



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 06/14 thru 06/20.

(prices in dollars per carton)

Fri. Jun 14, 2019

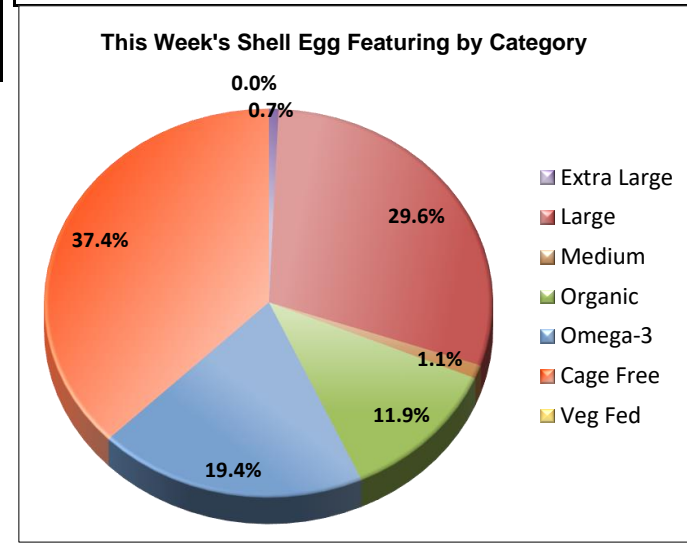
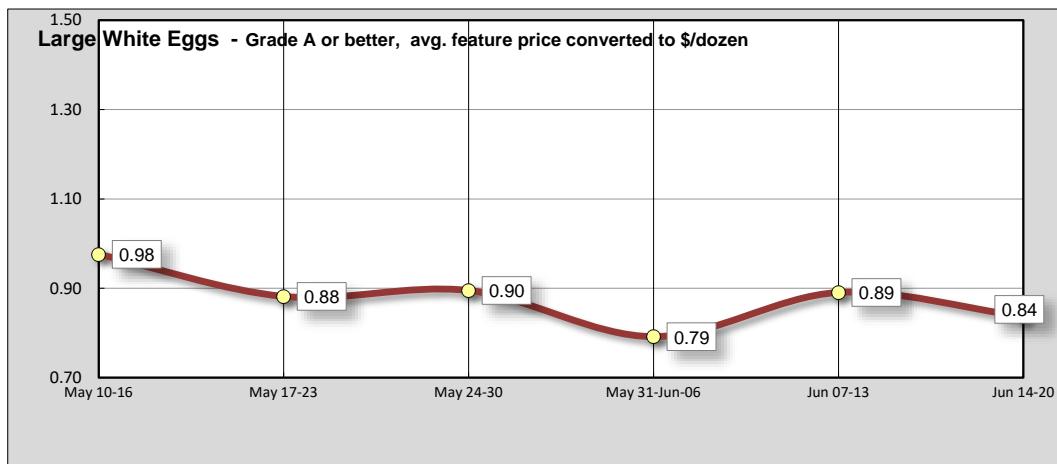
SHELL EGG NATIONAL SUMMARY													
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	37.5% of 29,200 stores				37.6% of 29,200 stores				23.6% of 29,100 stores				
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE		
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
REGULAR	USDA GRADE AA												
	White 12 pack	44	4.69	219	0.95			541	0.99	3	4.59	19	1.14
	White 18 pack							875	1.60	56	2.56	409	2.37
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack			2,003	0.79	214	1.75	1,775	0.80	43	1.28	981	0.89
White 18 pack			668	1.43			414	1.13	5	2.00	45	1.55	
Brown 12 pack	24	0.99					127	0.97					
SPECIALTY	USDA ORGANIC												
	White 12 pack												
	Brown 12 pack	322	3.43	836	4.31	617	3.20	1,121	3.67			805	3.98
	OMEGA-3												
	White 12 pack			1,893	2.34	87	2.68	2,729	2.54	61	2.94	1,273	2.54
	Brown 12 pack											127	2.68
	CAGE-FREE												
	White 12 pack			67	1.89			109	1.85			1,995	2.93
	Brown 12 pack	49	3.49	3,537	2.12			3,259	2.69			2,875	2.86
	VEGETARIAN FED												
White 12 pack											53	1.99	
Brown 12 pack									6	2.00	897	2.65	

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,958	3,946	1,561	Large Eggs on Jun-10-2019
Specialty	6,704	7,922	8,092	
Total (includes MD)	9,772	11,970	9,860	637.5
Special Rate 4/:	3.8%	0.7%	0.5%	down 10.2%

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

SHELL EGG and EGG PRODUCTS FEATURING

Regular shell egg promotions are fewer in number when compared to a week ago. The weighted average price of Grade A or better, Large white eggs to consumers decline, posting a second significant drop in prices within the past few weeks. A larger number of "no price" promotions are currently in place with some outlets offering "free eggs with an additional purchase". Advertisement for Medium eggs remain visible in flyers, however featuring for Extra Large eggs are lackluster. Feature activity for specialty shell eggs is not as active due to a decline in promotions for USDA Organic and Omega-3 type eggs. Cage free varieties are still commanding the most ad space. Vegetarian fed egg features are virtually non-existent. Promotional activity for liquid egg products declines.



