



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 08/16 thru 08/22.
(prices in dollars per carton)

Fri. Aug 16, 2024

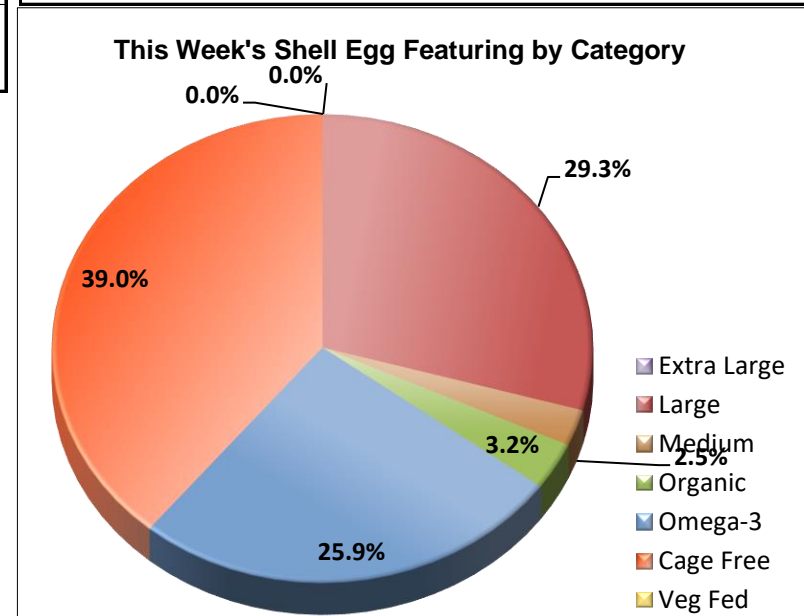
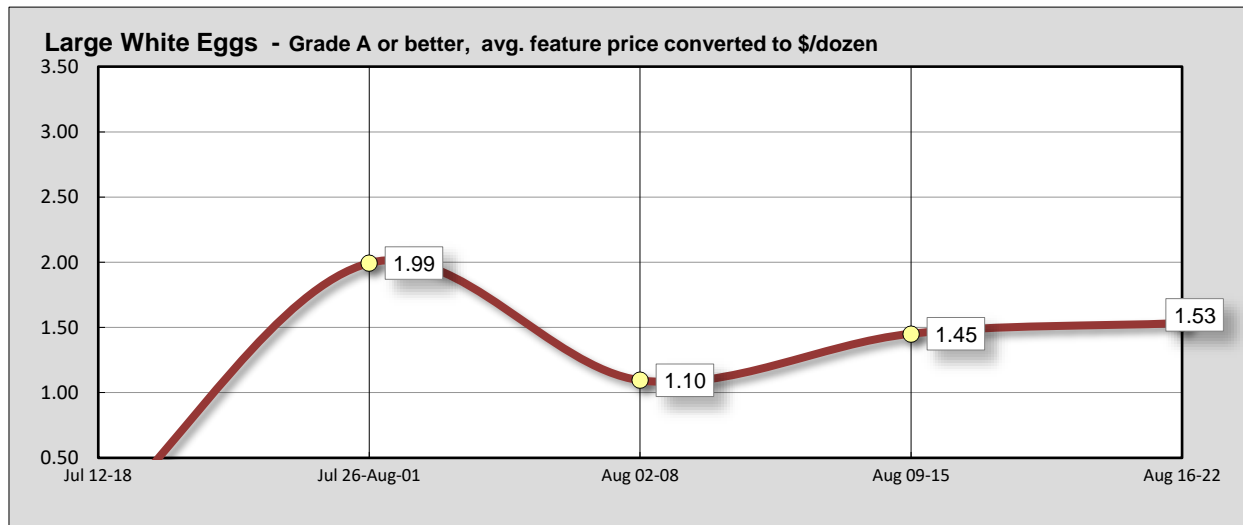
SHELL EGG NATIONAL SUMMARY											
Feature Rate		THIS WEEK			PREVIOUS WEEK			PREVIOUS YEAR			
		17.5% of 29,200 stores			16.1% of 29,200 stores			15.7% of 29,200 stores			
		X LARGE		LARGE	X LARGE		LARGE	X LARGE		LARGE	
		Stores	Avg	Avg	Stores	Avg	Avg	Stores	Avg	Stores	Avg
REGULAR	USDA GRADE AA										
	White 12 pack			55	0.78					270	1.99
	White 18 pack			1,667	2.28			682	1.97		
	Brown 12 pack										
	USDA GRADE A										
	White 12 pack			148	1.99			12	1.99	288	1.50
SPECIALTY	White 18 pack							179	2.92	2,054	1.27
	Brown 12 pack									76	2.82
	USDA ORGANIC										
	White 12 pack									15	3.48
	Brown 12 pack			207	4.51			320	4.99	176	5.99
	OMEGA-3										
	White 12 pack	90	2.99	1,451	3.16	330	2.99	380	2.51	949	2.85
	Brown 12 pack			112	2.50			71	2.50		
	CAGE-FREE										
	White 12 pack			1,303	2.68	275	3.45	702	3.67	756	2.81
Brown 12 pack	240	3.50	943	3.37			2,119	2.26	321	3.53	
VEGETARIAN FED											
	White 12 pack										
	Brown 12 pack										

