



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 04/26 thru 05/02.

(prices in dollars per carton)

Fri. Apr 26, 2024

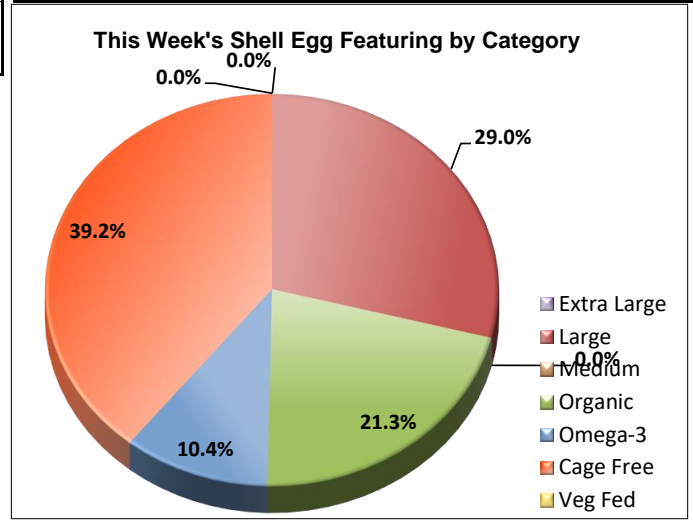
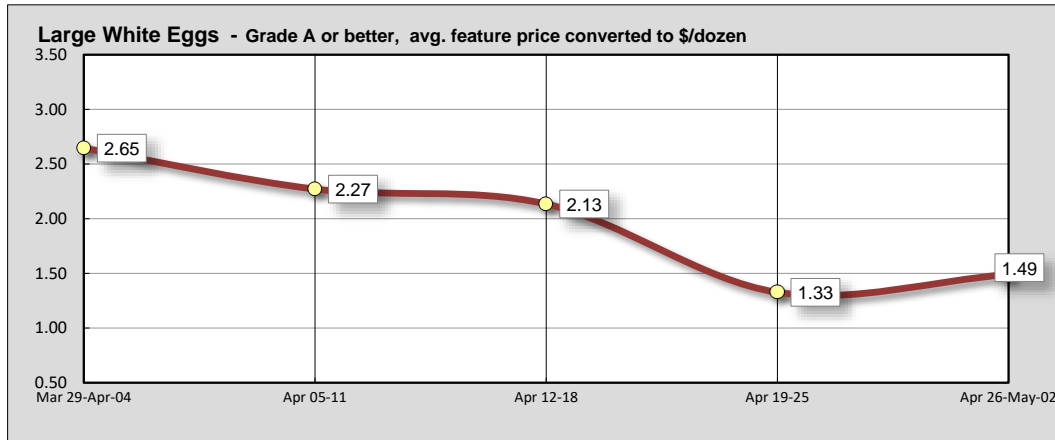
SHELL EGG NATIONAL SUMMARY											
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR		
	8.7% of 29,200 stores				10.0% of 29,200 stores				2.9% of 29,200 stores		
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE
	Stores	Avg	Avg	Stores	Avg	Avg	Stores	Avg	Stores	Avg	
REGULAR	USDA GRADE AA								37	2.49	
	White 12 pack										
	White 18 pack										
REGULAR	USDA GRADE A		985	1.49			61	1.99	258	1.98	
	White 12 pack								179	3.99	
	White 18 pack										
SPECIALTY	USDA ORGANIC										
	White 12 pack	71	3.99								
	Brown 12 pack	71	3.99	583	5.19		752	3.92			
SPECIALTY	OMEGA-3										
	White 12 pack	26	3.59	328	2.47	396	3.48	535	2.67		
SPECIALTY	CAGE-FREE										
	White 12 pack			354	3.55			316	3.11	253	3.50
SPECIALTY	VEGETARIAN FED										
	White 12 pack			979	3.42			1,557	3.38	77	3.99
	Brown 12 pack									10	3.00

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	985	61	474	Large Eggs on
Specialty	2,412	3,556	340	Apr-22-2024
Total (includes MD)	3,397	3,617	859	695.7
Special Rate 4/:	0.1%	0.4%	0.1%	down 0.7%

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 higher. In this week's ad cycle, special rates are lower. Advertisements for Extra Large and Medium eggs are a rare find 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.)

		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/}		13.7% of 5,500 sampled outlets Activity Index = 959 (includes Medium)						11.5% of 7,400 sampled outlets Activity Index = 1,503 (includes Medium)						3.5% of 6,100 sampled outlets Activity Index = 203 (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										1.49	459	1.49						
	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	3.99	71	3.99															
	Brown 12 pack	3.99	71	3.99	4.99 - 5.99	311	5.37				4.99 - 5.00	227	4.99						
	OMEGA-3																		
White 12 pack	3.59	16	3.59	2.33 - 2.66	151	2.43	3.59	10	3.59	2.66	44	2.66				2.33	86	2.33	
Brown 12 pack																			
CAGE-FREE																			
White 12 pack					3.50	22	3.50				3.50	218	3.50						
Brown 12 pack					2.49 - 4.99	317	3.16				3.49 - 3.99	545	3.76				2.49 - 3.49	117	2.57
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/}		12.6% of 4,900 sampled outlets Activity Index = 618 (includes Medium)						3.0% of 3,800 sampled outlets Activity Index = 114 (includes Medium)						0.0% of 1,300 sampled outlets Activity Index = 0 (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							1.49	526	1.49									
	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							5.00	45	5.00									
	Brown 12 pack																		
	OMEGA-3																		
White 12 pack					2.32 - 3.32	47	2.66												
Brown 12 pack																			
CAGE-FREE																			
White 12 pack											3.33 - 3.98	114	3.67						
Brown 12 pack																			
VEGETARIAN FED																			
White 12 pack																			
Brown 12 pack																			

