



(prices in dollars per carton)

SHELL EGG NATIONAL SUMMARY													
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	7.9% of 29,200 stores				34.0% of 29,200 stores				29.6% of 29,200 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			15	1.98	402	1.27	510	0.79	62	1.33	198	2.44
	White 18 pack							20	1.50				
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack			54	1.49	6	3.00	218	1.01			843	1.10
White 18 pack			168	1.82			267	2.26			206	0.99	
Brown 12 pack							185	1.60			12	3.50	
SPECIALTY	USDA ORGANIC												
	White 12 pack												
	Brown 12 pack			264	4.04	132	3.50	463	4.20	34	4.69	2,991	3.98
	OMEGA-3												
	White 12 pack			1,029	2.54	355	2.62	1,866	2.18	212	2.65	1,986	2.03
	Brown 12 pack							14	2.50				
	CAGE-FREE												
	White 12 pack				34	2.00		132	2.12				
	Brown 12 pack	64	3.50	1,166	2.58			3,929	2.67			1,369	2.62
	VEGETARIAN FED												
White 12 pack													
Brown 12 pack	77	4.79	173	1.99	77	4.79	291	2.26			62	3.00	

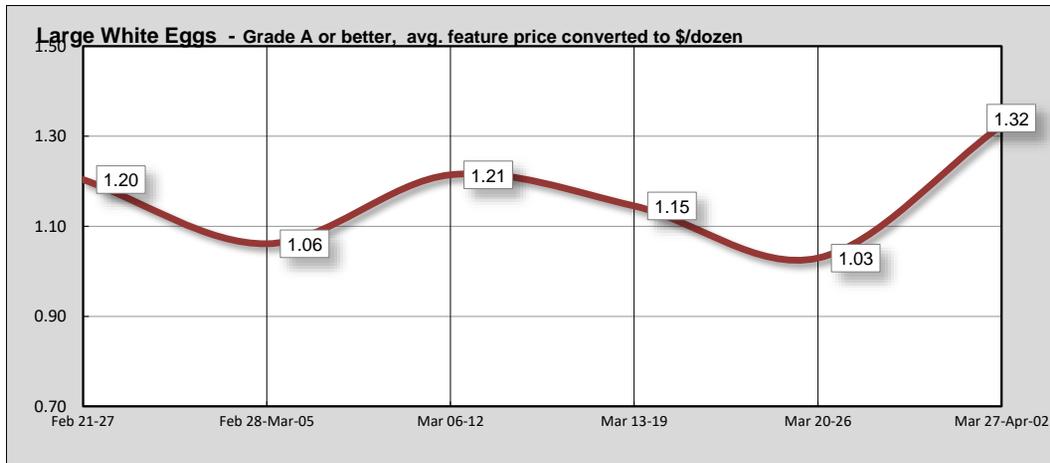
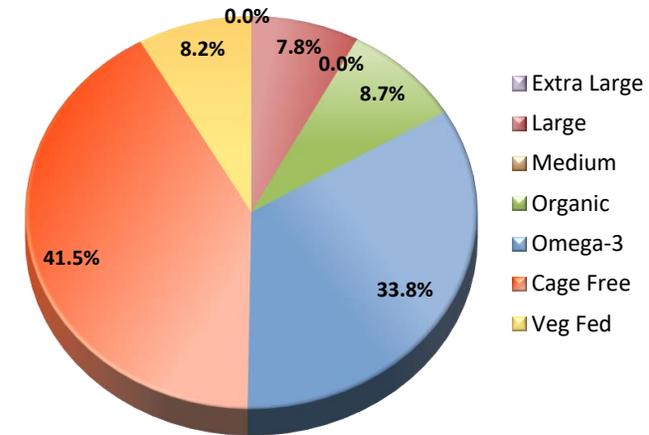
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	237	1,608	1,321	Large Eggs on
Specialty	2,807	7,259	6,654	Mar-23-2020
Total (includes MD)	3,044	8,878	7,985	456.9
Special Rate 4/:	0.1%	0.5%	3.7%	down 20.8%

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

SHELL EGG and EGG PRODUCTS FEATURING

Overall promotional activity for shell eggs is dismal as many locations have suspended their ads for this week. Regular shell egg features are extremely limited. Inventories of Large eggs continue declining. The weighted average price to consumers for Large white eggs, Grade A or better is trending higher, however this is based on fewer promotions. Shoppers will have to search high and low or bargains as the number of "no price" specials decrease this cycle. Ads for Extra Large and Medium eggs are virtually nonexistent. Featuring of specialty shell eggs dropped sharply from last week due to a decline in ads for all types of eggs in this category. Liquid egg promotional activity is less than the previous week, but more than twice the frequency in ads of 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 ^{1/} Activity Index ^{2/}		12.3% of 5,500 sampled outlets Activity Index = 811 (includes Medium)						5.6% of 7,400 sampled outlets Activity Index = 908 (includes Medium)						4.5% of 6,100 sampled outlets Activity Index = 369 (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				1.69 - 1.99	168	1.82				1.29	10	1.29				1.29	39	1.29
	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				3.99	22	3.99				3.99	218	3.99						
	OMEGA-3 White 12 pack Brown 12 pack				2.50 - 2.99	157	2.75				1.98 - 2.99	401	2.50				2.00 - 2.50	72	2.41
	CAGE-FREE White 12 pack Brown 12 pack	3.50	64	3.50	2.00 - 4.99	211	3.19				2.66	218	2.66				2.00	34	2.00
	VEGETARIAN FED White 12 pack Brown 12 pack	4.79	77	4.79	1.99	112	1.99				2.00	61	2.00				1.98 - 3.00	224	2.23
		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/}		12.4% of 4,900 sampled outlets Activity Index = 606 (includes Medium)						6.7% of 3,800 sampled outlets Activity Index = 267 (includes Medium)						5.7% of 1,300 sampled outlets Activity Index = 73 (includes Medium)					
USDA GRADE AA	White 12 pack White 18 pack Brown 12 pack																1.98	15	1.98
	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						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	24	4.49						
	OMEGA-3 White 12 pack Brown 12 pack				2.50	93	2.50				2.33 - 3.00	243	2.50				2.49 - 2.50	58	2.49
	CAGE-FREE White 12 pack Brown 12 pack				1.99 - 2.46	513	2.46												
	VEGETARIAN FED White 12 pack Brown 12 pack																		

