



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 04/03 thru 04/09.

Fri. Apr 03, 2020

(prices in dollars per carton)

SHELL EGG NATIONAL SUMMARY													
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	1.2% of 29,200 stores				7.9% of 29,200 stores				30.3% of 29,200 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			6	3.00			15	1.98	43	1.25	250	1.05
	White 18 pack									14	2.69	1,027	1.85
	Brown 12 pack									97	1.99		
	USDA GRADE A												
	White 12 pack							54	1.49	88	2.84	554	1.03
White 18 pack							168	1.82			302	1.83	
Brown 12 pack											97	1.27	
SPECIALTY	USDA ORGANIC												
	White 12 pack												
	Brown 12 pack			213	3.53			264	4.04			794	4.10
	OMEGA-3												
	White 12 pack			81	2.68			1,029	2.54	28	2.68	1,963	2.09
	Brown 12 pack												
	CAGE-FREE												
	White 12 pack							34	2.00			233	2.35
Brown 12 pack	77	4.99	87	3.09	64	3.50	1,166	2.58	323	3.99	3,427	2.66	
VEGETARIAN FED													
White 12 pack													
Brown 12 pack					77	4.79	173	1.99	23	2.00	474	2.47	

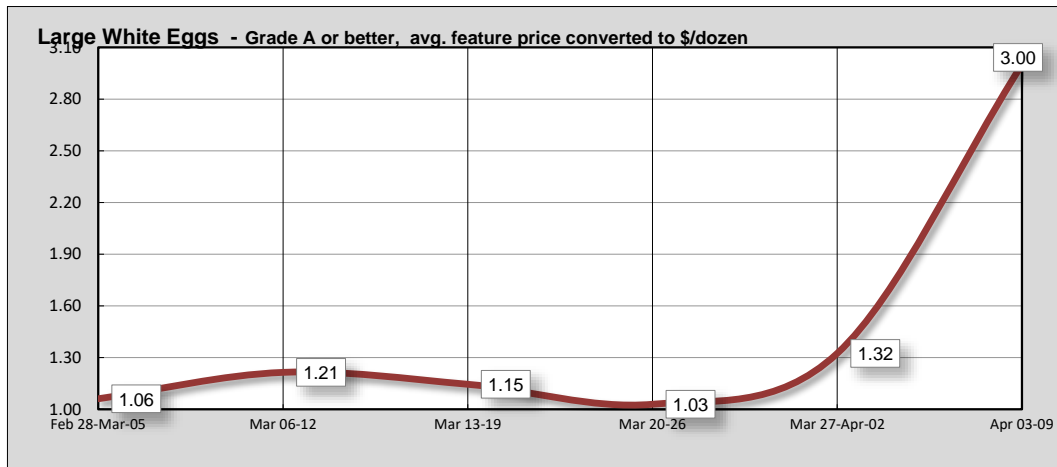
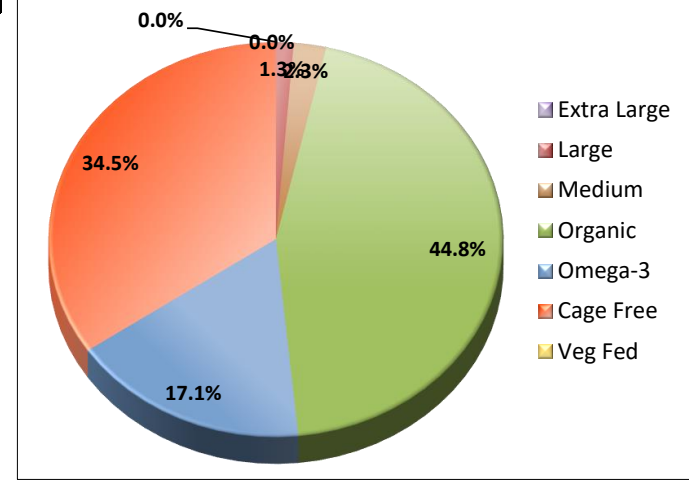
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	6	237	2,472	Large Eggs on Mar-30-2020
Specialty	458	2,807	7,265	
Total (includes MD)	475	3,044	9,769	447.1
Special Rate 4/:	0.0%	0.1%	4.9%	down 2.2%

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

SHELL EGG and EGG PRODUCTS FEATURING

As we move nearer to Easter and the Passover season, promotional activity for regular shell eggs have come to an almost full stop as some retailers have limited sale items or have suspended their ads this week. The weighted average price to consumers for Large white eggs, Grade A or better is sharply higher, however this continues to be based on extremely limited promotions. Retailers have backed away from offering consumers "no price" incentive. Ads for Medium eggs are showing up sporadically, however ads for Extra Large remain nonexistent. Feature activity for specialty shell eggs declined due to a sharp drop in promotions for these egg types. Promotional activity for liquid eggs increases and is commanding more ad space than shell egg varieties.

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.)

