



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 04/12 thru 04/18.

(prices in dollars per carton)

Fri. Apr 12, 2019

SHELL EGG NATIONAL SUMMARY																
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR							
	38.3% of 29,200 stores								30.3% of 29,200 stores				26.6% 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	645	1.49	740	0.87	43	1.25	250	1.05	6	1.79	1,119	1.65			
	White 18 pack			1,282	1.23	14	2.69	1,027	1.85			706	1.94			
	Brown 12 pack					97	1.99					21	2.09			
	USDA GRADE A															
	White 12 pack	111	1.24	1,940	1.08	88	2.84	554	1.03	3	4.59	472	1.32			
White 18 pack			1,021	1.21			302	1.83								
Brown 12 pack							97	1.27	8	3.99	185	2.99				
SPECIALTY	USDA ORGANIC															
	White 12 pack								11	4.99	184	4.03				
	Brown 12 pack	350	4.40	2,188	3.00			794	4.10			1,154	4.04			
	OMEGA-3															
	White 12 pack	11	2.49	1,509	2.32	28	2.68	1,963	2.09	62	2.62	808	2.48			
	Brown 12 pack											143	3.71			
	CAGE-FREE															
	White 12 pack	86	1.50					233	2.35			497	2.30			
	Brown 12 pack	270	3.24	1,227	3.08	323	3.99	3,427	2.66	18	2.99	2,676	2.77			
	VEGETARIAN FED															
White 12 pack	33	1.99														
Brown 12 pack	16	2.00			23	2.00	474	2.47			66	2.75				

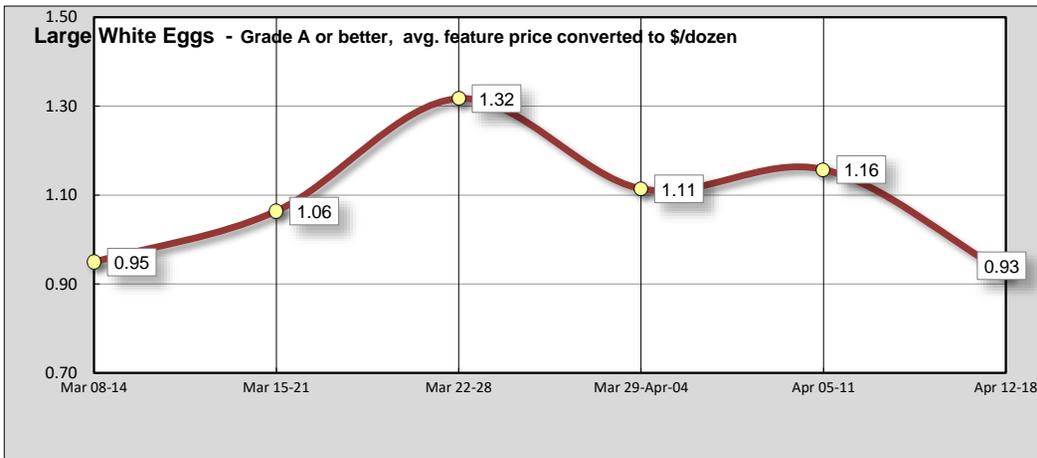
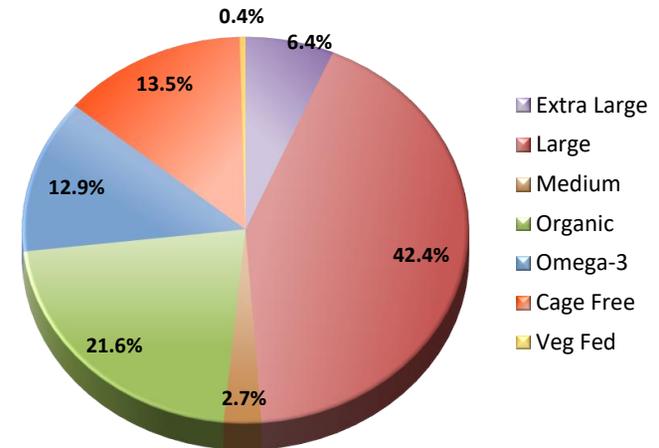
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	5,739	2,472	2,520	Large Eggs on Apr-08-2019
Specialty	5,690	7,265	5,619	
Total (includes MD)	11,747	9,769	8,199	891.2
Special Rate 4/:	2.1%	4.9%	1.2%	up 0.9%

