

## USDA National Retail Report - Shell Egg and Egg Products Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermark

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)

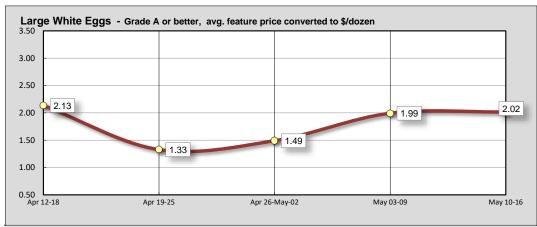
	SHELL EGG NATIONAL SUMMARY													
			THIS	WEEK			PREVIOL	JS WEEK		PREVIOUS YEAR				
	Feature Rate	21	.2% of 29	,200 sto	es	8.	1% of 29,	200 store	es	10.6% of 29,200 stores				
		X L	ARGE	LARGE		X LARGE		LARGE		X LARGE		LARGE		
_		Stores	Avg		Avg	Stores	Avg		Avg	Stores	Avg	Stores	Avg	
R	USDA GRADE AA													
E	White 12 pack													
G	White 18 pack													
U	Brown 12 pack													
ĭ	USDA GRADE A													
A	White 12 pack			90	2.22	12	1.99			163	1.96	161	1.63	
R	White 18 pack			510	2.97			69	2.99			616	3.03	
K	Brown 12 pack													
	USDA ORGANIC													
s	White 12 pack							119	5.99					
P	Brown 12 pack			455	4.58			572	4.73					
Ė	OMEGA-3													
c	White 12 pack	86	2.50	3,678	2.40			487	2.70			1,822	3.38	
ĭ	Brown 12 pack			11	3.49									
,	CAGE-FREE													
A	White 12 pack	54	3.50	198	2.70			855	3.85					
느	Brown 12 pack	240	3.50	173	4.36			827	3.13			240	3.99	
ı	VEGETARIAN FED													
Υ	White 12 pack													
	Brown 12 pack					13	2.99	13	2.99					

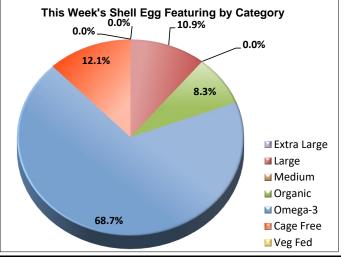
Regular         600         81         940         Large Egg           Specialty         4,895         2,886         2,062         May-06-2	
Specialty 4,895 2,886 2,062 May-06-2	s on
	024
<b>Total</b> (includes MD) 5,495 2,967 3,002 739.7	
<b>Special Rate 4/:</b> 1.1% 0.5% 0.6% up 3.99	6

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.

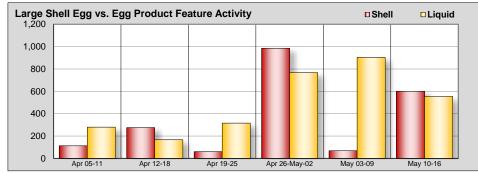
1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. 2/: ACTIVITY INDEX: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer 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.)

