



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 03/12 thru 03/18.

(prices in dollars per carton)

Fri. Mar 12, 2021

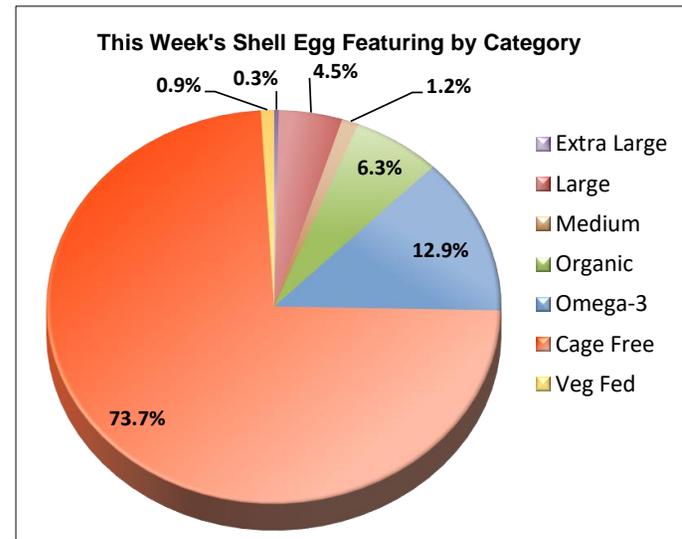
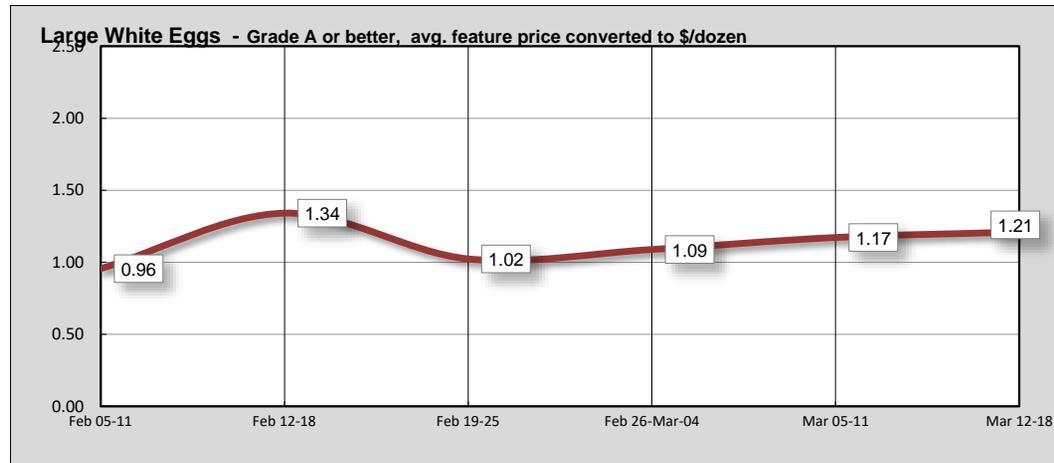
SHELL EGG NATIONAL SUMMARY													
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	43.8% of 29,200 stores				43.7% of 29,200 stores				31.1% of 29,200 stores				
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE		
	Stores	Avg	Avg	Stores	Avg	Avg	Stores	Avg	Stores	Avg			
REGULAR	USDA GRADE AA												
	White 12 pack			45	0.78		118	1.45	207	0.99	1,488	1.03	
	White 18 pack			134	3.14		11	2.99			608	2.50	
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack	43	1.50	410	0.97		74	1.08			1,177	0.98	
White 18 pack			10	1.69	54	1.99	250	1.55		81	2.81		
Brown 12 pack										14	2.99		
SPECIALTY	USDA ORGANIC												
	White 12 pack						12	4.69			35	5.99	
	Brown 12 pack			833	3.46		695	4.20	132	3.50	1,534	4.18	
	OMEGA-3												
	White 12 pack			1,644	2.50	708	2.00	3,838	2.21	292	2.71	2,712	2.22
	Brown 12 pack			56	1.99			288	2.49				
	CAGE-FREE												
	White 12 pack			15	1.50			587	2.82			207	2.49
	Brown 12 pack			9,695	2.54	1,114	2.60	8,390	2.57			3,064	2.44
	VEGETARIAN FED												
White 12 pack							103	1.99	97	1.69			
Brown 12 pack			124	2.14			151	2.12			872	2.23	

