



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 09/25 thru 10/01.

Fri. Sep 25, 2020

(prices in dollars per carton)

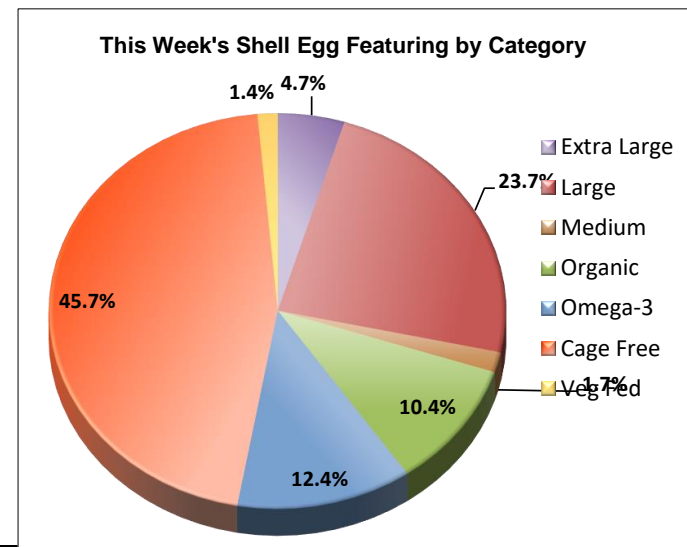
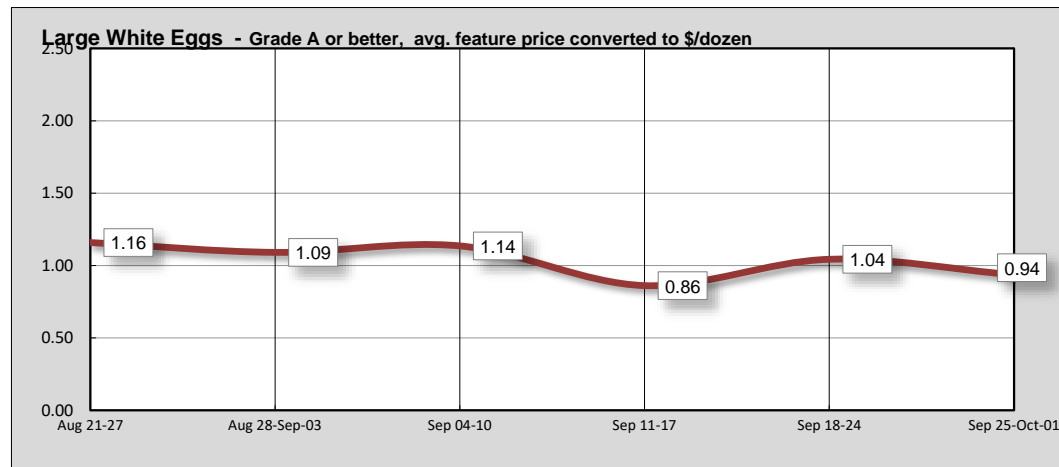
SHELL EGG NATIONAL SUMMARY													
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	30.4% of 29,200 stores				27.5% of 29,200 stores				25.0% of 29,200 stores				
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE		
	Stores	Avg		Avg	Stores	Avg		Avg	Stores	Avg	Stores	Avg	
REGULAR	USDA GRADE AA												
	White 12 pack			14	1.56			347	1.37	54	1.80	240	1.19
	White 18 pack			682	1.50			148	2.31			229	2.10
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack	522	0.99	1,338	0.88	6	3.00	1,330	0.92	23	1.38	1,144	1.00
White 18 pack			368	1.47			164	1.32			378	1.93	
Brown 12 pack			206	1.36									
SPECIALTY	USDA ORGANIC												
	White 12 pack										262	3.34	
	Brown 12 pack	335	4.30	808	4.09			2,009	3.57	64	3.50	1,428	4.15
	OMEGA-3												
	White 12 pack	374	2.22	995	2.21	698	2.63	1,313	2.40	47	2.42	2,426	2.37
	Brown 12 pack							77	3.49			157	2.87
	CAGE-FREE												
	White 12 pack			28	2.45			326	1.87			234	2.63
Brown 12 pack	1,182	2.65	3,832	2.52	77	3.99	2,202	2.70	206	3.16	1,413	3.04	
VEGETARIAN FED													
White 12 pack											465	2.43	
Brown 12 pack			158	2.50			519	3.03					

