



SHELL EGG NATIONAL SUMMARY													
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	37.6% of 29,200 stores				44.7% of 29,100 stores				42.8% 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	
<b>REGULAR</b>	<b>USDA GRADE AA</b>												
	White 12 pack			140	1.26			1,094	1.51			400	1.39
	White 18 pack			188	2.24			883	2.40			544	2.55
	<b>USDA GRADE A</b>												
White 12 pack	288	2.00	1,404	1.11	3	4.59	415	1.27	312	1.94	430	1.34	
White 18 pack			231	2.61			202	1.94			93	2.21	
	<b>USDA ORGANIC</b>												
White 12 pack											294	3.22	
Brown 12 pack	71	3.99	2,513	3.36	213	3.79	6,441	3.42			5,404	3.50	
	<b>OMEGA-3</b>												
White 12 pack	428	2.35	2,275	1.98	296	2.51	3,407	2.29	170	2.04	1,673	2.26	
Brown 12 pack													
	<b>CAGE-FREE</b>												
White 12 pack				52	1.90			199	2.43			143	2.91
Brown 12 pack	73	3.49	958	2.57	22	3.49	2,959	2.46			2,508	2.80	
	<b>VEGETARIAN FED</b>												
White 12 pack				97	2.47						8	2.97	
Brown 12 pack	406	2.49	205	2.32			137	3.50			348	2.54	

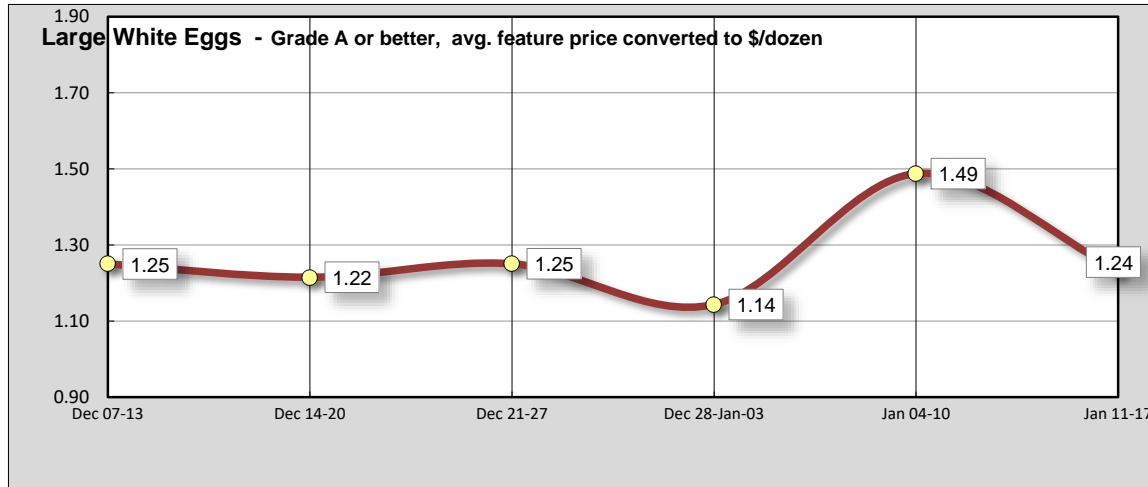
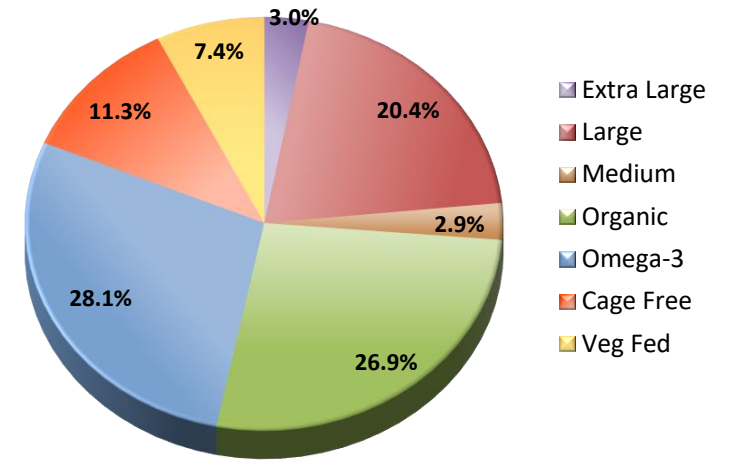
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,251	2,597	1,779	Large Eggs on Jan-07-2019
Specialty	7,078	13,674	10,548	
Total (includes MD)	9,598	16,271	12,573	656.3
Special Rate 4/:	7.7%	1.3%	6.3%	up 8.9%

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

**SHELL EGG and EGG PRODUCTS FEATURING**

Featuring of regular shell eggs is less active than a week ago. The average price of Grade A, or better Large White eggs to consumers is considerably lower compared to last week. The occurrence of "no price" specials is higher as some retailers are offering price incentives with the redemption of coupons or free eggs with an additional purchase. Advertisements for Medium and Extra Large shell eggs are showing up more than in previous weeks. Specialty egg feature activity is not very active due to a sharp decline in USDA Organic and cage-free egg ads. Omega-3 egg features are still highly visible and there is an increase in advertisements for vegetarian fed eggs. Liquid egg promotional activity increased and is almost commanding a much space as regular shell eggs.

