



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 06/28 thru 07/04.

(prices in dollars per carton)

Fri. Jun 28, 2024

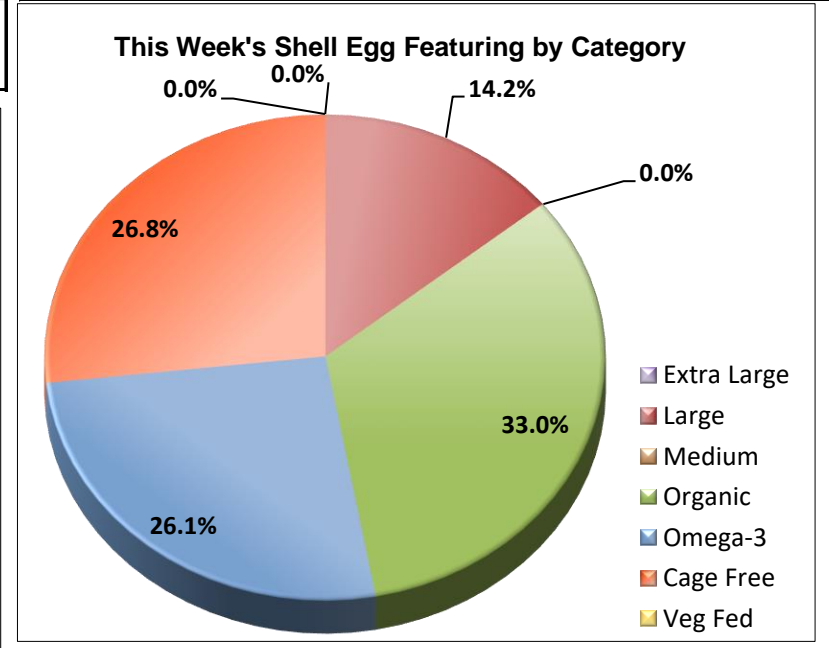
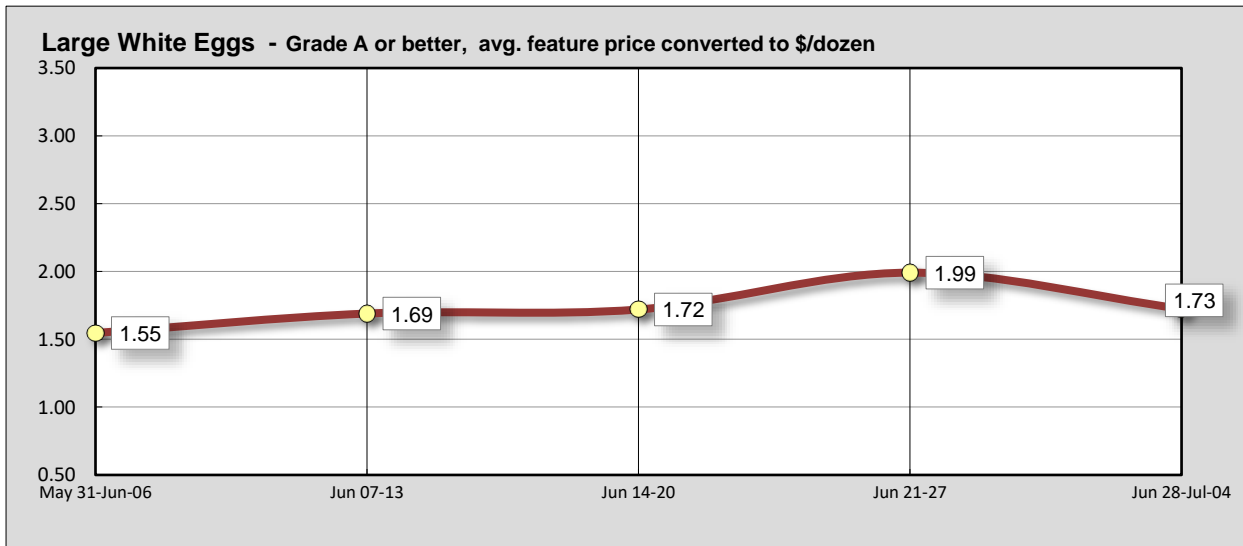
SHELL EGG NATIONAL SUMMARY													
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	17.7% of 29,200 stores				13.0% of 29,200 stores				4.8% of 29,200 stores				
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE		
	Stores	Avg	Avg	Stores	Avg	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
REGULAR	USDA GRADE AA												
	White 12 pack												
	White 18 pack												
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack			850	1.73			143	1.99	10	3.29	201	2.03
White 18 pack							118	2.99			54	2.99	
Brown 12 pack													
SPECIALTY	USDA ORGANIC												
	White 12 pack							50	3.84				
	Brown 12 pack			1,978	4.46	68	5.99	609	4.46			647	4.17
	OMEGA-3												
	White 12 pack	301	2.69	1,200	2.59	240	2.50	1,383	2.35			342	3.32
	Brown 12 pack			66	3.99			57	3.49			10	2.99
	CAGE-FREE												
	White 12 pack	54	4.00	135	4.64			54	3.99			13	3.50
	Brown 12 pack	240	3.99	1,176	3.15			1,887	3.21			296	3.47
	VEGETARIAN FED												
White 12 pack													
Brown 12 pack													

