



SHELL EGG NATIONAL SUMMARY													
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	27.3% of 29,100 stores				30.6% of 29,100 stores				32.0% of 29,100 stores				
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE		
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
REGULAR	USDA GRADE AA												
	White 12 pack		596	1.16		1,283	1.61			344	0.96		
	White 18 pack		25	2.38		572	2.59	15	2.25	715	1.95		
	Brown 12 pack		5	1.99									
	USDA GRADE A												
	White 12 pack	7	1.39	585	1.22	20	2.50	805	1.18	372	0.92	629	0.98
White 18 pack			267	1.67			207	1.76			649	1.27	
Brown 12 pack			20	3.00			116	2.87					
SPECIALTY	USDA ORGANIC												
	White 12 pack				18	1.99	137	3.99					
	Brown 12 pack			2,897	3.84	12	3.99	1,606	4.02		1,923	3.61	
	OMEGA-3												
	White 12 pack	22	2.49	1,438	2.63	197	2.34	3,381	2.12	172	2.06	1,533	2.04
	Brown 12 pack			72	2.00			6	3.99			156	2.19
	CAGE-FREE												
	White 12 pack			61	1.50	9	3.99	10	2.00			363	1.89
	Brown 12 pack			1,790	3.09			914	2.64			2,502	3.08
	VEGETARIAN FED												
White 12 pack													
Brown 12 pack			438	1.76	22	3.99	72	1.67	220	2.18	168	2.18	

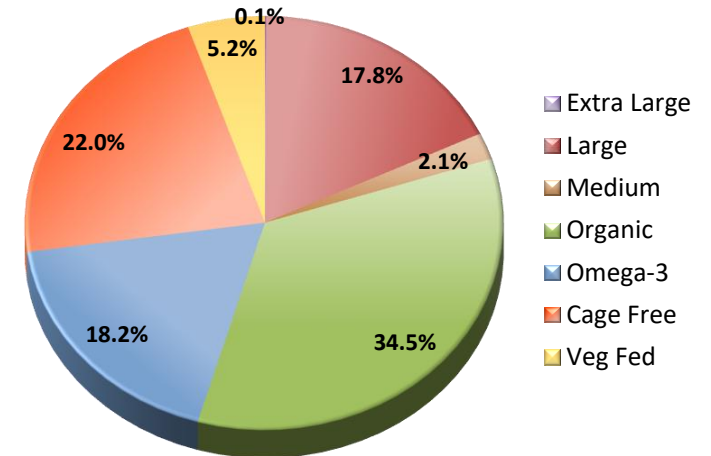
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,505	3,003	2,724	Large Eggs on Aug-06-2018
Specialty	6,718	6,384	7,037	
Total (includes MD)	8,398	9,749	9,815	600.6
Special Rate 4/:	3.2%	1.4%	2.2%	down 4.7%

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

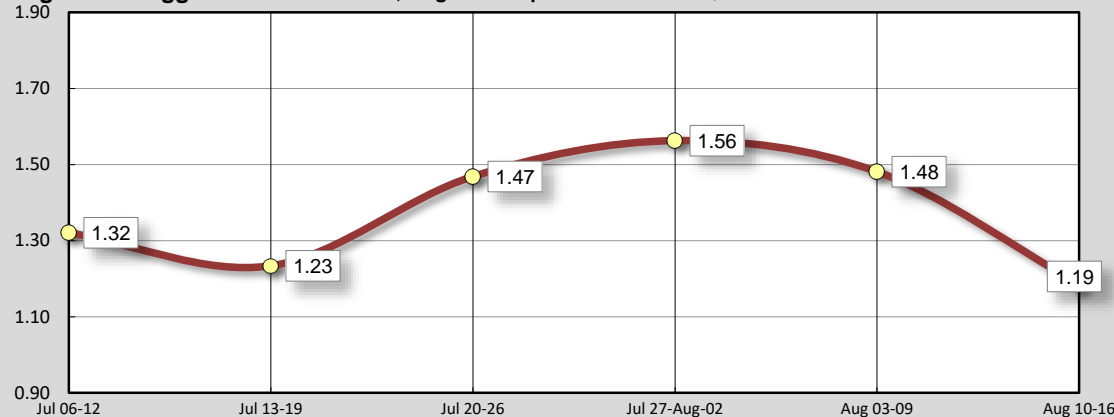
SHELL EGG and EGG PRODUCTS FEATURING

Promotional activity for regular shell eggs is not as active as last week. The average price for regular Large white shell eggs, Grade A, or better is sharply lower. A larger number of "no price" promotions are currently in place, with some outlets offering "Buy 1, Get 1 Free" with the purchase of yogurt or a frying pan. Medium shell eggs continue to enjoy good exposure in circulars, however Extra Large remain scarce. Specialty shell egg featuring is only slightly higher than last week. Advertisements for Omega-3 type eggs are fewer in number, however the remaining specialty types are commanding more space in circulars. Feature activity for liquid egg products is on the rise with the most activity in the Southeast region.

