



# 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 12/06 thru 12/12.

(prices in dollars per carton)

Fri. Dec 06, 2019

SHELL EGG NATIONAL SUMMARY													
Feature Rate		THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
		33.6% of 29,200 stores				31.0% of 29,200 stores				33.6% of 29,100 stores			
		X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg		
REGULAR	USDA GRADE AA												
	White 12 pack			780	1.16	10	2.99	125	1.01			250	1.47
	White 18 pack	14	1.69	268	1.57			1,990	1.53			834	2.04
	Brown 12 pack											28	2.44
	USDA GRADE A												
	White 12 pack			613	0.87	43	1.50	791	1.24	51	1.39	1,616	1.12
SPECIALTY	White 18 pack			159	2.16	479	1.43	723	1.02			305	2.17
	Brown 12 pack			11	1.88			17	1.00			15	1.46
	USDA ORGANIC												
	White 12 pack							40	3.49				
	Brown 12 pack	64	3.97	2,553	3.10	132	3.77	608	3.69	35	3.90	2,361	3.78
	OMEGA-3												
	White 12 pack	144	2.00	3,149	2.35	61	2.50	2,244	2.16	36	2.84	2,208	2.33
	Brown 12 pack											108	2.98
	CAGE-FREE												
	White 12 pack			131	2.18			437	2.72	20	2.50	446	1.86
Brown 12 pack	77	3.89	1,711	3.04	65	3.50	3,418	2.44			3,803	2.42	
	VEGETARIAN FED												
	White 12 pack							76	2.49				
	Brown 12 pack			541	2.47	16	2.50	138	2.23			309	2.36

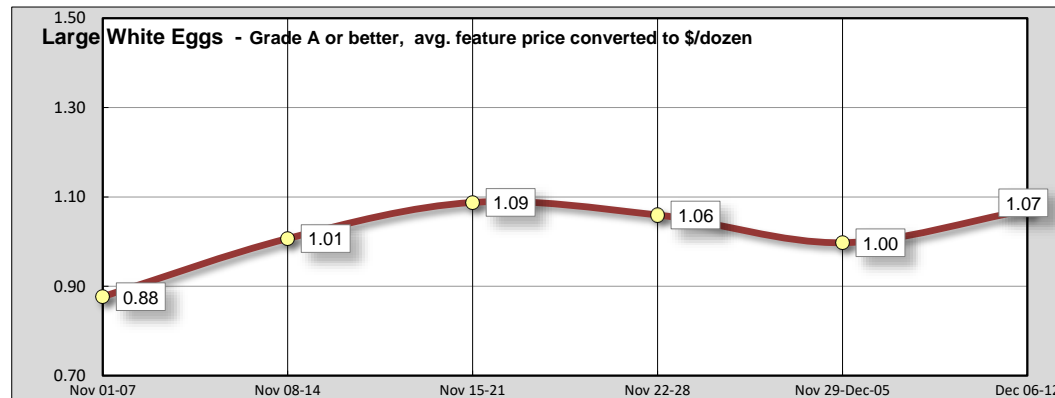
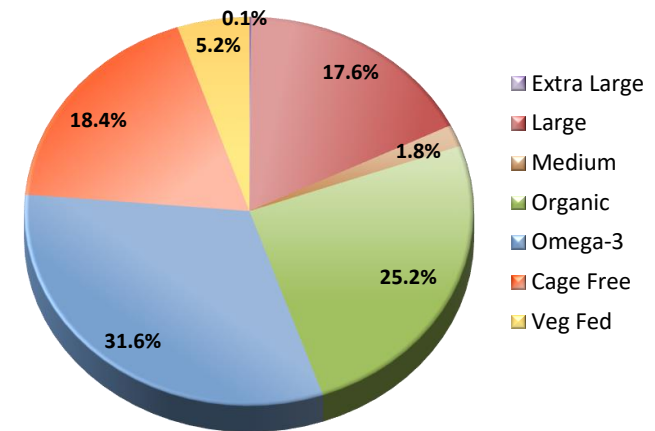
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,845	4,178	3,099	Large Eggs on Dec-02-2019
Specialty	8,370	7,235	9,326	
Total (includes MD)	10,405	11,861	12,434	678.1
Special Rate 4/:	1.2%	1.9%	1.6%	up 2.4%

