



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 11/09 thru 11/15.

(prices in dollars per carton)

Fri. Nov 09, 2018

SHELL EGG NATIONAL SUMMARY

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR						
	29.9% of 29,100 stores		34.2% of 29,100 stores				33.3% 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			1,295	1.11	9	2.19	438	1.21	20	1.99	480	0.97
	White 18 pack			858	2.00			300	2.11			476	1.83
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack	207	1.50					586	1.09	6	2.00	453	0.92
White 18 pack	4	1.69					200	2.15			175	1.67	
Brown 12 pack							98	1.66					
SPECIALTY	USDA ORGANIC												
	White 12 pack			67	3.99			37	4.99			53	1.99
	Brown 12 pack	147	3.99			20	3.99	3,268	3.72			1,162	4.10
	OMEGA-3												
	White 12 pack	358	2.51			621	2.67	2,597	2.31	8	1.99	649	2.14
	Brown 12 pack							9	2.50			12	2.99
	CAGE-FREE												
	White 12 pack			14	1.50	14	2.79	315	1.93	6	1.99	341	2.46
	Brown 12 pack			1,798	3.20	144	2.52	3,545	3.05	213	2.99	5,817	2.80
	VEGETARIAN FED												
White 12 pack			26	3.19							11	2.50	
Brown 12 pack			72	2.00			92	2.28					

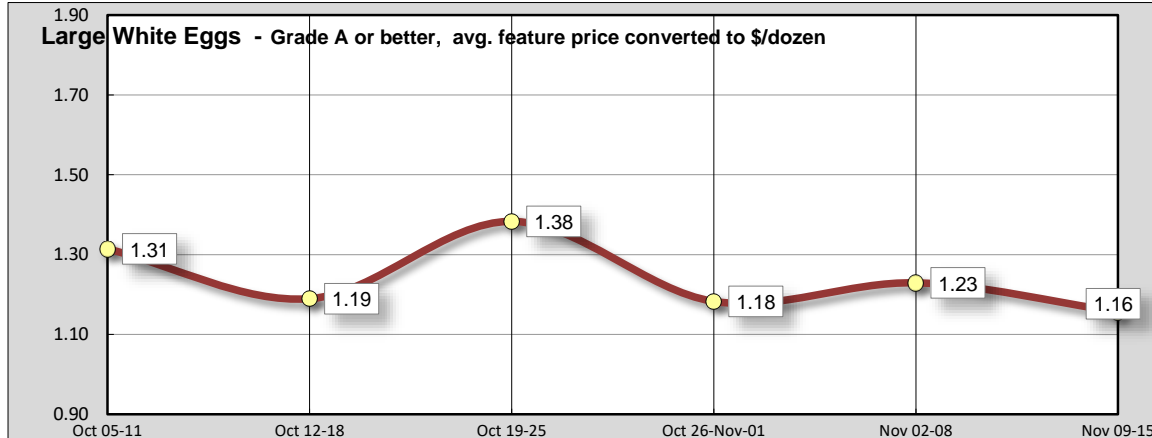
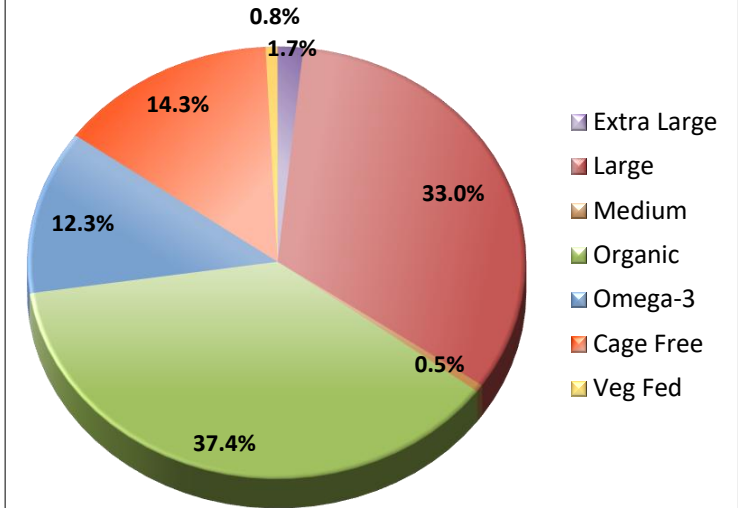
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	4,409	1,533	1,610	Large Eggs on Nov-05-2018
Specialty	8,236	10,662	8,272	
Total (includes MD)	12,714	12,451	10,210	754.5
Special Rate 4/:	1.1%	6.1%	1.5%	up 4.4%