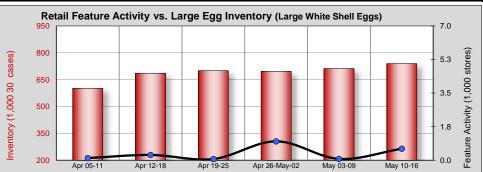
		NORTHI	EAST U.S.			SOUTH	EAST U.S.			MIDWEST U.S.				
		(CT,DE,MA,MD,ME			(AL,FL,GA,MS,I			)	(IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)					
	Feature Rate "	14.8% of 5,500		12.4% of 7,400	•			22.2% of 6,100 sampled outlets Activity Index = 1,072 (includes Medium)						
	Activity Index 4	Activity Index = 98 EXTRA LARGE		ivity Index = 98 LARGE	8 (includes	LAR			LARGE	'2 (includes Medi LAR				
	CLASS	Price Range Stores Avg 3/	LAR Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Ra		Stores Avg 3	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	
USD	White 12 pack	- mee mange end en gen			- mee manage			9-	0.0.00	- mee mange	0.0.00 1.119 0.1		olored inger	
GRAD	V/hite 18 nack													
AA	Brown 12 nack													
- ^^	MEDIUM	White 12 pack				White 12 pack					White 12 pack			
	White 12 pack											1.88 - 2.50	55 2.36	
USD														
GRAI A	DE Brown 12 pack	White 12 pack				White 12 pack					White 12 pack			
A	MEDIUM	White 30 pack				White 30 pack					White 30 pack			
U	JSDA ORGANIC													
	White 12 pack													
	Brown 12 pack		3.99 - 5.99	206 5.15			3	3.99	218 3.99					
10	OMEGA-3		4.00	750 005			4.00		500 040	0.50	00 0 50	4.00	004 040	
	White 12 pack Brown 12 pack		1.99 - 3.00	752 2.65			1.98 - 3	3.00 3.49	532 2.10 11 3.49	2.50	86 2.50	1.99 - 3.00	931 2.18	
-	CAGE-FREE						,	5.49	11 3.48					
,	White 12 pack													
	Brown 12 pack	3.50 22 3.50			3.50	218 3.50	2	2.99	9 2.99					
V	EGETARIAN FED													
	White 12 pack													
	Brown 12 pack													
			ENTRAL U.S			WEST U.S.			NORTHWEST U.S.					
	Feature Rate 1/	• • • • • • • • • • • • • • • • • • • •	sampled outlets			A,NV,UT)	-41-4-		(ID,MT,OR,WA,WY)					
	reature Rate Activity Index 2/	27.1% of 4,900 Activity Index = 1,36	•		28.8% of 3,800 ivity Index = 40			ım)	52.5% of 1,300 sampled outlets Activity Index = 682 (includes Medium)					
	White 12 pack	Notivity index = 1,00	or (moradoo mod	,	7100	ivity mack = 40	o (mioraaco	moun	,	7.0	tivity mack = co	- (morado modit	,	
USD	A White 18 pack													
GRAI AA	DIOWII 12 Pack													
AA	MEDIUM	White 12 pack				White 12 pack					White 12 pack			
	White 12 pack						1	1.99	35 1.99					
USD	· ·		2.97	510 2.97										
GRAD	Brown 12 pack	White 12 pack				White 12 pack					White 12 pack			
Α	MEDIUM	White 30 pack				White 30 pack					White 30 pack			
U	JSDA ORGANIC													
s	White 12 pack													
Р	Brown 12 pack		4.99	31 4.99										
E	DMEGA-3		4.00 0.40	704 040								0.00	000 000	
С	White 12 pack Brown 12 pack		1.99 - 3.49	781 2.12								2.99	682 2.99	
1 6	CAGE-FREE													
Α	White 12 pack				3.50	54 3.50	2.33 - 3	3.19	198 2.70					
L	Brown 12 pack		2.99	45 2.99		. , , , ,		4.98	119 4.98					
T V	EGETARIAN FED												<del></del>	
1	White 12 pack													
	Brown 12 pack													

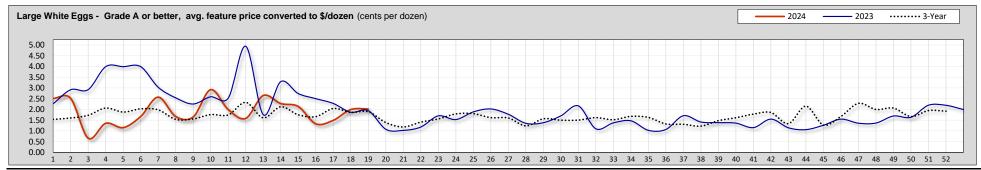
				(A	ASKA AK)		HAWAII (HI)						
Feature Rate " Activity Index "				tivity Index = 0		um)	0.0% of 100 sampled outlets Activity Index = 0 (includes Medium)						
CLASS -		EXTRA	LARGE	LAI	RGE	EXTRA	LARGE		LARGE				
		Price Range	Stores Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores A	Avg 3/	Price Range	Stores	Avg 3/	
US		te 12 pack											
GR/	- Whi	te 18 pack											
A	Brov	vn 12 pack											
		<b>MEDIUM</b>		White 12 pack					White 12	pack			
		te 12 pack											
US		te 18 pack											
GR/		vn 12 pack											
A	<b>\</b>	MEDIUM		White 12 pack					White 12				
		_		White 30 pack					White 30	pack			
	USDA OR												
S		te 12 pack											
Р		vn 12 pack											
Е	OMEGA-3												
С		te 12 pack											
1		vn 12 pack											
Α	CAGE-FRE												
L		te 12 pack											
Т		vn 12 pack											
Υ	VEGETARI												- 1
•		te 12 pack											- 1
	Brov	vn 12 pack											

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)

EGG PRODUCTS	-		LAST LAST WEEK 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 37	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				A1 A	SKA	на	WAII									
PRODUCTS				ALA	SKA	ПА	WAII									
1/ Feature Rate				11.0% of 10	00 sampled	0.0% of 10	0 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