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

## SHELL EGG and EGG PRODUCTS FEATURING

Post-Thanksgiving regular shell egg promotional activity is lackluster. The average price of Grade A, or better Large White eggs to consumer is trending upward. The occurrence of "no price" specials is slightly lower even as grocers conduct combination promotions. Advertisements for Medium and Extra Large eggs are limited. Specialty shell egg promotions are up slightly with Omega-3 white eggs in the most commonly featured category. Stores promoting cage-free eggs decline, however those promoting USDA Organic and Vegetarian fed increase in number. Promotions for liquid egg products are showing up more in circulars. Seasonal egg nog is enjoying an increased level of visibility in flyers this 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 <sup>1/</sup> Activity Index <sup>2/</sup>		33.7% of 5,500 sampled outlets Activity Index = 2,126 (includes Medium)						29.3% of 7,400 sampled outlets Activity Index = 2,222 (includes Medium)						35.3% of 6,100 sampled outlets Activity Index = 2,472 (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				1.69	10	1.69										1.79	55	1.79
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				0.79 - 0.89	84	0.86				0.79	218	0.79				0.79 - 0.99	247	0.89
	White 18 pack				1.27 - 2.99	132	2.20										1.99	27	1.99
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack			0.99 - 2.50	117	1.98	White 12 pack			0.99	25	0.99
		White 30 pack						White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack	3.97	64	3.97	2.79 - 3.99	610	3.32				2.79 - 3.33	466	2.92				2.50 - 3.50	1,134	3.01
	OMEGA-3																		
	White 12 pack				2.50 - 2.99	482	2.78				2.00 - 2.33	1,213	2.31				0.99 - 2.66	507	2.16
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack																1.99	78	1.99
	Brown 12 pack	3.89	77	3.89	2.49 - 3.79	606	3.02				2.50 - 2.79	208	2.60				2.49 - 3.59	198	3.26
	VEGETARIAN FED																		
	White 12 pack																		
	Brown 12 pack				2.50	61	2.50										2.28	201	2.28
		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>		27.3% of 4,900 sampled outlets Activity Index = 2,462 (includes Medium)						37.6% of 3,800 sampled outlets Activity Index = 705 (includes Medium)						63.8% of 1,300 sampled outlets Activity Index = 344 (includes Medium)					
USDA GRADE AA	White 12 pack				0.99	510	0.99				1.49	270	1.49				1.49 - 1.69	196	1.50
	White 18 pack							1.69	14	1.69	1.69	7	1.69						
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				0.88	38	0.88												
	White 18 pack																		
	Brown 12 pack				1.88	11	1.88												
	MEDIUM	White 12 pack			0.99	24	0.99	White 12 pack						White 12 pack					
		White 30 pack						White 30 pack			3.50	24	3.50	White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack				2.79 - 4.48	310	3.26				2.79	33	2.79						
	OMEGA-3																		
	White 12 pack	2.00	144	2.00	1.48 - 2.50	721	2.15				2.66 - 3.00	191	2.70						
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack				1.99	3	1.99				2.49	50	2.49						
	Brown 12 pack				2.49 - 3.29	531	3.27				2.50	7	2.50				2.19 - 2.99	148	2.70
	VEGETARIAN FED																		
	White 12 pack																		
	Brown 12 pack				2.28 - 2.59	170	2.49				2.79	109	2.79						

