



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 03/05 thru 03/11.

Fri. Mar 05, 2021

(prices in dollars per carton)

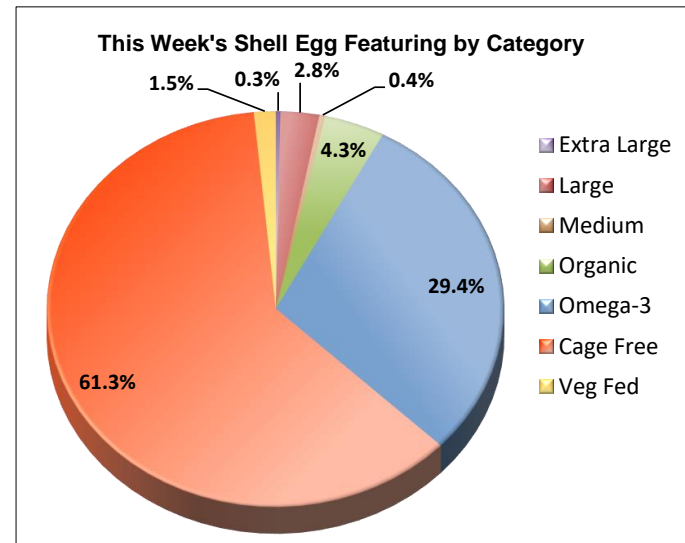
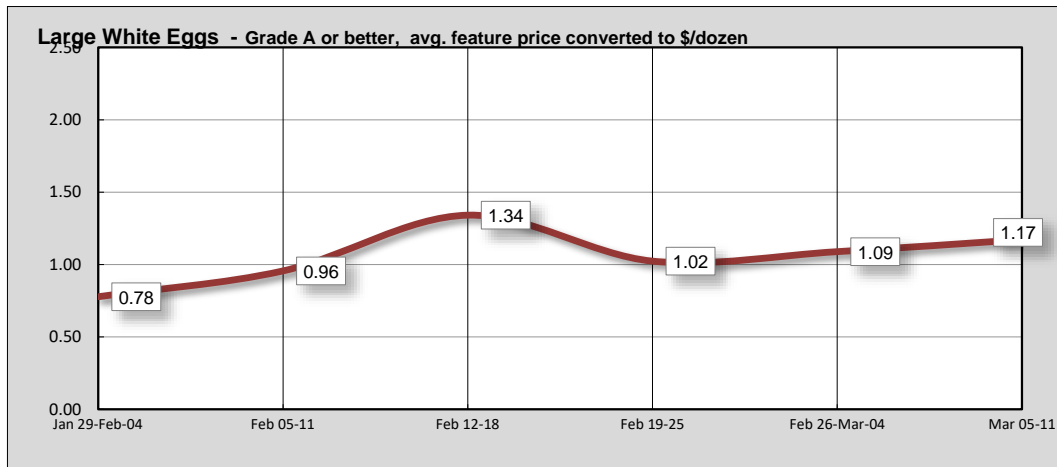
SHELL EGG NATIONAL SUMMARY													
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	43.7% of 29,200 stores				37.0% of 29,200 stores				34.1% of 29,200 stores				
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE		
	Stores	Avg	Avg	Stores	Avg	Avg	Stores	Avg	Stores	Avg			
REGULAR	USDA GRADE AA												
	White 12 pack			118	1.45		15	1.78	14	1.00	303	1.68	
	White 18 pack			11	2.99		538	1.50			1,257	1.64	
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack			74	1.08		206	1.19	16	2.99	712	1.12	
White 18 pack	54	1.99	250	1.55		62	2.03			275	2.24		
Brown 12 pack						39	2.50			24	1.59		
SPECIALTY	USDA ORGANIC												
	White 12 pack			12	4.69						12	3.99	
	Brown 12 pack			695	4.20		1,314	3.72	258	3.79	1,203	3.93	
	OMEGA-3												
	White 12 pack	708	2.00	3,838	2.21	270	3.46	4,324	2.26	112	2.34	1,774	2.30
	Brown 12 pack			288	2.49			135	2.95			14	2.50
	CAGE-FREE												
	White 12 pack			587	2.82		13	2.00			633	2.77	
	Brown 12 pack	1,114	2.60	8,390	2.57		5,049	2.67	454	2.71	4,982	2.60	
	VEGETARIAN FED												
White 12 pack			103	1.99									
Brown 12 pack			151	2.12		998	2.41			39	2.50		