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

SHELL EGG and EGG PRODUCTS FEATURING

Advertisements for regular shell eggs are higher number, led by a sharp increase in outlets promoting 18 and 12 pack eggs. The weighted average price of Grade A or better, Large white eggs to consumers is down sharply as retailers seek to stimulate buyer interest through lower prices. No price incentives remain visible but much less so than the prior promotional period. Featuring of both Extra Large and Medium eggs enjoy good exposure in circulars. Promotional activity for specialty shell eggs are fewer in number when compared to the previous week. Ads for USDA Organic eggs are a popular favorite and commanding more space in flyers, however ads for other specialty types decline. Feature activity for liquid eggs is not as active as a week ago.

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.)

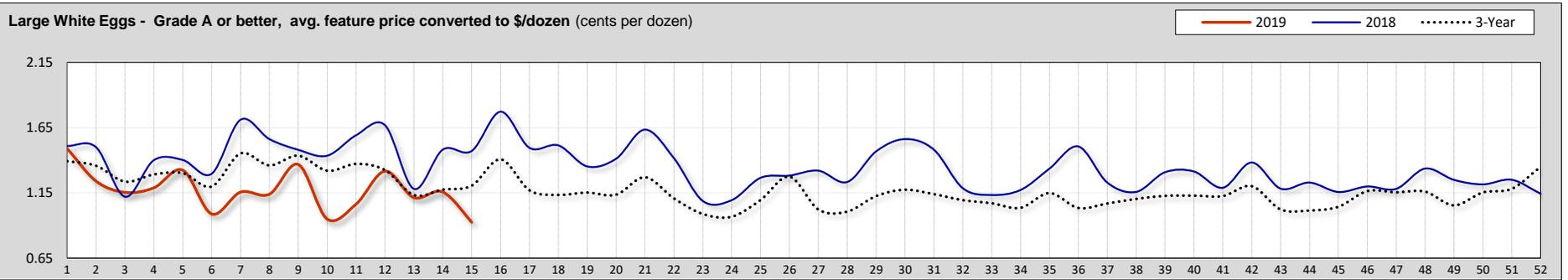
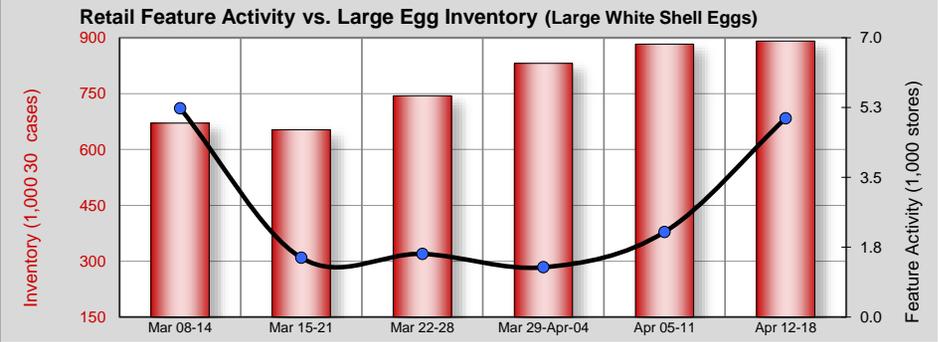
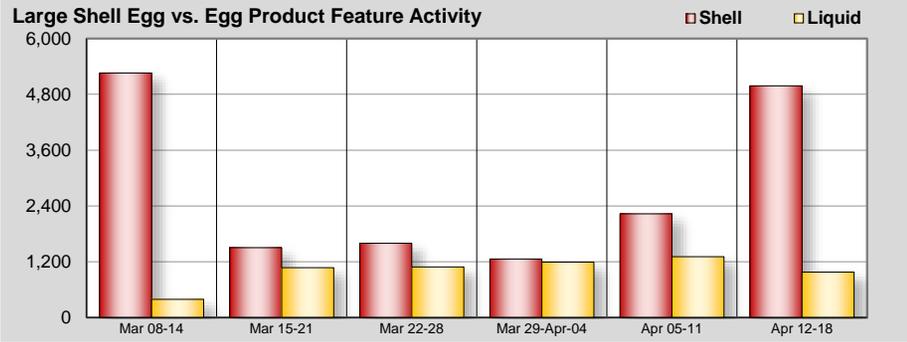
Source: USDA Agricultural Marketing Service, Livestock, Poultry & Seed Market News - (515) 284-4460 <http://www.ams.usda.gov/LPSMarketNewsPage>

