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Report for 11/30/2024 - 12/6/2024

MARKET HIGHLIGHTS

This week in egg retail, the feature rate increased 4.5% and the activity index increased 54.7%, largely driven by one retailer's conventional egg feature. Pasture raised and USDA Organic, pasture raised also increased in feature space. 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	5,375	3,474	
Feature Rate (%)	16.3%	11.8%	

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	Cage-Free	Fresh			259	3.00		
		Extra Large Brown, 12	USDA Organic	Fresh	29	2.99				
		Extra Large Brown, 12	USDA Organic, Free Range	Fresh			19	5.99		
		Jumbo White, 12	Conventional	Fresh	21	2.99				
		Large Brown, 12	Cage-Free	Fresh	147	2.62	160	2.91		
		Large Brown, 12	Free Range	Fresh	102	4.93	201	5.08		
		Large Brown, 12	Nutritionally Enhanced (Omega-3)	Fresh	17	3.49				
		Large Brown, 12	Pasture Raised	Fresh	393	7.80	109	5.20		
		Large Brown, 12	USDA Organic	Fresh	394	5.89	15	6.49		
		Large Brown, 12	USDA Organic, Free Range	Fresh	67	5.83	84	5.41		
		Large Brown, 12	USDA Organic, Pasture Raised	Fresh	628	7.99	100	6.00		
		Large Brown, 18	Cage-Free	Fresh	21	4.99	19	4.99		
		Large Brown, 18	Free Range	Fresh	212	6.99	186	6.99		
		Large White, 12	Cage-Free	Fresh	20	2.99	121	2.65		
		Large White, 12	Conventional	Fresh	1,341	1.99	94	1.97		
		Large White, 12	Free Range	Fresh			32	2.99		
		Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh			200	3.06		



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 White, 18	Conventional	Fresh	18	3.99	23	5.29		
		Large White, 18	Nutritionally Enhanced (Omega-3)	Fresh	101	4.71	148	4.99		
Egg Products	Per Carton	Large White, 6	Free Range	Fresh	15	1.99				
		Large White, 60	Conventional	Fresh			28	19.99		
		Egg Nog, 32 oz	Conventional	Fresh	655	4.24	759	4.14		
		Egg Nog, 32 oz	USDA Organic	Fresh	76	5.92	10	13.32		
		Egg Nog, 64 oz	Conventional	Fresh	689	5.16	819	5.82		
		Liquid Egg, 16 oz	Conventional	Fresh	36	4.99				
		Liquid Egg, 32 oz	Conventional	Fresh	18	5.69	44	5.99		
		Liquid Egg White, 16 oz	Conventional	Fresh	73	4.11				
		Liquid Egg White, 16 oz	USDA Organic	Fresh	302	5.49				
		Liquid Egg White, 32 oz	Conventional	Fresh			44	5.99		

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

Metric	Current Week (CW)
Total Outlets	4,790
Activity Index	2,590
Feature Rate (%)	28.2%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Cage-Free	Fresh	19	3.00 - 3.00	3.00
			Large Brown, 12	Free Range	Fresh	35	3.99 - 6.99	6.73
			Large Brown, 12	Pasture Raised	Fresh	350	6.99 - 7.99	7.94
			Large Brown, 12	USDA Organic	Fresh	331	3.99 - 6.29	6.17
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	628	6.99 - 8.99	7.99
			Large White, 12	Cage-Free	Fresh	20	2.99 - 2.99	2.99
			Large White, 18	Conventional	Fresh	18	3.99 - 3.99	3.99
			Large White, 18	Nutritionally Enhanced (Omega-3)	Fresh	73	4.99 - 4.99	4.99
Egg Products	Ungrade d/Other	Per Carton	Egg Nog, 32 oz	Conventional	Fresh	343	3.49 - 4.99	4.10
			Egg Nog, 32 oz	USDA Organic	Fresh	66	5.99 - 5.99	5.99
			Egg Nog, 64 oz	Conventional	Fresh	278	3.99 - 6.99	5.89



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Egg Products	Ungraded/Other	Per Carton	Liquid Egg, 16 oz	Conventional	Fresh	36	4.99 - 4.99	4.99
			Liquid Egg, 32 oz	Conventional	Fresh	18	5.69 - 5.69	5.69
			Liquid Egg White, 16 oz	Conventional	Fresh	73	2.99 - 4.99	4.11
			Liquid Egg White, 16 oz	USDA Organic	Fresh	302	5.49 - 5.49	5.49

