



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 09/13 thru 09/19.

Fri. Sep 13, 2019

(prices in dollars per carton)

SHELL EGG NATIONAL SUMMARY													
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	36.1% of 29,200 stores				25.6% of 29,200 stores				27.3% 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			832	0.81			67	1.27	9	2.49	1,097	1.18
	White 18 pack			74	2.59			951	1.21			812	2.39
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack	93	1.48	365	1.16	495	1.07	335	0.94	57	1.45	1,068	1.02
White 18 pack			229	1.26			118	1.45			266	1.79	
Brown 12 pack					24	1.89			108	3.99	148	2.99	
SPECIALTY	USDA ORGANIC												
	White 12 pack										73	2.46	
	Brown 12 pack	132	3.77	1,415	3.90	132	3.00	1,841	3.89			1,939	3.98
	OMEGA-3												
	White 12 pack	249	2.63	2,565	2.49	143	2.50	1,472	2.29	457	2.39	1,482	2.37
	Brown 12 pack			304	3.12			86	3.04			9	2.50
	CAGE-FREE												
	White 12 pack			180	1.71			534	2.92			458	2.78
	Brown 12 pack	77	3.89	4,332	2.30	288	3.99	1,407	3.32	62	2.99	1,690	2.62
	VEGETARIAN FED												
White 12 pack													
Brown 12 pack	365	2.98	74	2.39	77	4.79	300	2.70			60	2.50	

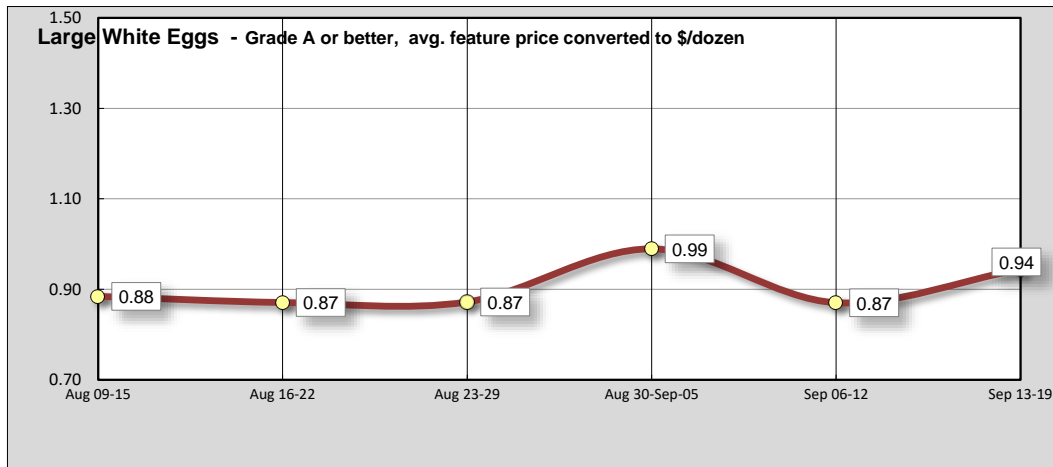
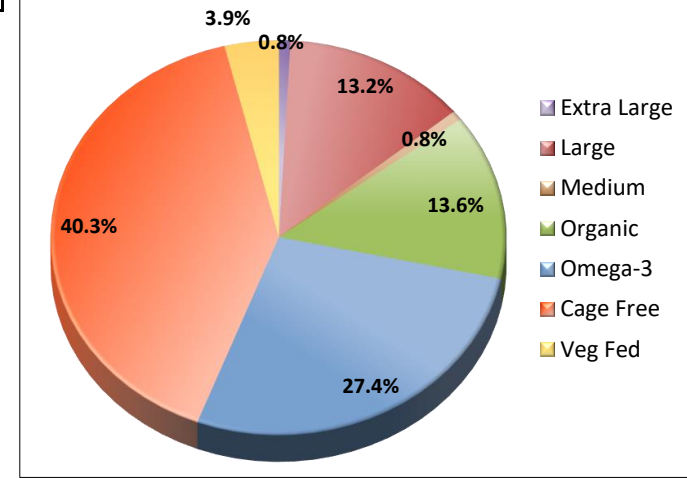
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,593	1,990	3,565	Large Eggs on Sep-09-2019
Specialty	9,693	6,280	6,230	
Total (includes MD)	11,375	8,608	10,210	645.8
Special Rate 4/:	0.5%	5.0%	1.1%	up 1.6%

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

SHELL EGG and EGG PRODUCTS FEATURING

Promotional activity for regular shell eggs declines, however specialty shell egg features are higher in number this week. The average price of Large white eggs, Grade A, or better, to consumers is trending upward. Fewer grocers are offering "no price" incentives to shoppers this ad cycle. Advertisements for Extra Large and Medium eggs are highly sporadic. Overall specialty shell egg promotions are higher due to heavy featuring of cage-free and the increase in visibility of Omega-3 type eggs. USDA Organic and vegetarian fed egg features are maintain a steady pace. Promotions for liquid egg products slightly decline.

