



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 05/03 thru 05/09.

(prices in dollars per carton)

Fri. May 03, 2024

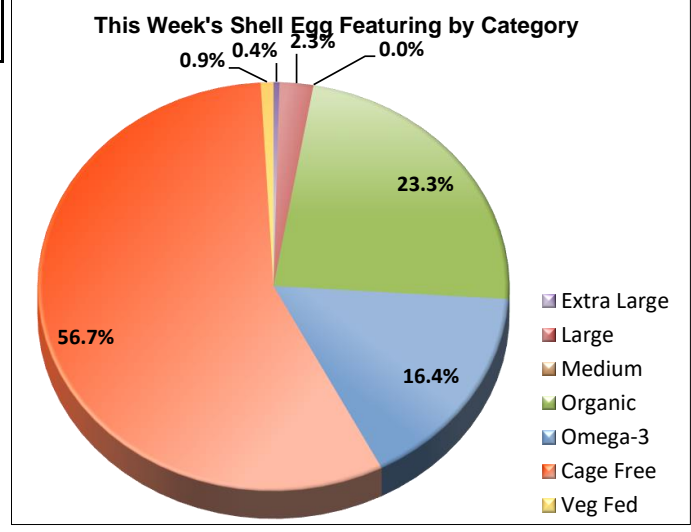
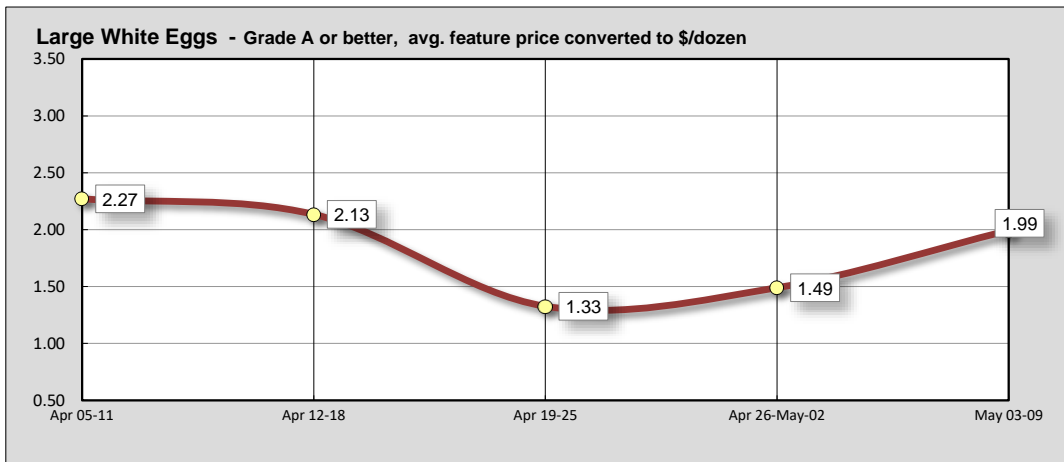
SHELL EGG NATIONAL SUMMARY													
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	8.1% of 29,200 stores				8.7% of 29,200 stores				7.5% of 29,200 stores				
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE		
	Stores	Avg		Avg	Stores	Avg		Avg	Stores	Avg	Stores	Avg	
REGULAR	USDA GRADE AA												
	White 12 pack										13	3.00	
	White 18 pack												
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack	12	1.99					985	1.49			113	1.30
White 18 pack			69	2.99							549	2.97	
Brown 12 pack													
SPECIALTY	USDA ORGANIC												
	White 12 pack			119	5.99	71	3.99						
	Brown 12 pack			572	4.73	71	3.99	583	5.19				
	OMEGA-3												
	White 12 pack			487	2.70	26	3.59	328	2.47				
	Brown 12 pack												
	CAGE-FREE												
	White 12 pack			855	3.85			354	3.55			1,399	3.71
	Brown 12 pack			827	3.13			979	3.42				
	VEGETARIAN FED												
White 12 pack											107	3.12	
Brown 12 pack	13	2.99	13	2.99							12	3.99	

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	81	985	675	Large Eggs on Apr-29-2024
Specialty	2,886	2,412	1,518	
Total (includes MD)	2,967	3,397	2,193	712.1
Special Rate 4/:	0.5%	0.1%	0.4%	up 2.4%

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

SHELL EGG and EGG PRODUCTS FEATURING

Regular shell egg feature rate is significantly lower this week. This week's weighted average price of USDA Grade A Large or better eggs is trending higher. In this week's ad cycle, special rates are higher. Advertisements for Extra Large are faintly visible while Medium eggs remain hard to find this week. Feature activity for specialty shell eggs is higher. Promotional activity for liquid egg products is higher.



