



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 09/17 thru 09/23.

Fri. Sep 17, 2021

(prices in dollars per carton)

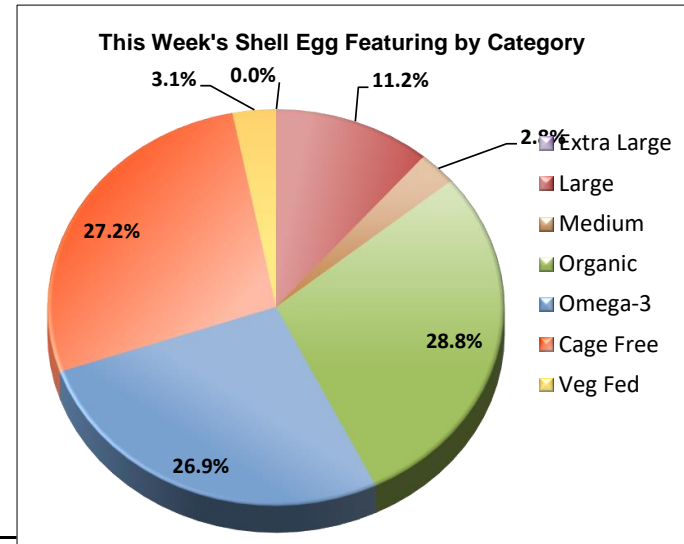
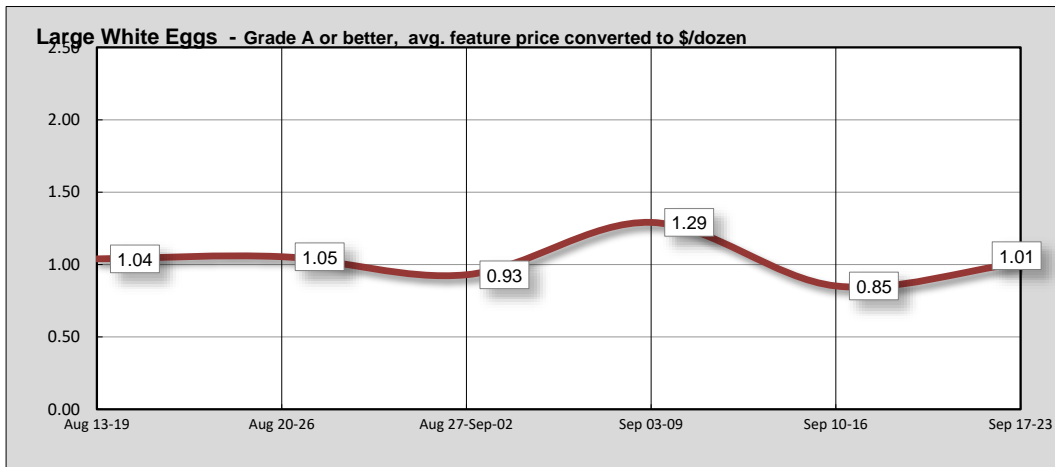
SHELL EGG NATIONAL SUMMARY													
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	35.6% of 29,200 stores				31.4% of 29,200 stores				27.5% of 29,200 stores				
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE		
	Stores	Avg		Avg	Stores	Avg		Avg	Stores	Avg	Stores	Avg	
REGULAR	USDA GRADE AA												
	White 12 pack			755	0.99			525	0.80			347	1.37
	White 18 pack			54	2.33			2,003	1.16			148	2.31
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack			391	0.98	148	1.28	1,114	0.96	6	3.00	1,330	0.92
White 18 pack			61	1.50			133	1.97			164	1.32	
Brown 12 pack													
SPECIALTY	USDA ORGANIC												
	White 12 pack												
	Brown 12 pack			3,234	4.09			3,271	3.96			2,009	3.57
	OMEGA-3												
	White 12 pack	538	2.33	2,124	2.52	721	2.66	2,050	2.09	698	2.63	1,313	2.40
	Brown 12 pack			354	2.58			354	2.58			77	3.49
	CAGE-FREE												
	White 12 pack			249	2.51							326	1.87
	Brown 12 pack			2,806	2.76			1,630	2.56	77	3.99	2,202	2.70
	VEGETARIAN FED												
White 12 pack													
Brown 12 pack			345	2.46			92	2.99			519	3.03	

