



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 09/24 thru 09/30.

Fri. Sep 24, 2021

(prices in dollars per carton)

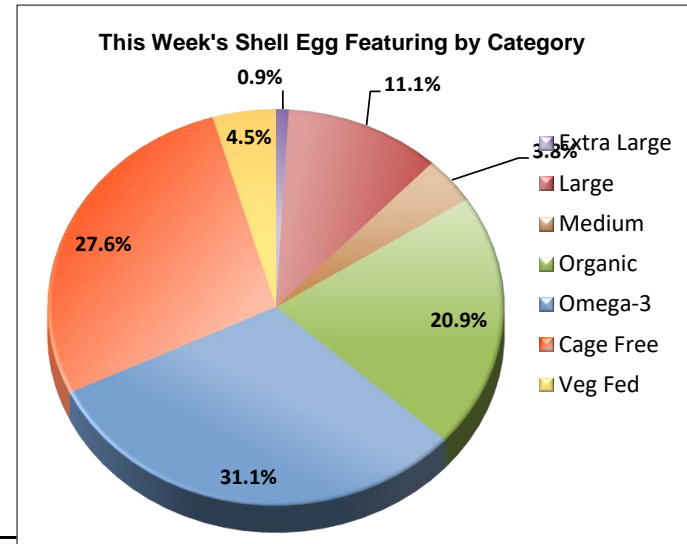
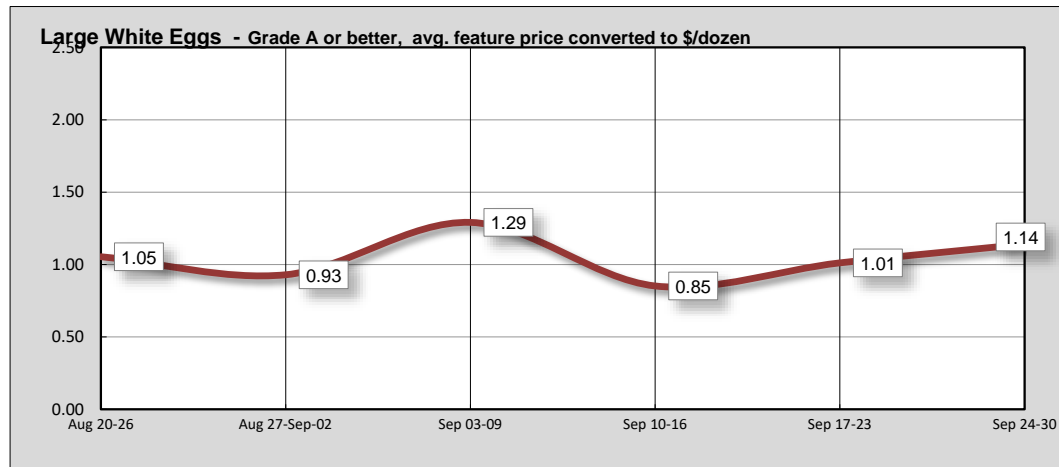
SHELL EGG NATIONAL SUMMARY												
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
	15.4% of 29,200 stores				35.6% of 29,200 stores				30.4% of 29,200 stores			
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE	
	Stores	Avg	Avg	Stores	Avg	Avg	Stores	Avg	Stores	Avg		
REGULAR	USDA GRADE AA											
	White 12 pack					755	0.99		14	1.56		
	White 18 pack	54	2.40	183	2.22				682	1.50		
	Brown 12 pack											
	USDA GRADE A											
	White 12 pack			369	1.02	391	0.98	522	0.99	1,338	0.88	
White 18 pack			118	1.49	61	1.50			368	1.47		
Brown 12 pack									206	1.36		
SPECIALTY	USDA ORGANIC											
	White 12 pack											
	Brown 12 pack			1,258	3.76			3,234	4.09	335	4.30	
	OMEGA-3											
	White 12 pack	68	2.50	1,453	2.31	538	2.33	2,124	2.52	374	2.22	
	Brown 12 pack			354	2.58			354	2.58		995	2.21
	CAGE-FREE											
	White 12 pack			139	1.94			249	2.51		28	2.45
	Brown 12 pack			1,524	2.79			2,806	2.76	1,182	2.65	
	3,832	2.52										
VEGETARIAN FED												
White 12 pack												
Brown 12 pack	103	2.50	168	2.50			345	2.46		158	2.50	