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

Metric	Current Week (CW)
Total Outlets	6,506
Activity Index	709
Feature Rate (%)	10.9%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Cage-Free	Fresh	13	2.50 - 2.50	2.50
			Large White, 12	Conventional	Fresh	439	1.99 - 1.99	1.99
Egg Products	Ungraded/Other	Per Carton	Egg Nog, 32 oz	Conventional	Fresh	9	3.49 - 3.99	3.93
			Egg Nog, 64 oz	Conventional	Fresh	248	3.99 - 5.99	4.09

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

Metric	Current Week (CW)
Total Outlets	4,574
Activity Index	1,029
Feature Rate (%)	20.0%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Extra Large Brown, 12	USDA Organic	Fresh	29	2.99 - 2.99	2.99
			Jumbo White, 12	Conventional	Fresh	21	2.99 - 2.99	2.99
			Large Brown, 12	Cage-Free	Fresh	55	2.50 - 2.99	2.64
			Large Brown, 12	Free Range	Fresh	61	3.99 - 3.99	3.99
			Large Brown, 12	USDA Organic	Fresh	29	2.99 - 2.99	2.99
			Large Brown, 12	USDA Organic, Free Range	Fresh	52	5.49 - 5.49	5.49
			Large White, 12	Conventional	Fresh	576	1.99 - 1.99	1.99
Shell Egg	AA	Per Carton	Large White, 12	Conventional	Fresh	11	1.99 - 1.99	1.99
Egg Products	Ungraded/Other	Per Carton	Egg Nog, 32 oz	Conventional	Fresh	83	2.99 - 3.99	3.62
			Egg Nog, 64 oz	Conventional	Fresh	112	4.99 - 5.99	5.74

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



Metric	Current Week (CW)
Total Outlets	3,678
Activity Index	454
Feature Rate (%)	12.3%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Cage-Free	Fresh	60	2.50 - 2.50	2.50
			Large Brown, 12	Free Range	Fresh	6	3.99 - 3.99	3.99
			Large Brown, 12	Nutritionally Enhanced (Omega-3)	Fresh	17	3.49 - 3.49	3.49
			Large White, 12	Conventional	Fresh	246	1.99 - 1.99	1.99
			Large White, 18	Nutritionally Enhanced (Omega-3)	Fresh	28	3.99 - 3.99	3.99
Shell Egg	AA	Per Carton	Large White, 12	Conventional	Fresh	69	1.99 - 1.99	1.99
Egg Products	Ungraded/Other	Per Carton	Egg Nog, 32 oz	Conventional	Fresh	28	3.49 - 3.49	3.49

SOUTHWEST REGION (AZ, CA, NV, UT)

Metric	Current Week (CW)
Total Outlets	3,507
Activity Index	457
Feature Rate (%)	13.0%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 18	Free Range	Fresh	64	6.99 - 6.99	6.99
Shell Egg	AA	Per Carton	Large Brown, 12	Pasture Raised	Fresh	28	5.99 - 5.99	5.99
			Large Brown, 18	Free Range	Fresh	148	6.99 - 6.99	6.99
Egg Products	Ungraded/Other	Per Carton	Egg Nog, 32 oz	Conventional	Fresh	188	3.99 - 4.99	4.89
			Egg Nog, 64 oz	Conventional	Fresh	29	4.99 - 5.41	5.27

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

Metric	Current Week (CW)
Total Outlets	1,194
Activity Index	136
Feature Rate (%)	7.6%



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Pasture Raised	Fresh	15	7.99 - 7.99	7.99
			Large Brown, 12	USDA Organic	Fresh	34	4.99 - 6.29	5.56
			Large Brown, 12	USDA Organic, Free Range	Fresh	15	6.99 - 6.99	6.99
			Large Brown, 18	Cage-Free	Fresh	21	4.99 - 4.99	4.99
			Large White, 6	Free Range	Fresh	15	1.99 - 1.99	1.99
Egg Products	Ungraded/Other	Per Carton	Egg Nog, 32 oz	Conventional	Fresh	4	3.99 - 3.99	3.99
			Egg Nog, 32 oz	USDA Organic	Fresh	10	5.49 - 5.49	5.49
			Egg Nog, 64 oz	Conventional	Fresh	22	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.