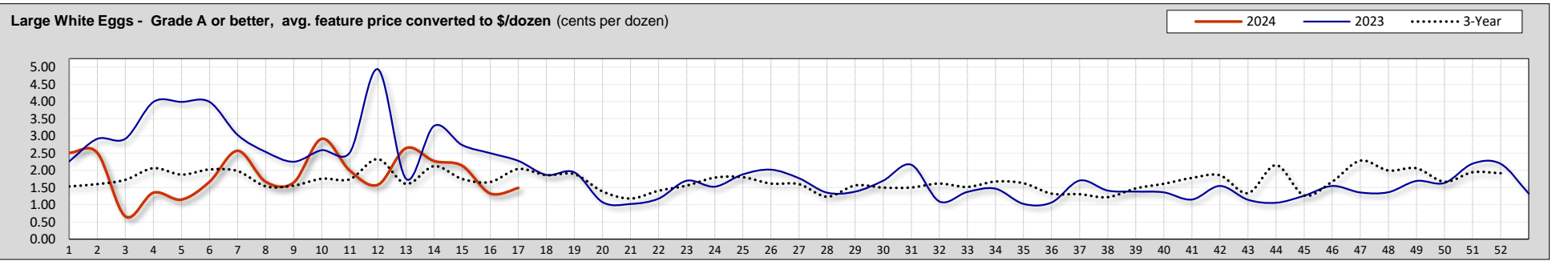
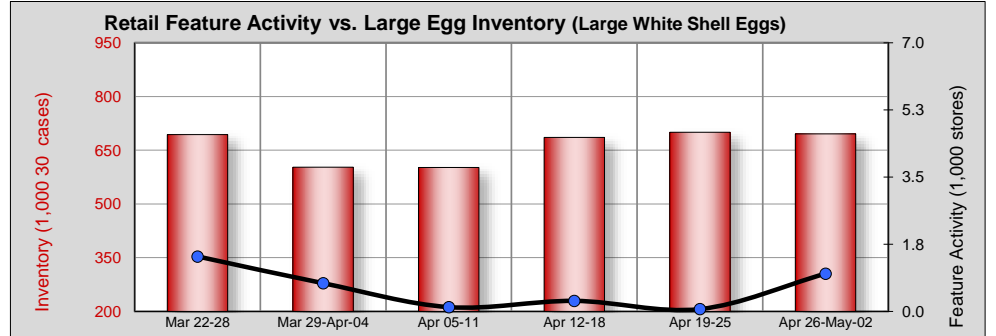
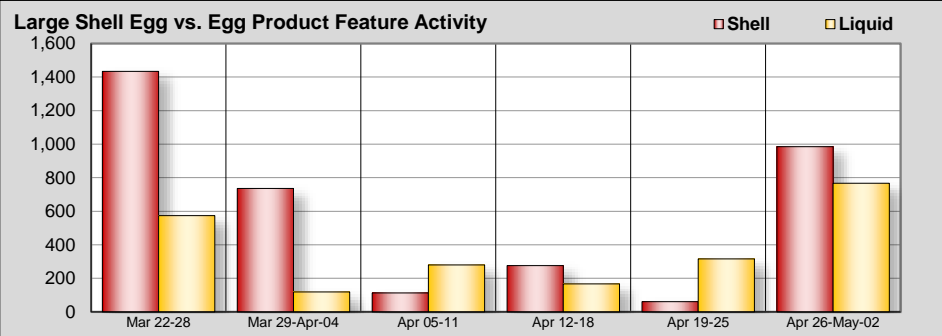
		ALASKA (AK)						HAWAII (HI)					
Feature Rate " " Activity Index " "		0.0% of 100 sampled outlets Activity Index = 0 (includes Medium)						0.0% of 100 sampled outlets Activity Index = 0 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	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	2.4%	1.1%	1.1%	9.8% of 5,500 sampled			0.8% of 7,400 sampled			0.7% of 6,100 sampled			1.4% of 4,900 sampled			0.0% of 3,800 sampled		0.0% of 1,300 sampled	
2/ Activity Index	767	316	342	Activity Index = 598			Activity Index = 58			Activity Index = 44			Activity Index = 67			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/}	
14-16 oz. crtn	182 3.34	107 4.29	342 3.82	3.49	61	3.49	3.59	41	3.59	3.33	44	3.33	2.79	36	2.79				
32 oz. crtn	585 6.07	209 6.04		5.37 - 6.49	537	6.07	5.37	17	5.37				6.49	31	6.49				
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>