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,870	873	2,688	Large Eggs on Aug-12-2024 528.2 down 8.1%
Specialty	4,346	4,197	2,217	
Total (includes MD)	6,376	5,070	4,993	
Special Rate 4/:	0.4%	0.2%	5.1%	

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

SHELL EGG and EGG PRODUCTS FEATURING

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



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/}		24.5% of 5,500 sampled outlets Activity Index = 1,792 (includes Medium)						11.2% of 7,400 sampled outlets Activity Index = 1,268 (includes Medium)						7.8% of 6,100 sampled outlets Activity Index = 598 (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										2.49	459	2.49						
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack White 18 pack Brown 12 pack																1.99	148	1.99
	MEDIUM	White 12 pack White 30 pack			1.99 65 1.99			White 12 pack White 30 pack			1.99 - 1.99 46 1.99			White 12 pack White 30 pack			1.99 25 1.99		
	USDA ORGANIC White 12 pack Brown 12 pack				3.99	65	3.99										3.99 - 4.99	142	4.75
	OMEGA-3 White 12 pack Brown 12 pack	2.99	90	2.99	2.50 - 3.99 2.50	915 112	3.27 2.50				2.49 - 3.39	275	2.94				2.50 - 2.99	171	2.95
	CAGE-FREE White 12 pack Brown 12 pack				2.99 - 3.49 3.49 - 3.50	213 310	3.40 3.49				2.28 - 2.99 3.50	52 218	2.31 3.50				2.65 - 2.97	112	2.81
	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/}		20.2% of 4,900 sampled outlets Activity Index = 1,269 (includes Medium)						17.0% of 3,800 sampled outlets Activity Index = 645 (includes Medium)						61.0% of 1,300 sampled outlets Activity Index = 793 (includes Medium)					
USDA GRADE AA	White 12 pack White 18 pack Brown 12 pack				0.78 39 0.78 2.49 526 2.49												0.78 16 0.78 1.97 682 1.97		
	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			1.99 24 1.99			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				2.99	90	2.99												
	CAGE-FREE White 12 pack Brown 12 pack				3.27 287 3.27 2.99 - 3.37 303 3.35						1.99	645	1.99				3.99	95	3.99
	VEGETARIAN FED White 12 pack Brown 12 pack																		

		ALASKA (AK)						HAWAII (HI)					
Feature Rate "Activity Index"		0.0% of 100 sampled outlets Activity Index = 11 (includes Medium)						0.0% of 100 sampled outlets Activity Index = 0 (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												
	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				3.99 11 3.99								
	VEGETARIAN FED White 12 pack Brown 12 pack												