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.)

		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/}		44.5% of 5,500 sampled outlets Activity Index = 2,857 (includes Medium)						17.7% of 7,400 sampled outlets Activity Index = 1,334 (includes Medium)						38.4% of 6,100 sampled outlets Activity Index = 2,688 (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			0.59	10	0.59	White 12 pack			White 12 pack			White 12 pack						
USDA GRADE A	White 12 pack White 18 pack Brown 12 pack	1.48	93	1.48	1.79	70	1.79				1.32	40	1.32				0.88	201	0.88	
	MEDIUM	White 12 pack White 30 pack			0.99	69	0.99	White 12 pack White 30 pack			White 12 pack White 30 pack			0.98 - 1.69			53	1.13		
S P E C I A L T Y	USDA ORGANIC White 12 pack Brown 12 pack				3.33 - 5.99	781	4.03				3.33 - 3.99	291	3.88	3.77	132	3.77	3.33 - 3.99	260	3.67	
	OMEGA-3 White 12 pack Brown 12 pack	2.99	66	2.99	1.99 - 2.50	617	2.33	2.50	39	2.50	2.49 - 2.50	435	2.50	2.49	11	2.49	2.33 - 2.50	471	2.48	
	CAGE-FREE White 12 pack Brown 12 pack	3.89	77	3.89	2.00 - 3.79	644	3.07				1.99 - 3.49	529	2.13				1.29 - 1.99	177	1.70	
	VEGETARIAN FED White 12 pack Brown 12 pack	2.49 - 4.79	365	2.98													2.50	58	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/}		39.1% of 4,900 sampled outlets Activity Index = 1,959 (includes Medium)						41.0% of 3,800 sampled outlets Activity Index = 1,558 (includes Medium)						70.1% of 1,300 sampled outlets Activity Index = 911 (includes Medium)						
USDA GRADE AA	White 12 pack White 18 pack Brown 12 pack										1.49	119	1.49	2.99	54	2.99		0.69 - 0.99	713	0.70
	MEDIUM	White 12 pack			0.88	38	0.88	White 12 pack			0.60 - 1.18	21	0.99	White 12 pack			0.60 - 1.29	35	0.82	
USDA GRADE A	White 12 pack White 18 pack Brown 12 pack				1.49	107	1.49				1.86	10	1.86							
	MEDIUM	White 12 pack White 30 pack			1.79	5	1.79	White 12 pack White 30 pack			1.79	6	1.79	White 12 pack White 30 pack						
S P E C I A L T Y	USDA ORGANIC White 12 pack Brown 12 pack				3.29 - 3.99	83	3.42													
	OMEGA-3 White 12 pack Brown 12 pack	2.49 - 2.50	133	2.50	2.39 - 2.50	382	2.48				2.50 - 3.99	561	2.66				2.50	68	2.50	
	CAGE-FREE White 12 pack Brown 12 pack				1.99	3	1.99				1.99 - 2.50	787	2.08				2.19	95	2.19	
	VEGETARIAN FED White 12 pack Brown 12 pack				1.99	16	1.99													

		ALASKA (AK)						HAWAII (HI)					
Feature Rate ^{1/} Activity Index ^{2/}		0.0% of 100 sampled outlets Activity Index = 22 (includes Medium)						0.0% of 100 sampled outlets Activity Index = 46 (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										1.50	20	1.50
	MEDIUM	White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack White 18 pack Brown 12 pack				2.50	6	2.50						
	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				2.50 - 3.00	5	2.70				2.33 - 2.50	26	2.37
	CAGE-FREE White 12 pack Brown 12 pack				2.19	11	2.19						
	VEGETARIAN FED White 12 pack Brown 12 pack												

