



**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 07/13 thru 07/19.

(prices in dollars per carton)

Fri. Jul 13, 2018

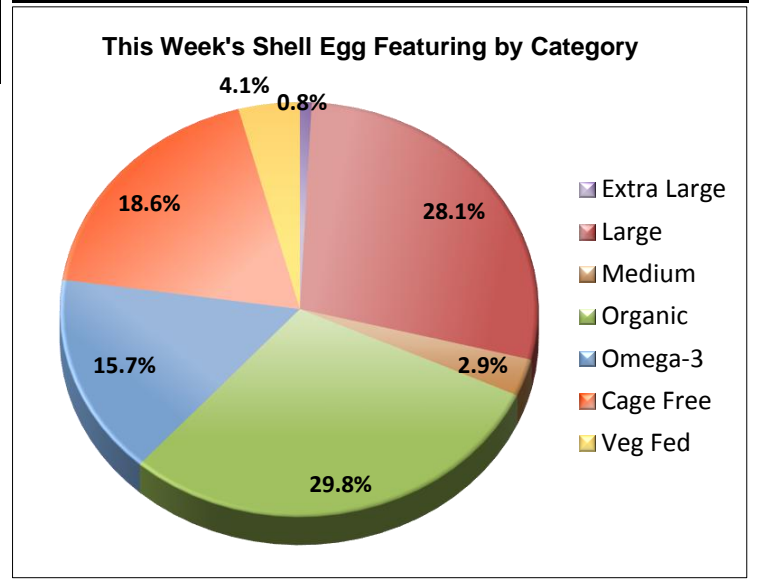
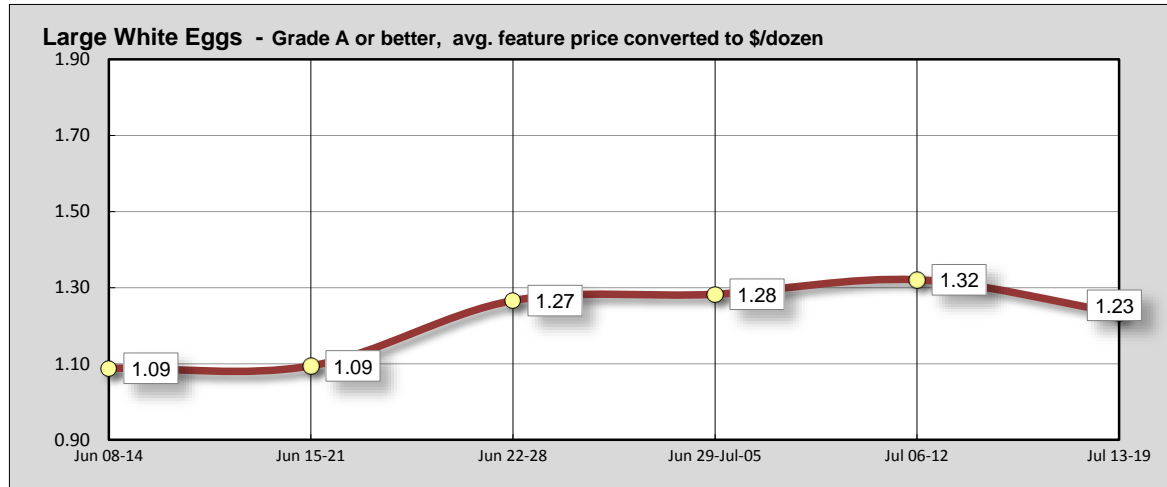
SHELL EGG NATIONAL SUMMARY													
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	21.2% of 29,100 stores				26.5% of 29,100 stores				41.7% of 29,100 stores				
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE		
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
REGULAR	<b>USDA GRADE AA</b>												
	White 12 pack			776	1.24			697	1.26	41	1.20	1,191	0.85
	White 18 pack	9	3.69	683	2.33	5	3.15	280	2.05	15	2.25	846	1.77
	Brown 12 pack												
	<b>USDA GRADE A</b>												
	White 12 pack	60	1.72	954	0.99			521	1.44	9	3.20	3,287	0.62
White 18 pack			25	2.11			422	1.86			858	0.97	
Brown 12 pack			6	0.99			9	2.99	11	3.49	49	1.47	
SPECIALTY	<b>USDA ORGANIC</b>												
	White 12 pack							241	4.04			14	5.99
	Brown 12 pack	26	3.59	2,561	3.76	20	3.99	452	3.60	213	3.49	4,678	3.82
	<b>OMEGA-3</b>												
	White 12 pack	33	1.66	1,267	2.35			1,623	2.96	85	2.40	1,447	2.20
	Brown 12 pack			62	2.50			163	2.94			220	2.35
	<b>CAGE-FREE</b>												
	White 12 pack			307	2.26			427	3.37			242	1.91
	Brown 12 pack	25	3.00	1,284	2.47	213	2.99	3,267	2.34	11	1.99	968	3.29
	<b>VEGETARIAN FED</b>												
White 12 pack											151	2.39	
Brown 12 pack	147	2.99	213	2.62			143	2.82	161	2.59	478	2.23	

