



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 03/08 thru 03/14.

(prices in dollars per carton)

Fri. Mar 08, 2024

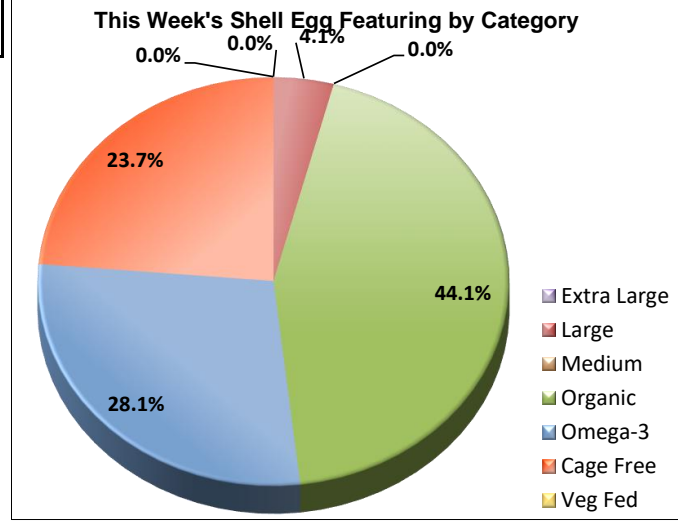
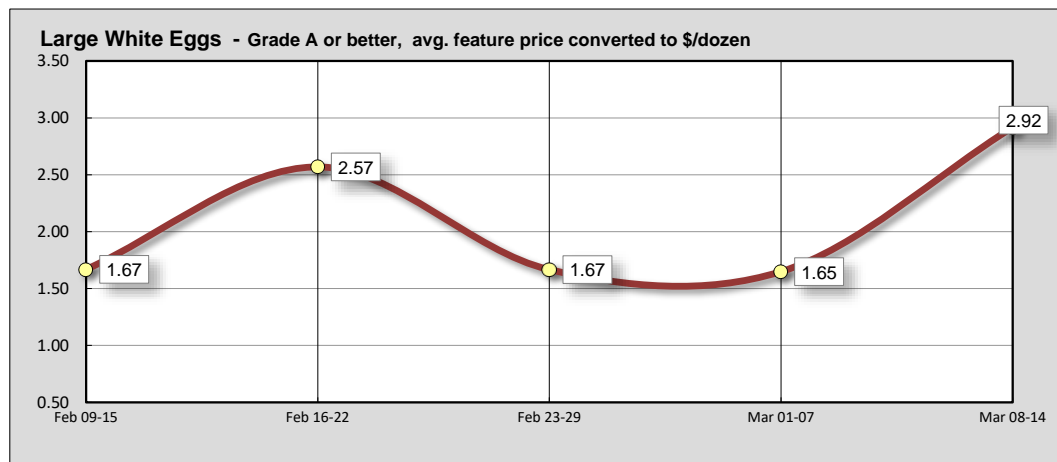
SHELL EGG NATIONAL SUMMARY									
Feature Rate		THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR	
		6.9% of 29,200 stores		21.2% of 29,200 stores				2.1% of 29,200 stores	
		X LARGE	LARGE	X LARGE	LARGE	X LARGE	LARGE	X LARGE	LARGE
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	USDA GRADE AA								
	White 12 pack								
	White 18 pack								
	Brown 12 pack						791 2.13		
REGULAR	USDA GRADE A								
	White 12 pack								
	White 18 pack								
	Brown 12 pack								
SPECIALTY	USDA ORGANIC								
	White 12 pack								
	Brown 12 pack	118 6.99	671 4.60				518 4.59		24 7.99
	OMEGA-3								
SPECIALTY	White 12 pack	86 2.50	418 2.81	239 2.99	1,168 2.99				77 3.99
	Brown 12 pack								
	CAGE-FREE								
	White 12 pack								
SPECIALTY	Brown 12 pack			13 2.99	831 3.67				
	VEGETARIAN FED								
	White 12 pack								
	Brown 12 pack								

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	74	2,626	331	Large Eggs on Mar-04-2024
Specialty	1,717	4,144	220	
Total (includes MD)	1,791	6,770	671	698.4
Special Rate 4/:	0.5%	1.3%	1.6%	down 3.4%

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

SHELL EGG and EGG PRODUCTS FEATURING

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



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/}		9.9% of 5,500 sampled outlets Activity Index = 581 (includes Medium)						5.2% of 7,400 sampled outlets Activity Index = 231 (includes Medium)						13.7% of 6,100 sampled outlets Activity Index = 829 (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				3.00	62	3.00										2.49	12	2.49
	MEDIUM	White 12 pack White 30 pack						White 12 pack White 30 pack						White 12 pack White 30 pack					
	USDA ORGANIC White 12 pack Brown 12 pack	6.99	118	6.99	3.00 - 6.99	252	6.20				3.00	218	3.00				3.79 - 4.99	170	4.29
	OMEGA-3 White 12 pack Brown 12 pack				1.99 - 3.00	149	2.75				1.99 - 2.50	13	2.42	2.50	86	2.50	2.50 - 2.99	189	2.87
	CAGE-FREE White 12 pack Brown 12 pack																3.00 - 3.50	372	3.03
	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/}		2.5% of 4,900 sampled outlets Activity Index = 122 (includes Medium)						3.3% of 3,800 sampled outlets Activity Index = 13 (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																		
	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	3	3.99				3.99	13	3.99						
	OMEGA-3 White 12 pack Brown 12 pack				2.86	67	2.86												
	CAGE-FREE White 12 pack Brown 12 pack				2.39 - 3.50	52	3.16												
	VEGETARIAN FED White 12 pack Brown 12 pack																		