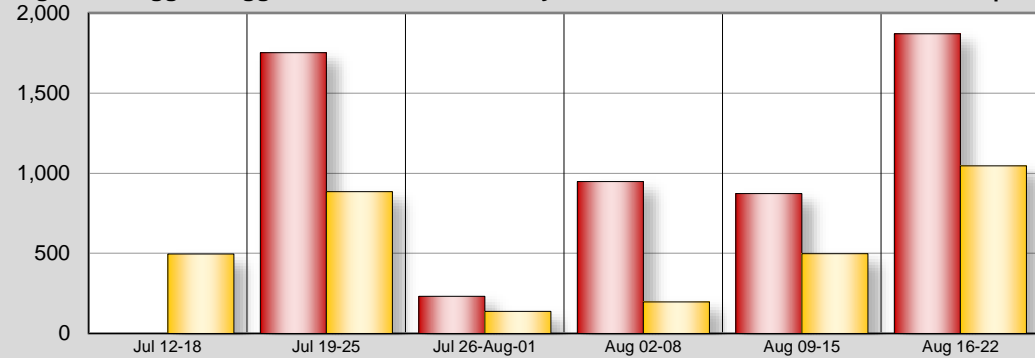


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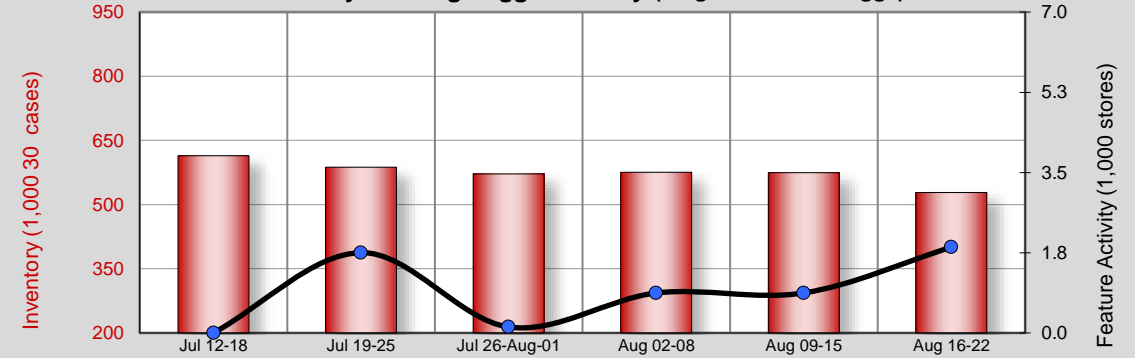
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EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	3.8%	1.7%	0.8%	5.7% of 5,500 sampled	3.7% of 7,400 sampled	0.0% of 6,100 sampled	2.2% of 4,900 sampled	10.6% of 3,800 sampled	0.0% of 1,300 sampled
2/ Activity Index	1,046	498	594	Activity Index = 292	Activity Index = 275	Activity Index = 0	Activity Index = 77	Activity Index = 402	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	246 3.25	406 4.38	291 4.48	2.97 189 2.97	4.69 57 4.18				
32 oz. crtn	800 4.52	92 6.99	303 5.25	5.99 103 5.99	4.99 218 4.99		3.99 77 3.99	3.99 402 3.99	
3 - 4 oz. cup									
2 - 8 oz. cup									
EGG PRODUCTS				ALASKA	HAWAII				
1/ Feature Rate				11.0% of 100 sampled	19.0% 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									

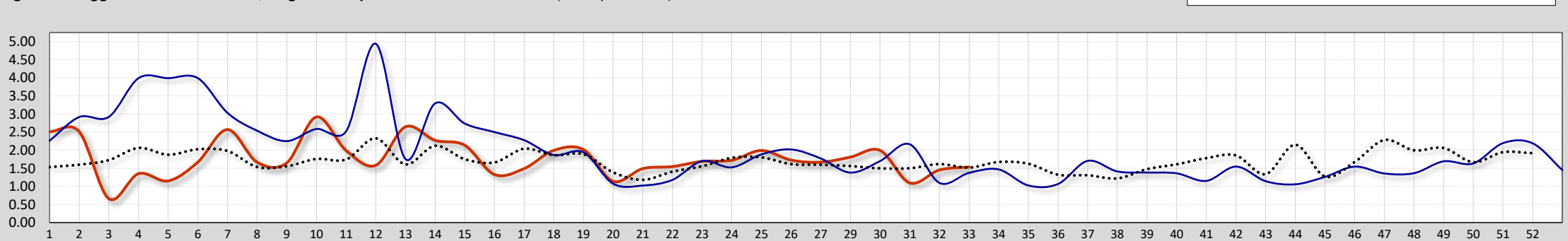
Large Shell Egg vs. Egg Product Feature Activity



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>