



SHELL EGG NATIONAL SUMMARY												
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
	35.0% of 29,200 stores				37.6% of 29,200 stores				30.5% 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		949 1.12		140 1.26				622 1.44			
	White 18 pack		104 2.99		188 2.24				9 2.00		485 2.18	
REGULAR	USDA GRADE A											
	White 12 pack		87 2.94		1,261 1.03		288 2.00		1,404 1.11		2,099 0.95	
	White 18 pack		849 1.91		231 2.61				4 1.99		8 1.99	
SPECIALTY	USDA ORGANIC											
	White 12 pack		26 2.49		71 3.99		2,513 3.36				1,935 3.32	
	Brown 12 pack		2,253 3.23									
SPECIALTY	OMEGA-3											
	White 12 pack		537 2.95		1,170 2.08		428 2.35		2,275 1.98		1,282 2.21	
	Brown 12 pack		92 2.50								162 2.95	
SPECIALTY	CAGE-FREE											
	White 12 pack		153 3.61		245 2.09		73 3.49		52 1.90		23 3.36	
	Brown 12 pack		3,262 2.36		958 2.57				2,091 2.59			
SPECIALTY	VEGETARIAN FED											
	White 12 pack						97 2.47					
	Brown 12 pack		204 2.50		406 2.49		205 2.32				472 2.86	

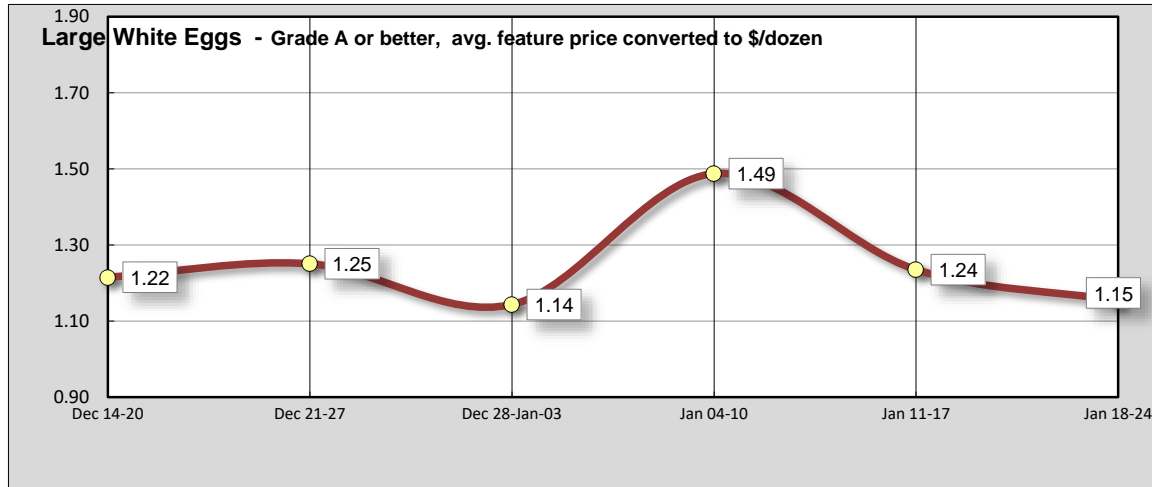
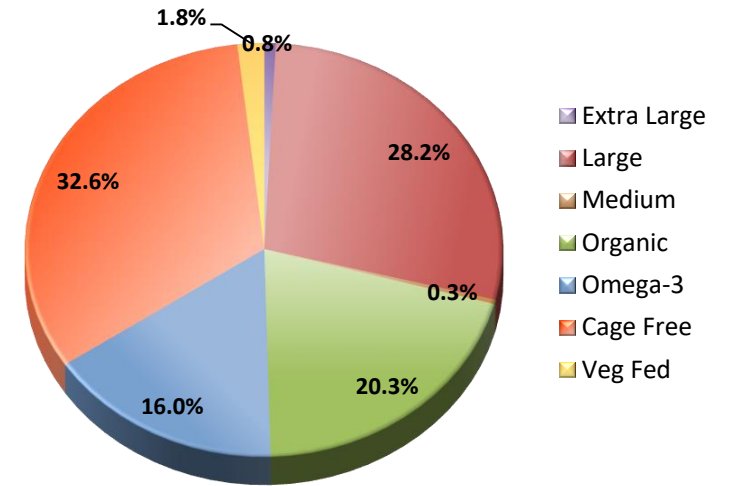
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	3,250	2,251	3,234	Large Eggs on Jan-14-2019
Specialty	7,942	7,078	5,965	
Total (includes MD)	11,231	9,598	9,289	634.6
Special Rate 4/:	2.8%	7.7%	6.5%	down 3.3%