**This Week's Shell Egg Featuring by Category**



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>		36.7% of 5,500 sampled outlets Activity Index = 3,436 (includes Medium)						32.2% of 7,400 sampled outlets Activity Index = 1,432 (includes Medium)						45.7% of 6,100 sampled outlets Activity Index = 2,275 (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																1.50	13	1.50	
	White 18 pack				1.88	108	1.88													
	Brown 12 pack																			
<b>MEDIUM</b>		White 12 pack						White 12 pack						White 12 pack						
USDA GRADE A	White 12 pack	2.00	288	2.00	0.88 - 1.50	411	1.37				0.99 - 1.49	469	1.00				0.68 - 1.49	508	1.00	
	White 18 pack										3.99	44	3.99				1.99	116	1.99	
	Brown 12 pack																			
<b>MEDIUM</b>		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	<b>USDA ORGANIC</b>																			
	White 12 pack																			
	Brown 12 pack	3.99	71	3.99	4.49	103	4.49				3.98 - 3.99	638	3.99				2.99 - 3.00	959	2.99	
	<b>OMEGA-3</b>																			
	White 12 pack	1.99 - 2.50	396	2.36	1.50 - 2.66	760	2.04				2.50	218	2.50				1.99 - 2.68	417	2.33	
	Brown 12 pack																			
	<b>CAGE-FREE</b>																			
	White 12 pack				2.99	13	2.99													
Brown 12 pack	3.49	73	3.49	1.99 - 3.00	515	2.76				2.50 - 2.99	53	2.91				2.50 - 2.99	107	2.71		
<b>VEGETARIAN FED</b>																				
White 12 pack				2.47	97	2.47														
Brown 12 pack	2.49 - 2.50	406	2.49	2.00 - 2.50	195	2.33				2.29	10	2.29								
		<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>		28.0% of 4,900 sampled outlets Activity Index = 397 (includes Medium)						38.4% of 3,800 sampled outlets Activity Index = 1,160 (includes Medium)						70.2% of 1,300 sampled outlets Activity Index = 880 (includes Medium)						
USDA GRADE AA	White 12 pack																0.99 - 1.29	116	1.24	
	White 18 pack									1.55 - 2.99	80	2.72								
	Brown 12 pack																			
<b>MEDIUM</b>		White 12 pack						White 12 pack						White 12 pack						
USDA GRADE A	White 12 pack				0.99	13	0.99													
	White 18 pack				1.66	11	1.66				2.99	60	2.99							
	Brown 12 pack																			
<b>MEDIUM</b>		White 12 pack			0.99 - 1.00			78			0.99			White 12 pack						
		White 30 pack			2.00			22			2.00			White 30 pack						
S P E C I A L T Y	<b>USDA ORGANIC</b>																			
	White 12 pack																			
	Brown 12 pack				3.00	3	3.00				2.99 - 3.99	774	3.16				2.99 - 3.99	36	3.41	
	<b>OMEGA-3</b>																			
	White 12 pack	2.50	17	2.50	2.50 - 2.68	169	2.64	1.88	15	1.88	3.79	12	3.79				1.33 - 2.50	697	1.36	
	Brown 12 pack																			
	<b>CAGE-FREE</b>																			
	White 12 pack										1.50	24	1.50				1.59	15	1.59	
Brown 12 pack				1.98 - 2.50	84	2.26				1.99	181	1.99				1.98	16	1.98		
<b>VEGETARIAN FED</b>																				
White 12 pack																				
Brown 12 pack																				

		ALASKA (AK)						HAWAII (HI)					
Feature Rate <sup>1/</sup> Activity Index <sup>2/</sup>		0.0% of 100 sampled outlets Activity Index = 15 (includes Medium)						0.0% of 100 sampled outlets Activity Index = 9 (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				1.29	11	1.29						
	<b>MEDIUM</b>	White 12 pack			White 12 pack			White 12 pack					
USDA GRADE A	White 12 pack White 18 pack Brown 12 pack									4.39	3	4.39	
	<b>MEDIUM</b>	White 12 pack White 30 pack			White 12 pack White 30 pack			White 12 pack White 30 pack			2.00 6 2.00		
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				3.29	2	3.29						
	<b>CAGE-FREE</b> White 12 pack Brown 12 pack				4.29	2	4.29						
	<b>VEGETARIAN FED</b> White 12 pack Brown 12 pack												