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,513	1,934	6,307	Large Eggs on Jul-09-2018
Specialty	5,925	6,549	8,668	
Total (includes MD)	8,690	8,503	15,127	546.9
Special Rate 4/:	1.7%	0.9%	2.6%	down 1.1%

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

**SHELL EGG and EGG PRODUCTS FEATURING**

Featuring of regular shell eggs increase in activity this week. The average price of Large White eggs to consumers, Grade A, or better is down due in part to eggs priced in some stores as low as 48 cents per dozen. Grocers are offering shoppers more "no price" specials in flyers this week. Advertisements for Medium eggs are showing up more in circulars, as well as those for Extra Large eggs. Specialty shell egg features are fewer in number compared to a week ago. Offerings of USDA Organic and vegetarian fed eggs increase, however offerings of cage-free and Omegas-3 eggs are down in numbers. Feature activity for liquid egg products remains lackluster.



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 & Seed Market News - (515) 284-4460 <http://www.ams.usda.gov/LPSMarketNewsPage>

		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 <sup>1/</sup> Activity Index <sup>2/</sup>		27.2% of 5,500 sampled outlets Activity Index = 2,199 (includes Medium)						15.9% of 7,400 sampled outlets Activity Index = 2,215 (includes Medium)						17.1% of 6,100 sampled outlets Activity Index = 1,102 (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									1.89	4	1.89					1.48 - 2.00	17	1.97																
	Brown 12 pack																																		
<b>MEDIUM</b>		White 12 pack						White 12 pack						White 12 pack																					
USDA GRADE A	White 12 pack				1.00	53	1.00			2.99	9	2.99	0.88 - 1.50	530	1.01																				
	White 18 pack																0.48 - 0.99	312	0.88																
	Brown 12 pack				0.99	6	0.99										2.50	6	2.50																
<b>MEDIUM</b>		White 12 pack			0.88	161	0.88	White 12 pack			0.79	20	0.79	White 12 pack			White 30 pack																		
S P E C I A L T Y	<b>USDA ORGANIC</b>																																		
	White 12 pack																																		
	Brown 12 pack		2.99 - 5.99			263			3.81			3.49 - 3.99			1,094			3.77			3.49 - 3.99			335			3.53								
	<b>OMEGA-3</b>																																		
	White 12 pack		1.66	33	1.66	1.99 - 3.99			762			2.48			1.99 - 3.00			118			2.29			1.88 - 3.29			48			2.26					
	Brown 12 pack								2.50			62			2.50																				
	<b>CAGE-FREE</b>																																		
	White 12 pack		2.00 - 2.99			57			2.71			2.00			214			2.00			2.00 - 2.99			18			2.44								
Brown 12 pack		3.00	25	3.00	1.50 - 3.00			475			2.27			1.99 - 2.59			223			2.57			2.50 - 3.99			349			2.72						
<b>VEGETARIAN FED</b>																																			
White 12 pack		2.99 - 2.39			155			2.37			3.79			3			3.79			2.00 - 3.79			17			2.11									
Brown 12 pack		2.99	147	2.99																															
		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 <sup>1/</sup> Activity Index <sup>2/</sup>		21.5% of 4,900 sampled outlets Activity Index = 1,346 (includes Medium)						28.0% of 3,800 sampled outlets Activity Index = 1,375 (includes Medium)						28.7% of 1,300 sampled outlets Activity Index = 420 (includes Medium)																					
USDA GRADE AA	White 12 pack				0.99	165	0.99					0.77 - 1.49	462	1.19				0.99 - 1.79	138	1.69															
	White 18 pack				1.48 - 2.49	283	1.95					1.48 - 3.49	310	2.88	3.69	1	3.69	1.48	69	1.48															
	Brown 12 pack																																		
<b>MEDIUM</b>		White 12 pack						White 12 pack						White 12 pack																					
USDA GRADE A	White 12 pack	1.50	51	1.50	0.88			35			0.88									1.99 - 1.79			138			1.69									
	White 18 pack							1.99			19			1.99																					
	Brown 12 pack	1.50 - 1.50			0.88			35			0.88																								
<b>MEDIUM</b>		White 12 pack			White 30 pack			White 12 pack						White 30 pack																					
S P E C I A L T Y	<b>USDA ORGANIC</b>																																		
	White 12 pack																																		
	Brown 12 pack		3.59	26	3.59	3.49 - 3.99			369			3.60			3.49 - 4.49			452			4.02			3.49 - 3.99			37			3.76					
	<b>OMEGA-3</b>																																		
	White 12 pack								1.99 - 2.39			299			2.02			3.49			5			3.49			2.50			35			2.50		
	Brown 12 pack																																		
	<b>CAGE-FREE</b>																																		
	White 12 pack		1.59 - 2.99			61			2.97			3.50			9			3.50			3.99			9			3.99								
Brown 12 pack								1.59 - 2.99			61			2.97			1.59 - 3.50			71			1.83			2.50			105			2.50			
<b>VEGETARIAN FED</b>																																			
White 12 pack		3.79 - 3.79			38			3.79																											
Brown 12 pack																																			

