



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 01/22 thru 01/28.

Fri. Jan 22, 2021

(prices in dollars per carton)

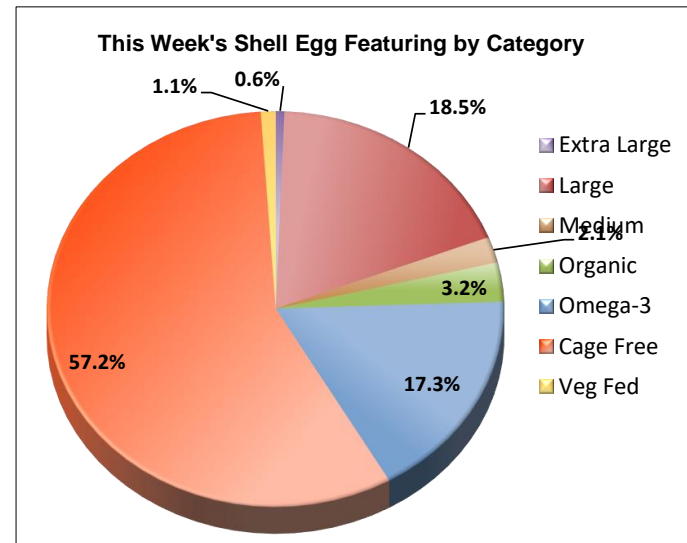
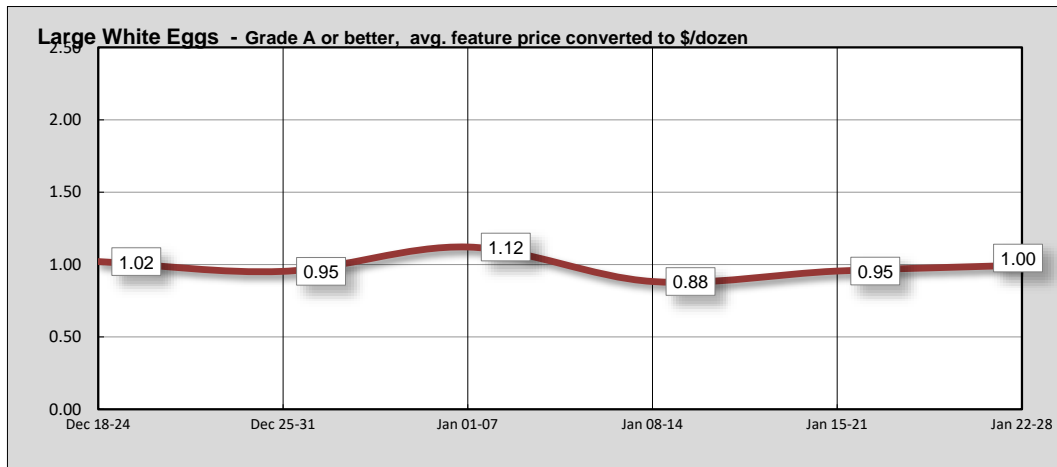
SHELL EGG NATIONAL SUMMARY													
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	34.1% of 29,200 stores				33.3% of 29,200 stores				36.2% of 29,200 stores				
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE		
	Stores	Avg		Avg	Stores	Avg		Avg	Stores	Avg	Stores	Avg	
REGULAR	USDA GRADE AA												
	White 12 pack												
	White 18 pack	64	1.80						14	2.69	257	2.05	
	Brown 12 pack			595	0.99			580	0.81			925	0.63
				663	1.66			106	1.98				
SPECIALTY	USDA GRADE A												
	White 12 pack			311	0.88			563	0.97	62	1.25	1,841	0.98
	White 18 pack			279	1.31			99	1.97			402	1.40
	Brown 12 pack			113	2.17							68	0.99
SPECIALTY	USDA ORGANIC												
	White 12 pack												
	Brown 12 pack	77	4.99	262	4.68	77	4.99	5,162	3.95	258	3.29	3,292	3.42
SPECIALTY	OMEGA-3												
	White 12 pack	423	2.73	1,407	2.32	201	2.27	3,672	2.12	175	2.88	2,088	2.16
	Brown 12 pack							13	2.50				
SPECIALTY	CAGE-FREE												
	White 12 pack							98	1.74			12	2.59
	Brown 12 pack			6,056	2.67			2,747	2.60	35	3.79	2,919	2.65
SPECIALTY	VEGETARIAN FED												
	White 12 pack												
	Brown 12 pack			112	2.00			244	1.98			300	2.89

