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Report for 9/21/2024 - 9/27/2024

MARKET HIGHLIGHTS

This week in egg retail, the feature rate decreased by 8.0% and the activity index decreased by 34.0%. Despite the overall shell egg feature rate decreasing this week, there was a sharp increase in large white conventional shell eggs driven by a large retailer's special under several banners. Large shell eggs continue to make up the bulk of offerings. Nutritionally Enhanced shell eggs increased notably in feature space.

NATIONAL

Metric	Current Week (CW)	Previous Week (PW)	Previous Year (PY)
Total Outlets	24,443	24,443	
Activity Index	4,943	7,494	
Feature Rate (%)	17.5%	25.5%	

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	124	4.99	253	4.35		
		Extra Large Brown, 12	USDA Organic, Free Range	Fresh			507	5.46		
		Jumbo Brown, 12	Free Range	Fresh			36	3.99		
		Jumbo Brown, 12	USDA Organic	Fresh	11	7.99				
		Jumbo White, 12	Conventional	Fresh	80	2.48	21	3.99		
		Jumbo White, 12	Nutritionally Enhanced (Omega-3)	Fresh	50	4.50				
		Large Brown, 12	Cage-Free	Fresh	252	3.28	143	2.87		
		Large Brown, 12	Free Range	Fresh	162	4.76	1,807	4.29		
		Large Brown, 12	Nutritionally Enhanced (Omega-3)	Fresh	152	3.34	342	4.12		
		Large Brown, 12	Pasture Raised	Fresh			457	5.62		
		Large Brown, 12	USDA Organic	Fresh	544	4.46	390	4.49		
		Large Brown, 12	USDA Organic, Free Range	Fresh	233	4.28	764	5.16		
		Large Brown, 12	USDA Organic, Pasture Raised	Fresh	113	6.01	365	5.85		
		Large Brown, 18	Free Range	Fresh			166	6.26		
		Large Brown, 18	Nutritionally Enhanced (Omega-3)	Fresh	28	5.00				
		Large Brown, 18	USDA Organic	Fresh	148	6.99				



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			94	5.97		
		Large Brown, 6	USDA Organic,	Fresh	21	3.00				
		Large White, 12	Cage-Free	Fresh	320	2.46	447	4.04		
		Large White, 12	Conventional	Fresh			18	1.99		
		Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	1,103	3.86	278	3.07		
		Large White, 12	Vegetarian- Fed	Fresh			22	3.79		
		Large White, 18	Cage-Free	Fresh	406	4.65	931	3.98		
		Large White, 18	Conventional	Fresh	1,130	1.99				
		Large White, 18	Nutritionally Enhanced (Omega-3)	Fresh			16	3.99		
		Large White, 18	USDA Organic	Fresh			38	3.98		
		Medium Brown, 12	Free Range	Fresh			32	5.00		
		Medium Brown, 12	USDA Organic,	Fresh	10	8.99				
		Medium White, 12	Conventional	Fresh	21	1.99				
		Liquid Egg, 32 oz	Conventional	Fresh			32	5.99		
		Liquid Egg White, 16 oz	Conventional	Fresh	19	5.99				
Egg Products	Per Carton	Liquid Egg White, 16 oz	USDA Organic	Fresh			302	5.49		
		Liquid Egg White, 32 oz	Cage-Free	Fresh	16	6.99				
		Liquid Egg White, 32 oz	Conventional	Fresh			33	4.78		

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

Metric	Current Week (CW)
Total Outlets	4,790
Activity Index	937
Feature Rate (%)	15.1%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Extra Large Brown, 12	Free Range	Fresh	44	4.99 - 4.99	4.99
			Jumbo White, 12	Nutritionally Enhanced (Omega-3)	Fresh	47	4.50 - 4.50	4.50



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Cage-Free	Fresh	37	3.50 - 3.79	3.64
			Large Brown, 12	Free Range	Fresh	44	4.99 - 4.99	4.99
			Large Brown, 12	Nutritionally Enhanced (Omega-3)	Fresh	71	3.00 - 3.69	3.46
			Large Brown, 12	USDA Organic	Fresh	290	3.99 - 5.99	4.84
			Large Brown, 12	USDA Organic, Free Range	Fresh	27	5.99 - 5.99	5.99
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	3	4.99 - 4.99	4.99
			Large Brown, 18	USDA Organic	Fresh	148	6.99 - 6.99	6.99
			Large White, 12	Cage-Free	Fresh	23	2.50 - 2.50	2.50
			Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	184	2.99 - 3.99	3.65
Egg Products	Ungraded/Other	Per Carton	Liquid Egg White, 16 oz	Conventional	Fresh	19	5.99 - 5.99	5.99