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

SHELL EGG and EGG PRODUCTS FEATURING

As wintry weather blankets parts of the country and with more predicted, many consumers can take advantage of the increased promotional activity of eggs as they stock up on supplies and wait out the storms. Feature activity of regular shell eggs is up from last week, however the average price of Grade A, or better Large White eggs to consumers is trending downward. Fewer retailers are offering shoppers "no price" incentives this week. Advertisements for Medium and Extra Large shell eggs are limited. Specialty shell egg features are slightly higher in number. Cage-free eggs are most commonly featured and USDA Organic egg featuring remains constant. Promotional activity for Omega-3 and vegetarian fed eggs declines. Liquid egg promotions are fewer in number this week.

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 ^{1/} Activity Index ^{2/}		47.3% of 5,500 sampled outlets Activity Index = 3,681 (includes Medium)						19.9% of 7,400 sampled outlets Activity Index = 1,002 (includes Medium)						42.4% of 6,100 sampled outlets Activity Index = 3,401 (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				1.99	212	1.99										0.68	39	0.68																																					
	White 18 pack																																																							
	Brown 12 pack																																																							
MEDIUM		White 12 pack						White 12 pack						White 12 pack																																										
USDA GRADE A	White 12 pack				0.93 - 1.29	355	1.04	4.59	37	4.59	0.93 - 1.49	286	1.09	1.25 - 4.59	50	1.72	0.49 - 1.48	259	0.86																																					
	White 18 pack																1.79 - 1.99	208	1.89																																					
	Brown 12 pack																																																							
MEDIUM		White 12 pack						White 12 pack			0.69			3			0.69			White 12 pack			0.69			12			0.69																											
		White 30 pack						White 30 pack						White 30 pack						White 30 pack																																				
S P E C I A L T Y	USDA ORGANIC					2.49			16			2.49									2.79 - 4.99			688			2.93																													
			White 12 pack			2.79 - 5.99			846			3.77																																												
			Brown 12 pack																																																					
	OMEGA-3		2.99			66			2.99			1.77 - 2.33			909			1.96			2.29			11			2.29			1.77			17			1.77			2.66 - 3.29			390			3.08			2.33 - 2.79			152			2.37		
			Brown 12 pack																																																					
	CAGE-FREE					1.99			97			1.99																																												
			White 12 pack			2.99 - 3.77			908			3.24									2.50 - 3.49			193			2.89			3.49			89			3.49			1.49 - 3.49			144			2.12											
			Brown 12 pack																																																					
VEGETARIAN FED					2.50			160			2.50																																													
		White 12 pack																																																						
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OMEGA-3		2.29 - 2.49			70			2.32			2.50			24			2.50																																							
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		White 12 pack																																																						
		Brown 12 pack																																																						

		ALASKA (AK)						HAWAII (HI)					
Feature Rate ^{1/} Activity Index ^{2/}		0.0% of 100 sampled outlets Activity Index = 92 (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					
USDA GRADE A	White 12 pack White 18 pack Brown 12 pack				0.99	44	0.99						
	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												
	OMEGA-3 White 12 pack Brown 12 pack												
	CAGE-FREE White 12 pack Brown 12 pack				3.00 - 3.29	48	3.07						
	VEGETARIAN FED White 12 pack Brown 12 pack												