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.)

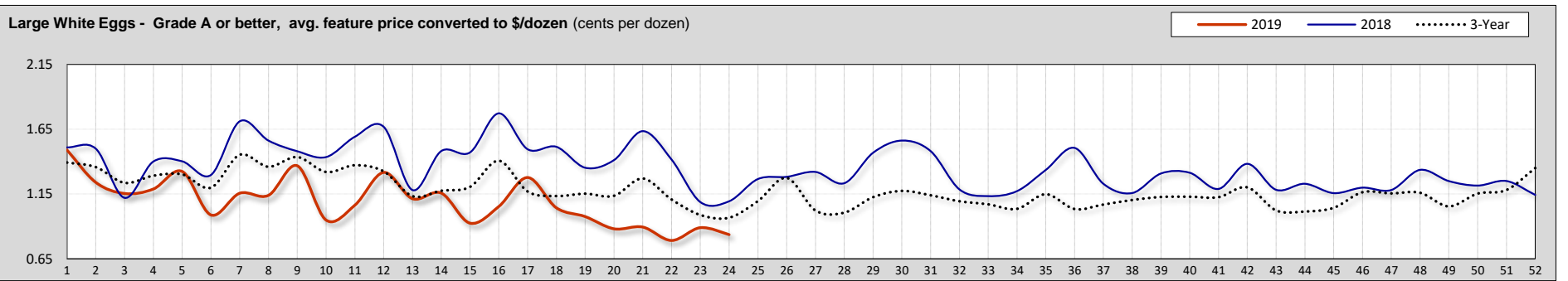
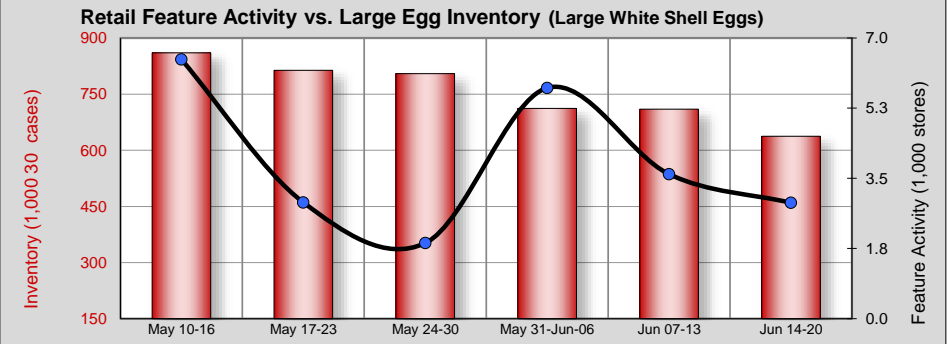
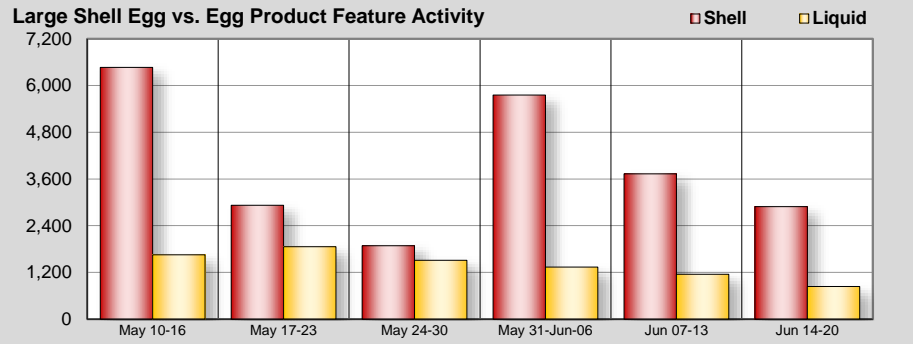
Source: USDA Agricultural Marketing Service, Livestock, Poultry & Seed Market News - (515) 284-4460 <http://www.ams.usda.gov/LPSMarketNewsPage>

