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[https://www.ams.usda.gov/mnreports/AMS\\_2757.pdf](https://www.ams.usda.gov/mnreports/AMS_2757.pdf) If you would like to learn more about MARS and My Market News, please contact us at [Websupport.lpgmn@ams.usda.gov](mailto:Websupport.lpgmn@ams.usda.gov).

\*Please find report below.



**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 08/30 thru 09/05.

(prices in dollars per carton)

Fri. Aug 30, 2024

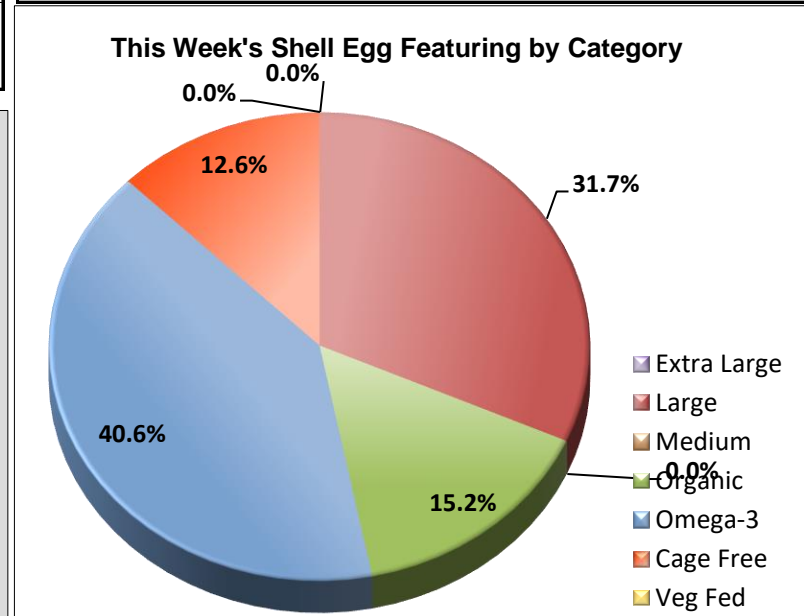
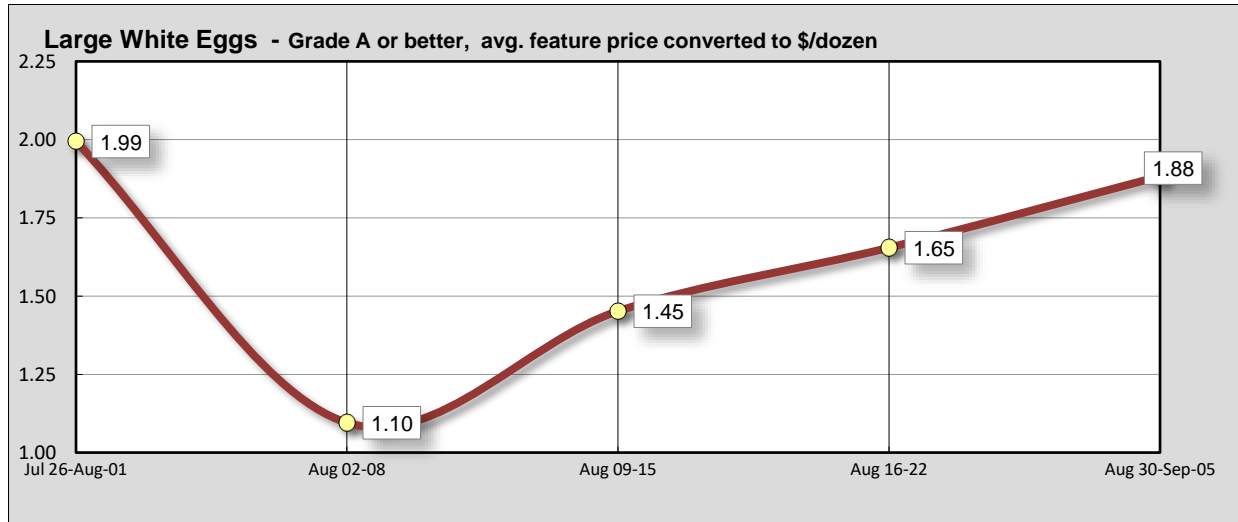
SHELL EGG NATIONAL SUMMARY												
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
	17.1% of 29,200 stores				12.0% of 29,200 stores				18.0% of 29,200 stores			
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE	
	Stores	Avg	Avg	Stores	Avg	Avg	Stores	Avg	Stores	Avg	Stores	Avg
<b>REGULAR</b>	<b>USDA GRADE AA</b>										510	1.47
	White 12 pack											
	White 18 pack											
<b>USDA GRADE A</b>	White 12 pack		827	1.88							52	1.40
	White 18 pack										12	1.99
	Brown 12 pack											
<b>SPECIALTY</b>	<b>USDA ORGANIC</b>											
	White 12 pack					110	4.99		271	4.22	630	5.57
	Brown 12 pack			397	4.39		309	4.35				
<b>OMEGA-3</b>	White 12 pack		966	2.72	321	2.62	2,099	3.07			3,496	3.00
	Brown 12 pack		93	3.99			66	3.99			288	2.49
	<b>CAGE-FREE</b>											
<b>VEGETARIAN FED</b>	White 12 pack		111	3.54			531	3.52	103	2.99	253	3.65
	Brown 12 pack		217	3.67			409	3.38			54	2.99
	White 12 pack										227	3.99
Brown 12 pack												