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,025	1,348	3,569	Large Eggs on Jan-18-2021
Specialty	8,337	12,214	9,079	
Total (includes MD)	10,587	13,667	12,776	625.3
Special Rate 4/:	1.8%	0.7%	4.5%	down 4.1%

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

SHELL EGG and EGG PRODUCTS FEATURING

Regular shell egg featuring is more active than a week ago due to an increase in promotions for 18 pack eggs. The average price of Grade A, or better Large White eggs to consumers is trending upward. The presence of "no price" incentives continues barely visible in flyers this ad cycle. Advertisements for Extra Large are limited, however ads for Medium eggs increase in number. Featuring of specialty shell eggs dropped sharply from last week. Cage-free egg ads are commanding a large portion of ad space, however other specialty types have dropped sharply from view. Promotions of liquid egg products are up slightly with activity appearing primarily in Midwest and on the East Coast.



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/}		43.8% of 5,500 sampled outlets Activity Index = 2,795 (includes Medium)						36.8% of 7,400 sampled outlets Activity Index = 2,862 (includes Medium)						26.4% of 6,100 sampled outlets Activity Index = 1,852 (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				0.99	207	0.99									0.99	11	0.99												
	MEDIUM	White 12 pack						White 12 pack						White 12 pack																
USDA GRADE A	White 12 pack White 18 pack Brown 12 pack				0.88	227	0.88				0.99	41	0.99			0.79	43	0.79												
					0.99	97	0.99				1.50	109	1.50			0.99 - 1.50	53	1.08												
	MEDIUM	White 12 pack White 30 pack						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	4.99	77	4.99	4.99 - 5.99	154	5.49				2.99	37	2.99			2.99 - 3.99	32	3.77												
	OMEGA-3 White 12 pack Brown 12 pack	2.50 - 3.50	90	3.26	1.94 - 2.50	525	2.21	2.50 - 2.66	299	2.54	1.99 - 2.00	242	2.00	3.00	34	3.00	1.99 - 2.59	439	2.36											
	CAGE-FREE White 12 pack Brown 12 pack				1.99 - 3.50	1,193	2.98				2.50 - 2.66	2,134	2.58			2.00 - 3.50	1,240	2.66												
	VEGETARIAN FED White 12 pack Brown 12 pack				2.00	112	2.00																							
		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/}		24.5% of 4,900 sampled outlets Activity Index = 1,222 (includes Medium)						47.1% of 3,800 sampled outlets Activity Index = 1,622 (includes Medium)						14.5% of 1,300 sampled outlets Activity Index = 188 (includes Medium)																
USDA GRADE AA	White 12 pack White 18 pack Brown 12 pack				0.99	2	0.99	1.50 - 3.41	64	1.80	0.50 - 0.99	336	0.98			0.97 - 1.28	39	1.09												
	MEDIUM	White 12 pack						White 12 pack			0.88 - 1.08			123			0.90			White 12 pack			0.99			11			0.99	
USDA GRADE A	White 12 pack White 18 pack Brown 12 pack																													
	MEDIUM	White 12 pack White 30 pack			0.84			67			0.84			White 12 pack White 30 pack			3.99			24			3.99			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	24	3.99																							
	OMEGA-3 White 12 pack Brown 12 pack				2.33	22	2.33				2.50 - 2.99	179	2.95																	
	CAGE-FREE White 12 pack Brown 12 pack				2.50	597	2.50				2.50 - 3.49	786	2.60			2.79	95	2.79												
	VEGETARIAN FED White 12 pack Brown 12 pack																													

