 1.66	2.50 31 2.50		
32 oz. crtn	737 3.82	473 4.04	301 4.20	4.69 22 4.69	4.69 218 4.69	2.98 - 3.79 459 3.44	2.98 38 2.98		
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 <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.

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