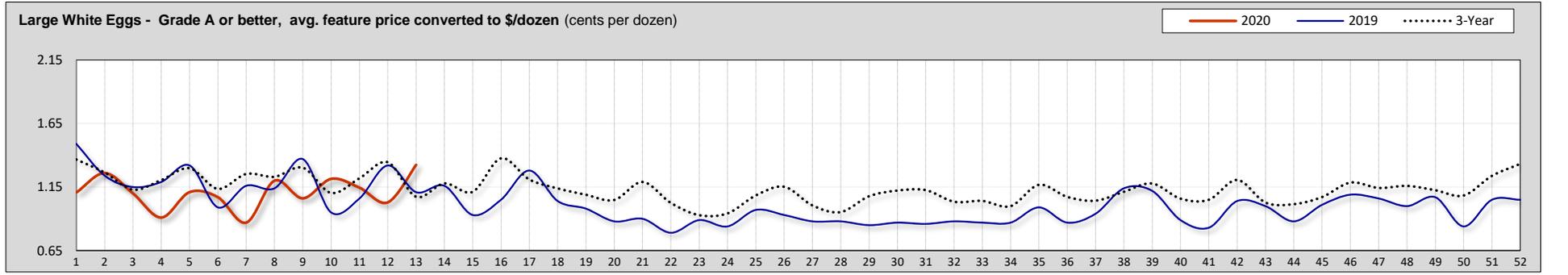
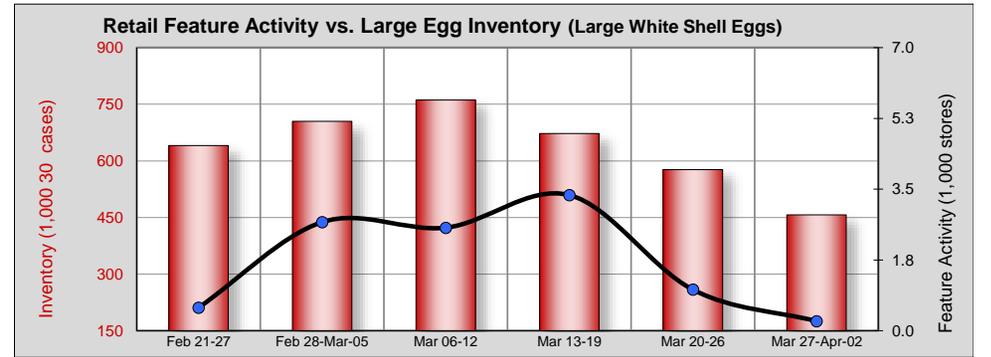
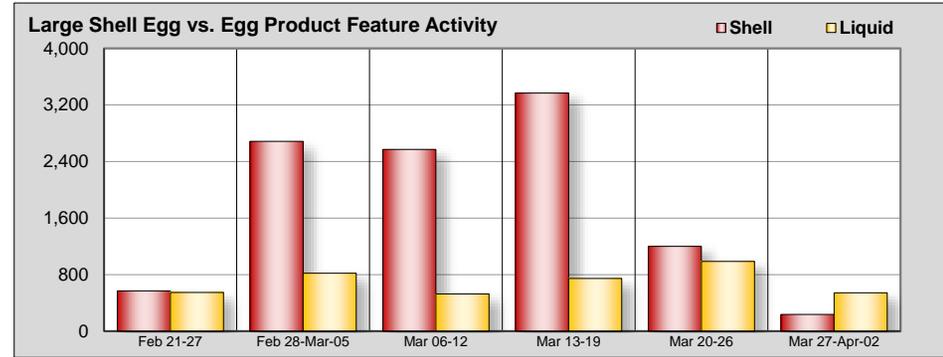
		ALASKA (AK)						HAWAII (HI)					
Feature Rate ¹⁷ Activity Index ¹⁸		0.0% of 100 sampled outlets Activity Index = 4 (includes Medium)						0.0% of 100 sampled outlets Activity Index = 6 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	Stores	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				2.00	2	2.00				4.49	3	4.49
	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				3.50	2	3.50				3.00	3	3.00
	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 03/27 thru 04/02.
 (prices in dollars per carton)

Fri. Mar 27, 2020

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	1.9%	3.9%	5.1%	0.4% of 5,500 sampled	2.9% of 7,400 sampled	3.3% of 6,100 sampled	0.8% of 4,900 sampled	1.3% of 3,800 sampled	1.2% of 1,300 sampled
2/ Activity Index	543	987	1,192	Activity Index = 22	Activity Index = 218	Activity Index = 201	Activity Index = 38	Activity Index = 49	Activity Index = 15
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range Stores Avg ^{3/}					
14-16 oz. crtn	543 2.55	638 2.52	693 2.92	3.00 22 3.00	3.00 218 3.00	1.98 201 1.98	1.98 38 1.98	3.00 49 3.00	- 2.98 15 2.98
32 oz. crtn		349 4.99	499 3.99						
3 - 4 oz. cup									
2 - 8 oz. cup									
EGG PRODUCTS				ALASKA	HAWAII				
1/ Feature Rate				2.0% of 100 sampled	8.6% 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>