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

SHELL EGG and EGG PRODUCTS FEATURING

Promotional activity for regular shell eggs is considerably more active as Thanksgiving Day and baking season approaches. Although shoppers will be excited to see lower prices for Grade A, or better Large White eggs, the number of "no price" incentives decline. Ads for Medium eggs are limited, but Extra Large rebound with more features this cycle. Specialty shell egg features are less active than a week ago with cage-free and Omega-3 ads fewer in number. USDA Organic eggs are slightly higher, and vegetarian-fed eggs are steady. Featuring of liquid egg products decline. Egg nog season is under way for the upcoming holidays and the half gallon units, predominantly favored by grocers, are claiming a significant amount of ad space this week.

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/}		38.0% of 5,500 sampled outlets Activity Index = 3,046 (includes Medium)						13.4% of 7,400 sampled outlets Activity Index = 2,651 (includes Medium)						26.4% of 6,100 sampled outlets Activity Index = 1,934 (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				1.19	161	1.19				1.99	4	1.99				0.99 - 1.99	9	1.10		
	White 18 pack				2.00	5	2.00														
	Brown 12 pack																				
	MEDIUM	White 12 pack						White 12 pack						White 12 pack							
USDA GRADE A	White 12 pack	1.50	207	1.50	0.88 - 1.99	208	1.32				0.88 - 1.25	510	1.05				0.79 - 1.50	689	1.04		
	White 18 pack	1.69	4	1.69	2.50	20	2.50										1.99	107	1.99		
	Brown 12 pack				1.69	72	1.69														
	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				3.99	67	3.99													
		Brown 12 pack	3.99	147	3.99	2.50 - 5.49	1,077	3.80				3.49 - 4.99	1,652	4.12				2.99 - 3.99	765	3.56	
		OMEGA-3																			
		White 12 pack	2.50	333	2.50	1.99 - 3.79	352	2.58	2.50 - 2.69	24	2.67	2.00 - 2.50	247	2.07	2.50	1	2.50	1.99 - 2.50	114	2.07	
		Brown 12 pack																			
		CAGE-FREE																			
		White 12 pack																1.50	14	1.50	
	Brown 12 pack				2.50 - 3.99	307	3.36				3.00	214	3.00				1.99 - 2.99	226	2.57		
	VEGETARIAN FED																				
	White 12 pack				2.50	14	2.50														
	Brown 12 pack				2.00	72	2.00														
		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/}		34.1% of 4,900 sampled outlets Activity Index = 2,039 (includes Medium)						52.2% of 3,800 sampled outlets Activity Index = 2,446 (includes Medium)						39.3% of 1,300 sampled outlets Activity Index = 508 (includes Medium)							
USDA GRADE AA	White 12 pack				0.88	114	0.88				0.98 - 1.50	583	1.16				0.99 - 1.29	384	1.01		
	White 18 pack				0.99 - 2.50	379	1.83				1.99 - 2.99	373	2.23				0.99 - 2.00	88	1.88		
	Brown 12 pack																				
	MEDIUM	White 12 pack			1.00 5 1.00			White 12 pack			0.80 - 2.00 32 1.38			White 12 pack							
USDA GRADE A	White 12 pack				0.88 - 1.49	201	0.97				0.99	91	0.99				0.99	17	0.99		
	White 18 pack				1.77 - 1.85	67	1.79														
	Brown 12 pack				1.59	26	1.59														
	MEDIUM	White 12 pack White 30 pack			0.66 23 0.66			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				3.49 - 3.99	659	3.62				3.49 - 3.99	377	3.87				3.49	17	3.49	
		OMEGA-3																			
		White 12 pack				1.99 - 2.49	475	2.14				1.99 - 2.99	17	2.93				1.99	2	1.99	
		Brown 12 pack																			
		CAGE-FREE																			
		White 12 pack																			
	Brown 12 pack				2.50 - 2.79	90	2.63				2.66 - 3.99	961	3.40								
	VEGETARIAN FED																				
	White 12 pack										3.99	12	3.99								
	Brown 12 pack																				

