



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 04/05 thru 04/11.

(prices in dollars per carton)

Fri. Apr 05, 2019

SHELL EGG NATIONAL SUMMARY

Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	30.3% of 29,200 stores				29.6% of 29,200 stores				28.3% of 29,100 stores				
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE		
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
REGULAR	USDA GRADE AA												
	White 12 pack	43	1.25	250	1.05	62	1.33					526	1.48
	White 18 pack	14	2.69	1,027	1.85			198	2.44			126	2.49
	Brown 12 pack	97	1.99										
	USDA GRADE A												
	White 12 pack	88	2.84	554	1.03			843	1.10			208	1.37
White 18 pack			302	1.83			206	0.99					
Brown 12 pack			97	1.27			12	3.50	20	2.50			
SPECIALTY	USDA ORGANIC												
	White 12 pack										34	2.89	
	Brown 12 pack			794	4.10	34	4.69	2,991	3.98	20	3.97	2,091	3.89
	OMEGA-3												
	White 12 pack	28	2.68	1,963	2.09	212	2.65	1,986	2.03			2,277	2.61
	Brown 12 pack											40	3.99
	CAGE-FREE												
	White 12 pack			233	2.35					9	3.99	105	1.98
	Brown 12 pack	323	3.99	3,427	2.66			1,369	2.62	18	2.99	3,462	2.66
	VEGETARIAN FED												
White 12 pack													
Brown 12 pack	23	2.00	474	2.47			62	3.00			519	2.91	

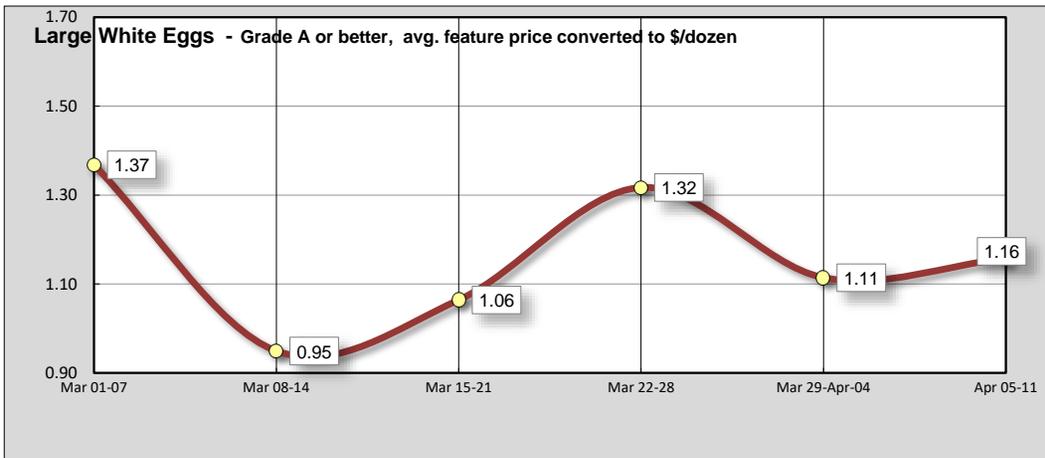
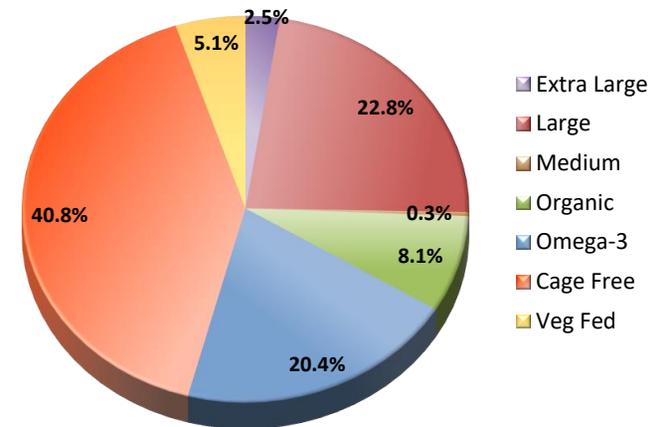
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,472	1,321	880	Large Eggs on Apr-01-2019
Specialty	7,265	6,654	8,575	
Total (includes MD)	9,769	7,985	9,536	882.9
Special Rate 4/:	4.9%	3.7%	2.1%	up 6.2%

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

SHELL EGG and EGG PRODUCTS FEATURING

Featuring of regular shell eggs is more active than a week ago due to a substantial increase in promotions for Grade AA eggs. The weighted average price of Grade A or better, Large white eggs to consumers is up a few cents from last week. Shoppers are finding some reprieve as the occurrence of "no price" specials increases and usually attached to the purchase of an additional item. Ads for Extra Large eggs are still a popular option in circulars, however, featuring of Medium eggs remain lackluster. Specialty shell egg promotions are higher than the previous week. Ads for USDA Organic eggs are down sharply, however all other specialty type eggs are enjoying good exposure in circulars. Feature activity for liquid eggs is more active than last week.