		ALASKA (AK)			HAWAII (HI)		
Feature Rate ^{''} Activity Index [“]		0.0% of 100 sampled outlets Activity Index = 15 (includes Medium)			0.0% of 100 sampled outlets Activity Index = 0 (includes Medium)		
CLASS		EXTRA LARGE			LARGE		
		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						
	VEGETARIAN FED White 12 pack Brown 12 pack						

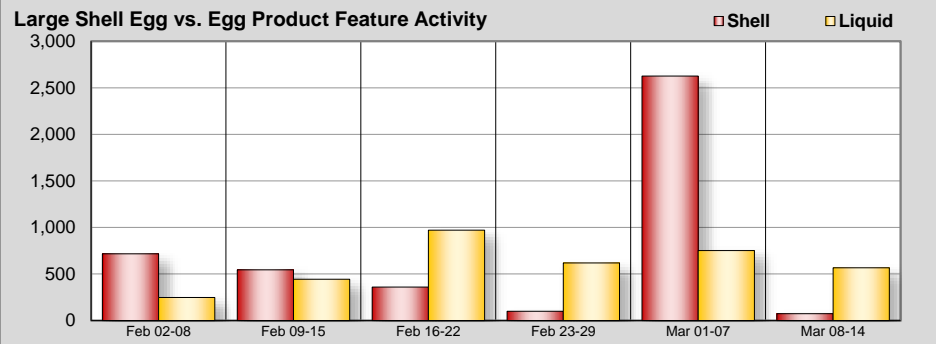


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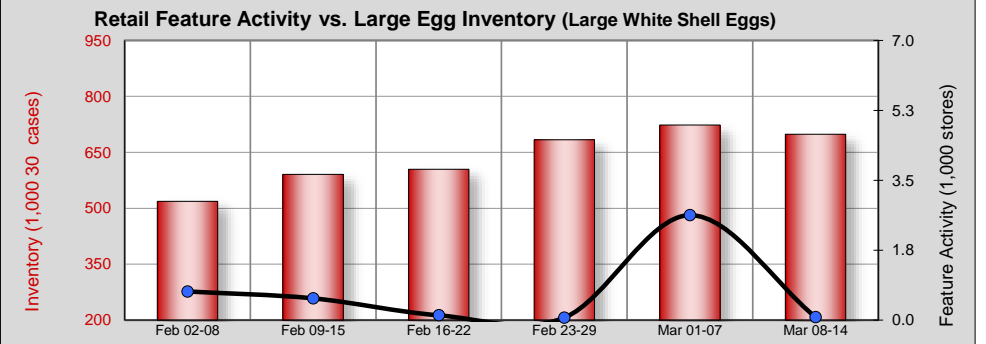
Fri. Mar 08, 2024

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	2.3%	3.0%	0.2%	9.3% of 5,500 sampled	0.6% of 7,400 sampled	1.2% of 6,100 sampled	1.1% of 4,900 sampled	0.0% of 3,800 sampled	0.0% of 1,300 sampled
2/ Activity Index	567	752	60	Activity Index = 405	Activity Index = 46	Activity Index = 62	Activity Index = 54	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	123 4.45	613 3.41	50 4.35	3.49 - 4.99 123 4.45					
32 oz. crtn	444 5.35	139 6.27	10 5.00	4.49 - 6.99 282 5.33	5.99 - 6.99 46 6.95	4.99 62 4.99	4.49 54 4.49		
3 - 4 oz. cup									
2 - 8 oz. cup									
EGG PRODUCTS				ALASKA	HAWAII				
1/ Feature Rate				15.0% 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									

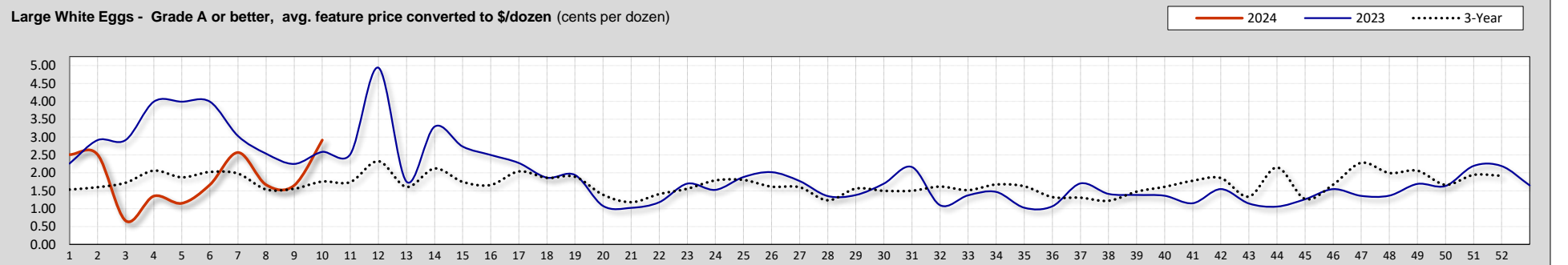
Large Shell Egg vs. Egg Product Feature Activity



Retail Feature Activity vs. Large Egg Inventory (Large White Shell Eggs)



Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



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>