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,261	3,923	1,995	Large Eggs on Sep-13-2021
Specialty	9,650	8,118	7,221	
Total (includes MD)	11,220	12,324	9,321	757.7
Special Rate 4/:	2.7%	1.0%	2.2%	up 10.1%

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

SHELL EGG and EGG PRODUCTS FEATURING

Feature activity for regular shell eggs is fewer in number when compared to a week ago. The average price of Grade A, or better Large White eggs continues to fluctuate and is trending higher. Instead of price breaks, some grocers are offering "no price" incentives to shoppers. Ads for Extra Large eggs are hard to find however ads for Medium remain visible. Promotional activity for specialty shell egg increases late in the ad cycle to surpass last week's activity. All egg types in this category are enjoying good exposure in flyers. Liquid egg promotional activity is not as active as last 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.)

		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/}		36.8% of 5,500 sampled outlets Activity Index = 2,984 (includes Medium)						35.8% of 7,400 sampled outlets Activity Index = 2,824 (includes Medium)						28.7% of 6,100 sampled outlets Activity Index = 2,020 (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				0.97	73	0.97													
	White 18 pack																			
	Brown 12 pack																			
	MEDIUM	White 12 pack						White 12 pack						White 12 pack						
USDA GRADE A	White 12 pack				0.99	22	0.99				0.99	218	0.99							
	White 18 pack				1.50	61	1.50													
	Brown 12 pack																			
	MEDIUM	White 12 pack						White 12 pack						White 12 pack			0.79 155 0.79			
	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 - 5.99	460	4.53				3.99	514	3.99				3.99 - 4.29	1,031	4.05	
	OMEGA-3																			
White 12 pack	2.19 - 2.50	353	2.25	1.50 - 3.00	752	2.38				2.00 - 3.00	140	2.35			2.50	185	2.50	2.49 - 3.00	456	2.73
Brown 12 pack	2.99	66	2.99	2.49 - 2.99	354	2.58														
CAGE-FREE																				
White 12 pack				2.49 - 2.99	207	2.49				1.50	3	1.50						1.50	12	1.50
Brown 12 pack				2.99 - 3.49	552	3.06				2.00 - 3.00	1,731	2.76						1.99 - 3.00	138	2.46
VEGETARIAN FED																				
White 12 pack				2.28 - 2.50	84	2.34				2.50	218	2.50						2.49	43	2.49
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/}		28.6% of 4,900 sampled outlets Activity Index = 1,306 (includes Medium)						43.4% of 3,800 sampled outlets Activity Index = 1,239 (includes Medium)						67.8% of 1,300 sampled outlets Activity Index = 882 (includes Medium)						
USDA GRADE AA	White 12 pack																			
	White 18 pack									2.33	54	2.33					0.99	682	0.99	
	Brown 12 pack																			
	MEDIUM	White 12 pack						White 12 pack						White 12 pack			0.80 - 0.98 35 0.86			
USDA GRADE A	White 12 pack				1.00	22	1.00				0.97	129	0.97							
	White 18 pack																			
	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 - 4.29	564	4.01				3.99	645	3.99							
	OMEGA-3																			
White 12 pack				2.33 - 3.99	657	2.54				2.66	119	2.66								
Brown 12 pack																				
CAGE-FREE																				
White 12 pack										3.49	12	3.49					2.98	15	2.98	
Brown 12 pack				3.00	47	3.00				1.99 - 3.99	177	2.11					1.99 - 3.99	150	2.76	
VEGETARIAN FED																				
White 12 pack																				
Brown 12 pack																				

