



SHELL EGG NATIONAL SUMMARY												
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
	44.7% of 29,100 stores				25.7% of 29,100 stores				42.9% 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	<b>USDA GRADE AA</b>											
	White 12 pack		1,094 1.51				935 1.16				1,225 1.33	
	White 18 pack		883 2.40		29 2.99		818 1.86				469 2.98	
	Brown 12 pack											
	<b>USDA GRADE A</b>											
	White 12 pack		3 4.59				1,374 1.07		165 1.53		309 1.55	
White 18 pack						30 1.56		10 2.99		101 1.99		
Brown 12 pack						26 1.99				45 2.99		
SPECIALTY	<b>USDA ORGANIC</b>											
	White 12 pack						64 3.15				21 4.39	
	Brown 12 pack		213 3.79		6,441 3.42		2,149 4.02		213 3.79		4,248 3.66	
	<b>OMEGA-3</b>											
	White 12 pack		296 2.51		3,407 2.29		262 2.49		906 2.88		196 2.52	
	Brown 12 pack										3,114 2.37	
	<b>CAGE-FREE</b>											
	White 12 pack				199 2.43						249 2.04	
	Brown 12 pack		22 3.49		2,959 2.46		32 3.49		1,138 3.12		6,238 2.61	
	<b>VEGETARIAN FED</b>											
White 12 pack												
Brown 12 pack				137 3.50		254 2.58				152 2.00		

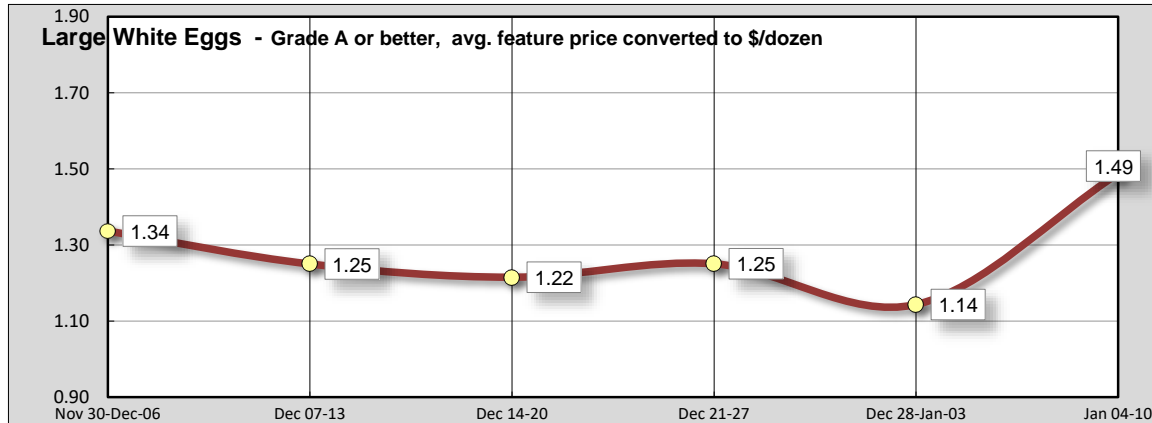
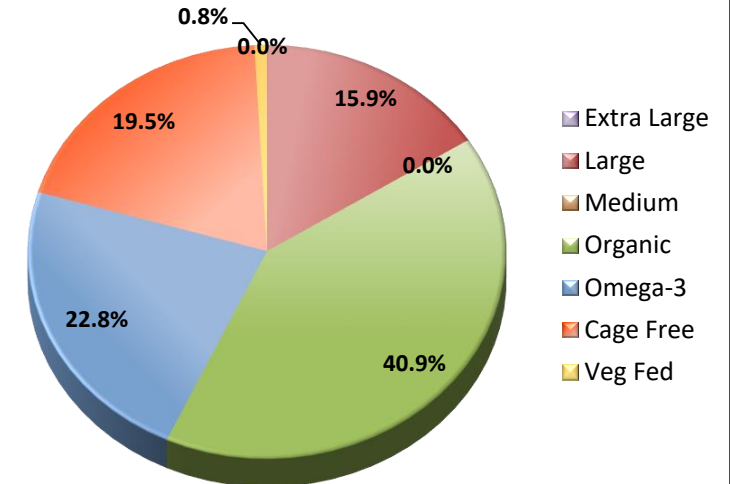
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,597	3,212	2,324	Large Eggs on Dec-31-2018
Specialty	13,674	4,805	14,431	
Total (includes MD)	16,271	8,269	16,779	602.7
Special Rate 4/:	1.3%	0.7%	1.8%	up 16%

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

**SHELL EGG and EGG PRODUCTS FEATURING**

Featuring of regular shell eggs is down as ad space in many circulars is filled with promotions for specialty shell eggs. The average price of Grade A, or better Large White eggs to consumers is sharply higher than in previous weeks. Shoppers are finding "no price" specials a little easier to find this week. Advertisements for Medium and Extra Large shell eggs are virtually nonexistent this first week of the new year. Specialty egg promotions are more common this week and dominated by USDA Organic brown eggs. Ads for Omega-3 and cage-free eggs are also heavily promoted, however ads for vegetarian fed eggs are limited. Liquid egg promotions are on the decline and egg nog season is over.