This Week's Shell Egg Featuring by Category



Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen



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/}		38.2% of 5,500 sampled outlets Activity Index = 2,204 (includes Medium)						14.6% of 7,400 sampled outlets Activity Index = 1,683 (includes Medium)						22.7% of 6,100 sampled outlets Activity Index = 1,463 (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				0.88	161	0.88				1.29	4	1.29				0.99 - 1.49	17	1.46	
	White 18 pack																			
	Brown 12 pack																			
	MEDIUM			White 12 pack						White 12 pack							White 12 pack			
USDA GRADE A	White 12 pack				0.99 - 2.00	42	1.17							1.39	7	1.39	0.69 - 1.69	419	1.14	
	White 18 pack									1.69	84	1.69					1.48 - 1.99	135	1.54	
	Brown 12 pack				3.00	20	3.00													
	MEDIUM			White 12 pack						White 12 pack	0.58 - 0.59	56	0.58				White 12 pack	0.29 - 0.59	14	0.35
	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 - 4.99	519	4.07				3.49 - 4.99	1,090	4.18				3.49 - 3.99	582	3.56	
	Brown 12 pack																			
	OMEGA-3																			
	White 12 pack				2.27 - 2.50	383	2.43	2.49	22	2.49	1.80 - 3.00	194	2.44				2.00 - 2.68	215	2.63	
	Brown 12 pack	2.99	108	2.99	2.00	72	2.00													
	CAGE-FREE																			
	White 12 pack				1.50	4	1.50										1.50	57	1.50	
	Brown 12 pack				1.99 - 3.50	491	2.78				1.99 - 3.50	227	3.43				2.53 - 3.50	17	3.01	
	VEGETARIAN FED																			
	White 12 pack				1.69 - 1.88	404	1.69				2.50	6	2.50							
	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/}		27.9% of 4,900 sampled outlets Activity Index = 1,630 (includes Medium)						35.0% of 3,800 sampled outlets Activity Index = 618 (includes Medium)						60.1% of 1,300 sampled outlets Activity Index = 846 (includes Medium)						
USDA GRADE AA	White 12 pack				0.99 - 1.49	140	1.20				0.99 - 1.99	161	1.42				0.99 - 1.29	113	1.11	
	White 18 pack										1.99 - 2.50	25	2.38							
	Brown 12 pack										1.99	5	1.99							
	MEDIUM			White 12 pack						White 12 pack	1.75	6	1.75				White 12 pack			
USDA GRADE A	White 12 pack				0.77 - 1.69	115	1.43										1.69	6	1.69	
	White 18 pack										1.99	48	1.99							
	Brown 12 pack																			
	MEDIUM			White 12 pack	0.59 - 0.90	49	0.67			White 12 pack							White 12 pack			
	White 30 pack									White 30 pack	1.99 - 2.99	50	2.17				White 30 pack			
S P E C I A L T Y	USDA ORGANIC																			
	White 12 pack				3.49 - 3.69	481	3.51										2.99 - 3.99	193	3.03	
	Brown 12 pack																			
	OMEGA-3																			
	White 12 pack				1.33 - 2.68	321	1.86				3.99	246	3.99				1.99 - 2.50	52	2.20	
	Brown 12 pack																			
	CAGE-FREE																			
	White 12 pack				2.00 - 3.50	496	2.96				3.00	77	3.00				2.50 - 3.50	482	3.41	
	Brown 12 pack																			
	VEGETARIAN FED																			
	White 12 pack				2.29 - 2.59	28	2.49													
	Brown 12 pack																			

		ALASKA (AK)						HAWAII (HI)					
Feature Rate ^{1/} Activity Index ^{2/}		0.0% of 100 sampled outlets Activity Index = 32 (includes Medium)						0.0% of 100 sampled outlets Activity Index = 30 (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 White 18 pack Brown 12 pack									4.39	3	4.39	
	MEDIUM	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				3.00 - 4.32	32	3.87						
	OMEGA-3 White 12 pack Brown 12 pack									4.49	27	4.49	
	CAGE-FREE White 12 pack Brown 12 pack												
	VEGETARIAN FED White 12 pack Brown 12 pack												