		ALASKA (AK)						HAWAII (HI)					
Feature Rate <sup>1/</sup> Activity Index <sup>2/</sup>		0.0% of 100 sampled outlets Activity Index = 34 (includes Medium)						0.0% of 100 sampled outlets Activity Index = 40 (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				2.19	6	2.19				0.99	20	0.99
	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				2.50	15	2.50				2.50	20	2.50
	Brown 12 pack												
	CAGE-FREE												
	White 12 pack				3.00	13	2.82						
	Brown 12 pack												
	VEGETARIAN FED												
	White 12 pack												
	Brown 12 pack												



# 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 12/06 thru 12/12.

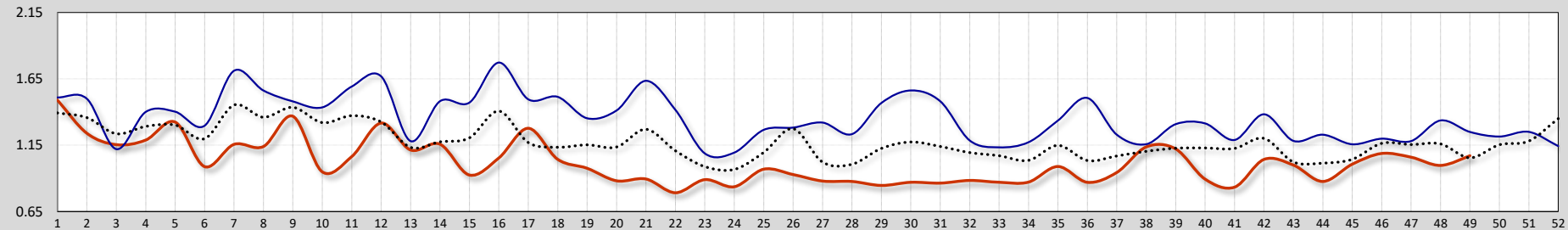
(prices in dollars per carton)

Fri. Dec 06, 2019

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	0.3%	0.9%	1.8%	0.0% of 5,500 sampled	0.0% of 7,400 sampled	1.5% 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	645	442	1,014	Activity Index = 62	Activity Index = 186	Activity Index = 299	Activity Index = 38	Activity Index = 60	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	405 2.31	89 2.57	557 2.81		2.50 77 2.50	1.99 - 2.99 290 2.30	1.99 38 1.99		
32 oz. crtn	240 4.46	353 3.36	442 5.19	2.99 62 2.99	5.99 109 5.99	5.99 9 5.99		2.98 60 2.98	
3 - 4 oz. cup									
2 - 8 oz. cup			15 1.96						
EGG PRODUCTS				ALASKA	HAWAII				
1/ Feature Rate				28.0% of 100 sampled	24.8% 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									

EGG NOG	THIS WEEK	THIS WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	12.3%	12.9%	14.0%	10.8% of 4,400 sampled	8.0% of 6,000 sampled	16.8% of 4,000 sampled	17.5% of 4,000 sampled	13.8% of 2,900 sampled	0.0% of 1,200 sampled
2/ Activity Index	4,700	3,560	4,470	Activity Index = 800	Activity Index = 720	Activity Index = 1,030	Activity Index = 890	Activity Index = 1,260	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>
32 ounce	1,290 3.17	2,060 2.91	1,110 2.91	2.50 - 3.99 580 3.30	2.29 - 2.79 140 2.46	1.99 - 3.99 260 2.95	1.99 - 3.49 260 2.78	2.00 - 8.99 50 6.91	
64 ounce	3,410 3.20	2,250 3.86	3,440 3.59	3.99 - 4.99 220 4.49	2.99 - 3.99 580 3.19	2.99 - 3.99 770 3.07	2.99 - 3.99 630 3.16	2.99 - 3.50 1,210 3.06	
EGG NOG				ALASKA	HAWAII				
1/ Feature Rate				0.0% of 100 sampled	0.0% 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>				
32 ounce									
64 ounce									

Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



Note: See page 1 for explanatory notes.

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