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	724	1,261	3,130	Large Eggs on Sep-20-2021
Specialty	5,067	9,650	7,712	
Total (includes MD)	6,021	11,220	11,024	773.0
Special Rate 4/:	0.1%	2.7%	0.7%	up 2.0%

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

SHELL EGG and EGG PRODUCTS FEATURING

Feature activity is down as most retailers appear reluctant to feature regular shell eggs. The average price of Grade A, or better Large White eggs to consumers is trending higher on fewer promotions. Shopper are also having a difficult time finding deals this week as the number of retailers offering "no price" incentives is limited. Medium egg feature activity is up with most activity found in the Northeast. Ads for Extra Large eggs remain sparse. Featuring of specialty shell eggs declines due to a drop in promotions of all types in this category. Liquid egg featuring dropped sharply. Most liquid ads are found on the East Coast, but virtually nonexistent elsewhere.



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/}		29.5% of 5,500 sampled outlets Activity Index = 2,526 (includes Medium)						9.3% of 7,400 sampled outlets Activity Index = 1,083 (includes Medium)						15.6% of 6,100 sampled outlets Activity Index = 1,338 (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			0.99	207	0.99	White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack White 18 pack Brown 12 pack				0.96 - 0.99	222	0.96				0.96	50	0.96				1.18	97	1.18
	MEDIUM	White 12 pack White 30 pack						White 12 pack White 30 pack						White 12 pack White 30 pack			0.89	12	0.89
SPECIALTY	USDA ORGANIC White 12 pack Brown 12 pack				3.49 - 4.99	554	4.16				3.99 - 4.99	262	4.16				2.48 - 3.79	442	3.01
	OMEGA-3 White 12 pack Brown 12 pack	2.50	68	2.50	1.99 - 2.50	357	2.30				1.99 - 2.50	234	2.03				1.99 - 2.66	477	2.24
	CAGE-FREE White 12 pack Brown 12 pack	3.79 - 3.89	154	3.84	2.49 - 2.99	354	2.58										1.79 - 1.89	59	1.87
	VEGETARIAN FED White 12 pack Brown 12 pack				2.00 - 3.52	339	2.76				1.98 - 3.00	428	2.51				2.00 - 3.79	242	3.15
		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/}		5.1% of 4,900 sampled outlets Activity Index = 251 (includes Medium)						24.7% of 3,800 sampled outlets Activity Index = 927 (includes Medium)						3.8% of 1,300 sampled outlets Activity Index = 50 (includes Medium)					
USDA GRADE AA	White 12 pack White 18 pack Brown 12 pack							2.40	54	2.40	1.49 - 3.49	183	2.22						
	MEDIUM	White 12 pack						White 12 pack						White 12 pack			0.98	11	0.98
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						White 12 pack White 30 pack					
SPECIALTY	USDA ORGANIC White 12 pack Brown 12 pack																		
	OMEGA-3 White 12 pack Brown 12 pack				2.50 - 2.66	251	2.55				2.66	119	2.66				1.99	15	1.99
	CAGE-FREE White 12 pack Brown 12 pack										1.99	56	1.99				1.99	24	1.99
	VEGETARIAN FED White 12 pack Brown 12 pack										2.50 - 2.99	515	2.88						