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	827		574	Large Eggs on <b>Aug-26-2024</b>
Specialty	1,784	4,072	5,322	
Total (includes MD)	2,611	4,072	5,896	620.2
Special Rate 4/:	8.4%	1.4%	0.0%	up 13.5%

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

**SHELL EGG and EGG PRODUCTS FEATURING**

Regular shell egg feature rate is higher this week. There is not enough data to compare this week's weighted average price of USDA Grade A Large or better eggs to last week. In this week's ad cycle, special rates are significantly higher. Advertisements for Extra Large and Medium eggs are scarce this week. Feature activity for specialty shell eggs is lower. 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 <sup>1/</sup> Activity Index <sup>2/</sup>		10.5% of 5,500 sampled outlets Activity Index = 591 (includes Medium)						16.9% of 7,400 sampled outlets Activity Index = 799 (includes Medium)						13.4% of 6,100 sampled outlets Activity Index = 105 (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																		
	<b>MEDIUM</b>	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				1.88	61	1.88												
	White 18 pack																		
	Brown 12 pack																		
	<b>MEDIUM</b>	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	<b>USDA ORGANIC</b>																		
	White 12 pack																		
	Brown 12 pack				3.99 - 4.99	125	4.81				3.99	218	3.99						
	<b>OMEGA-3</b>																		
	White 12 pack				3.00 - 3.32	243	3.14				2.50 - 3.29	472	2.53				2.50	96	2.50
	Brown 12 pack				3.99	66	3.99												
	<b>CAGE-FREE</b>																		
	White 12 pack				2.99 - 3.49	86	3.41												
	Brown 12 pack				3.00	10	3.00				3.49	109	3.49				3.49	9	3.49
	<b>VEGETARIAN FED</b>																		
	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 <sup>1/</sup> Activity Index <sup>2/</sup>		13.9% of 4,900 sampled outlets Activity Index = 155 (includes Medium)						23.0% of 3,800 sampled outlets Activity Index = 263 (includes Medium)						61.0% of 1,300 sampled outlets Activity Index = 698 (includes Medium)					
USDA GRADE AA	White 12 pack																		
	White 18 pack																		
	Brown 12 pack																		
	<b>MEDIUM</b>	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack										1.99	84	1.99				1.87	682	1.87
	White 18 pack																		
	Brown 12 pack																		
	<b>MEDIUM</b>	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	<b>USDA ORGANIC</b>																		
	White 12 pack																		
	Brown 12 pack										4.99	54	4.99						
	<b>OMEGA-3</b>																		
	White 12 pack				2.39 - 3.32	155	2.77												
	Brown 12 pack										3.99	11	3.99				3.99	16	3.99
	<b>CAGE-FREE</b>																		
	White 12 pack										3.99	25	3.99						
	Brown 12 pack										3.99	89	3.99						
	<b>VEGETARIAN FED</b>																		
	White 12 pack																		
	Brown 12 pack																		