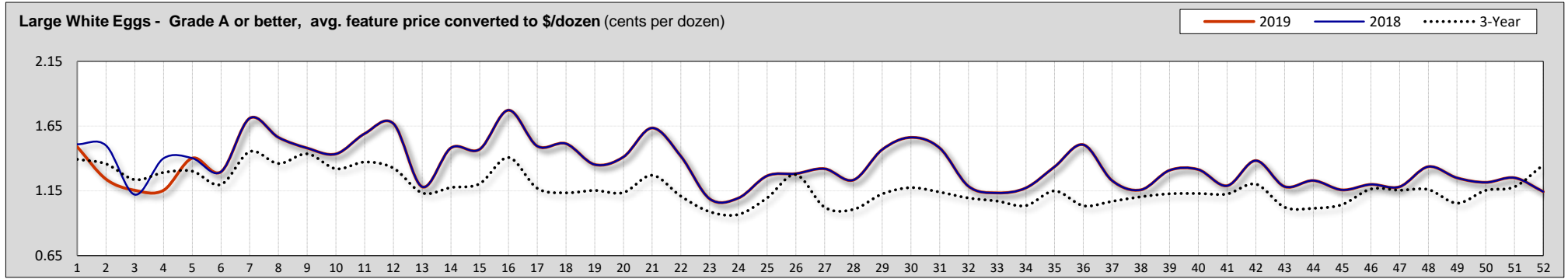
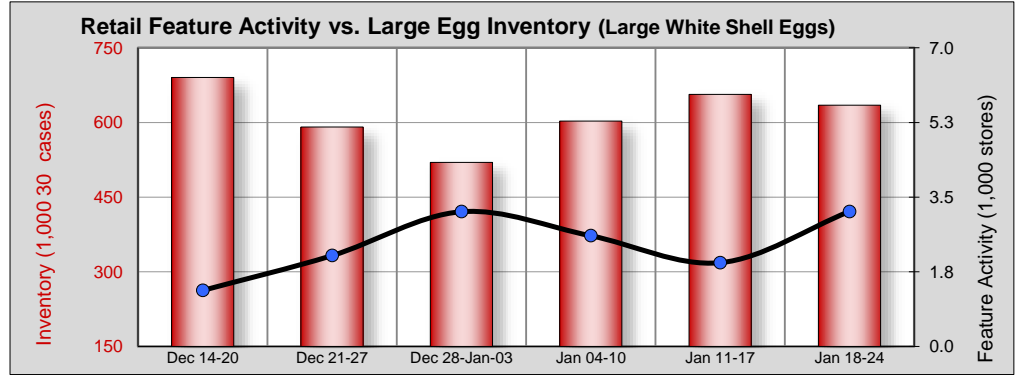
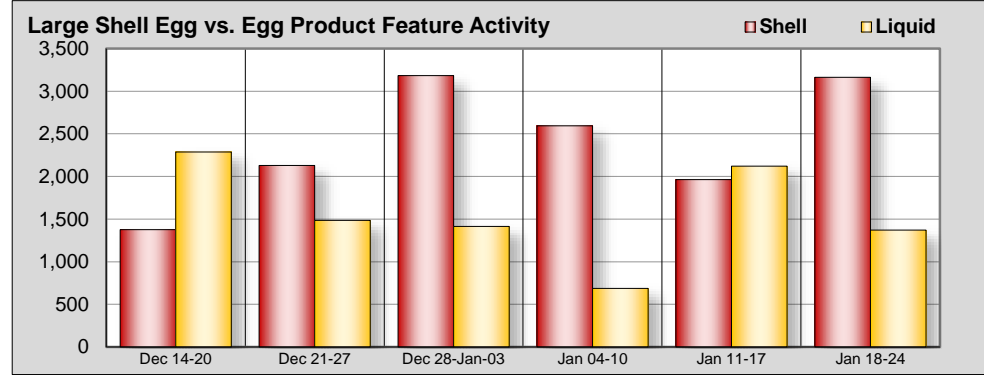


USDA National Retail Report - Shell Egg and Egg Products

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 01/18 thru 01/24.

(prices in dollars per carton)

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	4.7%	3.6%	5.8%	2.4% of 5,500 sampled	7.4% of 7,400 sampled	2.0% of 6,100 sampled	1.9% of 4,900 sampled	10.6% of 3,800 sampled	4.2% of 1,300 sampled
2/ Activity Index	1,371	2,121	1,430	Activity Index = 130	Activity Index = 544	Activity Index = 106	Activity Index = 92	Activity Index = 402	Activity Index = 54
	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	189 2.87	1,356 2.60	1,183 2.58	2.50 62 2.50		2.99 50 2.99			- 3.69 54 3.12
32 oz. crtn	1,182 4.07	765 4.21	247 5.36	4.99 68 4.99	4.49 - 4.99 544 4.50	4.99 56 4.99	4.49 - 4.99 92 4.73	3.00 402 3.00	
3 - 4 oz. cup									
2 - 8 oz. cup									
EGG PRODUCTS				ALASKA	HAWAII				
1/ Feature Rate				37.0% of 100 sampled	0.0% of 100 sampled				
2/ Activity Index				Activity Index = 0	Activity Index = 43				
				Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}				
14-16 oz. crtn					3.00 23 3.00				
32 oz. crtn					4.99 20 4.99				
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>