		ALASKA (AK)						HAWAII (HI)					
Feature Rate ^{1/} Activity Index ^{2/}		0.0% of 100 sampled outlets Activity Index = 26 (includes Medium)						0.0% of 100 sampled outlets Activity Index = 64 (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				1.49 - 1.69	26	1.53				1.49	27	1.49
	White 18 pack												
	Brown 12 pack												
	MEDIUM	White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack										4.39	3	4.39
	White 18 pack										3.00	34	3.00
	Brown 12 pack												
	MEDIUM	White 12 pack						White 12 pack					
		White 30 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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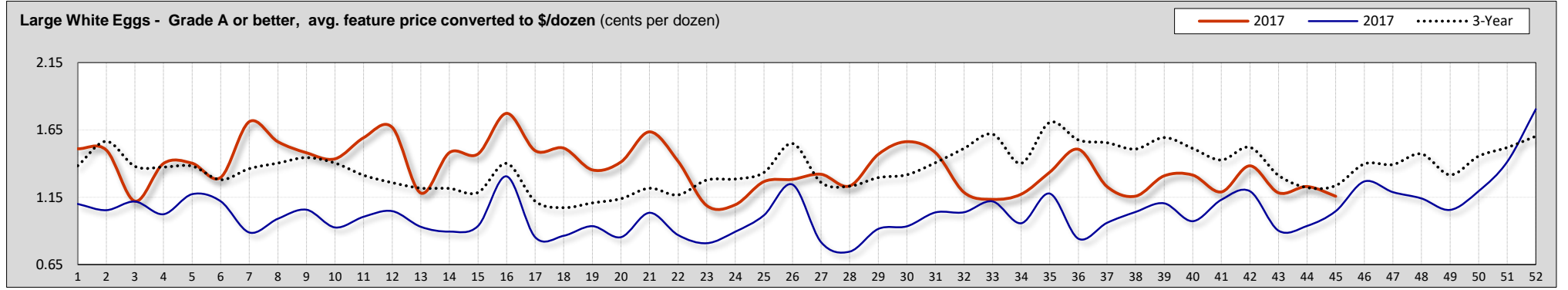
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EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST	
1/ Feature Rate	0.7%	2.6%	1.4%	1.5% of 5,500 sampled		0.4% of 7,400 sampled		0.0% of 6,100 sampled		1.7% of 4,900 sampled		0.5% of 3,800 sampled		0.0% of 1,300 sampled	
2/ Activity Index	508	1,238	416	Activity Index = 106		Activity Index = 280		Activity Index = 0		Activity Index = 86		Activity Index = 36		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	156 3.00	547 2.94	317 2.50	2.99 - 3.00	90 2.99	3.00	66 3.00								
32 oz. crtn	352 4.72	691 4.32	99 3.79	5.39	16 5.39	5.39	214 5.39			2.50 - 3.00	86 2.80	4.99	36 4.99		
3 - 4 oz. cup															
2 - 8 oz. cup															
EGG PRODUCTS				ALASKA		HAWAII									
1/ Feature Rate				28.0% of 100 sampled		56.6% 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															

EGG NOG	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST	
1/ Feature Rate	10.9%		4.3%	12.7% of 4,400 sampled		6.2% of 6,000 sampled		9.9% of 4,000 sampled		15.5% of 4,000 sampled		12.2% of 2,900 sampled		18.9% of 1,200 sampled	
2/ Activity Index	3,240		1,200	Activity Index = 840		Activity Index = 540		Activity Index = 620		Activity Index = 750		Activity Index = 240		Activity Index = 250	
	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/}
32 ounce	700 3.30		410 2.32	2.79 - 3.99	550 3.63	1.81 - 2.99	60 2.24	1.99 - 2.50	30 2.09	1.99	60 1.99				
64 ounce	2,550 3.38		840 3.63	4.99 - 5.69	290 5.35	2.99 - 5.69	480 3.01	1.97 - 3.99	590 2.94	2.99 - 3.99	690 3.20	3.50	240 3.50	2.99 - 4.49	250 3.25
EGG NOG				ALASKA		HAWAII									
1/ Feature Rate				11.8% of 100 sampled		0.0% of 100 sampled									
2/ Activity Index				Activity Index = 10		Activity Index = 0									
				Price Range	Stores Avg ^{3/}	Price Range	Stores Avg ^{3/}								
32 ounce															
64 ounce				3.49	10 3.49										



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>