		ALASKA (AK)						HAWAII (HI)					
Feature Rate <sup>1/</sup> Activity Index <sup>2/</sup>		0.0% of 100 sampled outlets Activity Index = 30 (includes Medium)						0.0% of 100 sampled outlets Activity Index = 3 (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				1.79	11	1.79						
	White 18 pack	3.69	8	3.69									
	Brown 12 pack												
	<b>MEDIUM</b>	White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack										4.39	3	4.39
	White 18 pack												
	Brown 12 pack												
	<b>MEDIUM</b>	White 12 pack						White 12 pack					
		White 30 pack						White 30 pack					
S P E C I A L T Y	<b>USDA ORGANIC</b>												
	White 12 pack												
	Brown 12 pack				3.79	11	3.79						
	<b>OMEGA-3</b>												
	White 12 pack												
	Brown 12 pack												
	<b>CAGE-FREE</b>												
	White 12 pack												
	Brown 12 pack												
	<b>VEGETARIAN FED</b>												
	White 12 pack												
	Brown 12 pack												



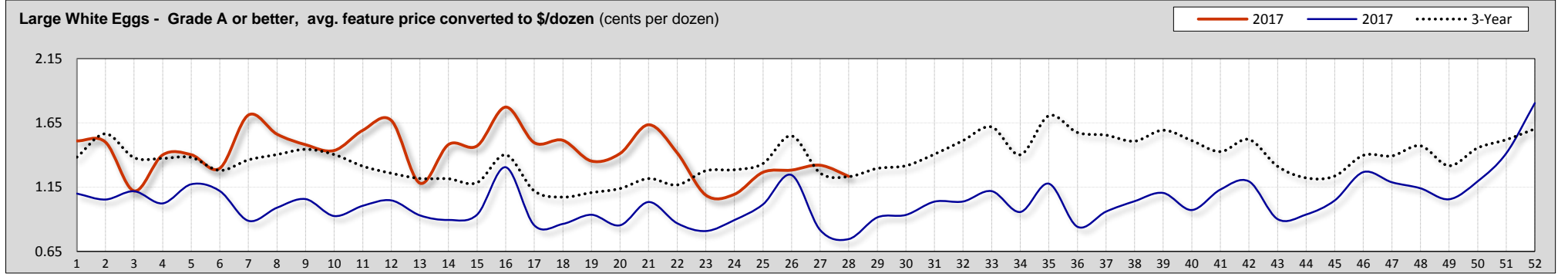
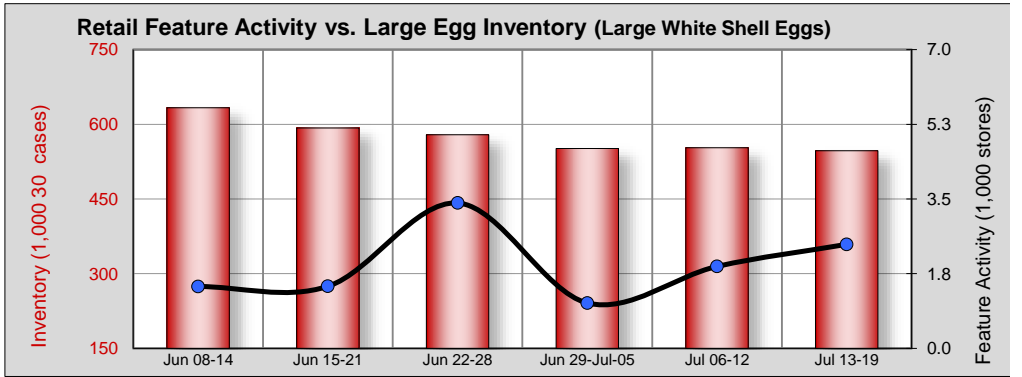
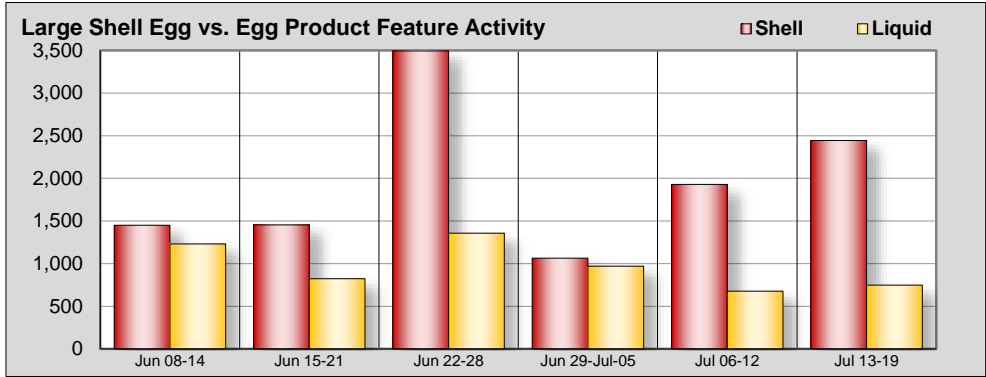