**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>		42.5% of 5,500 sampled outlets Activity Index = 2,645 (includes Medium)						41.6% of 7,400 sampled outlets Activity Index = 5,319 (includes Medium)						46.2% of 6,100 sampled outlets Activity Index = 3,123 (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				1.77	59	1.77				0.88	4	0.88				1.19 - 1.49	17	1.47
	White 18 pack																		
	Brown 12 pack																		
<b>MEDIUM</b>		White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				1.25	63	1.25				0.79	23	0.79				0.77 - 1.89	217	0.87
	White 18 pack										1.99	84	1.99				1.89 - 1.99	118	1.90
	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				2.79 - 4.99	644	3.50				2.79 - 4.99	2,496	3.60	3.79	213	3.79	2.79 - 3.99	1,629	3.20
	Brown 12 pack																		
	<b>OMEGA-3</b>																		
White 12 pack	2.50	147	2.50	1.99 - 3.50	620	2.49	2.50	20	2.50	1.99 - 3.50	2,201	2.26	2.59	3	2.59	1.66 - 2.98	52	2.45	
Brown 12 pack																			
<b>CAGE-FREE</b>																			
White 12 pack				1.50 - 2.99	121	2.94				2.99	1	2.99				1.50 - 2.00	77	1.63	
Brown 12 pack				1.99 - 3.99	854	2.63	3.49	22	3.49	2.33 - 2.99	468	2.33				1.99 - 2.99	797	2.50	
<b>VEGETARIAN FED</b>																			
White 12 pack				3.50	137	3.50													
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 <sup>1/</sup> Activity Index <sup>2/</sup>		41.2% of 4,900 sampled outlets Activity Index = 2,508 (includes Medium)						51.9% of 3,800 sampled outlets Activity Index = 1,821 (includes Medium)						61.2% of 1,300 sampled outlets Activity Index = 808 (includes Medium)					
USDA GRADE AA	White 12 pack				0.88 - 1.99	368	1.27				1.19 - 1.49	207	1.38				0.88 - 1.99	437	1.75
	White 18 pack										2.49 - 2.99	778	2.53				1.50	105	1.50
	Brown 12 pack																		
<b>MEDIUM</b>		White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				0.77	40	0.77				1.99	45	1.99						
	White 18 pack																		
	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				2.79 - 3.99	878	3.23				2.99 - 3.99	515	3.45				2.99 - 3.99	264	3.35
	Brown 12 pack																		
	<b>OMEGA-3</b>	2.48 - 2.59	126	2.51	1.97 - 2.50	472	2.17				2.50	62	2.50						
White 12 pack																			
Brown 12 pack																			
<b>CAGE-FREE</b>																			
White 12 pack				1.99 - 2.59	624	2.28				2.33 - 2.99	214	2.52				2.33	2	2.33	
Brown 12 pack																			
<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 = 2 (includes Medium)						0.0% of 100 sampled outlets Activity Index = 45 (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				1.50	2	1.50						
	White 18 pack												
	Brown 12 pack												
	<b>MEDIUM</b>	White 12 pack			White 12 pack			White 12 pack			White 12 pack		
USDA GRADE A	White 12 pack							4.59	3	4.59	3.00 - 4.99	27	4.55
	White 18 pack												
	Brown 12 pack												
	<b>MEDIUM</b>	White 12 pack			White 12 pack			White 12 pack			White 30 pack		
S P E C I A L T Y	<b>USDA ORGANIC</b>												
	White 12 pack										3.29 - 3.99	15	3.48
	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												