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	3,130	1,995	2,068	Large Eggs on Sep-21-2020
Specialty	7,712	7,221	6,702	
Total (includes MD)	11,024	9,321	8,935	671.9
Special Rate 4/:	0.7%	2.2%	2.7%	up 1.3%

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

SHELL EGG and EGG PRODUCTS FEATURING

Feature activity for regular shell eggs takes a turn and is up sharply from the previous ad cycle, driven by a significant increase in the number of Extra Large and 18 pack eggs. The average price of Large White eggs to consumers, Grade A, or better is trending downward. Shoppers are having a difficult time finding "no price" incentives this week. Advertisements for Extra Large eggs are on the rise while ads for Medium eggs are maintaining a steady presence in flyers. Specialty shell egg promotions are only up slightly. Cage-free brown eggs are the most commonly featured in this category, however all other types decrease in visibility. Liquid egg promotions are higher in number.



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/}		39.7% of 5,500 sampled outlets Activity Index = 3,346 (includes Medium)						28.5% of 7,400 sampled outlets Activity Index = 3,213 (includes Medium)						28.1% of 6,100 sampled outlets Activity Index = 1,659 (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						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack White 18 pack Brown 12 pack				0.88 - 0.99	581	0.95				0.79 - 0.99	159	0.89	1.25	43	1.25	0.99 - 1.00	64	0.99
					1.49	207	1.49				1.49	109	1.49				1.29 - 1.49	52	1.32
	MEDIUM	White 12 pack White 30 pack						White 12 pack White 30 pack						White 12 pack White 30 pack			0.69 12 0.69		
S P E C I A L T Y	USDA ORGANIC White 12 pack Brown 12 pack	5.99	77	5.99	3.99 - 5.99	592	4.25							3.79	258	3.79	2.69 - 3.99	204	3.61
	OMEGA-3 White 12 pack Brown 12 pack	2.19	288	2.19	1.99 - 2.66	383	2.33				1.92 - 2.66	342	2.07				1.99	98	1.99
	CAGE-FREE White 12 pack Brown 12 pack	2.50 - 3.99	227	3.30	2.49 - 3.00	552	2.76	2.50	955	2.50	2.33 - 3.00	1,648	2.52				1.99 - 2.69	928	2.32
	VEGETARIAN FED White 12 pack Brown 12 pack				2.50	158	2.50												
		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/}		28.5% of 4,900 sampled outlets Activity Index = 1,396 (includes Medium)						19.4% of 3,800 sampled outlets Activity Index = 749 (includes Medium)						54.5% of 1,300 sampled outlets Activity Index = 708 (includes Medium)					
USDA GRADE AA	White 12 pack White 18 pack Brown 12 pack										1.56	14	1.56				1.50	682	1.50
	MEDIUM	White 12 pack			0.66	16	0.66	White 12 pack			0.80 - 0.99	119	0.97	White 12 pack			0.88	11	0.88
USDA GRADE A	White 12 pack White 18 pack Brown 12 pack	0.97	77	0.97	0.79 - 1.00	534	0.80	0.97	402	0.97									
	MEDIUM	White 12 pack White 30 pack						White 12 pack White 30 pack			2.00	24	2.00	White 12 pack White 30 pack					
S P E C I A L T Y	USDA ORGANIC White 12 pack Brown 12 pack										3.99	12	3.99						
	OMEGA-3 White 12 pack Brown 12 pack	2.33	86	2.33	1.99 - 2.66	157	2.32							2.48	15	2.48			
	CAGE-FREE White 12 pack Brown 12 pack				2.33	526	2.33				3.49	178	3.49						
	VEGETARIAN FED White 12 pack Brown 12 pack																		

