



**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 04/19 thru 04/25.

(prices in dollars per carton)

Fri. Apr 19, 2024

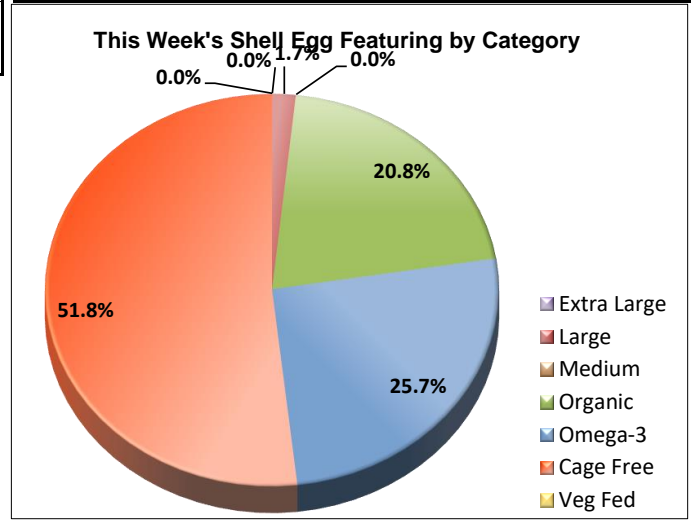
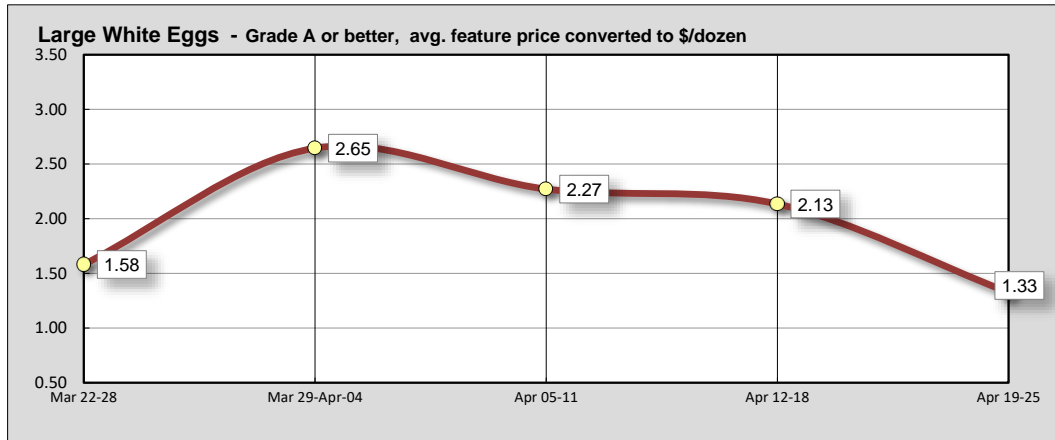
SHELL EGG NATIONAL SUMMARY												
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
	10.0% of 29,200 stores				17.0% of 29,200 stores				2.7% of 29,200 stores			
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE	
	Stores	Avg	Avg	Stores	Avg	Avg	Stores	Avg	Stores	Avg		
<b>REGULAR</b>	<b>USDA GRADE AA</b>											
	White 12 pack											
	White 18 pack											
<b>SPECIALTY</b>	<b>USDA GRADE A</b>			12	1.99	276	2.13		70	2.50		
	White 12 pack											
	White 18 pack			61	1.99							
<b>SPECIALTY</b>	<b>USDA ORGANIC</b>					1,535	3.91					
	White 12 pack											
	Brown 12 pack			752	3.92							
<b>SPECIALTY</b>	<b>OMEGA-3</b>											
	White 12 pack	396	3.48	535	2.67	189	2.99	1,767	3.16	313	3.68	
	Brown 12 pack									77	4.29	
<b>SPECIALTY</b>	<b>CAGE-FREE</b>											
	White 12 pack			316	3.11			322	3.58			
	Brown 12 pack			1,557	3.38			806	3.47	240	3.50	
<b>SPECIALTY</b>	<b>VEGETARIAN FED</b>											
	White 12 pack											
	Brown 12 pack											