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	642	507	3,575	Large Eggs on Mar-08-2021
Specialty	12,367	15,886	8,945	
Total (includes MD)	13,167	16,464	12,585	732.8
Special Rate 4/:	1.5%	2.0%	0.2%	up 6.3%

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

SHELL EGG and EGG PRODUCTS FEATURING

An increase in features near the end of the ad cycle helped to push regular shell egg promotional activity higher than a week ago. The weighted average price of Grade A, or better Large White eggs to consumers is only a few cents more than the previous week. There is a slight decline in the number of "no price" specials offered to shoppers. Extra Large and Medium egg ads remain very hard to find. This weeks feature activity for specialty shell eggs is significantly more active than regular shell, but is less active when compared to specialty featuring last week. Cage-free brown eggs continue to be the popular favorite and found in flyers throughout the country. Promotions for liquid egg products sharply decline.



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/}		36.5% of 5,500 sampled outlets Activity Index = 2,122 (includes Medium)						44.9% of 7,400 sampled outlets Activity Index = 2,987 (includes Medium)						47.3% of 6,100 sampled outlets Activity Index = 2,931 (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				0.88 - 0.99	159	0.94						1.50	43	1.50		0.99	213	0.99
	MEDIUM	White 12 pack White 30 pack						White 12 pack White 30 pack						White 12 pack White 30 pack			0.99 12 0.99		
S P E C I A L T Y	USDA ORGANIC White 12 pack Brown 12 pack				4.59 - 4.99	171	4.75									2.98 - 3.99	73	3.17	
	OMEGA-3 White 12 pack Brown 12 pack				2.00 - 4.49	835	2.73			2.50	44	2.50				1.99 - 2.50	639	2.19	
	CAGE-FREE White 12 pack Brown 12 pack				2.48 - 3.79	833	2.81			1.50	3	1.50	2.48 - 2.99	2,940	2.68	1.99 - 2.99	1,883	2.47	
	VEGETARIAN FED White 12 pack Brown 12 pack				2.00 - 2.28	124	2.14												
		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/}		52.7% of 4,900 sampled outlets Activity Index = 3,031 (includes Medium)						42.6% of 3,800 sampled outlets Activity Index = 1,621 (includes Medium)						23.6% of 1,300 sampled outlets Activity Index = 402 (includes Medium)					
USDA GRADE AA	White 12 pack White 18 pack Brown 12 pack											1.00	21	1.00			- 1.00	24	0.58
	MEDIUM	White 12 pack						White 12 pack			1.20 109 1.20			White 12 pack			0.99 11 0.99		
USDA GRADE A	White 12 pack White 18 pack Brown 12 pack				0.99	38	0.99												
	MEDIUM	White 12 pack White 30 pack			2.48 16 2.48			White 12 pack White 30 pack			2.99 10 2.99			White 12 pack White 30 pack					
S P E C I A L T Y	USDA ORGANIC White 12 pack Brown 12 pack				2.99	510	2.99					3.99	79	3.99					
	OMEGA-3 White 12 pack Brown 12 pack				1.99 - 2.48	99	2.42			2.99	11	2.99				2.99	16	2.99	
	CAGE-FREE White 12 pack Brown 12 pack				1.49 - 3.00	2,358	2.29			2.48 - 3.49	1,277	2.60				2.33 - 3.00	351	2.58	
	VEGETARIAN FED White 12 pack Brown 12 pack																		

