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Report for 9/6/2025 - 9/12/2025

MARKET HIGHLIGHTS

This week in egg retail, the feature rate decreased 2.7% and the activity index decreased 9.1%. Large shell eggs of both colors continue to make up the bulk of offerings, most with a specialized environment claim. Feature activity was most active in the Southwest, Midwest, and Northeast with more moderate activity in the Northwest and South Central, and lighter activity in the Southeast.

NATIONAL

Metric	Current Week (CW)	Previous Week (PW)	Previous Year (PY)
Total Outlets	24,824	24,824	23,759
Activity Index	7,352	8,088	3,791
Feature Rate (%)	25.0%	27.7%	12.9%

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	159	4.99	62	3.99		
		Extra Large Brown, 12	USDA Organic, Free Range	Fresh					109	5.98
		Extra Large White, 12	Cage-Free	Fresh	71	4.50				
		Extra Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh			167	4.00		
		Extra Large White, 12	USDA Organic, Free Range	Fresh					148	4.99
		Extra Large White, 6	Cage-Free	Fresh					28	2.99
		Jumbo White, 12	Conventional	Fresh					97	2.90
		Jumbo White, 12	Nutritionally Enhanced (Omega-3)	Fresh	38	4.99				
		Jumbo White, 12	Vegetarian-Fed	Fresh	40	2.78				
		Large Brown, 12	Cage-Free	Fresh	68	4.30	138	3.01		
		Large Brown, 12	Free Range	Fresh	872	5.54	489	4.11	98	5.64
		Large Brown, 12	Nutritionally Enhanced (Omega-3)	Fresh	72	4.14	198	3.92	19	3.00
		Large Brown, 12	Pasture Raised	Fresh			356	6.64	38	4.99
		Large Brown, 12	USDA Organic	Fresh	34	4.99	24	5.99	36	3.99
		Large Brown, 12	USDA Organic, Free Range	Fresh	670	5.90	293	6.81	994	5.78



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, 12	USDA Organic,	Fresh	496	9.15	637	9.62	213	6.20
		Large Brown, 12	Vegetarian-Fed	Fresh	199	4.00	159	2.99	44	2.99
		Large Brown, 18	Cage-Free	Fresh			2,393	4.77	184	4.99
		Large Brown, 18	Free Range	Fresh	338	7.65	19	4.49	909	6.08
		Large Brown, 18	Nutritionally Enhanced (Omega-3)	Fresh			1,390	6.99	23	5.99
		Large Brown, 18	USDA Organic	Fresh	21	6.99	21	6.99	365	3.99
		Large Brown, 18	USDA Organic, Free Range	Fresh	18	6.99			64	5.99
		Large White, 12	Cage-Free	Fresh	83	3.42	134	2.98		
		Large White, 12	Conventional	Fresh	169	2.92	183	2.61	17	2.26
		Large White, 12	Free Range	Fresh	12	3.98				
		Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	311	3.49	171	3.50	79	2.61
		Large White, 18	Cage-Free	Fresh	1,286	4.11	197	5.66		
		Large White, 18	Conventional	Fresh	1,987	3.05	292	2.98		
		Large White, 18	Nutritionally Enhanced (Omega-3)	Fresh			145	5.53	170	4.27
		Large White, 30	Conventional	Fresh	159	6.99			70	4.99
		Large White, 60	Conventional	Fresh			29	14.99		
		Medium Brown, 18	USDA Organic	Fresh			18	4.99		
		Medium White, 18	Cage-Free	Fresh					12	4.99
Egg Products	Per Carton	Egg Nog, 32 oz	Conventional	Fresh	139	2.99				
		Liquid Egg, 16 oz	Conventional	Fresh	18	4.29			18	3.49
		Liquid Egg, 16 oz	Pasture Raised	Fresh			519	6.73		
		Liquid Egg, 32 oz	Conventional	Fresh	55	7.99	18	6.99	18	6.29
		Liquid Egg White, 16 oz	Conventional	Fresh			18	4.19		
		Liquid Egg White, 16 oz	USDA Organic	Fresh					38	4.69
		Liquid Egg White, 32 oz	Conventional	Fresh	37	7.99	18	6.99		

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

Metric	Current Week (CW)
Total Outlets	4,853



Activity Index	1,842
Feature Rate (%)	29.5%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Extra Large Brown, 12	Free Range	Fresh	159	4.99 - 4.99	4.99
			Jumbo White, 12	Nutritionally Enhanced (Omega-3)	Fresh	38	4.99 - 4.99	4.99
			Large Brown, 12	Free Range	Fresh	287	4.99 - 6.99	5.52
			Large Brown, 12	Nutritionally Enhanced (Omega-3)	Fresh	26	4.99 - 4.99	4.99
			Large Brown, 12	USDA Organic	Fresh	18	4.99 - 4.99	4.99
			Large Brown, 12	USDA Organic, Free Range	Fresh	35	4.99 - 4.99	4.99
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	75	8.99 - 10.99	10.91
			Large Brown, 12	Vegetarian-Fed	Fresh	182	4.00 - 4.00	4.00
			Large Brown, 18	Free Range	Fresh	37	8.99 - 8.99	8.99
			Large White, 12	Cage-Free	Fresh	72	3.49 - 3.49	3.49
			Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	311	3.49 - 3.49	3.49
			Large White, 18	Conventional	Fresh	185	2.99 - 2.99	2.99
			Large White, 30	Conventional	Fresh	159	6.99 - 6.99	6.99
Shell Egg	AA	Per Carton	Large White, 12	Conventional	Fresh	148	2.77 - 2.77	2.77
Egg Products	Ungraded/Other	Per Carton	Liquid Egg, 16 oz	Conventional	Fresh	18	4.29 - 4.29	4.29
			Liquid Egg, 32 oz	Conventional	Fresh	55	7.99 - 7.99	7.99
			Liquid Egg White, 32 oz	Conventional	Fresh	37	7.99 - 7.99	7.99