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/}		1.6% of 5,500 sampled outlets Activity Index = 442 (includes Medium)						0.1% of 7,400 sampled outlets Activity Index = 10 (includes Medium)						3.3% of 6,100 sampled outlets Activity Index = 0 (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																		
	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					3.49 - 3.99	211	3.51											
	OMEGA-3 White 12 pack Brown 12 pack					2.66	77	2.66											
	CAGE-FREE White 12 pack Brown 12 pack	4.99	77	4.99	3.00 - 3.29	77	3.06			3.29	10	3.29							
	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/}		0.8% of 4,900 sampled outlets Activity Index = 0 (includes Medium)						0.0% of 3,800 sampled outlets Activity Index = 0 (includes Medium)						0.8% of 1,300 sampled outlets Activity Index = 11 (includes Medium)					
USDA GRADE AA	White 12 pack White 18 pack Brown 12 pack																		
	MEDIUM			White 12 pack						White 12 pack					White 12 pack	1.48	11	1.48	
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																		
	OMEGA-3 White 12 pack Brown 12 pack																		
	CAGE-FREE White 12 pack Brown 12 pack																		
	VEGETARIAN FED White 12 pack Brown 12 pack																		

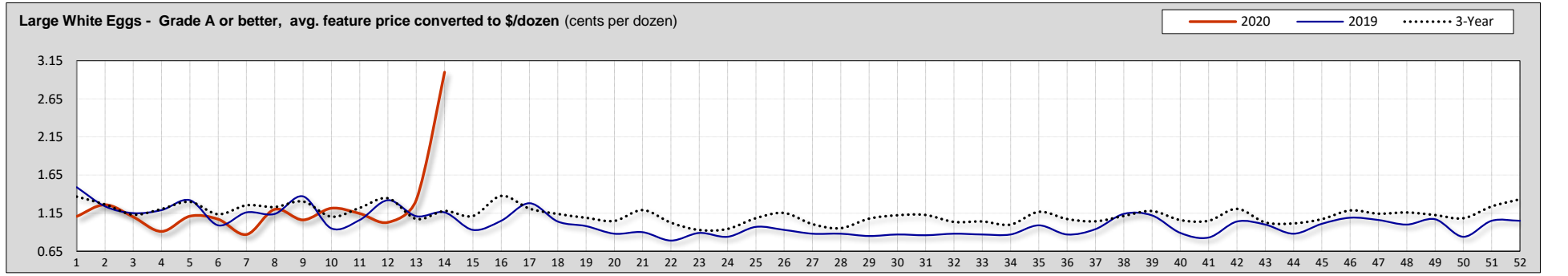
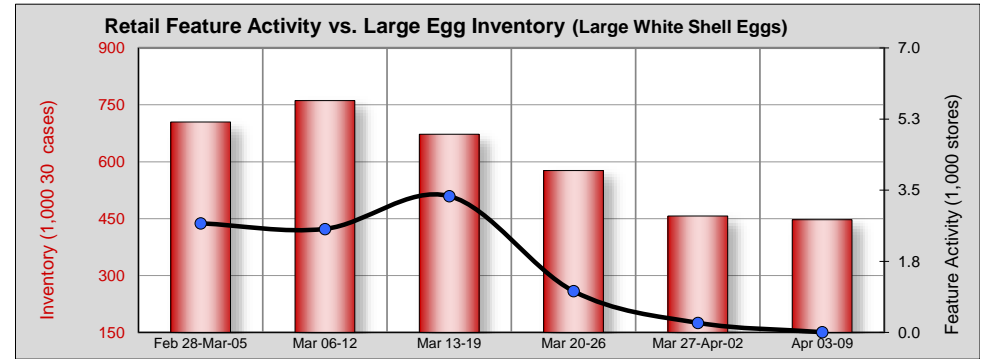
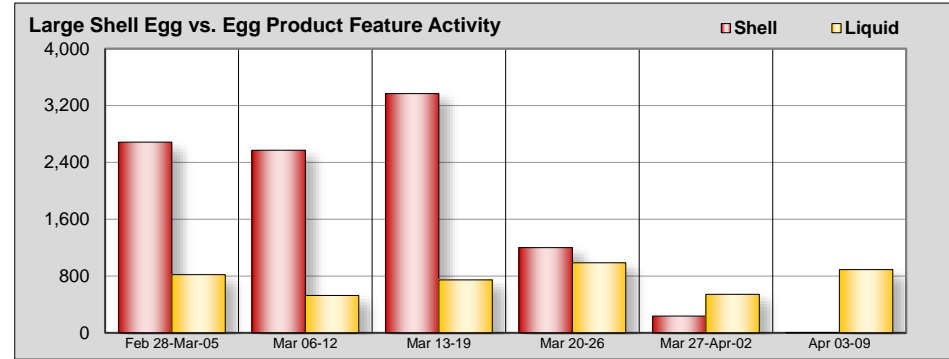
		ALASKA (AK)						HAWAII (HI)					
Feature Rate ¹⁷ Activity Index ²¹		0.0% of 100 sampled outlets Activity Index = 6 (includes Medium)						0.0% of 100 sampled outlets Activity Index = 6 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack										3.00	6	3.00
	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 12 pack					
		White 30 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				5.29	2	5.29						
	OMEGA-3												
	White 12 pack				3.00	4	3.00						
	Brown 12 pack												
	CAGE-FREE												
	White 12 pack												
	Brown 12 pack												
	VEGETARIAN FED												
	White 12 pack												
	Brown 12 pack												



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EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST	
1/ Feature Rate	2.2%	1.9%	5.9%	1.6% of 5,500 sampled		3.9% of 7,400 sampled		3.8% of 6,100 sampled		0.8% of 4,900 sampled		0.0% of 3,800 sampled		0.3% of 1,300 sampled	
2/ Activity Index	891	543	1,308	Activity Index = 313		Activity Index = 541		Activity Index = 33		Activity Index = 0		Activity Index = 0		Activity Index = 4	
	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	411 2.32	543 2.55	387 2.84	1.98 - 2.99	269 2.24	3.29	105 2.82	1.50	33 1.50					-	1.50 4 1.50
32 oz. crtn	480 4.10		921 4.36	3.50 - 4.69	44 4.10	3.50 - 4.69	436 4.10								
3 - 4 oz. cup															
2 - 8 oz. cup															
EGG PRODUCTS				ALASKA		HAWAII									
1/ Feature Rate				6.0% of 100 sampled		5.7% 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															



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>