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Report for 9/7/2024 - 9/13/2024

MARKET HIGHLIGHTS

This week in egg retail, the feature rate increased by 2.0% and the activity index increased by 24.8%. Large Brown Free Range and Organic Free Range eggs continue to lead in feature space for shell eggs. Of the small percentage of stores featuring eggs, conventional eggs continue to be largely left out in favor of specialty offerings.

NATIONAL

Metric	Current Week (CW)	Previous Week (PW)	Previous Year (PY)
Total Outlets	23,759	24,444	
Activity Index	3,791	3,037	
Feature Rate (%)	12.9%	10.9%	

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	USDA Organic,	Fresh	109	5.98	166	4.99		
			Free Range							
		Extra Large White, 12	USDA Organic,	Fresh	148	4.99				
			Free Range							
		Extra Large White, 6	Cage-Free	Fresh	28	2.99				
		Jumbo White, 12	Cage-Free	Fresh			12	3.99		
		Jumbo White, 12	Conventional	Fresh	97	2.90				
		Large Brown, 12	Cage-Free	Fresh			47	2.00		
		Large Brown, 12	Free Range	Fresh	98	5.64	50	3.68		
		Large Brown, 12	Nutritionally Enhanced (Omega-3)	Fresh	19	3.00	41	3.12		
		Large Brown, 12	Pasture Raised	Fresh	38	4.99	98	6.30		
		Large Brown, 12	USDA Organic	Fresh	36	3.99	302	4.29		
		Large Brown, 12	USDA Organic, Free Range	Fresh	994	5.78	263	5.28		
		Large Brown, 12	USDA Organic, Pasture Raised	Fresh	213	6.20	132	7.30		
		Large Brown, 12	Vegetarian- Fed	Fresh	44	2.99				
		Large Brown, 18	Cage-Free	Fresh	184	4.99	274	4.66		
		Large Brown, 18	Free Range	Fresh	909	6.08	125	6.23		
		Large Brown, 18	Nutritionally Enhanced (Omega-3)	Fresh	23	5.99				



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	USDA Organic	Fresh	365	3.99				
		Large Brown, 18	USDA Organic, Free Range	Fresh	64	5.99				
		Large White, 12	Cage-Free	Fresh			218	3.28		
		Large White, 12	Conventional	Fresh	17	2.26				
		Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	79	2.61	259	2.50		
		Large White, 18	Nutritionally Enhanced (Omega-3)	Fresh	170	4.27	108	4.88		
		Large White, 18	USDA Organic	Fresh			624	5.99		
		Large White, 30	Conventional	Fresh	70	4.99				
		Medium White, 18	Cage-Free	Fresh	12	4.99				
Egg Products	Per Carton	Liquid Egg, 16 oz	Conventional	Fresh	18	3.49				
		Liquid Egg, 32 oz	Conventional	Fresh	18	6.29	198	5.99		
		Liquid Egg White, 16 oz	USDA Organic	Fresh	38	4.69				
		Liquid Egg White, 32 oz	Conventional	Fresh			120	6.99		

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

Metric	Current Week (CW)
Total Outlets	4,625
Activity Index	1,564
Feature Rate (%)	22.1%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Extra Large Brown, 12	USDA Organic, Free Range	Fresh	109	4.99 - 7.99	5.98
			Extra Large White, 12	USDA Organic, Free Range	Fresh	148	4.99 - 4.99	4.99
			Large Brown, 12	Free Range	Fresh	32	6.99 - 6.99	6.99
			Large Brown, 12	USDA Organic	Fresh	36	3.99 - 3.99	3.99
			Large Brown, 12	USDA Organic, Free Range	Fresh	410	4.99 - 7.99	5.91
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	73	4.99 - 4.99	4.99
			Large Brown, 12	Vegetarian- Fed	Fresh	44	2.99 - 2.99	2.99