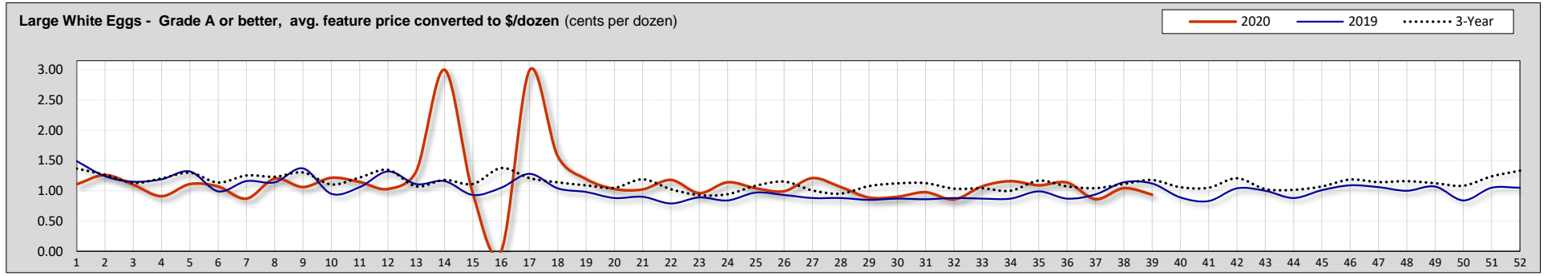
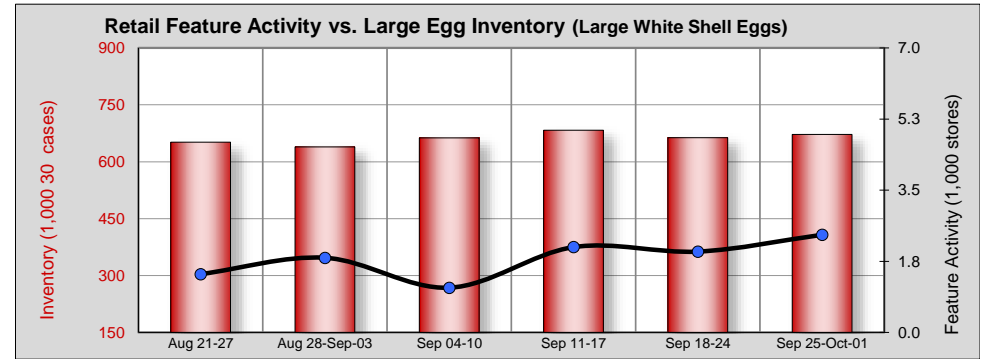
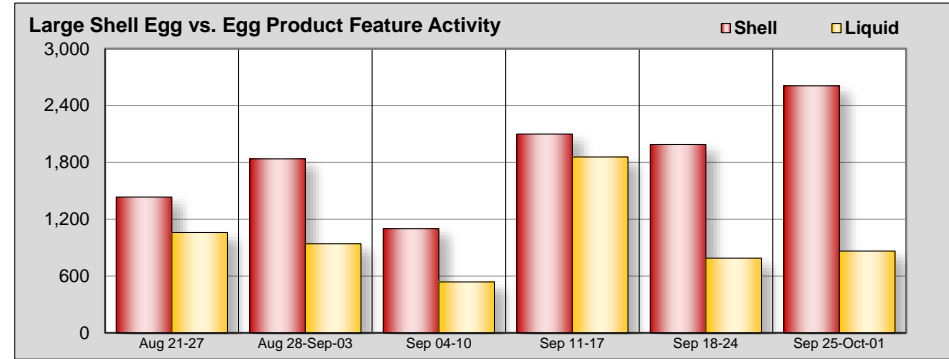
		ALASKA (AK)						HAWAII (HI)					
Feature Rate ¹⁷ Activity Index ²¹		0.0% of 100 sampled outlets Activity Index = 15 (includes Medium)						0.0% of 100 sampled outlets Activity Index = 0 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	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				1.99	15	1.99						
	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	3.0%	2.6%	4.0%	10.0% of 5,500 sampled	3.0% of 7,400 sampled	1.5% of 6,100 sampled	0.0% of 4,900 sampled	0.0% of 3,800 sampled	0.3% of 1,300 sampled
2/ Activity Index	864	789	1,200	Activity Index = 551	Activity Index = 220	Activity Index = 89	Activity Index = 0	Activity Index = 0	Activity Index = 4
	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	458 4.25	696 2.86	207 2.89	3.99 - 4.99 365 4.78	4.99 2 4.99	1.66 - 2.99 89 2.15			- 2.99 4 2.99
32 oz. crtn	166 4.99	93 4.99	993 4.36	4.99 164 4.99	4.99 218 4.99				
3 - 4 oz. cup	240 4.99			4.99 22 4.99					
2 - 8 oz. cup									
EGG PRODUCTS				ALASKA	HAWAII				
1/ Feature Rate				15.0% of 100 sampled	0.0% 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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