



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 07/30 thru 08/05.

Fri. Jul 30, 2021

(prices in dollars per carton)

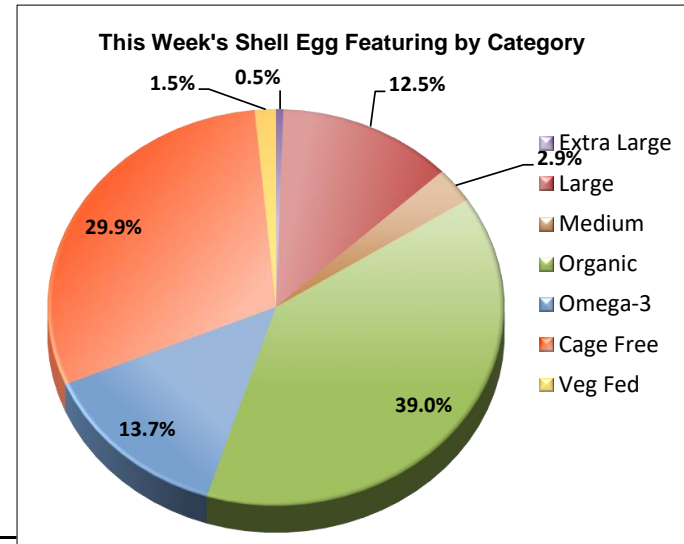
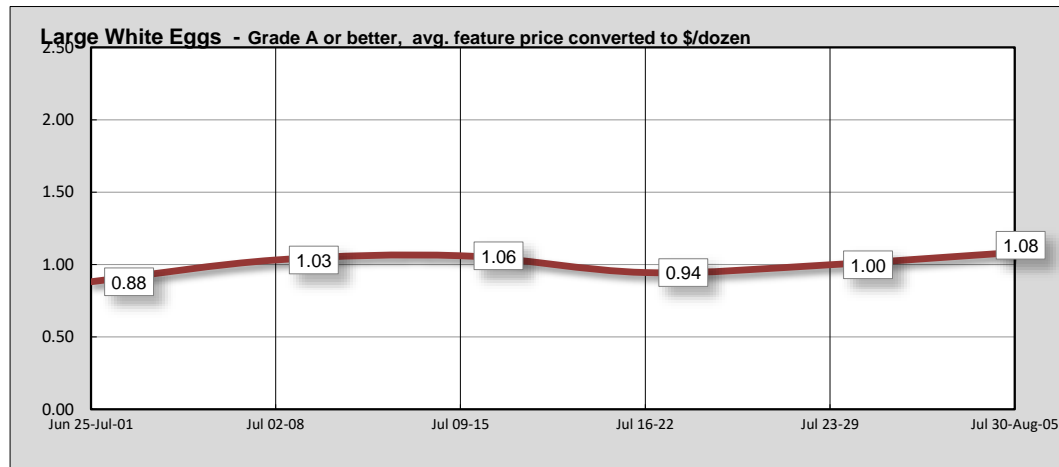
SHELL EGG NATIONAL SUMMARY													
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	25.8% of 29,200 stores				24.3% of 29,200 stores				26.9% of 29,200 stores				
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE		
	Stores	Avg	Avg	Stores	Avg	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
REGULAR	USDA GRADE AA												
	White 12 pack					865	0.91						
	White 18 pack	54	2.69	475	1.87					61	2.86		
	Brown 12 pack					65	2.33						
	USDA GRADE A												
	White 12 pack			467	0.97	23	5.29	484	0.91		866	0.89	
White 18 pack			353	1.52			385	1.83		209	1.61		
Brown 12 pack													
SPECIALTY	USDA ORGANIC												
	White 12 pack					12	4.49						
	Brown 12 pack	68	3.99	4,026	3.50			812	3.72		1,682	4.11	
	OMEGA-3												
	White 12 pack	73	1.99	1,345	2.60	402	2.30	1,467	2.34	119	3.49	1,820	2.26
	Brown 12 pack			24	2.50								
	CAGE-FREE												
	White 12 pack			24	3.45						43	2.46	
	Brown 12 pack			3,113	2.19			3,917	2.25	1,191	2.62	4,762	2.36
	VEGETARIAN FED												
White 12 pack													
Brown 12 pack			158	2.49			215	2.50		467	2.50		