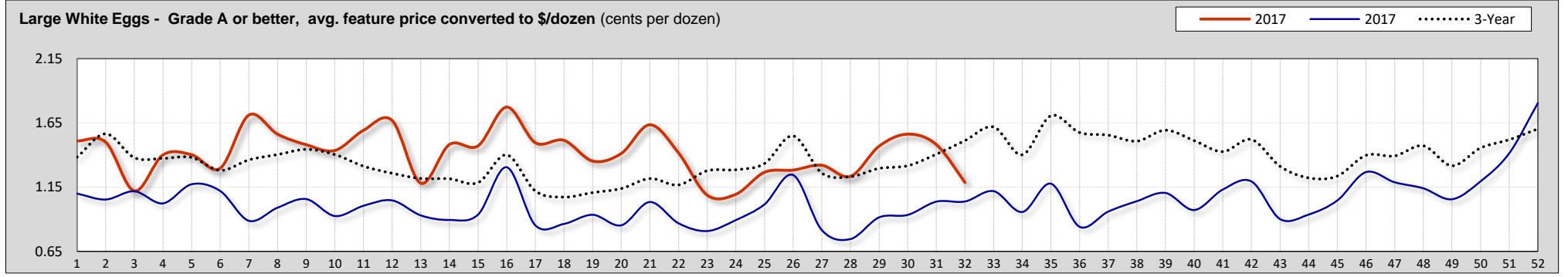
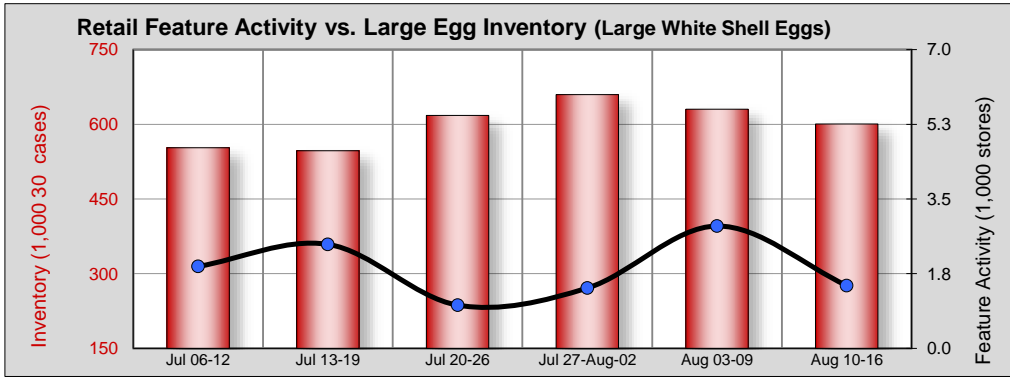
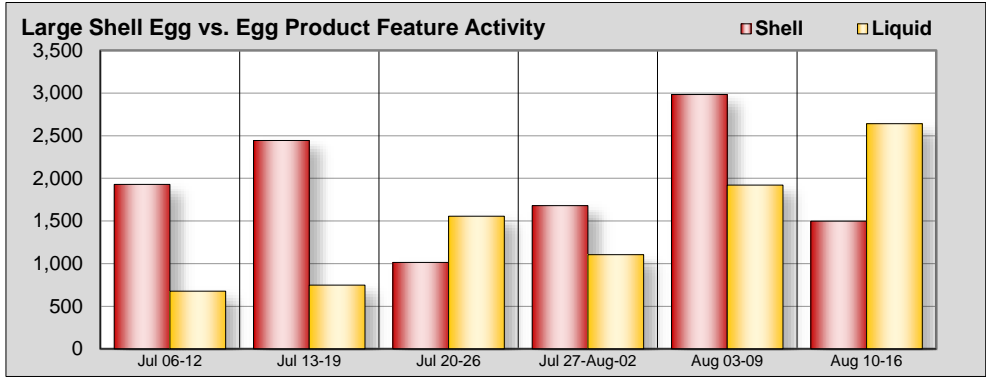
USDA National Retail Report - Shell Egg and Egg Products

Fri. Aug 10, 2018

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 08/10 thru 08/16.

(prices in dollars per carton)

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST	
1/ Feature Rate	9.1%	5.6%	2.8%	5.2% of 5,500 sampled		13.8% of 7,400 sampled		5.7% of 6,100 sampled		7.5% of 4,900 sampled		13.5% of 3,800 sampled		6.3% of 1,300 sampled	
2/ Activity Index	2,641	1,921	828	Activity Index = 218		Activity Index = 1,345		Activity Index = 507		Activity Index = 487		Activity Index = 69		Activity Index = 15	
	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/}
14-16 oz. crtn	1,698	2,65	750	2.50 - 2.99	198	2.94	3.00	1,130	2.52	2.50 - 3.00	123	2.76	2.79 - 3.00	232	2.90
32 oz. crtn	943	4.44	1,171	3.99 - 5.39	20	5.11	3.99 - 5.39	215	5.38	3.99 - 4.44	384	4.03	3.99 - 4.49	255	4.34
3 - 4 oz. cup													3.99	69	3.99
2 - 8 oz. cup															
EGG PRODUCTS				ALASKA		HAWAII									
1/ Feature Rate				34.4% of 100 sampled		26.5% 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 & Seed Market News - (515) 284-4460 <http://www.ams.usda.gov/LPSMarketNewsPage>