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	61	288	70	Large Eggs on
Specialty	3,556	4,619	630	Apr-15-2024
Total (includes MD)	3,617	5,016	774	700.2
Special Rate 4/:	0.4%	0.1%	0.0%	up 2.1%

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

**SHELL EGG and EGG PRODUCTS FEATURING**

Regular shell egg feature rate is lower this week. This week's weighted average price of USDA Grade A Large or better eggs is trending lower. In this week's ad cycle, special rates are higher. Advertisements for Extra Large and Medium eggs are minimal 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 <sup>1/</sup> Activity Index <sup>2/</sup>		32.4% of 5,500 sampled outlets Activity Index = 1,809 (includes Medium)						9.1% of 7,400 sampled outlets Activity Index = 1,392 (includes Medium)						3.4% of 6,100 sampled outlets Activity Index = 206 (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				1.99	61	1.99												
	White 18 pack																		
	Brown 12 pack																		
	<b>MEDIUM</b>	White 12 pack						White 12 pack						White 12 pack					
	<b>MEDIUM</b>	White 30 pack						White 30 pack						White 30 pack					
S P E C I A L T Y	<b>USDA ORGANIC</b>				3.50 - 4.29	316	4.15				3.50 - 3.99	436	3.75						
	White 12 pack																		
	Brown 12 pack																		
	<b>OMEGA-3</b>	3.50	266	3.50	1.99 - 4.99	455	2.64	3.36 - 3.50	85	3.49							2.99	33	2.99
CAGE-FREE	White 12 pack				2.99 - 3.49	116	3.43									2.00	86	2.00	
	Brown 12 pack				2.99 - 3.99	595	3.45				2.98 - 3.99	871	3.34			2.99 - 3.99	87	3.30	
VEGETARIAN FED	White 12 pack																		
	Brown 12 pack																		
		<b>SOUTH CENTRAL U.S.</b> (AR,CO,KS,LA,MO,NM,OK,TX)						<b>SOUTHWEST U.S.</b> (AZ,CA,NV,UT)						<b>NORTHWEST U.S.</b> (ID,MT,OR,WA,WY)					
Feature Rate <sup>1/</sup> Activity Index <sup>2/</sup>		3.0% of 4,900 sampled outlets Activity Index = 92 (includes Medium)						3.0% of 3,800 sampled outlets Activity Index = 114 (includes Medium)						0.3% of 1,300 sampled outlets Activity Index = 4 (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																		
	White 18 pack																		
	Brown 12 pack																		
	<b>MEDIUM</b>	White 12 pack						White 12 pack						White 12 pack					
	<b>MEDIUM</b>	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																		
	<b>OMEGA-3</b>	3.36	45	3.36	2.50 - 3.32	47	2.78												
CAGE-FREE	White 12 pack										3.33 - 3.88	114	3.62						
	Brown 12 pack															3.00	4	3.00	
VEGETARIAN FED	White 12 pack																		
	Brown 12 pack																		

Source: USDA Agricultural Marketing Service, Livestock, Poultry & Grain Market News - (404) 562-5850 <https://www.ams.usda.gov/market-news/egg-market-news-reports>