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Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 07/13 thru 07/19.

(prices in dollars per carton)

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	2.0%	1.9%	3.6%	1.4% of 5,500 sampled	0.6% of 7,400 sampled	6.3% of 6,100 sampled	0.8% of 4,900 sampled	0.0% of 3,800 sampled	1.0% of 1,300 sampled
2/ Activity Index	748	677	1,147	Activity Index = 60	Activity Index = 234	Activity Index = 376	Activity Index = 40	Activity Index = 0	Activity Index = 14
	Stores Avg <sup>3/</sup>	Stores Avg <sup>3/</sup>	Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>
14-16 oz. crtn	484 3.63	463 2.24	818 3.07	2.99 16 2.99	2.99 234 2.95	2.49 - 4.79 196 4.62	2.99 40 2.99		- 3.00 14 2.99
32 oz. crtn	264 3.32	214 5.77	329 4.99	4.99 44 4.99		2.99 180 2.99			
3 - 4 oz. cup									
2 - 8 oz. cup									
EGG PRODUCTS				ALASKA	HAWAII				
1/ Feature Rate				43.0% of 100 sampled	2.7% of 100 sampled				
2/ Activity Index				Activity Index = 0	Activity Index = 24				
				Price Range Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>				
14-16 oz. crtn					3.00 24 3.00				
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>