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	507	860	2,601	Large Eggs on Mar-01-2021
Specialty	15,886	12,103	9,481	
Total (includes MD)	16,464	13,060	12,257	689.6
Special Rate 4/:	2.0%	1.8%	1.6%	down 8.5%

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

SHELL EGG and EGG PRODUCTS FEATURING

Promotional activity is down when compared to last week as most retailers remain reluctant to feature regular shell eggs. The weighted average price of Grade A, or better Large White eggs to consumers is trending higher. The presence of "no price" incentives is only slightly more visible this ad cycle. Advertisements for Extra Large and Medium eggs remain limited. Specialty shell egg promotional activity is sharply higher than the previous week. The number of outlets featuring cage-free eggs increases dramatically while other specialty types are fewer in number. Promotions for liquid egg products increase and are featured more than regular shell eggs this 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.)

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/}		46.0% of 5,500 sampled outlets Activity Index = 3,110 (includes Medium)						39.5% of 7,400 sampled outlets Activity Index = 4,098 (includes Medium)						55.3% of 6,100 sampled outlets Activity Index = 4,881 (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 White 18 pack Brown 12 pack									0.99	3	0.99	1.29	1.89	120	1.35			0.99 - 1.49	71	1.08	1.29 - 1.66	72	1.61
	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				3.99	419	3.99				4.49	131	4.49						3.99 - 4.49	120	4.44			
	OMEGA-3 White 12 pack Brown 12 pack				1.77 - 3.00	734	2.24				1.77 - 3.00	322	2.44	2.00	708	2.00			1.98 - 2.66	1,477	2.10			
	CAGE-FREE White 12 pack Brown 12 pack	2.50 - 3.89	159	3.17	2.48 - 3.79	1,295	2.79	2.50	955	2.50	1.99 - 2.66	2,528	2.50						1.98 - 3.00	2,433	2.57			
	VEGETARIAN FED White 12 pack Brown 12 pack				1.99	103	1.99				1.99	112	1.99				2.50	39	2.50					
		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/}		39.9% of 4,900 sampled outlets Activity Index = 2,517 (includes Medium)						25.9% of 3,800 sampled outlets Activity Index = 860 (includes Medium)						74.5% of 1,300 sampled outlets Activity Index = 967 (includes Medium)										
USDA GRADE AA	White 12 pack White 18 pack Brown 12 pack									0.99 - 1.99	96	1.56	2.99	11	2.99			0.99	22	0.99				
	MEDIUM	White 12 pack						White 12 pack			1.48			60	1.48	White 12 pack			0.99			11	0.99	
USDA GRADE A	White 12 pack White 18 pack Brown 12 pack				1.89	58	1.89	1.99	54	1.99														
	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									4.69	12	4.69	4.99	25	4.99									
	OMEGA-3 White 12 pack Brown 12 pack				2.48 - 2.99	623	2.91												1.66	682	1.66			
	CAGE-FREE White 12 pack Brown 12 pack				2.99	510	2.99	2.48 - 2.99	1,326	2.50	1.66	77	1.66	2.48 - 3.49	525	2.57			2.48 - 2.79	252	2.60			
	VEGETARIAN FED White 12 pack Brown 12 pack																							