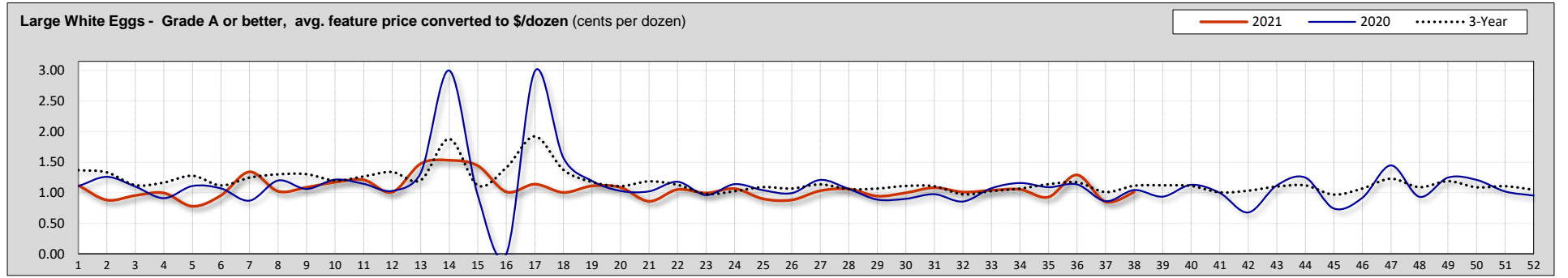
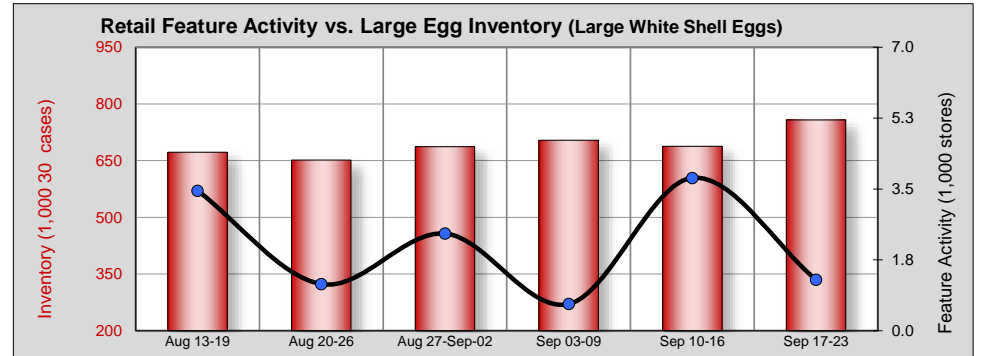
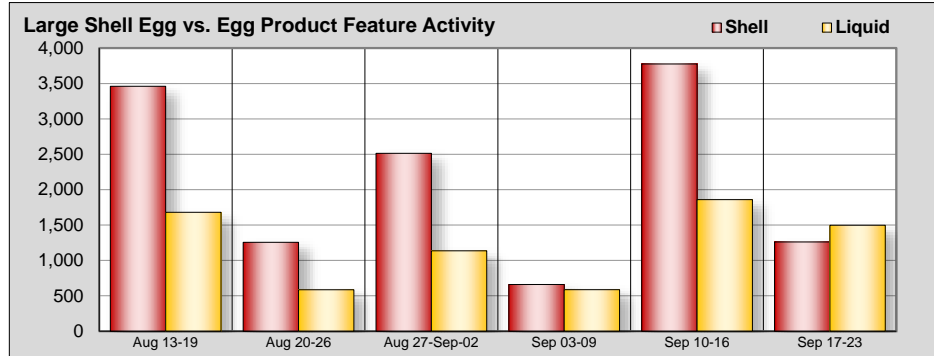
		ALASKA (AK)						HAWAII (HI)					
Feature Rate ^{1/} Activity Index ^{2/}		0.0% of 100 sampled outlets Activity Index = 11 (includes Medium)						0.0% of 100 sampled outlets Activity Index = 20 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price 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										4.49	20	4.49
	OMEGA-3 White 12 pack Brown 12 pack												
	CAGE-FREE White 12 pack Brown 12 pack				2.49	11	2.49						
	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	4.8%	4.7%	2.6%	1.8% of 5,500 sampled	6.8% of 7,400 sampled	11.6% of 6,100 sampled	1.7% of 4,900 sampled	0.0% of 3,800 sampled	0.0% of 1,300 sampled
2/ Activity Index	1,497	1,859	789	Activity Index = 433	Activity Index = 504	Activity Index = 509	Activity Index = 47	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	1,077 3.13	1,103 2.81	696 2.86	2.99 - 4.49 273 4.15	4.49 502 2.70	1.89 - 4.49 251 3.01	2.50 47 2.50		
32 oz. crtn	420 4.25	756 4.99	93 4.99	4.99 160 4.99	4.99 2 4.99	3.79 258 3.79			
3 - 4 oz. cup									
2 - 8 oz. cup									
EGG PRODUCTS				ALASKA	HAWAII				
1/ Feature Rate				11.0% of 100 sampled	19.0% of 100 sampled				
2/ Activity Index				Activity Index = 4	Activity Index = 0				
				Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}				
14-16 oz. crtn				3.48 4 3.48					
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 & Grain Market News - (404) 562-5850 <https://www.ams.usda.gov/market-news/egg-market-news-reports>