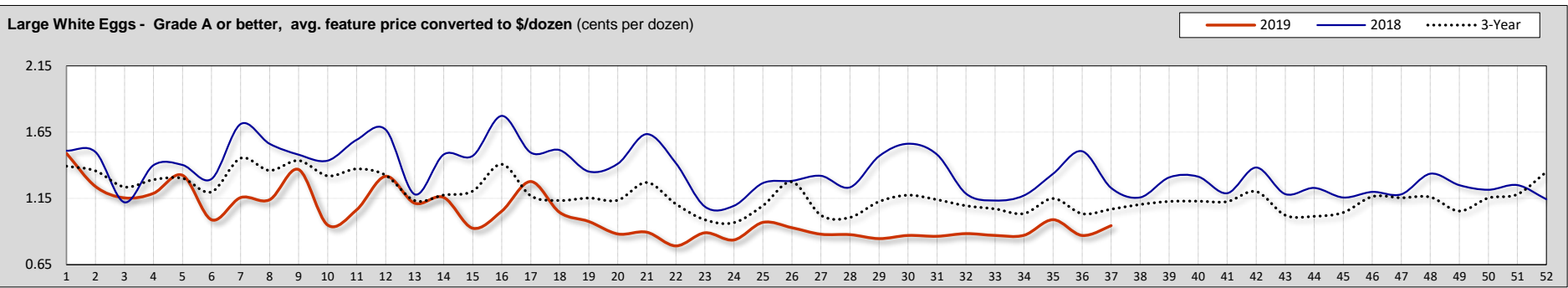
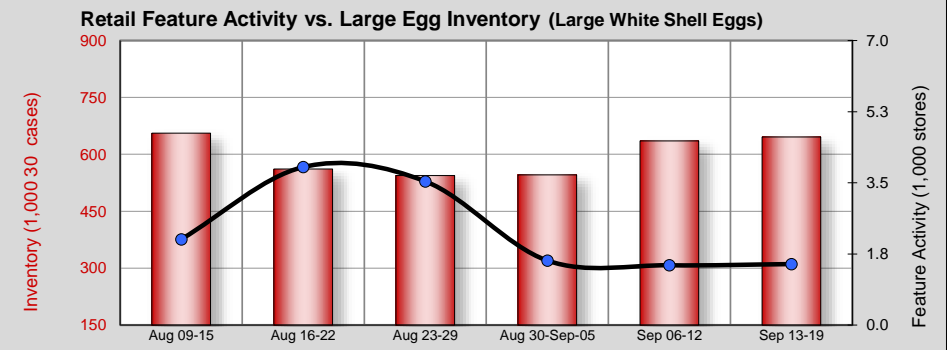
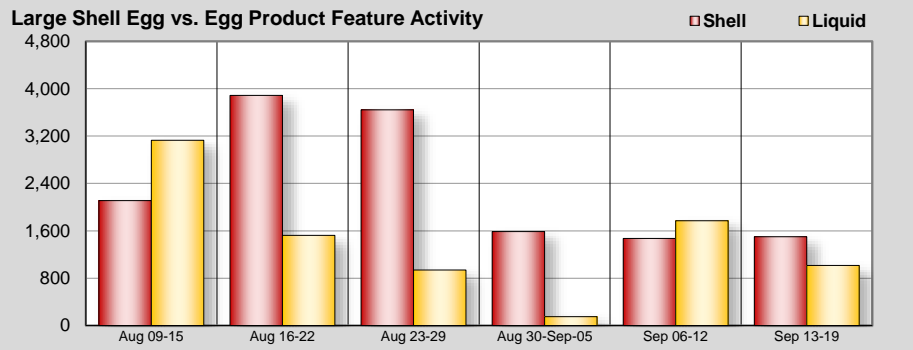


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(prices in dollars per carton)

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	1.9%	5.6%	3.6%	1.1% of 5,500 sampled	4.6% of 7,400 sampled	0.9% of 6,100 sampled	2.1% of 4,900 sampled	0.0% of 3,800 sampled	0.0% of 1,300 sampled
2/ Activity Index	1,015	1,770	1,548	Activity Index = 251	Activity Index = 355	Activity Index = 267	Activity Index = 142	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	418 2.97	336 3.15	1,188 3.07		2.99 29 2.94	2.49 - 3.00 258 2.96	2.99 - 3.00 131 2.99		
32 oz. crtn	597 4.55	1,434 4.15	360 5.14	3.99 - 4.49 251 4.37	4.48 - 4.99 326 4.65	4.99 9 4.99	5.19 11 5.19		
3 - 4 oz. cup									
2 - 8 oz. cup									
EGG PRODUCTS				ALASKA	HAWAII				
1/ Feature Rate				20.0% of 100 sampled	30.5% 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.

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