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,365	1,822	1,136	Large Eggs on Jul-26-2021
Specialty	8,831	6,825	10,084	
Total (includes MD)	10,499	8,658	11,334	743.8
Special Rate 4/:	0.0%	1.1%	0.4%	up 7.0%

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

SHELL EGG and EGG PRODUCTS FEATURING

Promotional activity for regular shell eggs declines, however specialty shell egg features are higher in number when compared to a week ago. The average price of Large White eggs Grade A, or better to consumers continues upward. No price incentives are virtually nonexistent in flyers this week. Medium eggs are more visibly featured, but ads for Extra Large remain hard to find. There is a sharp increase in feature activity for USDA Organic. Promotional activity for Omega-3 and cage-free type eggs are somewhat constant. Ads for vegetarian fed eggs decline. Featuring of liquid egg products is not as active as the previous week.



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/}		43.4% of 5,500 sampled outlets Activity Index = 2,736 (includes Medium)						13.9% of 7,400 sampled outlets Activity Index = 1,484 (includes Medium)						28.5% of 6,100 sampled outlets Activity Index = 2,540 (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				1.69	207	1.69				2.49	77	2.49									
	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	91	0.91				0.99	218	0.99				0.68 - 0.99	91	0.80			
	MEDIUM				1.49	266	1.49				1.49	76	1.49				0.66 - 0.89	186	0.84			
SPECIALTY	USDA ORGANIC White 12 pack Brown 12 pack	3.99	68	3.99	3.00 - 3.99	810	3.85				3.33 - 3.99	489	3.37				1.88 - 3.99	972	3.23			
	OMEGA-3 White 12 pack Brown 12 pack	1.99	73	1.99	1.99 - 3.99	862	2.75				1.99 - 2.50	128	2.07				1.99 - 2.66	271	2.48			
	CAGE-FREE White 12 pack Brown 12 pack				2.99 - 3.00	13	3.00				1.33 - 1.99	496	1.94				1.69 - 3.79	1,020	2.28			
	VEGETARIAN FED White 12 pack Brown 12 pack				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 ^{1/} Activity Index ^{2/}		19.7% of 4,900 sampled outlets Activity Index = 1,487 (includes Medium)						32.1% of 3,800 sampled outlets Activity Index = 1,942 (includes Medium)						12.2% of 1,300 sampled outlets Activity Index = 264 (includes Medium)								
USDA GRADE AA	White 12 pack White 18 pack Brown 12 pack				1.50	22	1.50	2.69	54	2.69	1.49 - 2.50	169	1.85				0.99	16	0.99			
	MEDIUM	White 12 pack						White 12 pack			1.18			14	1.18	White 12 pack			0.75			11
USDA GRADE A	White 12 pack White 18 pack Brown 12 pack				1.25	67	1.25				2.50	6	2.50									
	MEDIUM				0.84	16	0.84				White 12 pack White 30 pack						White 12 pack White 30 pack					
SPECIALTY	USDA ORGANIC White 12 pack Brown 12 pack				3.33 - 3.99	676	3.47				3.33 - 3.99	953	3.54				3.66	95	3.66			
	OMEGA-3 White 12 pack Brown 12 pack				1.99 - 2.50	65	2.23				2.50	24	2.50				2.50	15	2.50			
	CAGE-FREE White 12 pack Brown 12 pack				1.99 - 2.99	636	2.16				1.99 - 2.99	722	2.10				3.99	11	3.99			
	VEGETARIAN FED White 12 pack Brown 12 pack																1.99 - 2.33	116	2.27			

