



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 05/10 thru 05/16.

(prices in dollars per carton)

Fri. May 10, 2024

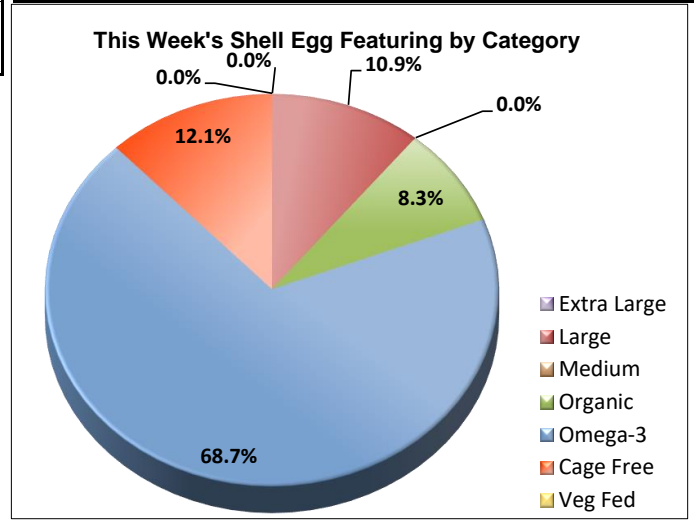
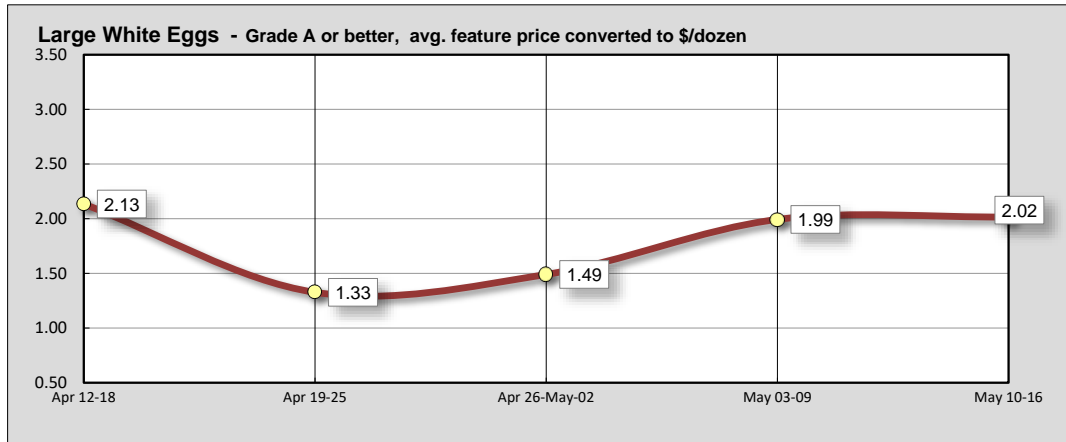
SHELL EGG NATIONAL SUMMARY												
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
	21.2% of 29,200 stores				8.1% of 29,200 stores				10.6% of 29,200 stores			
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE	
	Stores	Avg	Avg	Stores	Avg	Avg	Stores	Avg	Stores	Avg		
REGULAR	USDA GRADE AA											
	White 12 pack											
	White 18 pack											
Brown 12 pack												
REGULAR	USDA GRADE A											
	White 12 pack											
	White 18 pack											
Brown 12 pack												
SPECIALTY	USDA ORGANIC											
	White 12 pack											
	Brown 12 pack											
SPECIALTY	OMEGA-3											
	White 12 pack											
	Brown 12 pack											
SPECIALTY	CAGE-FREE											
	White 12 pack											
	Brown 12 pack											
SPECIALTY	VEGETARIAN FED											
	White 12 pack											
	Brown 12 pack											

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	600	81	940	Large Eggs on
Specialty	4,895	2,886	2,062	May-06-2024
Total (includes MD)	5,495	2,967	3,002	739.7
Special Rate 4/:	1.1%	0.5%	0.6%	up 3.9%

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 marginally higher. In this week's ad cycle, special rates are higher. Advertisements for Extra Large and Medium eggs are hard to find 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.)

		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/}		14.8% of 5,500 sampled outlets Activity Index = 980 (includes Medium)						12.4% of 7,400 sampled outlets Activity Index = 988 (includes Medium)						22.2% of 6,100 sampled outlets Activity Index = 1,072 (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																1.88 - 2.50	55	2.36	
	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 - 5.99	206	5.15				3.99	218	3.99							
	OMEGA-3																			
White 12 pack				1.99 - 3.00	752	2.65				1.98 - 3.00	532	2.10		2.50	86	2.50	1.99 - 3.00	931	2.18	
Brown 12 pack										3.49	11	3.49								
CAGE-FREE																				
White 12 pack																				
Brown 12 pack		3.50	22	3.50						3.50	218	3.50		2.99	9	2.99				
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/}		27.1% of 4,900 sampled outlets Activity Index = 1,367 (includes Medium)						28.8% of 3,800 sampled outlets Activity Index = 406 (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	35	1.99				
	White 18 pack				2.97	510	2.97													
	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				4.99	31	4.99													
	OMEGA-3																			
White 12 pack				1.99 - 3.49	781	2.12										2.99	682	2.99		
Brown 12 pack																				
CAGE-FREE																				
White 12 pack														3.50	54	3.50	2.33 - 3.19	198	2.70	
Brown 12 pack																4.98	119	4.98		
VEGETARIAN FED																				
White 12 pack																				
Brown 12 pack																				