		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/}		50.1% of 5,500 sampled outlets Activity Index = 3,307 (includes Medium)						31.5% of 7,400 sampled outlets Activity Index = 2,262 (includes Medium)						42.1% of 6,100 sampled outlets Activity Index = 2,741 (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	1.25	62	1.25	0.77 - 1.78	404	1.00				0.97 - 4.69	1,286	1.10	0.99	43	0.99	0.97 - 4.69	144	1.23
	White 18 pack				1.49 - 1.88	245	1.70				1.50	40	1.50				0.99	708	0.99
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
		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	3.99 - 4.49	350	4.40	2.49 - 5.99	537	3.42				2.49	357	2.49				2.49 - 4.98	823	2.84
	OMEGA-3																		
	White 12 pack				1.99 - 2.66	865	2.18				1.99 - 2.66	120	2.24				2.50	215	2.50
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack													1.50	86	1.50			
	Brown 12 pack	2.99 - 3.99	141	3.47	2.49 - 3.50	703	2.94										1.99 - 3.49	380	3.16
	VEGETARIAN FED																		
	White 12 pack													1.99	33	1.99			
	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/}		23.2% of 4,900 sampled outlets Activity Index = 1,045 (includes Medium)						39.7% of 3,800 sampled outlets Activity Index = 1,521 (includes Medium)						66.4% of 1,300 sampled outlets Activity Index = 839 (includes Medium)					
USDA GRADE AA	White 12 pack							1.49	645	1.49									
	White 18 pack				0.99	526	0.99				2.00 - 2.99	117	2.74				0.88	682	0.88
	Brown 12 pack																1.49 - 1.99	116	1.90
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				0.88 - 1.00	106	0.92												
	White 18 pack				1.50	16	1.50				3.00	12	3.00						
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
		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				2.49 - 4.98	240	2.61				2.49 - 4.99	231	3.82						
	OMEGA-3																		
	White 12 pack	2.49	11	2.49	2.19 - 2.50	78	2.29				2.49 - 3.79	201	2.72				2.50	15	2.50
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack																		
	Brown 12 pack				2.59 - 3.49	52	3.32	2.99	129	2.99	3.99	77	3.99				1.99	15	1.99
	VEGETARIAN FED																		
	White 12 pack																		
	Brown 12 pack	2.00	16	2.00															

		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 = 6 (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				1.99	11	1.99						
	MEDIUM	White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack White 18 pack Brown 12 pack							3.00	6	3.00			
	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				2.69	15	2.69						
	CAGE-FREE White 12 pack Brown 12 pack												
	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	2.7%	5.9%	2.2%	6.4% of 5,500 sampled	0.0% of 7,400 sampled	3.3% of 6,100 sampled	4.1% of 4,900 sampled	0.0% of 3,800 sampled	0.0% of 1,300 sampled
2/ Activity Index	977	1,308	1,777	Activity Index = 638	Activity Index = 0	Activity Index = 201	Activity Index = 115	Activity Index = 0	Activity Index = 0
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range Stores Avg ^{3/}					
14-16 oz. crtn	373 2.99	387 2.84	526 2.84	2.99 - 3.00 350 2.99		3.99 201 3.99	3.99 115 3.99		
32 oz. crtn	604 4.47	921 4.36	1,251 5.02	4.99 288 4.99					
3 - 4 oz. cup									
2 - 8 oz. cup									
EGG PRODUCTS				ALASKA	HAWAII				
1/ Feature Rate				28.0% of 100 sampled	5.7% of 100 sampled				
2/ Activity Index				Activity Index = 0	Activity Index = 23				
				Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}				
14-16 oz. crtn					3.00 23 3.00				
32 oz. crtn									
3 - 4 oz. cup									
2 - 8 oz. cup									



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>