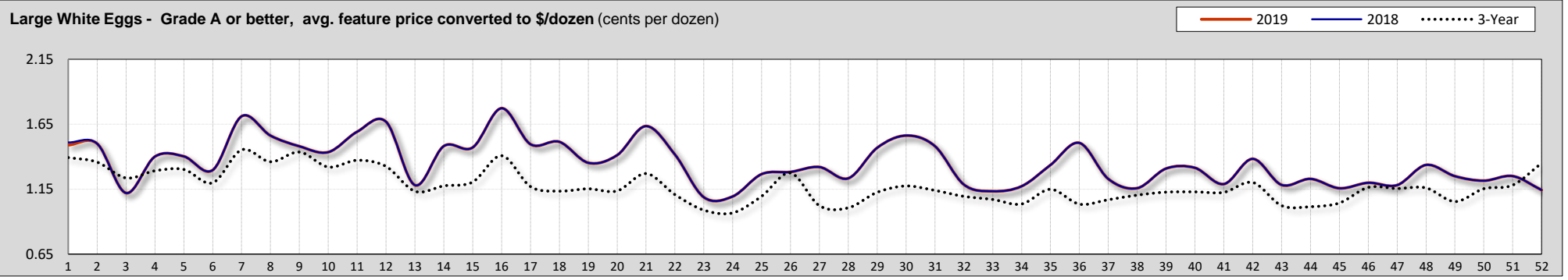
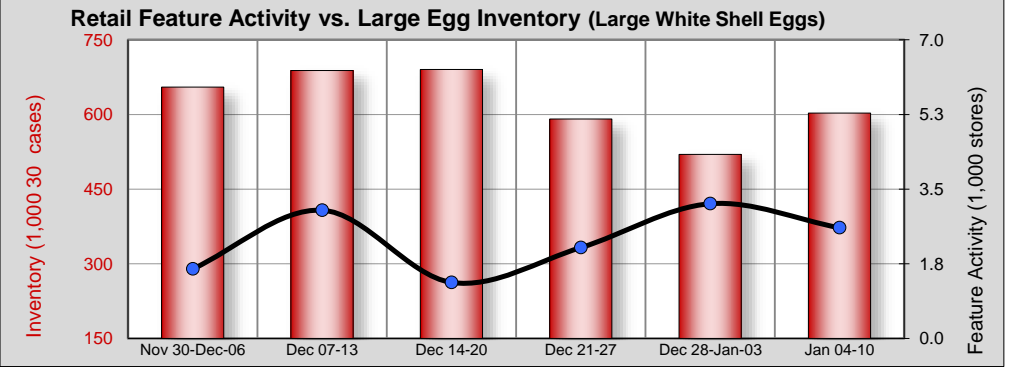
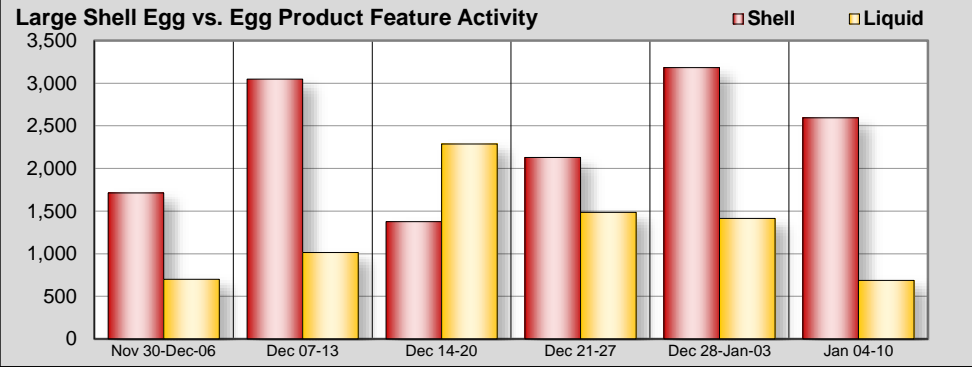
**USDA National Retail Report - Shell Egg and Egg Products**

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 01/04 thru 01/10.

(prices in dollars per carton)

Fri. Jan 04, 2019

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	2.1%	2.4%	7.0%	0.0% of 5,500 sampled	0.4% of 7,400 sampled	8.1% of 6,100 sampled	1.8% of 4,900 sampled	0.0% of 3,800 sampled	2.2% of 1,300 sampled
2/ Activity Index	687	1,414	1,885	Activity Index = 16	Activity Index = 245	Activity Index = 327	Activity Index = 88	Activity Index = 0	Activity Index = 5
	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>	Price Range Stores Avg <sup>3/</sup>
14-16 oz. crtn	636 2.68	718 3.47	480 2.47	2.50 16 2.50	2.50 245 2.50	2.49 - 3.00 276 2.82	2.49 - 3.00 88 2.75		- 2.99 5 2.49
32 oz. crtn	51 3.98	696 4.00	1,405 4.67			3.98 51 3.98			
3 - 4 oz. cup									
2 - 8 oz. cup									
EGG PRODUCTS				ALASKA	HAWAII				
1/ Feature Rate				14.0% of 100 sampled	35.4% of 100 sampled				
2/ Activity Index				Activity Index = 6	Activity Index = 0				
				Price Range Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>				
14-16 oz. crtn				2.49 - 2.99 6 2.91					
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>