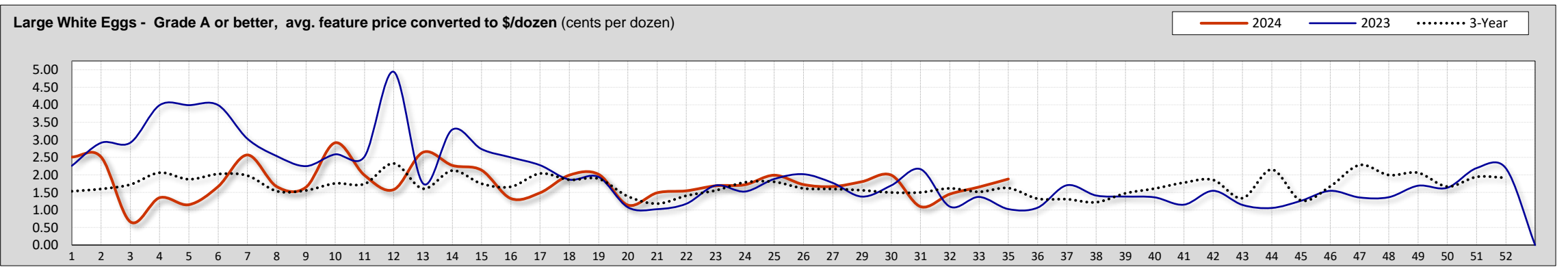
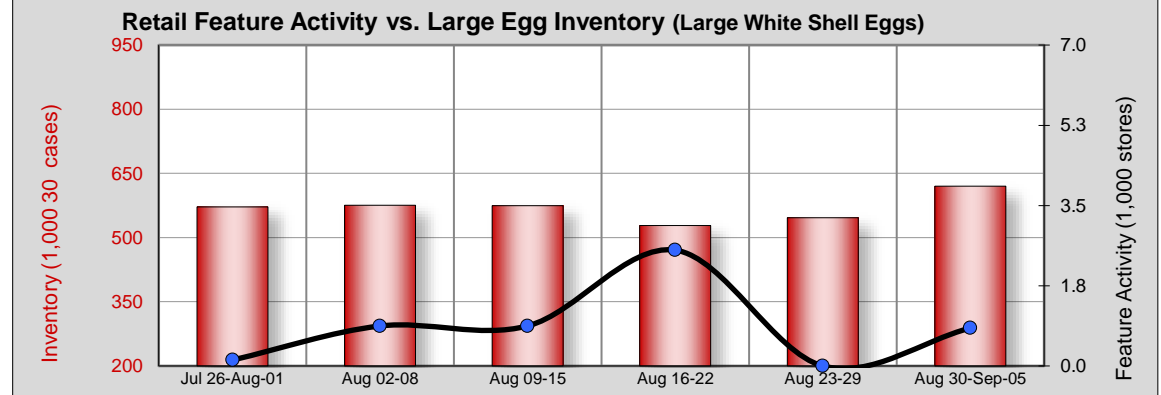
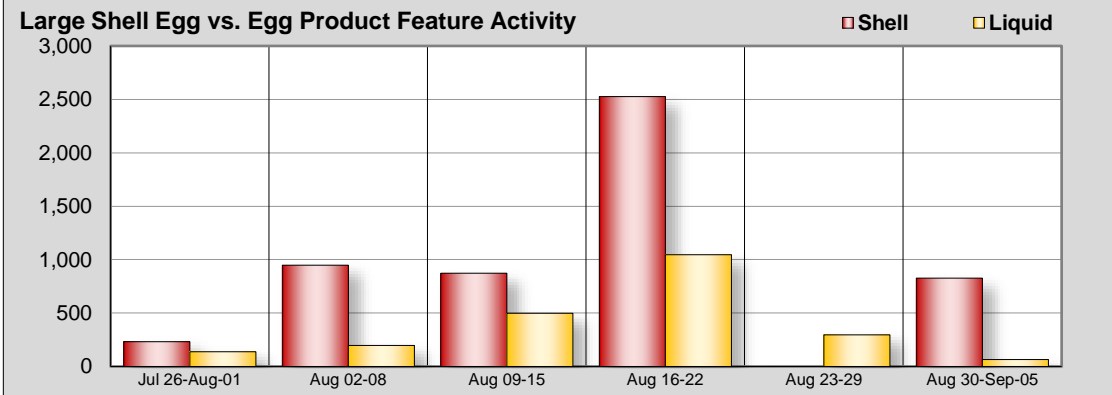
		ALASKA (AK)			HAWAII (HI)		
Feature Rate "Activity Index"		0.0% of 100 sampled outlets Activity Index = 0 (includes Medium)			0.0% of 100 sampled outlets Activity Index = 0 (includes Medium)		
CLASS		EXTRA LARGE	LARGE		EXTRA LARGE	LARGE	
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE 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		
SPECIALTY	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	0.2%	1.3%	1.4%	1.2% of 5,500 sampled	0.0% of 7,400 sampled	0.0% of 6,100 sampled	0.0% of 4,900 sampled	0.0% of 3,800 sampled	0.0% of 1,300 sampled
2/ Activity Index	65	296	461	Activity Index = 65	Activity Index = 0	Activity Index = 0	Activity Index = 0	Activity Index = 0	Activity Index = 0
	Stores Avg <sup>3/</sup>	Stores Avg <sup>3/</sup>		Price Range Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>
14-16 oz. crtn		60 3.41	128 3.91						
32 oz. crtn	65 5.99	236 5.30	333 5.87	5.99 65 5.99					
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				
				Price Range Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>				
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>