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 18	Free Range	Fresh	140	6.99 - 7.49	7.06
			Large Brown, 18	USDA Organic	Fresh	365	3.99 - 3.99	3.99
			Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	18	2.99 - 2.99	2.99
			Large White, 18	Nutritionally Enhanced (Omega-3)	Fresh	83	3.50 - 4.99	4.44
			Large White, 30	Conventional	Fresh	70	4.99 - 4.99	4.99
Egg Products	Ungraded/Other	Per Carton	Liquid Egg, 16 oz	Conventional	Fresh	18	3.49 - 3.49	3.49
			Liquid Egg, 32 oz	Conventional	Fresh	18	6.29 - 6.29	6.29

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

Metric	Current Week (CW)
Total Outlets	6,469
Activity Index	410
Feature Rate (%)	3.4%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Jumbo White, 12	Conventional	Fresh	80	2.98 - 2.98	2.98
			Large Brown, 12	Pasture Raised	Fresh	38	4.99 - 4.99	4.99
			Large Brown, 12	USDA Organic, Free Range	Fresh	156	3.99 - 5.99	5.50
			Large Brown, 18	Free Range	Fresh	67	5.98 - 5.99	5.98
			Large White, 18	Nutritionally Enhanced (Omega-3)	Fresh	31	4.08 - 4.99	4.17
Egg Products	Ungraded/Other	Per Carton	Liquid Egg White, 16 oz	USDA Organic	Fresh	38	4.69 - 4.69	4.69

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

Metric	Current Week (CW)
Total Outlets	4,574
Activity Index	790
Feature Rate (%)	17.3%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Jumbo White, 12	Conventional	Fresh	17	2.50 - 2.50	2.50



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Free Range	Fresh	52	4.99 - 4.99	4.99
			Large Brown, 12	USDA Organic, Free Range	Fresh	93	4.99 - 4.99	4.99
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	23	5.99 - 5.99	5.99
			Large Brown, 18	Free Range	Fresh	471	5.99 - 5.99	5.99
			Large White, 12	Conventional	Fresh	17	2.26 - 2.26	2.26
			Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	61	2.50 - 2.50	2.50
			Large White, 18	Nutritionally Enhanced (Omega-3)	Fresh	56	4.08 - 4.08	4.08

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

Metric	Current Week (CW)
Total Outlets	3,524
Activity Index	177
Feature Rate (%)	5.0%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	USDA Organic, Free Range	Fresh	124	4.99 - 5.99	5.89
			Large Brown, 18	Free Range	Fresh	53	5.49 - 5.99	5.76

SOUTHWEST REGION (AZ, CA, NV, UT)

Metric	Current Week (CW)
Total Outlets	3,202
Activity Index	739
Feature Rate (%)	23.1%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Free Range	Fresh	14	4.99 - 4.99	4.99
			Large Brown, 12	Nutritionally Enhanced (Omega-3)	Fresh	19	3.00 - 3.00	3.00
			Large Brown, 12	USDA Organic, Free Range	Fresh	208	5.99 - 5.99	5.99
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	117	6.99 - 6.99	6.99



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 18	Free Range	Fresh	105	5.49 - 5.49	5.49
			Large Brown, 18	USDA Organic, Free Range	Fresh	64	5.99 - 5.99	5.99
Shell Egg	AA	Per Carton	Extra Large White, 6	Cage-Free	Fresh	28	2.99 - 2.99	2.99
			Large Brown, 18	Cage-Free	Fresh	184	4.99 - 4.99	4.99

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

Metric	Current Week (CW)
Total Outlets	1,194
Activity Index	111
Feature Rate (%)	9.3%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	USDA Organic, Free Range	Fresh	3	5.99 - 5.99	5.99
			Large Brown, 18	Free Range	Fresh	73	5.49 - 5.99	5.89
			Large Brown, 18	Nutritionally Enhanced (Omega-3)	Fresh	23	5.99 - 5.99	5.99
Shell Egg	AA	Per Carton	Medium White, 18	Cage-Free	Fresh	12	4.99 - 4.99	4.99

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.