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

Metric	Current Week (CW)
Total Outlets	6,506
Activity Index	1,511
Feature Rate (%)	17.7%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Extra Large Brown, 12	Free Range	Fresh	80	4.99 - 4.99	4.99
			Jumbo White, 12	Conventional	Fresh	80	2.48 - 2.48	2.48
			Jumbo White, 12	Nutritionally Enhanced (Omega-3)	Fresh	3	4.50 - 4.50	4.50
			Large Brown, 12	Cage-Free	Fresh	137	2.59 - 3.49	3.48
			Large Brown, 12	Free Range	Fresh	118	3.99 - 4.99	4.67
			Large Brown, 12	Nutritionally Enhanced (Omega-3)	Fresh	13	3.69 - 3.69	3.69
			Large Brown, 12	USDA Organic	Fresh	236	3.99 - 3.99	3.99
			Large Brown, 12	USDA Organic, Free Range	Fresh	190	3.98 - 3.98	3.98
			Large White, 12	Cage-Free	Fresh	236	2.50 - 2.50	2.50
			Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	85	2.50 - 3.99	3.23
			Large White, 18	Conventional	Fresh	333	1.99 - 1.99	1.99



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

Metric	Current Week (CW)
Total Outlets	4,574
Activity Index	791
Feature Rate (%)	16.8%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Cage-Free	Fresh	72	2.50 - 3.49	2.78
			Large Brown, 12	Nutritionally Enhanced (Omega-3)	Fresh	16	3.29 - 3.69	3.44
			Large Brown, 12	USDA Organic	Fresh	18	4.49 - 4.49	4.49
			Large Brown, 12	USDA Organic, Free Range	Fresh	16	4.99 - 4.99	4.99
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	63	4.99 - 7.49	5.07
			Large Brown, 6	USDA Organic, Free Range	Fresh	21	3.00 - 3.00	3.00
			Large White, 12	Cage-Free	Fresh	61	2.29 - 2.29	2.29
			Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	21	2.50 - 3.99	3.07
			Large White, 18	Conventional	Fresh	471	1.99 - 1.99	1.99
			Medium White, 12	Conventional	Fresh	21	1.99 - 1.99	1.99
Shell Egg	AA	Per Carton	Large White, 18	Conventional	Fresh	11	1.99 - 1.99	1.99

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

Metric	Current Week (CW)
Total Outlets	3,678
Activity Index	526
Feature Rate (%)	14.2%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Cage-Free	Fresh	6	2.59 - 2.59	2.59
			Large Brown, 12	Nutritionally Enhanced (Omega-3)	Fresh	33	3.29 - 3.69	3.36
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	31	4.99 - 7.49	7.01
			Large Brown, 18	Nutritionally Enhanced (Omega-3)	Fresh	28	5.00 - 5.00	5.00



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	107	3.99 - 3.99	3.99
			Large White, 18	Cage-Free	Fresh	3	4.99 - 4.99	4.99
			Large White, 18	Conventional	Fresh	246	1.99 - 1.99	1.99
Shell Egg	AA	Per Carton	Large White, 18	Cage-Free	Fresh	3	4.99 - 4.99	4.99
			Large White, 18	Conventional	Fresh	69	1.99 - 1.99	1.99

SOUTHWEST REGION (AZ, CA, NV, UT)

Metric	Current Week (CW)
Total Outlets	3,507
Activity Index	816
Feature Rate (%)	21.0%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Jumbo Brown, 12	USDA Organic	Fresh	11	7.99 - 7.99	7.99
			Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	354	3.99 - 3.99	3.99
			Large White, 18	Cage-Free	Fresh	63	4.99 - 4.99	4.99
Shell Egg	AA	Per Carton	Large Brown, 12	Nutritionally Enhanced (Omega-3)	Fresh	19	2.49 - 2.49	2.49
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	16	7.99 - 7.99	7.99
			Large White, 18	Cage-Free	Fresh	337	4.49 - 4.99	4.58
Egg Products	Ungraded/Other	Per Carton	Liquid Egg White, 32 oz	Cage-Free	Fresh	16	6.99 - 6.99	6.99

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

Metric	Current Week (CW)
Total Outlets	1,194
Activity Index	327
Feature Rate (%)	27.4%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	317	3.99 - 3.99	3.99
			Medium Brown, 12	USDA Organic, Pasture Raised	Fresh	10	8.99 - 8.99	8.99



## ALASKA (AK)

Metric	Current Week (CW)
Total Outlets	87
Activity Index	12
Feature Rate (%)	13.8%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	12	3.99 - 3.99	3.99

## HAWAII (HI)

Metric	Current Week (CW)
Total Outlets	107
Activity Index	23
Feature Rate (%)	21.5%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	23	3.99 - 3.99	3.99

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.