



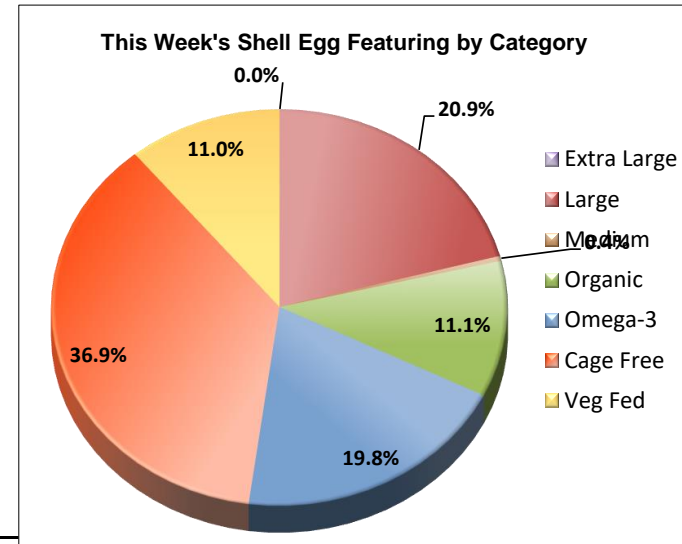
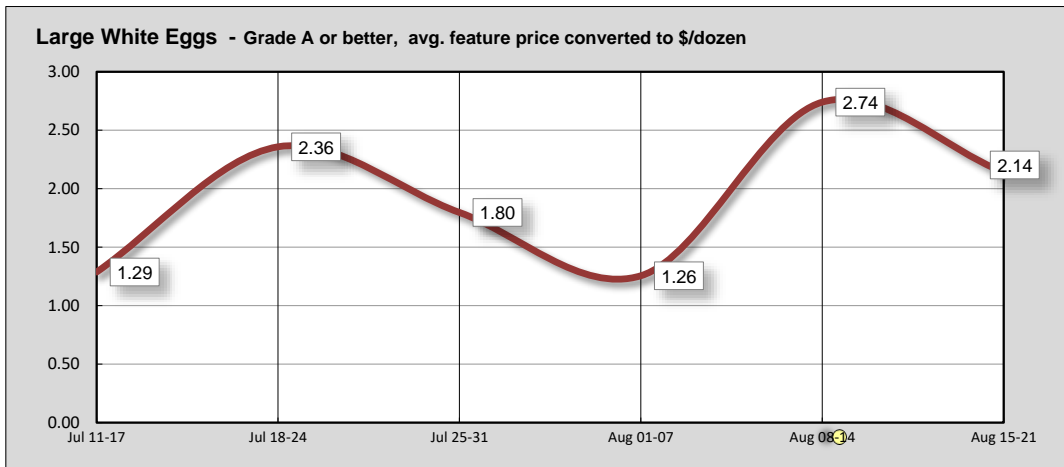
SHELL EGG NATIONAL SUMMARY													
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	12.4% of 29,200 stores				11.9% of 29,200 stores				36.1% of 29,200 stores				
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE		
	Stores	Avg	Avg	Stores	Avg	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
REGULAR	USDA GRADE AA												
	White 12 pack			682	1.99						1,738	1.01	
	White 18 pack									82	2.49		
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack			144	2.86			20	2.99			1,484	1.04
White 18 pack							62	3.99			156	1.55	
Brown 12 pack							288	2.49					
SPECIALTY	USDA ORGANIC												
	White 12 pack												
	Brown 12 pack			440	4.14			217	3.90		4,611	3.42	
	OMEGA-3												
	White 12 pack	15	2.99	666	3.24			1,246	2.82	441	2.56	1,570	2.77
	Brown 12 pack			103	4.49							196	3.58
	CAGE-FREE												
	White 12 pack							510	1.99			70	1.89
Brown 12 pack	129	3.99	1,175	2.96			1,297	3.21			3,242	2.64	
VEGETARIAN FED													
White 12 pack													
Brown 12 pack			434	2.61	31	2.99	214	3.00					

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	826	370	3,460	Large Eggs on Aug-11-2022
Specialty	3,119	3,515	10,130	
Total (includes MD)	3,961	4,095	13,977	722.5
Special Rate 4/:	1.2%	0.3%	2.5%	down 1.2%

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

SHELL EGG and EGG PRODUCTS FEATURING

Once again feature activity for regular shell eggs takes another turn and is higher than the past ad cycle. The average price of Grade A, or better Large White eggs also takes a turn is trending lower. The occurrence of "no price" features is higher and primarily focuses on specialty items. Advertisements for Extra Large and Medium eggs are limited. Specialty shell egg continue to fill flyers however they are overall fewer in number when compared to lat week. Promotions for liquid egg products is almost nonexistent.



