



**USDA National Retail Report - Shell Egg and Egg Products**

Fri. Dec 01, 2023

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 12/01 thru 12/07.

(prices in dollars per carton)

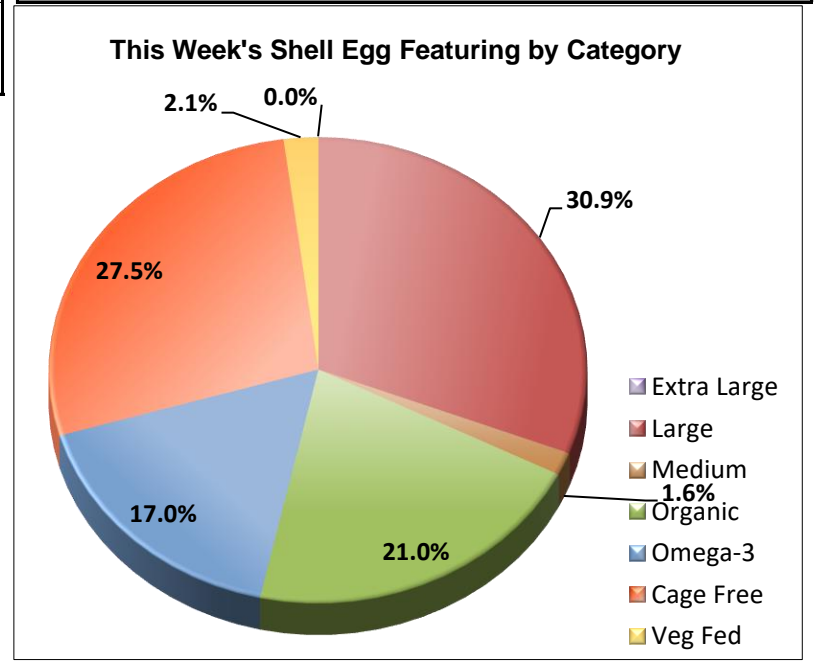
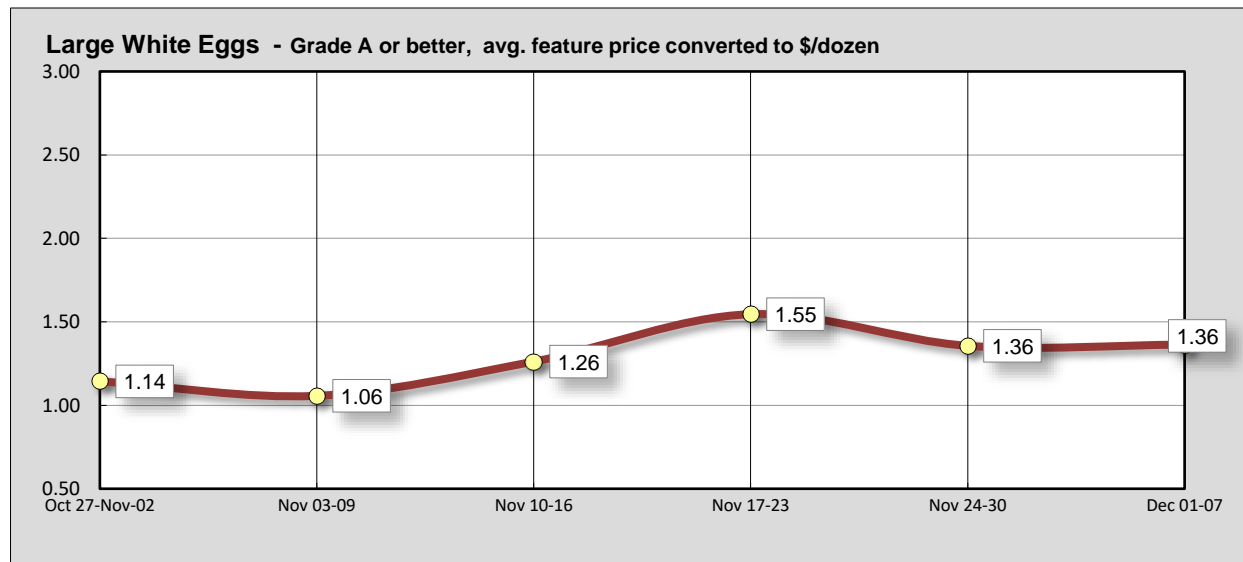
SHELL EGG NATIONAL SUMMARY												
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
	20.7% of 29,200 stores				22.7% of 29,200 stores				4.0% of 29,200 stores			
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE	
	Stores	Avg	Avg	Stores	Avg	Avg	Stores	Avg	Stores	Avg		
REGULAR	USDA GRADE AA		985 1.20									
	White 12 pack											
	White 18 pack											
	Brown 12 pack											
	USDA GRADE A		1,353 1.48				158 1.40		129 3.52			
	White 12 pack						227 1.99					
SPECIALTY	USDA ORGANIC						43 4.49					
	White 12 pack				70 3.00		1,856 4.97		24 5.22			
	Brown 12 pack											
	OMEGA-3		533 4.03		752 2.25		434 2.74		77 3.99			
	White 12 pack						225 2.76		37 4.50			
	Brown 12 pack											
	CAGE-FREE						186 2.89		267 4.55			
	White 12 pack		27 3.00				750 2.31		272 3.64			
	Brown 12 pack		2,056 3.47									
	VEGETARIAN FED											
White 12 pack												
Brown 12 pack		158 3.93										