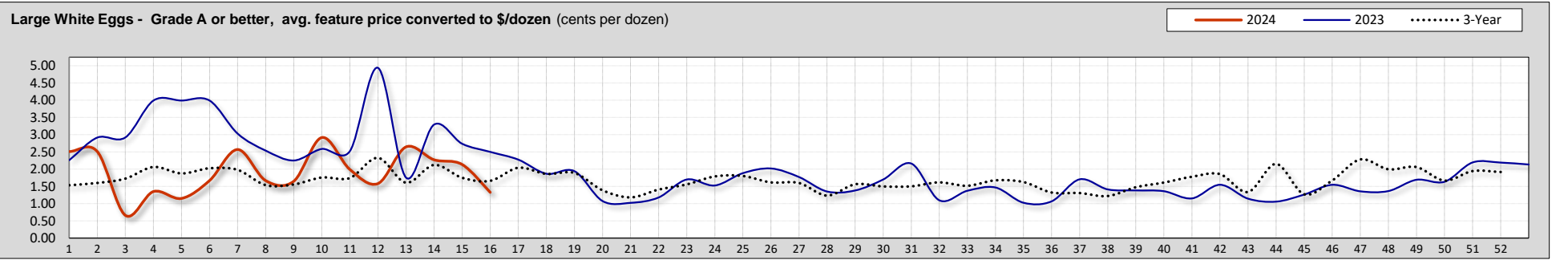
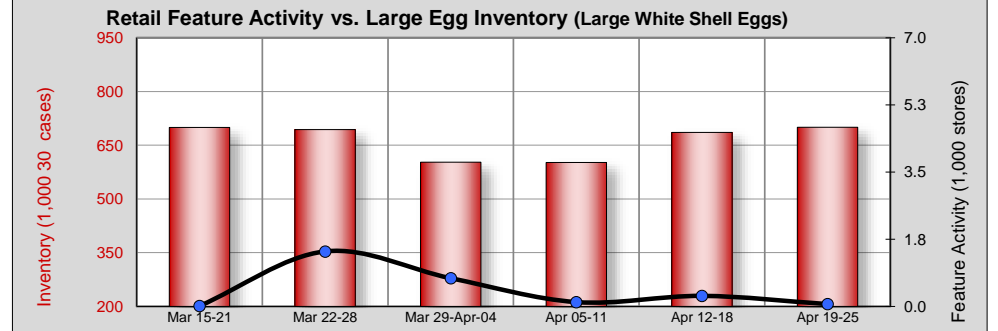
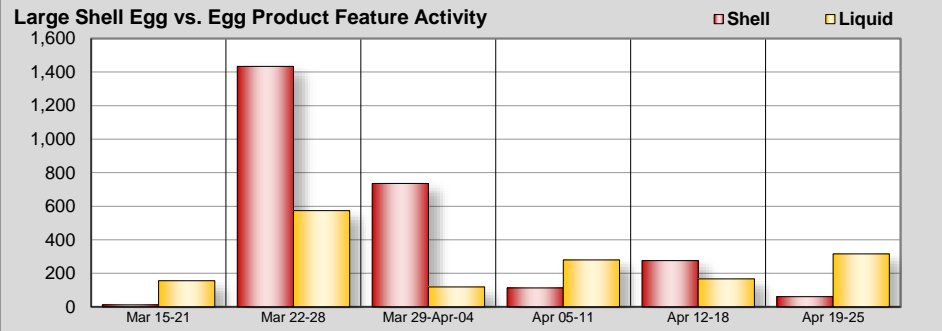
		ALASKA (AK)						HAWAII (HI)					
Feature Rate " " Activity Index " "		0.0% of 100 sampled outlets Activity Index = 0 (includes Medium)						0.0% of 100 sampled outlets Activity Index = 0 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	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												
	<b>MEDIUM</b>	White 12 pack			White 12 pack			White 12 pack					
USDA GRADE A	White 12 pack White 18 pack Brown 12 pack												
	<b>MEDIUM</b>	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	<b>USDA ORGANIC</b> White 12 pack Brown 12 pack												
	<b>OMEGA-3</b> White 12 pack Brown 12 pack												
	<b>CAGE-FREE</b> White 12 pack Brown 12 pack												
	<b>VEGETARIAN FED</b> 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	1.1%	0.6%	0.5%	5.0% of 5,500 sampled	0.1% of 7,400 sampled	0.0% of 6,100 sampled	0.6% of 4,900 sampled	0.0% of 3,800 sampled	0.0% of 1,300 sampled
2/ Activity Index	316	167	286	Activity Index = 275	Activity Index = 10	Activity Index = 0	Activity Index = 31	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	107 4.29	58 2.99	148 4.01	4.29 107 4.29			5.99 31 5.99		
32 oz. crtn	209 6.04	109 5.60	138 6.12	5.99 168 5.99	6.98 10 6.98				
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 <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.

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