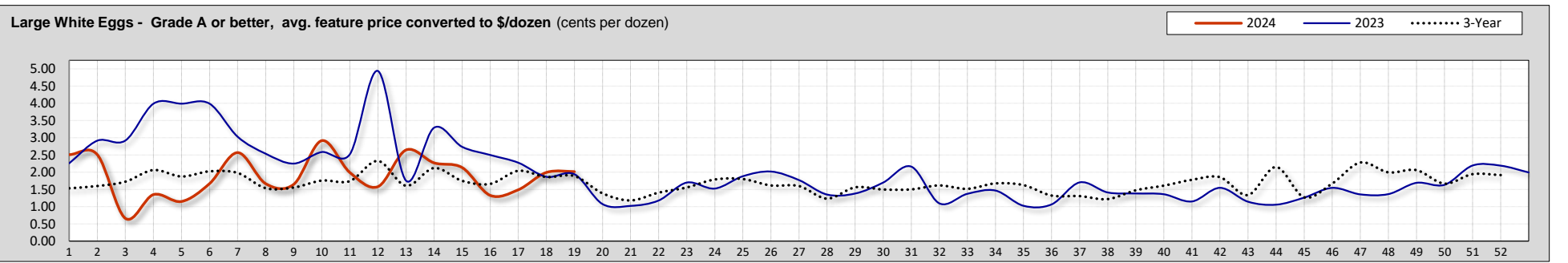
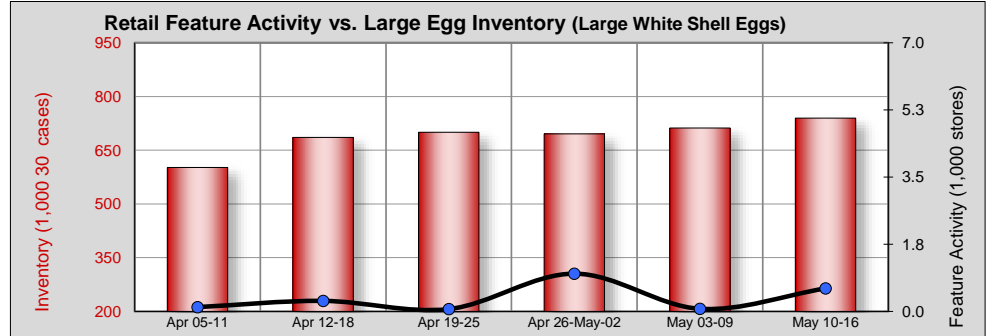
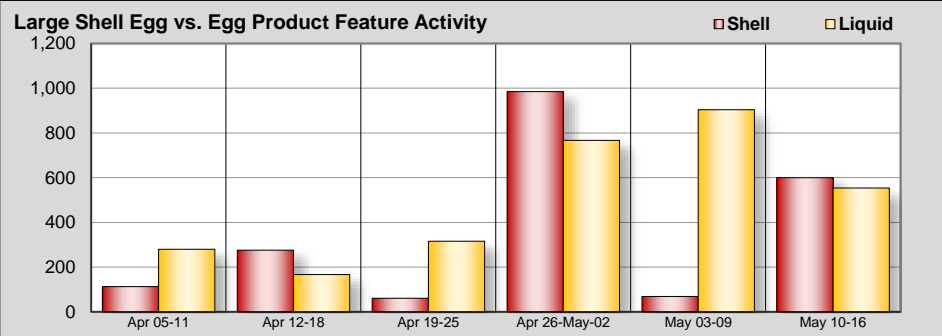
		ALASKA (AK)						HAWAII (HI)					
Feature Rate " " Activity Index " "		0.0% of 100 sampled outlets Activity Index = 0 (includes Medium)						0.0% of 100 sampled outlets Activity Index = 0 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	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			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												
	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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EGG PRODUCTS	THIS WEEK		LAST WEEK		LAST YEAR		NORTHEAST			SOUTHEAST			MIDWEST			SOUTH CENTRAL			SOUTHWEST			NORTHWEST			
1/ Feature Rate	1.4%		2.8%		0.6%		4.3% of 5,500 sampled			0.1% of 7,400 sampled			1.4% of 6,100 sampled			1.7% of 4,900 sampled			0.0% of 3,800 sampled			0.0% of 1,300 sampled			
2/ Activity Index	554		904		186		Activity Index = 348			Activity Index = 44			Activity Index = 108			Activity Index = 54			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	211	3.72	119	3.49	68	4.99	4.49	103	4.49				2.99	108	2.99										
32 oz. crtn	343	5.76	785	5.62	118	5.99	5.49 - 6.99	245	5.87	5.49	44	5.49				5.49	54	5.49							
3 - 4 oz. cup																									
2 - 8 oz. cup																									
EGG PRODUCTS							ALASKA			HAWAII															
1/ Feature Rate							11.0% of 100 sampled			0.0% of 100 sampled															
2/ Activity Index							Activity Index = 0			Activity Index = 0															
	Stores	Avg ^{3/}	Stores	Avg ^{3/}			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>