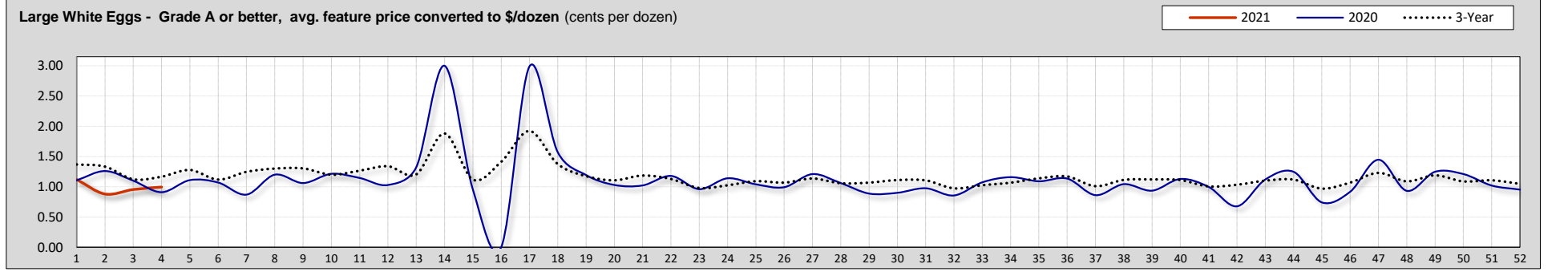
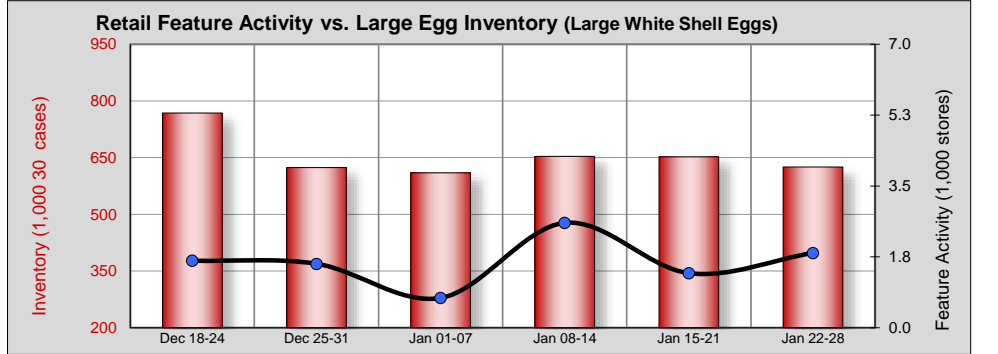
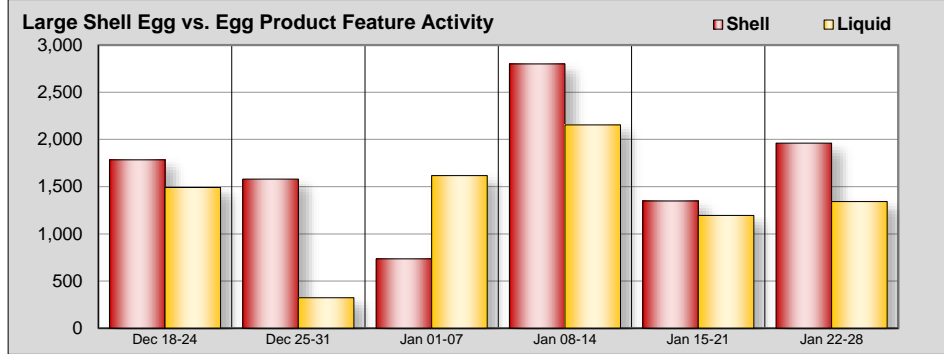
		ALASKA (AK)						HAWAII (HI)					
Feature Rate ¹⁷ Activity Index ²¹		0.0% of 100 sampled outlets Activity Index = 26 (includes Medium)						0.0% of 100 sampled outlets Activity Index = 20 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	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										2.49	20	2.49
	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	15	3.66						
	OMEGA-3 White 12 pack Brown 12 pack												
	CAGE-FREE White 12 pack Brown 12 pack				2.79	11	2.79						
	VEGETARIAN FED White 12 pack Brown 12 pack												



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 (prices in dollars per carton)

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EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST			SOUTHEAST			MIDWEST			SOUTH CENTRAL			SOUTHWEST			NORTHWEST		
1/ Feature Rate	3.8%	3.3%	6.0%	10.6% of 5,500 sampled			3.1% of 7,400 sampled			4.8% of 6,100 sampled			0.0% of 4,900 sampled			0.0% of 3,800 sampled			0.0% of 1,300 sampled		
2/ Activity Index	1,342	1,195	1,799	Activity Index = 603			Activity Index = 446			Activity Index = 293			Activity Index = 0			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	424 3.00	476 2.75	655 2.97	3.00 209 3.00			3.00 215 3.00			3.00 215 3.00											
32 oz. crtn	918 4.56	719 4.70	1,144 4.71	2.99 - 5.49 394 4.97			3.69 - 4.69 446 4.33			3.69 - 3.99 78 3.84											
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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