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,338	385	129	Large Eggs on Nov-27-2023
Specialty	5,120	3,564	677	
Total (includes MD)	7,578	3,949	955	739.2
Special Rate 4/:	1.0%	0.9%	1.7%	up 10.5%

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

**SHELL EGG and EGG PRODUCTS FEATURING**

Regular shell egg feature rate is lower this week. The weighted average price of USDA Grade A Large or better eggs to consumers is steady. In this week's ad cycle, special rates slightly increase. Advertisements for Extra Large are nominal and Medium eggs are higher this week. Feature activity for specialty shell eggs is higher. 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>







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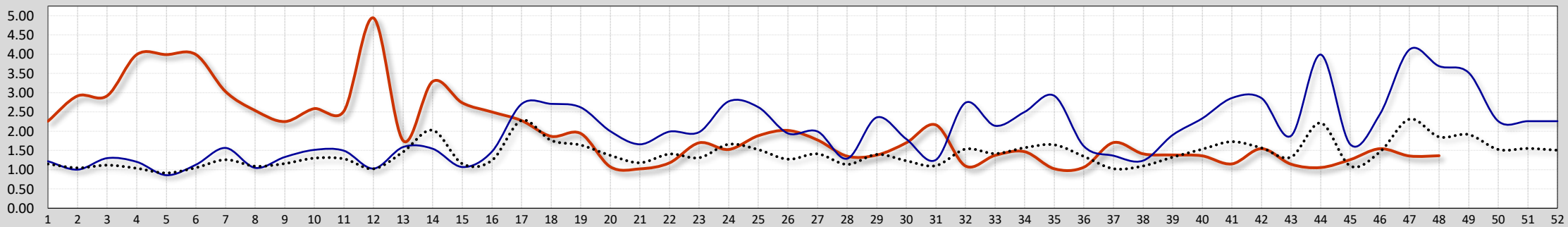
(prices in dollars per carton)

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	1.0%	1.2%	0.5%	4.1% of 5,500 sampled	0.6% of 7,400 sampled	0.0% of 6,100 sampled	0.6% of 4,900 sampled	0.0% of 3,800 sampled	0.0% of 1,300 sampled
2/ Activity Index	301	374	290	Activity Index = 226	Activity Index = 44	Activity Index = 0	Activity Index = 31	Activity Index = 0	Activity Index = 0
	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	209 3.79	31 3.99	146 3.63	3.00 - 3.99 178 3.76			3.99 31 3.99		
32 oz. crtn	92 5.99	343 5.71	103 3.49	5.99 48 5.99	5.99 44 5.99				
3 - 4 oz. cup									
2 - 8 oz. cup			41 2.99						
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 <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>				
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	11.6%			12.5% of 4,400 sampled	6.2% of 6,000 sampled	17.5% of 4,000 sampled	10.7% of 4,000 sampled	17.0% of 2,900 sampled	0.0% of 1,200 sampled
2/ Activity Index	3,390			Activity Index = 680	Activity Index = 460	Activity Index = 1,070	Activity Index = 530	Activity Index = 650	Activity Index = 0
	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>
32 ounce	3,160 3.90			3.36 - 3.99 450 3.67	3.99 460 3.99	3.49 - 3.99 1,070 3.86	3.99 530 3.99	3.99 650 3.99	
64 ounce	230 6.28			5.99 - 6.99 230 6.28					
EGG NOG				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 <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>				
32 ounce									
64 ounce									

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

— 2023 — 2022 ..... 3-Year



Note: See page 1 for explanatory notes.

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