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Report for 10/19/2024 - 10/25/2024

MARKET HIGHLIGHTS

This week in egg retail, the feature rate decreased 9.1% and the activity index decreased 50.7%. Feature space for shell eggs decreased across the board with notable decreases in Conventional, Free Range and Nutritionally Enhanced (Omega-3). Large shell eggs continue to make up the bulk of offerings.

NATIONAL

Metric	Current Week (CW)	Previous Week (PW)	Previous Year (PY)
Total Outlets	24,443	24,443	
Activity Index	3,205	6,507	
Feature Rate (%)	11.8%	20.9%	

Section	Price Unit	Item	Environment	Condition	CW Stores	CW Wtd Avg	PW Stores	PW Wtd Avg	PY Stores	PY Wtd Avg
Shell Egg	Per Carton	Extra Large Brown, 12	Free Range	Fresh	60	3.49				
		Extra Large Brown, 12	USDA Organic, Free Range	Fresh	44	6.99	286	6.41		
		Extra Large Brown, 12	USDA Organic, Pasture Raised	Fresh	10	8.99	10	8.99		
		Extra Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh			61	2.50		
		Extra Large White, 18	Nutritionally Enhanced (Omega-3)	Fresh			84	4.08		
		Jumbo White, 12	Cage-Free	Fresh			28	4.99		
		Large Brown, 12	Cage-Free	Fresh	121	3.15	86	2.72		
		Large Brown, 12	Free Range	Fresh	610	5.61	1,596	6.24		
		Large Brown, 12	Nutritionally Enhanced (Omega-3)	Fresh	155	3.93	206	4.91		
		Large Brown, 12	Pasture Raised	Fresh	233	5.96	419	5.22		
		Large Brown, 12	USDA Organic	Fresh	154	5.91	578	4.98		
		Large Brown, 12	USDA Organic, Free Range	Fresh	1,185	5.42	537	6.49		
		Large Brown, 12	USDA Organic, Pasture Raised	Fresh			557	8.03		
		Large Brown, 12	Vegetarian-Fed	Fresh	18	3.49				



Section	Price Unit	Item	Environment	Condition	CW Stores	CW Wtd Avg	PW Stores	PW Wtd Avg	PY Stores	PY Wtd Avg
Shell Egg	Per Carton	Large Brown, 18	Cage-Free	Fresh	20	4.69	31	4.94		
		Large Brown, 18	Conventional	Fresh	16	2.99				
		Large Brown, 18	Free Range	Fresh			215	7.99		
		Large Brown, 18	Nutritionally Enhanced (Omega-3)	Fresh			15	5.99		
		Large Brown, 18	USDA Organic	Fresh			160	4.99		
		Large Brown, 18	Vegetarian- Fed	Fresh	17	3.99				
		Large White, 12	Cage-Free	Fresh	19	2.50	259	3.50		
		Large White, 12	Conventional	Fresh	61	2.32	580	2.08		
		Large White, 12	Free Range	Fresh			32	3.00		
		Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	33	3.51	18	2.99		
		Large White, 18	Cage-Free	Fresh	203	5.30	125	4.42		
		Large White, 18	Conventional	Fresh			137	4.09		
		Large White, 18	Nutritionally Enhanced (Omega-3)	Fresh			16	3.99		
		Large White, 6	Free Range	Fresh			15	2.29		
		Large White, 60	Conventional	Fresh			28	16.99		
		Medium Brown, 12	Free Range	Fresh			32	5.00		
		Medium Brown, 12	USDA Organic	Fresh			21	3.99		
		Medium Brown, 12	USDA Organic, Free Range	Fresh			44	4.99		
		Medium White, 12	Conventional	Fresh			40	1.98		
		Medium White, 18	Conventional	Fresh	28	3.99				
Egg Products	Per Carton	Egg Nog, 32 oz	Conventional	Fresh	29	3.49	29	3.49		
		Egg Nog, 64 oz	Conventional	Fresh	145	5.61	52	6.49		
		Liquid Egg, 32 oz	Conventional	Fresh			18	5.69		
		Liquid Egg White, 16 oz	Conventional	Fresh			72	3.37		
		Liquid Egg White, 16 oz	USDA Organic	Fresh	44	6.99	120	6.99		