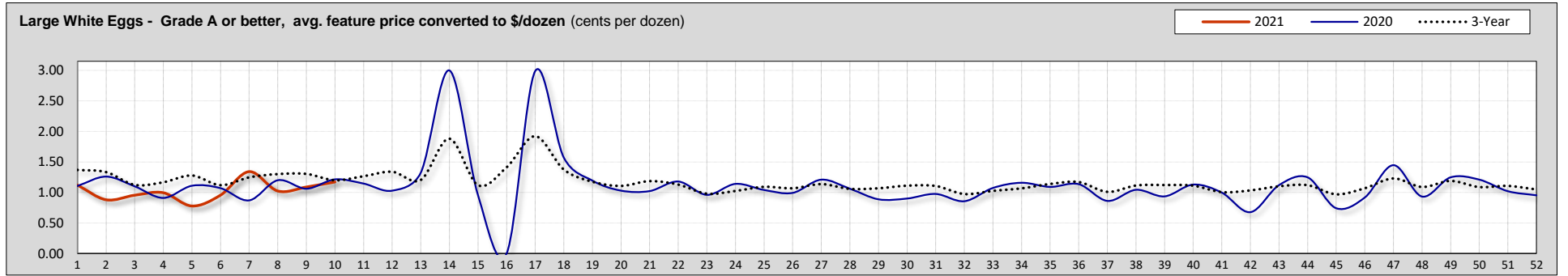
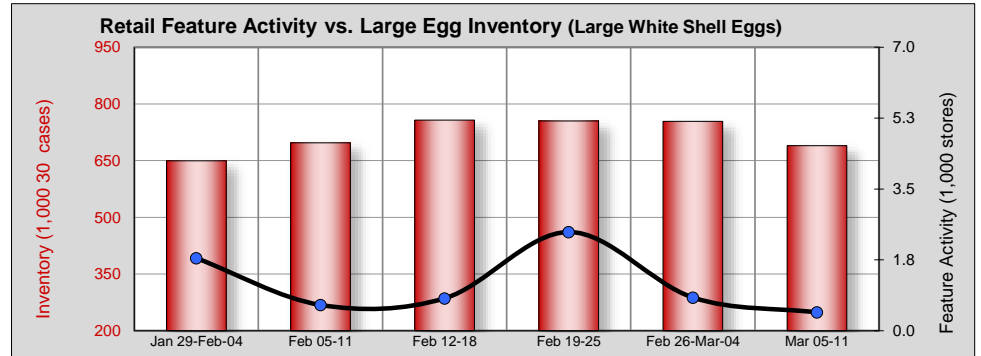
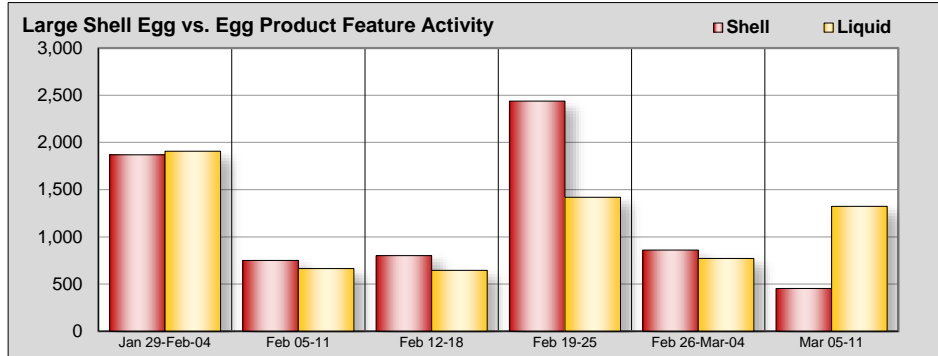
		ALASKA (AK)						HAWAII (HI)					
Feature Rate ¹⁷ Activity Index ²¹		0.0% of 100 sampled outlets Activity Index = 21 (includes Medium)						0.0% of 100 sampled outlets Activity Index = 10 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	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												
	CAGE-FREE White 12 pack Brown 12 pack				2.79	21	2.64				2.48	10	2.48
	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	4.3%	0.8%	1.6%	9.9% of 5,500 sampled			3.0% of 7,400 sampled			7.5% of 6,100 sampled			0.8% of 4,900 sampled		0.0% of 3,800 sampled		0.0% of 1,300 sampled	
2/ Activity Index	1,323	771	527	Activity Index = 606			Activity Index = 220			Activity Index = 459			Activity Index = 38		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/}
14-16 oz. crtn	754 2.57	4 3.48	227 2.81	2.50 - 2.99	513	2.83	2.50	2	2.50	1.99	201	1.99	1.99	38	1.99			
32 oz. crtn	569 4.01	767 4.45	300 3.39	3.99 - 4.99	93	4.65	4.00	218	4.00	3.79	258	3.79						
3 - 4 oz. cup																		
2 - 8 oz. cup																		
EGG PRODUCTS				ALASKA			HAWAII											
1/ Feature Rate				21.0% of 100 sampled			9.5% 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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