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/}		6.3% of 5,500 sampled outlets Activity Index = 524 (includes Medium)						5.3% of 7,400 sampled outlets Activity Index = 726 (includes Medium)						5.5% of 6,100 sampled outlets Activity Index = 376 (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									2.99	11	2.99			1.99	12	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				5.99	65	5.99			5.99	5	5.99					5.99	25	5.99
	OMEGA-3 White 12 pack Brown 12 pack				2.49 - 2.76	192	2.62			2.49 - 2.50	7	2.49			2.49 - 2.99	211	2.73		
	CAGE-FREE White 12 pack Brown 12 pack				5.99	65	5.99			5.99	5	5.99			3.99 - 5.99	69	4.71		
	VEGETARIAN FED White 12 pack Brown 12 pack	2.99	13	2.99	2.99	13	2.99								3.49	59	3.49		
		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/}		19.3% of 4,900 sampled outlets Activity Index = 991 (includes Medium)						9.2% of 3,800 sampled outlets Activity Index = 350 (includes Medium)						0.0% of 1,300 sampled outlets Activity Index = 0 (includes Medium)					
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				2.99	58	2.99												
	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				5.99	24	5.99												
	OMEGA-3 White 12 pack Brown 12 pack				2.49 - 2.99	77	2.83												
	CAGE-FREE White 12 pack Brown 12 pack				2.79 - 5.99	545	3.59			3.32 - 3.58	171	3.47			3.99	179	3.99		
	VEGETARIAN FED White 12 pack Brown 12 pack																		

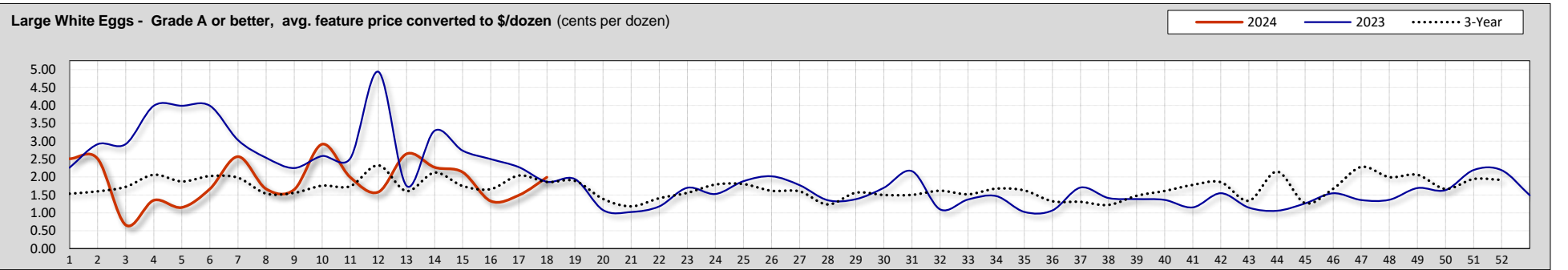
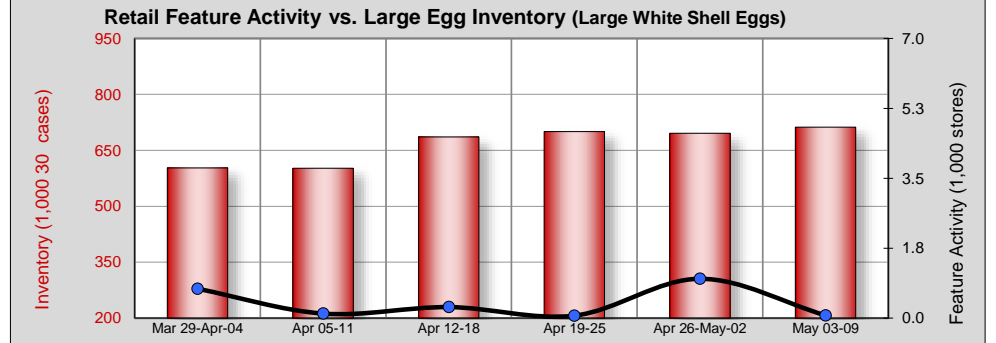
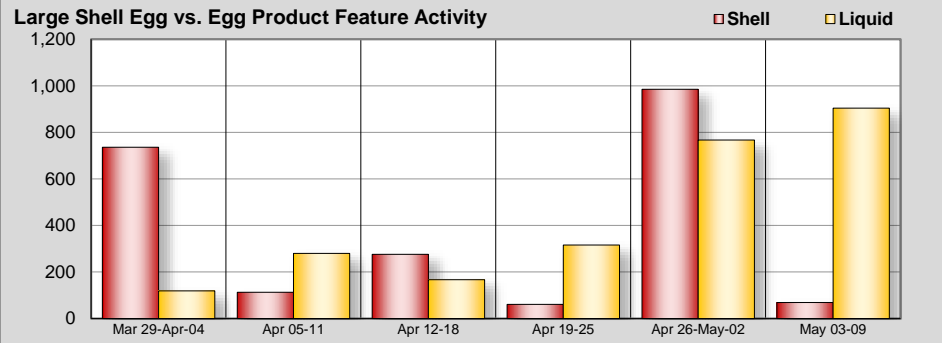
		ALASKA (AK)						HAWAII (HI)					
Feature Rate " " Activity Index " "		0.0% of 100 sampled outlets Activity Index = 0 (includes Medium)						0.0% of 100 sampled outlets Activity Index = 0 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	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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EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	2.8%	2.4%	2.0%	10.1% of 5,500 sampled	0.9% of 7,400 sampled	0.9% of 6,100 sampled	2.9% of 4,900 sampled	0.0% of 3,800 sampled	0.0% of 1,300 sampled
2/ Activity Index	904	767	651	Activity Index = 618	Activity Index = 66	Activity Index = 79	Activity Index = 141	Activity Index = 0	Activity Index = 0
	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	119 3.49	182 3.34	590 3.69	3.49 61 3.49		3.49 27 3.49	3.49 31 3.49		
32 oz. crtn	785 5.62	585 6.07	61 5.69	4.99 - 6.49 557 5.60	5.49 - 6.49 66 6.16	5.49 52 5.49	5.48 - 5.49 110 5.48		
3 - 4 oz. cup									
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>