NORTHEAST REGION (CT, DE, MA, MD, ME, NH, NJ, NY, PA, RI, VT)

Metric	Current Week (CW)
Total Outlets	4,790



Activity Index	713
Feature Rate (%)	9.8%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Extra Large Brown, 12	Free Range	Fresh	35	3.49 - 3.49	3.49
			Extra Large Brown, 12	USDA Organic, Free Range	Fresh	44	6.99 - 6.99	6.99
			Large Brown, 12	Cage-Free	Fresh	35	2.99 - 4.79	3.92
			Large Brown, 12	Free Range	Fresh	44	4.99 - 4.99	4.99
			Large Brown, 12	Nutritionally Enhanced (Omega-3)	Fresh	91	4.99 - 4.99	4.99
			Large Brown, 12	Pasture Raised	Fresh	105	5.99 - 5.99	5.99
			Large Brown, 12	USDA Organic	Fresh	58	5.99 - 5.99	5.99
			Large Brown, 12	USDA Organic, Free Range	Fresh	153	4.99 - 7.49	7.06
			Large Brown, 12	Vegetarian-Fed	Fresh	18	3.49 - 3.49	3.49
			Large Brown, 18	Vegetarian-Fed	Fresh	17	3.99 - 3.99	3.99
			Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	17	3.99 - 3.99	3.99
Egg Products	Ungraded/Other	Per Carton	Egg Nog, 64 oz	Conventional	Fresh	52	5.99 - 6.49	6.18
			Liquid Egg White, 16 oz	USDA Organic	Fresh	44	6.99 - 6.99	6.99

SOUTHEAST REGION (AL, FL, GA, MS, NC, SC, TN, VA, WV)

Metric	Current Week (CW)
Total Outlets	6,506
Activity Index	172
Feature Rate (%)	2.6%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Extra Large Brown, 12	Free Range	Fresh	13	3.49 - 3.49	3.49
			Large Brown, 12	Cage-Free	Fresh	2	2.50 - 2.50	2.50
			Large Brown, 12	Nutritionally Enhanced (Omega-3)	Fresh	3	4.99 - 4.99	4.99
			Large Brown, 12	Pasture Raised	Fresh	2	5.99 - 5.99	5.99
			Large Brown, 12	USDA Organic	Fresh	17	5.99 - 5.99	5.99
			Large Brown, 12	USDA Organic, Free Range	Fresh	80	4.99 - 4.99	4.99



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large White, 12	Conventional	Fresh	40	2.49 - 2.49	2.49
			Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	3	2.99 - 2.99	2.99
Egg Products	Ungraded/Other	Per Carton	Egg Nog, 32 oz	Conventional	Fresh	1	3.49 - 3.49	3.49
			Egg Nog, 64 oz	Conventional	Fresh	11	4.99 - 4.99	4.99

MIDWEST REGION (IA, IL, IN, KY, MI, MN, ND, NE, OH, SD, WI)

Metric	Current Week (CW)
Total Outlets	4,574
Activity Index	795
Feature Rate (%)	16.9%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Extra Large Brown, 12	Free Range	Fresh	6	3.49 - 3.49	3.49
			Large Brown, 12	Cage-Free	Fresh	78	2.50 - 3.50	2.87
			Large Brown, 12	Free Range	Fresh	189	4.99 - 5.99	5.00
			Large Brown, 12	Nutritionally Enhanced (Omega-3)	Fresh	61	2.29 - 2.29	2.29
			Large Brown, 12	Pasture Raised	Fresh	112	5.99 - 5.99	5.99
			Large Brown, 12	USDA Organic	Fresh	2	5.99 - 5.99	5.99
			Large Brown, 12	USDA Organic, Free Range	Fresh	297	5.49 - 6.49	5.64
			Large Brown, 18	Conventional	Fresh	16	2.99 - 2.99	2.99
			Large White, 12	Conventional	Fresh	21	1.99 - 1.99	1.99
			Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	13	2.99 - 2.99	2.99