This Week's Shell Egg Featuring by Category



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.)

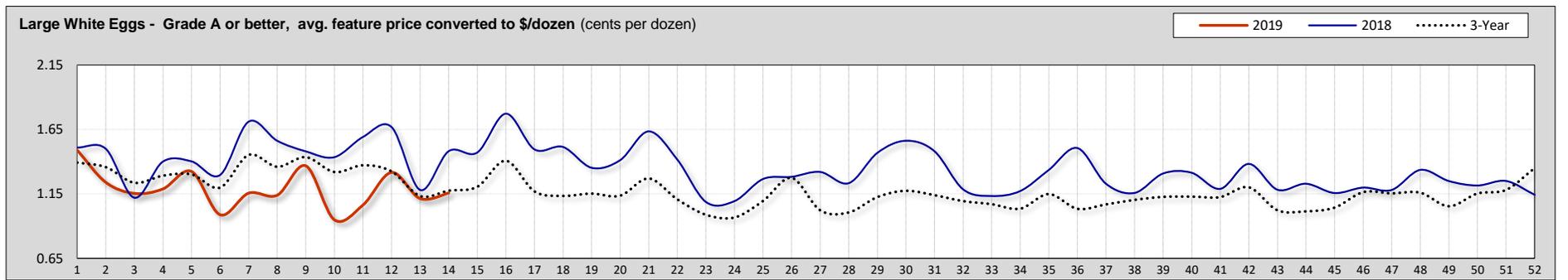
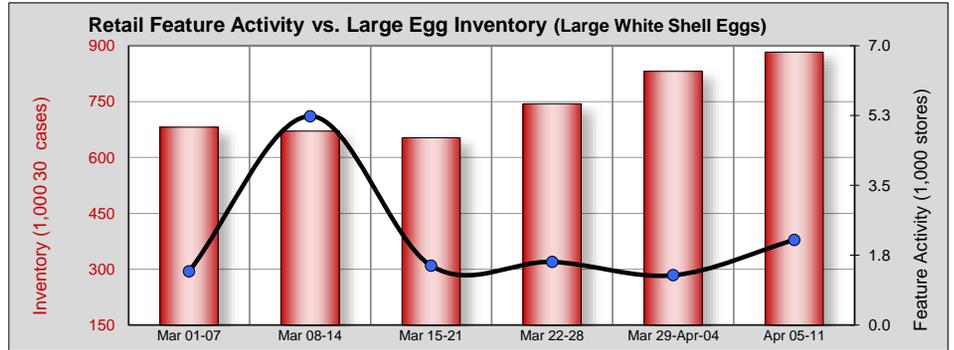
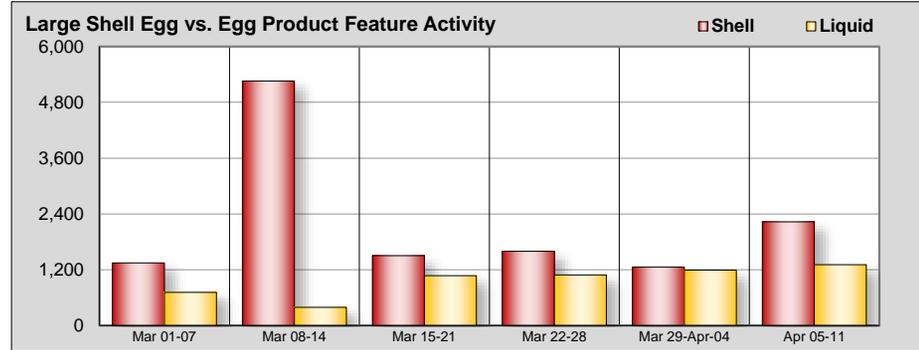
Source: USDA Agricultural Marketing Service, Livestock, Poultry & Seed Market News - (515) 284-4460 <http://www.ams.usda.gov/LPSMarketNewsPage>