		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 ^{1/} Activity Index ^{2/}		38.0% of 5,500 sampled outlets Activity Index = 2,359 (includes Medium)						33.8% of 7,400 sampled outlets Activity Index = 2,255 (includes Medium)						37.6% of 6,100 sampled outlets Activity Index = 1,916 (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				0.80	103	0.80	4.69	37	4.69	0.99	83	0.99	4.69	7	4.69				
	White 18 pack																			
	Brown 12 pack																			
	MEDIUM	White 12 pack						White 12 pack						White 12 pack						
USDA GRADE A	White 12 pack				0.59 - 0.89	800	0.79				0.50 - 0.59	82	0.51				0.49 - 0.99	483	0.58	
	White 18 pack				0.88 - 2.99	145	1.99				1.29	452	1.29							
	Brown 12 pack																			
	MEDIUM	White 12 pack			0.89	62	0.89	White 12 pack						White 12 pack						
		White 30 pack						White 30 pack						White 30 pack						
S P E C I A L T Y	USDA ORGANIC																			
	White 12 pack																			
	Brown 12 pack	3.99	64	3.99	2.99 - 4.99	536	4.04							3.29	258	3.29		3.50	107	3.50
	OMEGA-3																			
White 12 pack				1.49 - 2.99	319	2.02				1.99 - 2.33	1,142	2.33				1.50 - 2.99	166	2.40		
Brown 12 pack																				
CAGE-FREE																				
White 12 pack				2.69 - 3.49	330	2.97				1.99	459	1.99		3.49	45	3.49	1.99 - 2.66	850	2.10	
Brown 12 pack																				
VEGETARIAN FED																				
White 12 pack																				
Brown 12 pack																				
		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/}		31.4% of 4,900 sampled outlets Activity Index = 1,518 (includes Medium)						41.9% of 3,800 sampled outlets Activity Index = 1,565 (includes Medium)						68.6% of 1,300 sampled outlets Activity Index = 148 (includes Medium)						
USDA GRADE AA	White 12 pack										0.99 - 1.89	19	1.56				0.99	14	0.99	
	White 18 pack																			
	Brown 12 pack																			
	MEDIUM	White 12 pack						White 12 pack						White 12 pack						
USDA GRADE A	White 12 pack				0.59 - 1.29	212	0.97				0.97 - 1.00	426	0.97							
	White 18 pack				0.99 - 1.29	71	1.19													
	Brown 12 pack	0.99	24	0.99																
	MEDIUM	White 12 pack			1.07	5	1.07	White 12 pack			1.07	6	1.07	White 12 pack						
		White 30 pack						White 30 pack			1.79	37	1.79	White 30 pack						
S P E C I A L T Y	USDA ORGANIC																			
	White 12 pack																			
	Brown 12 pack										5.99	154	5.99				3.50	39	3.50	
	OMEGA-3																			
White 12 pack				1.99	45	1.99				2.49 - 3.33	221	2.94								
Brown 12 pack																				
CAGE-FREE																				
White 12 pack				1.89	67	1.89														
Brown 12 pack	3.49	4	3.49	1.99 - 3.49	1,090	2.02				1.69 - 1.99	702	1.97				2.19	95	2.19		
VEGETARIAN FED																				
White 12 pack																				
Brown 12 pack																				

		ALASKA (AK)						HAWAII (HI)					
Feature Rate ^{1/} Activity Index ^{2/}		0.0% of 100 sampled outlets Activity Index = 11 (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												
	CAGE-FREE White 12 pack Brown 12 pack				2.19	11	2.19						
	VEGETARIAN FED White 12 pack Brown 12 pack												



EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST			SOUTHEAST			MIDWEST			SOUTH CENTRAL			SOUTHWEST			NORTHWEST		
1/ Feature Rate	3.3%	3.9%	2.7%	7.5% of 5,500 sampled			3.4% of 7,400 sampled			2.5% of 6,100 sampled			0.0% of 4,900 sampled			3.1% of 3,800 sampled			0.0% of 1,300 sampled		
2/ Activity Index	839	1,153	823	Activity Index = 415			Activity Index = 139			Activity Index = 143			Activity Index = 0			Activity Index = 119			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	720 2.70	511 3.19	244 3.20	2.50 - 2.99	415	2.91	2.99	139	2.99	1.69	143	1.69									
32 oz. crtn	119 4.99	642 3.82	579 5.29												4.99	119	4.99				
3 - 4 oz. cup																					
2 - 8 oz. cup																					
EGG PRODUCTS				ALASKA			HAWAII														
1/ Feature Rate				32.0% of 100 sampled			19.0% of 100 sampled														
2/ Activity Index				Activity Index = 0			Activity Index = 23														
				Price Range	Stores	Avg ^{3/}	Price Range	Stores	Avg ^{3/}												
14-16 oz. crtn							3.49	23	3.49												
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>