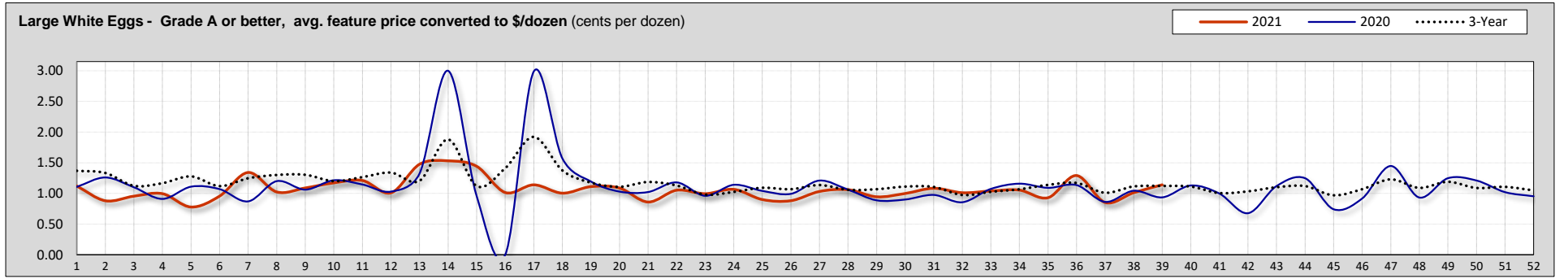
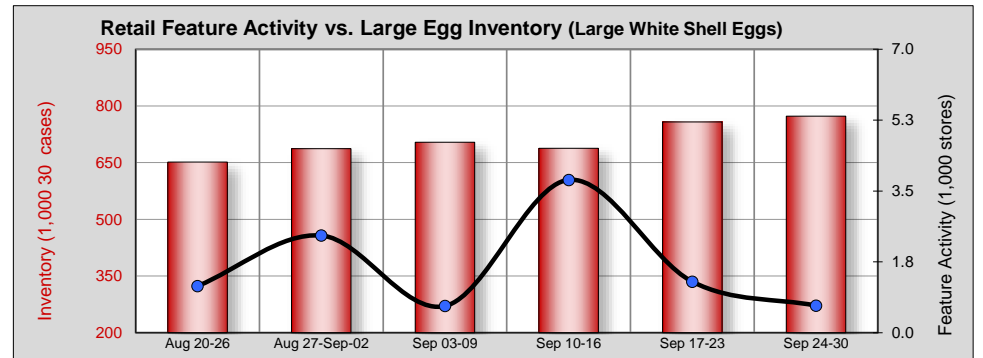
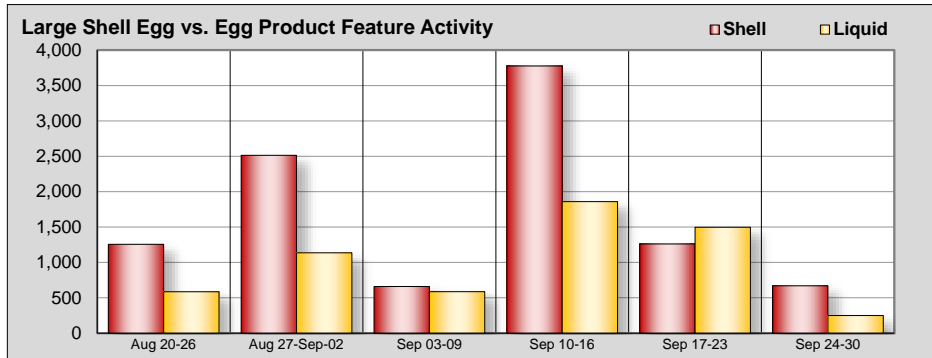
		ALASKA (AK)						HAWAII (HI)					
Feature Rate ^{1/} Activity Index ^{2/}		0.0% of 100 sampled outlets Activity Index = 0 (includes Medium)						0.0% of 100 sampled outlets Activity Index = 0 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	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												
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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	0.9%	4.8%	3.0%	0.4% of 5,500 sampled	3.1% of 7,400 sampled	0.0% 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	250	1,497	864	Activity Index = 22	Activity Index = 228	Activity Index = 0	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	10 2.50	1,077 3.13	458 4.25		2.50 10 2.50				
32 oz. crtn	240 4.00	420 4.25	166 4.99	4.00 22 4.00	4.00 218 4.00				
3 - 4 oz. cup			240 4.99						
2 - 8 oz. cup									
EGG PRODUCTS				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 ^{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.

Source: USDA Agricultural Marketing Service, Livestock, Poultry & Grain Market News - (404) 562-5850 <https://www.ams.usda.gov/market-news/egg-market-news-reports>