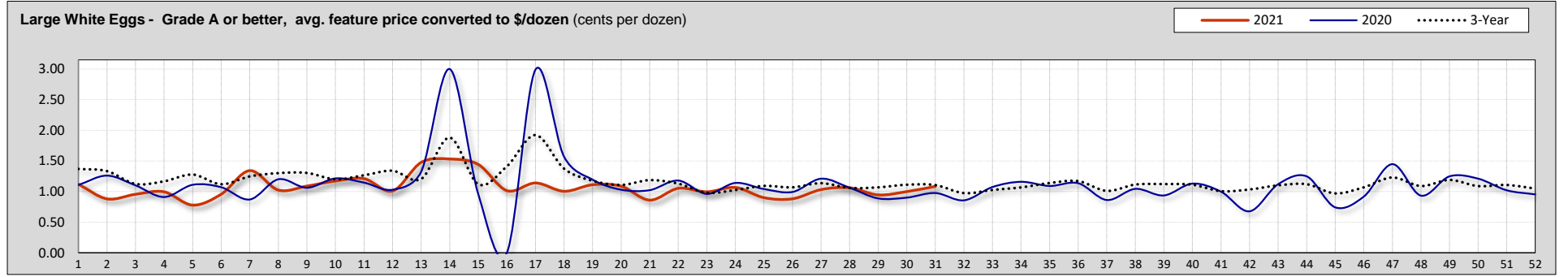
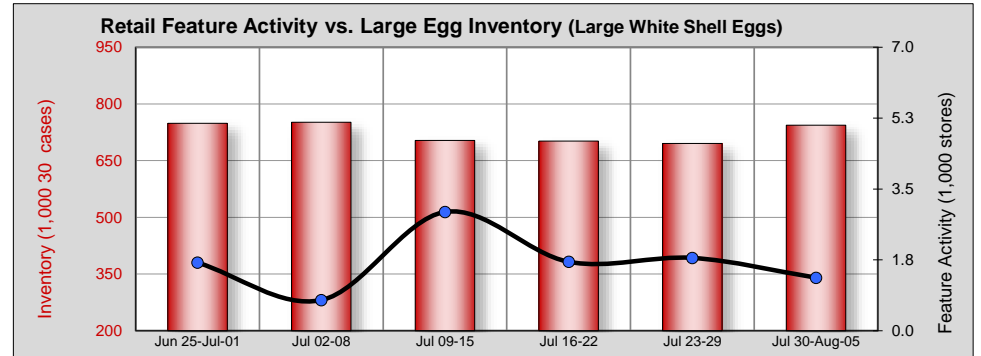
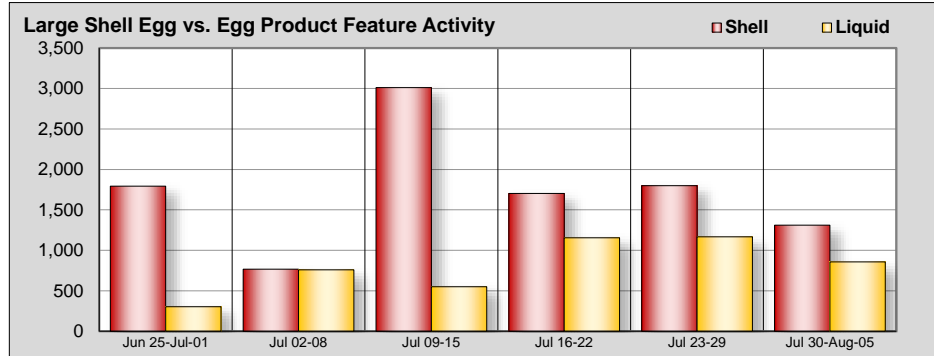
		ALASKA (AK)						HAWAII (HI)					
Feature Rate ^{1/} Activity Index ^{2/}		0.0% of 100 sampled outlets Activity Index = 26 (includes Medium)						0.0% of 100 sampled outlets Activity Index = 20 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price 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				3.66	11	3.66				4.66	20	4.66
	OMEGA-3 White 12 pack Brown 12 pack				2.98	4	2.98						
	CAGE-FREE White 12 pack Brown 12 pack				2.33	11	2.33						
	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	1.9%	2.8%	2.1%	3.9% of 5,500 sampled	0.0% of 7,400 sampled	5.1% 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	857	1,167	792	Activity Index = 212	Activity Index = 0	Activity Index = 569	Activity Index = 76	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	310 2.75	402 2.57	612 2.80	2.50 - 3.99 199 3.17		1.98 - 1.99 111 1.99			
32 oz. crtn	547 4.40	765 3.85	180 5.64	5.00 13 5.00		3.49 - 4.99 458 4.37	3.99 - 4.99 76 4.49		
3 - 4 oz. cup									
2 - 8 oz. cup									
EGG PRODUCTS				ALASKA	HAWAII				
1/ Feature Rate				15.0% 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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