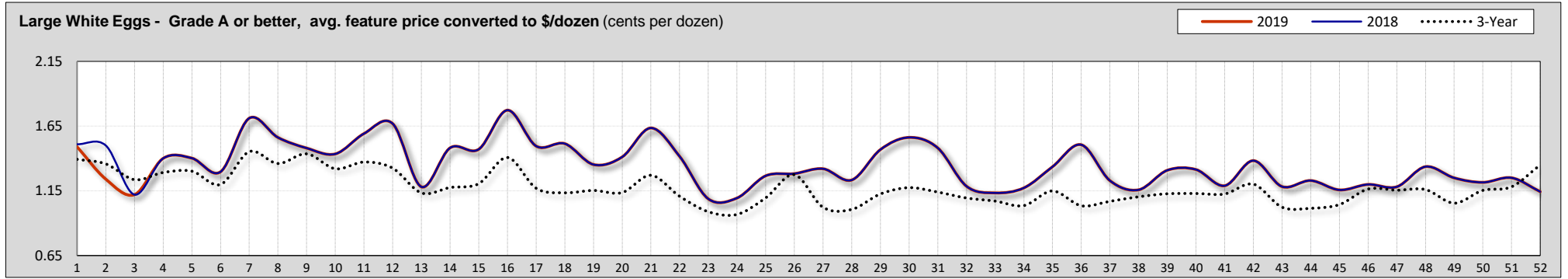
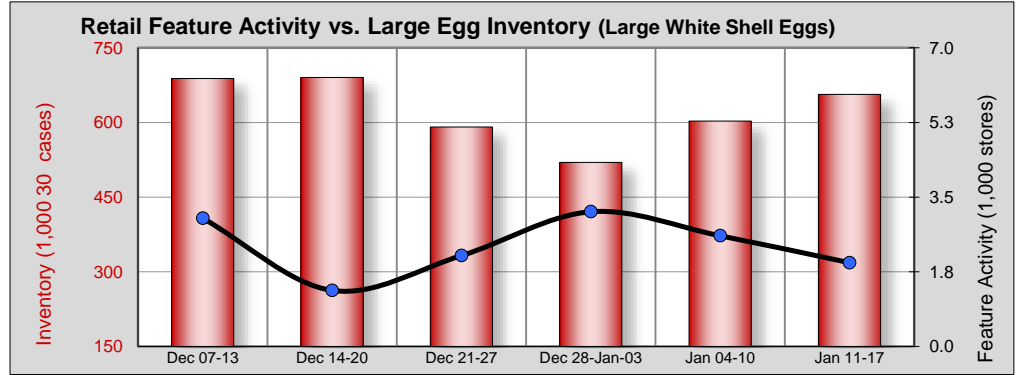
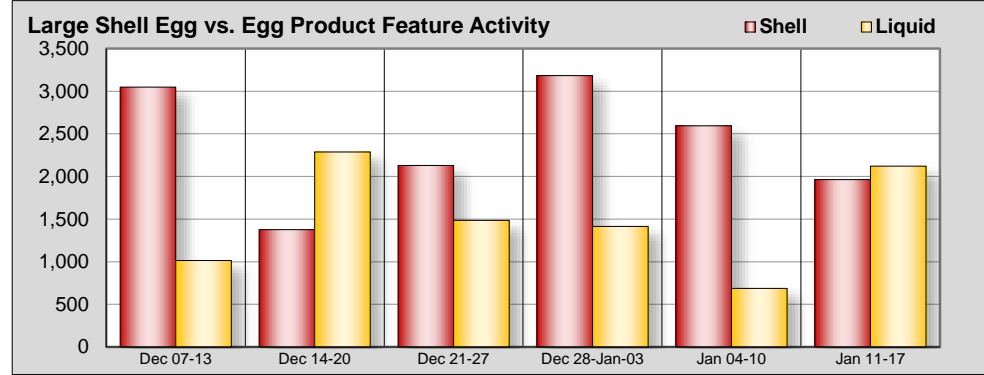
**USDA National Retail Report - Shell Egg and Egg Products**

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 01/11 thru 01/17.

Fri. Jan 11, 2019

(prices in dollars per carton)

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST				
1/ Feature Rate	3.6%	2.1%	8.4%	9.1% of 5,500 sampled	0.2% of 7,400 sampled	5.8% of 6,100 sampled	3.0% of 4,900 sampled	0.0% of 3,800 sampled	0.8% of 1,300 sampled				
2/ Activity Index	2,121	687	2,092	Activity Index = 500	Activity Index = 1,147	Activity Index = 295	Activity Index = 145	Activity Index = 0	Activity Index = 11				
	Stores Avg <sup>3/</sup>	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>
14-16 oz. crtn	1,356 2.60	636 2.68	718 2.50	2.50 - 3.69	212 3.06	2.50 1,133 2.50							
32 oz. crtn	765 4.21	51 3.98	1,374 4.74	4.99	288 4.99	4.49 14 4.49	2.99 - 4.99	295 3.44	2.99 - 4.49	145 4.10			- 3.79 11 3.79
3 - 4 oz. cup													
2 - 8 oz. cup													
EGG PRODUCTS				ALASKA	HAWAII								
1/ Feature Rate				31.0% of 100 sampled	30.0% of 100 sampled								
2/ Activity Index				Activity Index = 0	Activity Index = 23								
				Price Range	Stores Avg <sup>3/</sup>	Price Range	Stores Avg <sup>3/</sup>						
14-16 oz. crtn						4.99	23 4.99						
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>