		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/}		30.3% of 5,500 sampled outlets Activity Index = 1,473 (includes Medium)						34.7% of 7,400 sampled outlets Activity Index = 2,623 (includes Medium)						25.4% of 6,100 sampled outlets Activity Index = 1,773 (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				1.00	207	1.00						1.25	43	1.25					
	White 18 pack				1.88 - 2.50	81	2.42													
	Brown 12 pack	1.99	97	1.99																
	MEDIUM	White 12 pack						White 12 pack						White 12 pack						
USDA GRADE A	White 12 pack				0.99	22	0.99	4.69	37	4.69	0.99 - 1.50	431	1.04	0.99 - 4.69	51	1.50	0.89 - 1.19	77	1.02	
	White 18 pack				1.49 - 1.99	154	1.78				1.99	69	1.99				1.49 - 1.99	48	1.71	
	Brown 12 pack				1.29	73	1.29													
	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				3.50 - 4.99	254	4.37				3.98	200	3.98				3.99	12	3.99	
	OMEGA-3																			
	White 12 pack				1.99 - 2.99	255	2.18				1.88 - 2.99	1,295	2.03				2.00 - 2.66	230	2.33	
	Brown 12 pack																			
CAGE-FREE																				
White 12 pack																				
Brown 12 pack					3.00 - 3.49	153	3.24				2.22 - 2.50	568	2.45	3.99	35	3.99	2.22 - 3.49	1,064	2.75	
VEGETARIAN FED																				
White 12 pack					1.99 - 3.99	177	2.72	2.00	23	2.00							2.28	201	2.28	
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/}		19.5% of 4,900 sampled outlets Activity Index = 964 (includes Medium)						31.8% of 3,800 sampled outlets Activity Index = 1,158 (includes Medium)						67.0% of 1,300 sampled outlets Activity Index = 1,763 (includes Medium)						
USDA GRADE AA	White 12 pack							2.69	14	2.69	1.88 - 2.50	240	2.10				0.99 - 1.48	43	1.31	
	White 18 pack																1.69 - 1.88	706	1.70	
	Brown 12 pack																			
	MEDIUM	White 12 pack						White 12 pack			1.79 10 1.79			White 12 pack						
USDA GRADE A	White 12 pack				0.89	13	0.89				1.00	11	1.00							
	White 18 pack				1.99	17	1.99				1.88	14	1.88							
	Brown 12 pack				1.19	24	1.19													
	MEDIUM	White 12 pack White 30 pack						White 12 pack White 30 pack			2.50 10 2.50			White 12 pack White 30 pack						
S P E C I A L T Y	USDA ORGANIC																			
	White 12 pack																			
	Brown 12 pack										3.49 - 3.99	24	3.72				3.99	304	3.99	
	OMEGA-3																			
	White 12 pack				1.99 - 2.50	183	2.14	2.79	24	2.79										
	Brown 12 pack																			
CAGE-FREE																				
White 12 pack					1.99	67	1.99				2.49	166	2.49							
Brown 12 pack					2.50 - 3.49	564	2.57				2.50	645	2.50	3.99	288	3.99	2.50 - 2.99	422	2.92	
VEGETARIAN FED																				
White 12 pack					2.28 - 2.49	96	2.41													
Brown 12 pack																				

		ALASKA (AK)						HAWAII (HI)					
Feature Rate ^{1/} Activity Index ^{2/}		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	1.99	4	1.99									
	CAGE-FREE White 12 pack Brown 12 pack				2.79	11	2.79						
	VEGETARIAN FED White 12 pack Brown 12 pack												



EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST			SOUTHEAST			MIDWEST			SOUTH CENTRAL			SOUTHWEST			NORTHWEST			
1/ Feature Rate	5.9%	5.1%	3.4%	6.8% of 5,500 sampled			1.6% of 7,400 sampled			7.0% of 6,100 sampled			1.7% of 4,900 sampled			1.3% of 3,800 sampled			52.5% of 1,300 sampled			
2/ Activity Index	1,308	1,192	1,137	Activity Index = 163			Activity Index = 120			Activity Index = 210			Activity Index = 83			Activity Index = 50			Activity Index = 682			
	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	387 2.84	693 2.92	888 2.55	1.89 - 3.00	163	2.74	2.99	120	2.95	2.99	9	2.99	2.69	45	2.69	3.00	50	3.00				
32 oz. crtn	921 4.36	499 3.99	249 4.27							3.99	201	3.99	3.99	38	3.99							
3 - 4 oz. cup																						
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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