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	850	261	265	Large Eggs on Jun-24-2024
Specialty	5,150	4,348	1,308	
Total (includes MD)	6,000	4,625	1,649	683.1
Special Rate 4/:	1.5%	0.0%	0.0%	up 9.0%

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 trending lower. In this week's ad cycle, special rates are higher. Advertisements for Extra Large and Medium eggs are nominal this week. Feature activity for specialty shell eggs is higher. 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.)

		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/}		25.1% of 5,500 sampled outlets Activity Index = 1,544 (includes Medium)						28.5% of 7,400 sampled outlets Activity Index = 2,974 (includes Medium)						10.5% of 6,100 sampled outlets Activity Index = 438 (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				1.99	65	1.99				1.99	5	1.99				1.99	25	1.99	
	White 18 pack																			
	Brown 12 pack																			
	MEDIUM		White 12 pack					White 12 pack						White 12 pack						
			White 30 pack					White 30 pack						White 30 pack						
S P E C I A L T Y	USDA ORGANIC																			
	White 12 pack																			
	Brown 12 pack				3.99 - 4.99	590	4.60				3.99 - 4.49	1,351	4.41							
	OMEGA-3																			
	White 12 pack	2.49 - 3.50	83	3.23	1.99 - 3.49	436	2.48	2.49	218	2.49	1.99 - 3.49	546	2.65			2.49 - 2.66	155	2.58		
	Brown 12 pack				3.99	66	3.99													
	CAGE-FREE																			
	White 12 pack																			
	Brown 12 pack	3.99	22	3.99	2.00 - 4.00	282	3.00	3.99	218	3.99	2.98 - 3.50	636	3.28			3.00	258	3.00		
	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/}		2.1% of 4,900 sampled outlets Activity Index = 103 (includes Medium)						6.8% of 3,800 sampled outlets Activity Index = 259 (includes Medium)						52.5% of 1,300 sampled outlets Activity Index = 682 (includes Medium)						
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				1.99	24	1.99				1.79 - 1.99	49	1.85			1.67	682	1.67		
	White 18 pack																			
	Brown 12 pack																			
	MEDIUM		White 12 pack					White 12 pack						White 12 pack						
			White 30 pack					White 30 pack						White 30 pack						
S P E C I A L T Y	USDA ORGANIC																			
	White 12 pack																			
	Brown 12 pack										3.99	37	3.99							
	OMEGA-3																			
	White 12 pack				2.66 - 2.99	63	2.74													
	Brown 12 pack																			
	CAGE-FREE																			
	White 12 pack				2.79	16	2.79	4.00	54	4.00	4.89	119	4.89							
	Brown 12 pack																			
	VEGETARIAN FED																			
	White 12 pack																			
	Brown 12 pack																			

		ALASKA (AK)						HAWAII (HI)					
Feature Rate ¹ Activity Index ²		0.0% of 100 sampled outlets Activity Index = 0 (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 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												