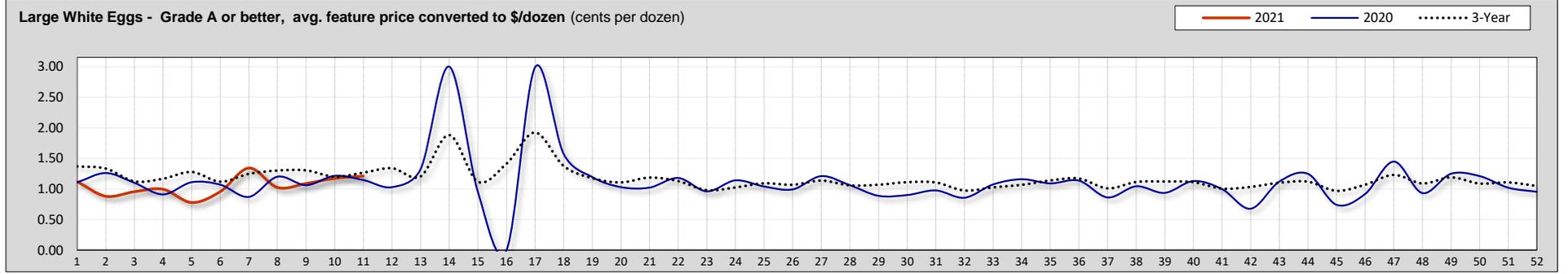
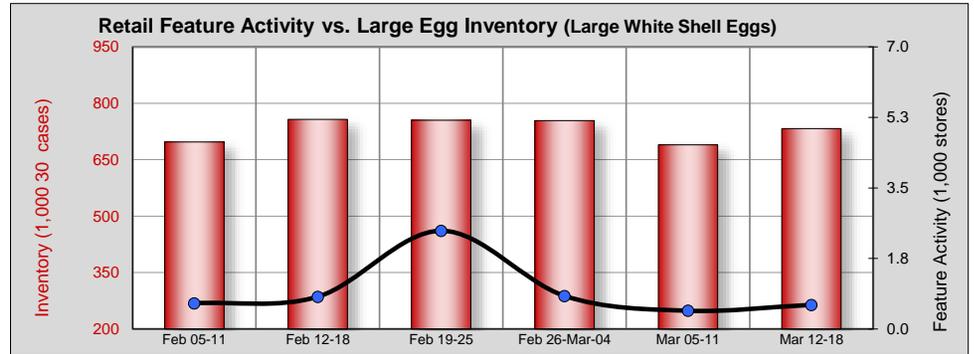
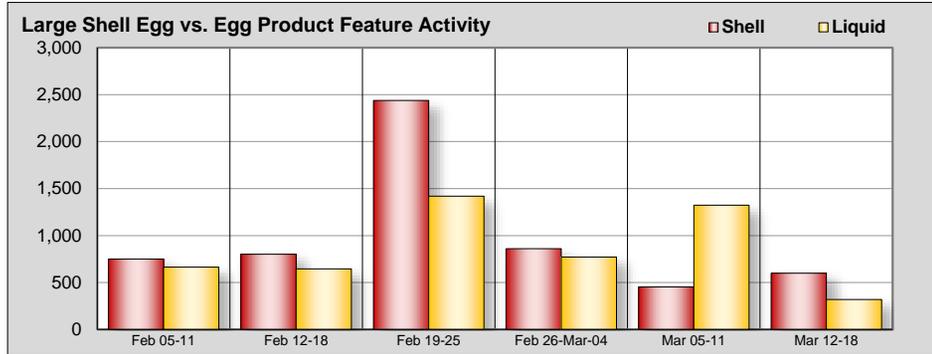
		ALASKA (AK)						HAWAII (HI)					
Feature Rate ¹⁷ Activity Index ¹⁸		0.0% of 100 sampled outlets Activity Index = 43 (includes Medium)						0.0% of 100 sampled outlets Activity Index = 30 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	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										3.99	20	3.99
	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				3.29	43	2.78				2.48	10	2.48
	VEGETARIAN FED White 12 pack Brown 12 pack												



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 (prices in dollars per carton)

Fri. Mar 12, 2021

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	0.9%	4.3%	2.6%	1.3% of 5,500 sampled	0.0% of 7,400 sampled	2.8% of 6,100 sampled	0.0% of 4,900 sampled	0.0% of 3,800 sampled	1.2% of 1,300 sampled
2/ Activity Index	319	1,323	746	Activity Index = 132	Activity Index = 0	Activity Index = 171	Activity Index = 0	Activity Index = 0	Activity Index = 16
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range Stores Avg ^{3/}					
14-16 oz. crtn	87 2.90	754 2.57	409 2.80	2.99 - 3.00 71 2.99		3.99 171 3.99			- 2.50 16 2.50
32 oz. crtn	232 4.25	569 4.01	337 3.57	4.99 61 4.99					
3 - 4 oz. cup									
2 - 8 oz. cup									
EGG PRODUCTS				ALASKA	HAWAII				
1/ Feature Rate				32.0% of 100 sampled	28.6% 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									



Note: See page 1 for explanatory notes.

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