SOUTH CENTRAL REGION (AR, CO, KS, LA, MO, NM, OK, TX)

Metric	Current Week (CW)
Total Outlets	3,678
Activity Index	330
Feature Rate (%)	8.9%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Extra Large Brown, 12	Free Range	Fresh	6	3.49 - 3.49	3.49



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Cage-Free	Fresh	6	2.50 - 2.50	2.50
			Large Brown, 12	Free Range	Fresh	68	5.99 - 5.99	5.99
			Large Brown, 12	USDA Organic, Free Range	Fresh	112	4.99 - 4.99	4.99
			Large Brown, 18	Cage-Free	Fresh	20	4.69 - 4.69	4.69
			Large White, 18	Cage-Free	Fresh	3	5.47 - 5.47	5.47
			Medium White, 18	Conventional	Fresh	28	3.99 - 3.99	3.99
Shell Egg	AA	Per Carton	Large White, 18	Cage-Free	Fresh	3	5.47 - 5.47	5.47
Egg Products	Ungraded/Other	Per Carton	Egg Nog, 32 oz	Conventional	Fresh	28	3.49 - 3.49	3.49
			Egg Nog, 64 oz	Conventional	Fresh	56	4.99 - 5.99	5.03

SOUTHWEST REGION (AZ, CA, NV, UT)

Metric	Current Week (CW)
Total Outlets	3,507
Activity Index	1,023
Feature Rate (%)	27.4%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Free Range	Fresh	191	5.99 - 5.99	5.99
			Large Brown, 12	Pasture Raised	Fresh	14	5.49 - 5.49	5.49
			Large Brown, 12	USDA Organic	Fresh	77	4.99 - 5.99	5.82
			Large Brown, 12	USDA Organic, Free Range	Fresh	519	4.99 - 4.99	4.99
			Large White, 12	Cage-Free	Fresh	19	2.50 - 2.50	2.50
			Large White, 18	Cage-Free	Fresh	63	5.47 - 5.47	5.47
Shell Egg	AA	Per Carton	Large White, 18	Cage-Free	Fresh	134	4.99 - 5.47	5.22
Egg Products	Ungraded/Other	Per Carton	Egg Nog, 64 oz	Conventional	Fresh	6	5.99 - 5.99	5.99

NORTHWEST REGION (ID, MT, OR, WA, WY)

Metric	Current Week (CW)
Total Outlets	1,194
Activity Index	172
Feature Rate (%)	14.4%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Extra Large Brown, 12	USDA Organic, Pasture Raised	Fresh	10	8.99 - 8.99	8.99



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Free Range	Fresh	118	5.99 - 5.99	5.99
			Large Brown, 12	USDA Organic, Free Range	Fresh	3	4.99 - 4.99	4.99
Shell Egg	AA	Per Carton	Large Brown, 12	USDA Organic, Free Range	Fresh	21	4.99 - 4.99	4.99
Egg Products	Ungraded/Other	Per Carton	Egg Nog, 64 oz	Conventional	Fresh	20	5.99 - 5.99	5.99

Explanatory Notes:

FEATURE RATE: the amount of sampled stores advertising any reported item during the current week, expressed as a percentage of the total sample.

ACTIVITY INDEX: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised item (e.g., a retailer with 100 outlets featuring 3 items has an activity index of 300).

STORES/AVG: the number of advertising outlets and the weighted average price weighted by the respective number of outlets.