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/}		17.2% of 5,500 sampled outlets Activity Index = 1,039 (includes Medium)						6.9% of 7,400 sampled outlets Activity Index = 482 (includes Medium)						6.3% of 6,100 sampled outlets Activity Index = 450 (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 White 18 pack Brown 12 pack									2.50	109	2.50				2.50	9	2.50	
	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				4.99	93	4.99				2.98 - 6.99	240	3.65						
	OMEGA-3 White 12 pack Brown 12 pack				2.50 - 4.39	440	3.29	2.99	3	2.99				2.99	12	2.99	2.50 - 3.49	216	3.16
	CAGE-FREE White 12 pack Brown 12 pack				3.49 - 3.99	89	3.58				3.99	10	3.99				2.50 - 2.99	157	2.95
	VEGETARIAN FED White 12 pack Brown 12 pack				2.50 - 3.00	314	2.58				2.50 - 3.00	120	2.68				2.66	56	2.66
		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/}		15.1% of 4,900 sampled outlets Activity Index = 1,153 (includes Medium)						9.0% of 3,800 sampled outlets Activity Index = 129 (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															1.99	682	1.99	
	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			2.11 16 2.11			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				4.49	107	4.49												
	OMEGA-3 White 12 pack Brown 12 pack				2.49	10	2.49												
	CAGE-FREE White 12 pack Brown 12 pack				2.33 - 3.50	1,020	2.92	3.99	129	3.99									
	VEGETARIAN FED White 12 pack Brown 12 pack																		

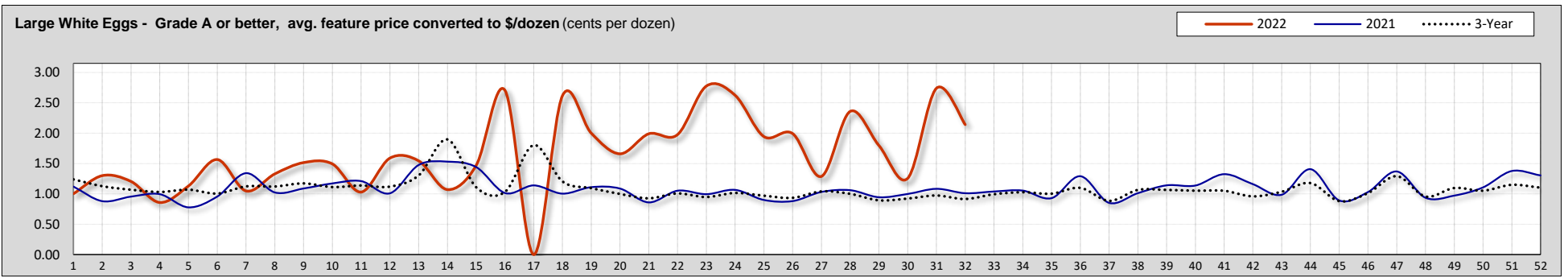
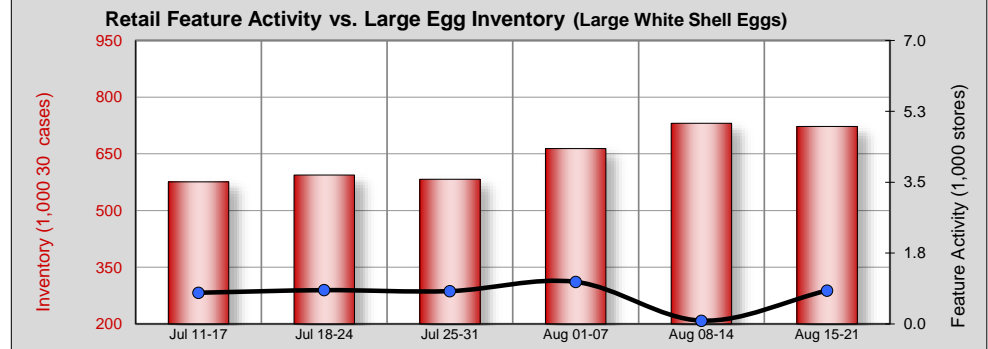
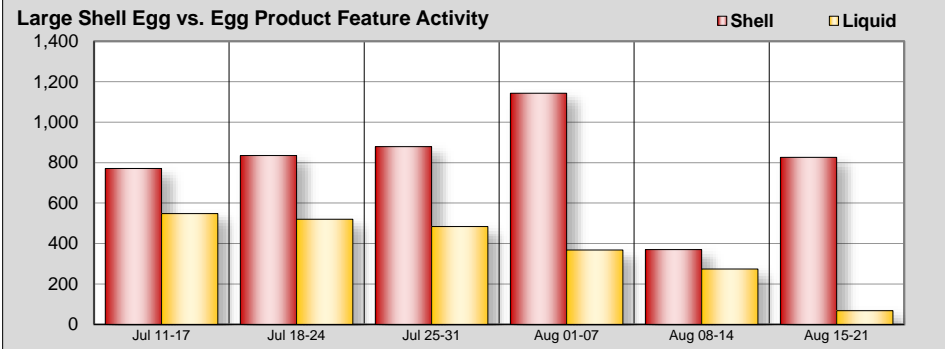
		ALASKA (AK)						HAWAII (HI)					
Feature Rate “ Activity Index “		0.0% of 100 sampled outlets Activity Index = 0 (includes Medium)						0.0% of 100 sampled outlets Activity Index = 26 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	Stores	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										4.49	26	4.49
	White 18 pack												
	Brown 12 pack												
	MEDIUM	White 12 pack						White 12 pack					
	White 30 pack							White 12 pack					
	White 30 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												



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 08/15 thru 08/21.
 (prices in dollars per carton)

Mon. Aug 15, 2022

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	0.2%	0.9%	5.8%	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	68	274	1,680	Activity Index = 68	Activity Index = 0	Activity Index = 0	Activity Index = 0	Activity Index = 0	Activity Index = 0
	Stores Avg ^{3/}	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	68 4.99	206 2.61	1,630 3.62	4.99 68 4.99					
32 oz. crtn		68 4.99	50 4.99						
3 - 4 oz. cup									
2 - 8 oz. cup									
EGG PRODUCTS				ALASKA	HAWAII				
1/ Feature Rate				0.0% of 100 sampled	24.8% 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>