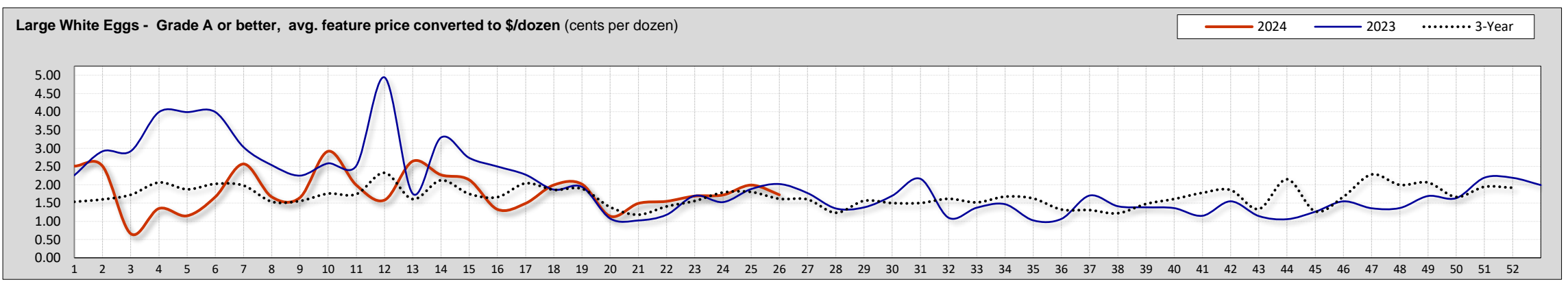
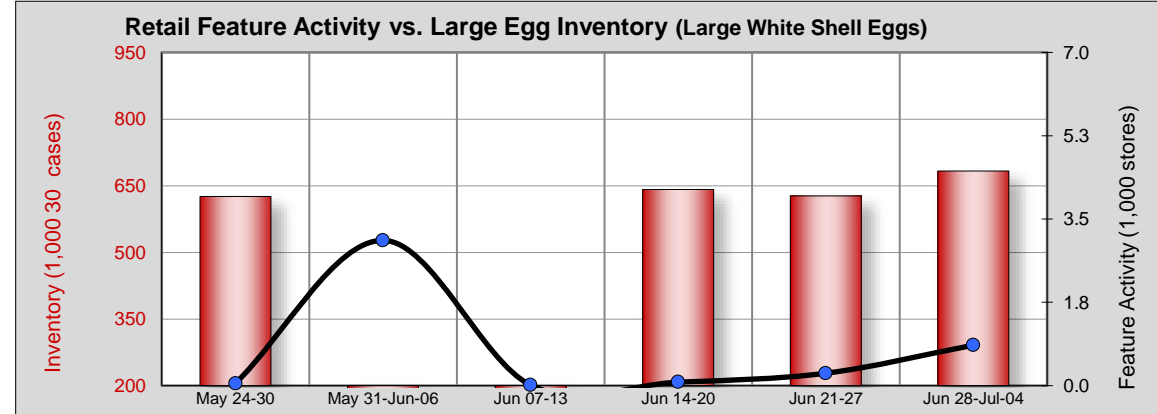
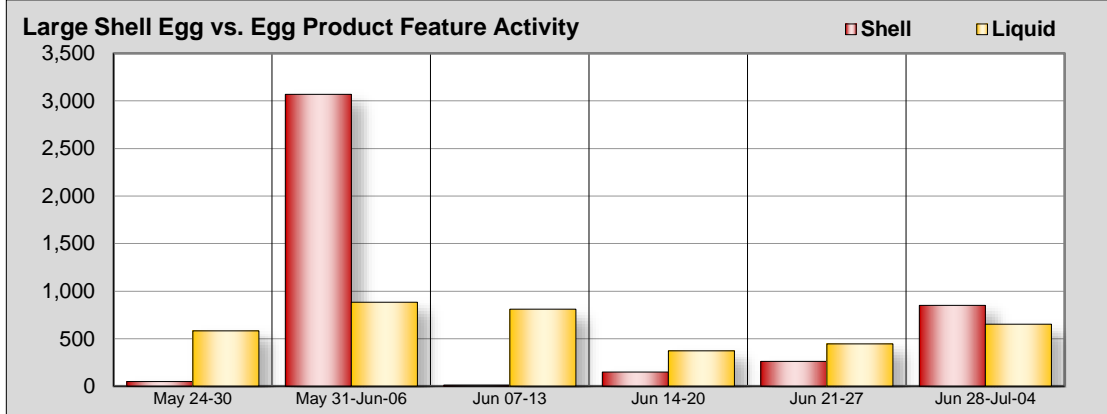
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(prices in dollars per carton)

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST			SOUTHEAST			MIDWEST			SOUTH CENTRAL			SOUTHWEST			NORTHWEST		
1/ Feature Rate	2.2%	1.3%	0.5%	6.0% of 5,500 sampled			2.9% of 7,400 sampled			0.0% of 6,100 sampled			1.9% of 4,900 sampled			0.0% of 3,800 sampled			0.0% of 1,300 sampled		
2/ Activity Index	652	445	134	Activity Index = 329			Activity Index = 218			Activity Index = 0			Activity Index = 105			Activity Index = 0			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	10 2.49	307 3.71											2.49 10 2.49								
32 oz. crtn	642 5.41	138 5.37	134 6.22	4.99 - 6.99	329	5.62	4.99	218	4.99				4.99 - 6.99	95	5.64						
3 - 4 oz. cup																					
2 - 8 oz. cup																					
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 ^{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>