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

Metric	Current Week (CW)
Total Outlets	6,580
Activity Index	717
Feature Rate (%)	10.9%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Jumbo White, 12	Vegetarian-Fed	Fresh	40	2.78 - 2.78	2.78



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Cage-Free	Fresh	2	3.99 - 3.99	3.99
			Large Brown, 12	Free Range	Fresh	119	5.99 - 6.99	6.97
			Large Brown, 12	Nutritionally Enhanced (Omega-3)	Fresh	2	3.99 - 3.99	3.99
			Large Brown, 12	USDA Organic, Free Range	Fresh	53	4.99 - 5.99	5.74
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	32	7.99 - 7.99	7.99
			Large Brown, 12	Vegetarian-Fed	Fresh	17	4.00 - 4.00	4.00
			Large White, 18	Conventional	Fresh	452	2.99 - 2.99	2.99

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

Metric	Current Week (CW)
Total Outlets	4,639
Activity Index	1,686
Feature Rate (%)	35.9%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Cage-Free	Fresh	39	3.99 - 3.99	3.99
			Large Brown, 12	Free Range	Fresh	399	4.29 - 6.99	4.89
			Large Brown, 12	Nutritionally Enhanced (Omega-3)	Fresh	44	3.49 - 3.99	3.64
			Large Brown, 12	USDA Organic, Free Range	Fresh	8	4.99 - 5.99	5.12
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	250	8.99 - 8.99	8.99
			Large Brown, 18	USDA Organic	Fresh	21	6.99 - 6.99	6.99
			Large Brown, 18	USDA Organic, Free Range	Fresh	18	6.99 - 6.99	6.99
			Large White, 12	Conventional	Fresh	21	3.99 - 3.99	3.99
			Large White, 18	Conventional	Fresh	727	2.99 - 3.99	3.05
Shell Egg	AA	Per Carton	Large White, 18	Cage-Free	Fresh	12	3.99 - 3.99	3.99
			Large White, 18	Conventional	Fresh	11	2.99 - 2.99	2.99
Egg Products	Ungraded/Other	Per Carton	Egg Nog, 32 oz	Conventional	Fresh	136	2.99 - 2.99	2.99

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

Metric	Current Week (CW)
Total Outlets	3,705



Activity Index	962
Feature Rate (%)	20.1%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Cage-Free	Fresh	6	3.99 - 3.99	3.99
			Large Brown, 12	Free Range	Fresh	8	6.99 - 6.99	6.99
			Large Brown, 12	USDA Organic, Free Range	Fresh	76	4.99 - 5.99	5.90
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	6	8.99 - 8.99	8.99
			Large Brown, 18	Free Range	Fresh	150	6.99 - 6.99	6.99
			Large White, 18	Conventional	Fresh	306	2.99 - 4.39	3.26
Shell Egg	AA	Per Carton	Large White, 18	Cage-Free	Fresh	219	3.99 - 3.99	3.99
			Large White, 18	Conventional	Fresh	188	2.99 - 2.99	2.99
Egg Products	Ungraded/Other	Per Carton	Egg Nog, 32 oz	Conventional	Fresh	3	2.99 - 2.99	2.99

SOUTHWEST REGION (AZ, CA, NV, UT)

Metric	Current Week (CW)
Total Outlets	3,675
Activity Index	1,777
Feature Rate (%)	37.9%

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	382	5.99 - 5.99	5.99
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	118	8.97 - 8.97	8.97
			Large Brown, 18	Free Range	Fresh	149	6.99 - 7.99	7.98
			Large White, 18	Cage-Free	Fresh	129	3.99 - 3.99	3.99
Shell Egg	AA	Per Carton	Extra Large White, 12	Cage-Free	Fresh	71	4.50 - 4.50	4.50
			Large Brown, 12	USDA Organic	Fresh	16	4.99 - 4.99	4.99
			Large White, 18	Cage-Free	Fresh	808	3.99 - 4.99	4.18
			Large White, 18	Conventional	Fresh	104	2.99 - 2.99	2.99

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

Metric	Current Week (CW)
Total Outlets	1,172
Activity Index	357
Feature Rate (%)	20.4%



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Cage-Free	Fresh	21	4.99 - 4.99	4.99
			Large Brown, 12	Free Range	Fresh	59	6.99 - 6.99	6.99
			Large Brown, 12	USDA Organic, Free Range	Fresh	116	5.99 - 5.99	5.99
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	15	6.99 - 6.99	6.99
			Large Brown, 18	Free Range	Fresh	2	6.99 - 6.99	6.99
			Large White, 12	Free Range	Fresh	12	3.98 - 3.98	3.98
Shell Egg	AA	Per Carton	Large White, 18	Cage-Free	Fresh	118	3.99 - 3.99	3.99
			Large White, 18	Conventional	Fresh	14	2.99 - 2.99	2.99

**ALASKA (AK)**

Metric	Current Week (CW)
Total Outlets	91
Activity Index	11
Feature Rate (%)	12.1%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large White, 12	Cage-Free	Fresh	11	2.97 - 2.97	2.97

**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.