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Report for 8/16/2025 - 8/22/2025

MARKET HIGHLIGHTS

This week in egg retail, the feature rate decreased 4.3% and the activity index decreased 25.4%. 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 Northwest and Southwest with more moderate activity in the Northeast, South Central, Midwest, and Southeast.

NATIONAL

Metric	Current Week (CW)	Previous Week (PW)	Previous Year (PY)
Total Outlets	24,824	24,824	
Activity Index	3,386	4,538	
Feature Rate (%)	12.4%	16.7%	

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 White, 12	Conventional	Fresh			40	2.78		
		Extra Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	300	3.56				
		Large Brown, 12	Cage-Free	Fresh	144	3.49	37	3.99		
		Large Brown, 12	Free Range	Fresh	753	5.50	198	4.90		
		Large Brown, 12	Nutritionally Enhanced (Omega-3)	Fresh	24	4.50				
		Large Brown, 12	Pasture Raised	Fresh	519	7.53	87	8.65		
		Large Brown, 12	USDA Organic	Fresh			503	5.69		
		Large Brown, 12	USDA Organic, Free Range	Fresh	30	6.19	594	5.55		
		Large Brown, 12	USDA Organic, Pasture Raised	Fresh	15	6.99	416	8.84		
		Large Brown, 12	Vegetarian- Fed	Fresh			167	4.49		
		Large Brown, 18	Free Range	Fresh	40	4.99				
		Large Brown, 18	Pasture Raised	Fresh	59	8.99				
		Large Brown, 18	USDA Organic	Fresh	21	6.99				
		Large Brown, 18	USDA Organic, Free Range	Fresh			109	7.64		
		Large White, 12	Cage-Free	Fresh	714	2.99	47	3.98		
		Large White, 12	Conventional	Fresh	39	3.53	249	3.22		



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, 12	Free Range	Fresh			56	3.99		
		Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	139	3.56	364	3.49		
		Large White, 12	Vegetarian- Fed	Fresh	40	2.98				
		Large White, 18	Cage-Free	Fresh	78	3.99	343	4.52		
		Large White, 18	Conventional	Fresh	95	2.97	1,196	3.53		
		Large White, 18	Nutritionally Enhanced (Omega-3)	Fresh	65	5.99	65	5.99		
		Medium White, 12	Conventional	Fresh	186	2.49	38	2.50		
		Medium White, 18	Conventional	Fresh	29	2.50	29	2.99		
Egg Products	Per Carton	Liquid Egg, 32 oz	Conventional	Fresh	18	6.99				
		Liquid Egg White, 16 oz	Conventional	Fresh	60	3.06				
		Liquid Egg White, 32 oz	Conventional	Fresh	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	716
Feature Rate (%)	11.0%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Extra Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	61	3.50 - 3.99	3.81
			Large Brown, 12	Cage-Free	Fresh	144	3.49 - 3.49	3.49
			Large Brown, 12	Free Range	Fresh	72	4.99 - 5.49	5.23
			Large Brown, 12	Nutritionally Enhanced (Omega-3)	Fresh	21	4.50 - 4.50	4.50
			Large Brown, 12	Pasture Raised	Fresh	140	7.53 - 7.53	7.53
			Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	38	3.99 - 3.99	3.99
			Medium White, 12	Conventional	Fresh	38	2.50 - 2.50	2.50
Shell Egg	AA	Per Carton	Medium White, 12	Conventional	Fresh	148	2.49 - 2.49	2.49



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Egg Products	Ungraded/Other	Per Carton	Liquid Egg, 32 oz	Conventional	Fresh	18	6.99 - 6.99	6.99
			Liquid Egg White, 16 oz	Conventional	Fresh	18	4.19 - 4.19	4.19
			Liquid Egg White, 32 oz	Conventional	Fresh	18	6.99 - 6.99	6.99

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

Metric	Current Week (CW)
Total Outlets	6,580
Activity Index	472
Feature Rate (%)	7.2%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Extra Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	239	3.50 - 3.50	3.50
			Large Brown, 12	Free Range	Fresh	13	5.49 - 5.49	5.49
			Large Brown, 12	Nutritionally Enhanced (Omega-3)	Fresh	3	4.50 - 4.50	4.50
			Large Brown, 12	Pasture Raised	Fresh	93	7.53 - 7.53	7.53
			Large Brown, 18	Free Range	Fresh	40	4.99 - 4.99	4.99
			Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	2	2.99 - 2.99	2.99
			Large White, 12	Vegetarian-Fed	Fresh	40	2.98 - 2.98	2.98
Egg Products	Ungraded/Other	Per Carton	Liquid Egg White, 16 oz	Conventional	Fresh	42	2.58 - 2.58	2.58

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

Metric	Current Week (CW)
Total Outlets	4,639
Activity Index	403
Feature Rate (%)	8.2%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Free Range	Fresh	189	4.99 - 5.99	5.46
			Large Brown, 12	Pasture Raised	Fresh	65	7.53 - 7.53	7.53
			Large Brown, 12	USDA Organic, Free Range	Fresh	18	4.99 - 4.99	4.99
			Large Brown, 18	USDA Organic	Fresh	21	6.99 - 6.99	6.99



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large White, 12	Conventional	Fresh	39	2.99 - 3.99	3.53
			Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	70	2.99 - 3.99	3.58
Shell Egg	AA	Per Carton	Large White, 12	Cage-Free	Fresh	1	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	401
Feature Rate (%)	10.0%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Free Range	Fresh	100	5.49 - 5.99	5.84
			Large Brown, 12	Pasture Raised	Fresh	79	7.53 - 7.53	7.53
			Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	29	2.99 - 2.99	2.99
			Medium White, 18	Conventional	Fresh	29	2.50 - 2.50	2.50
Shell Egg	AA	Per Carton	Large White, 12	Cage-Free	Fresh	69	2.99 - 2.99	2.99
			Large White, 18	Conventional	Fresh	95	2.97 - 2.97	2.97

SOUTHWEST REGION (AZ, CA, NV, UT)

Metric	Current Week (CW)
Total Outlets	3,675
Activity Index	1,018
Feature Rate (%)	25.9%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Free Range	Fresh	233	5.49 - 5.99	5.77
			Large Brown, 12	Pasture Raised	Fresh	114	7.53 - 7.53	7.53
			Large White, 18	Nutritionally Enhanced (Omega-3)	Fresh	65	5.99 - 5.99	5.99
Shell Egg	AA	Per Carton	Large White, 12	Cage-Free	Fresh	528	2.97 - 2.99	2.99
			Large White, 18	Cage-Free	Fresh	78	3.99 - 3.99	3.99

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

Metric	Current Week (CW)
Total Outlets	1,172



Activity Index	361
Feature Rate (%)	30.8%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Free Range	Fresh	135	4.99 - 5.49	5.04
			Large Brown, 12	Pasture Raised	Fresh	24	7.53 - 7.53	7.53
			Large Brown, 12	USDA Organic, Free Range	Fresh	12	7.99 - 7.99	7.99
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	15	6.99 - 6.99	6.99
			Large Brown, 18	Pasture Raised	Fresh	59	8.99 - 8.99	8.99
Shell Egg	AA	Per Carton	Large White, 12	Cage-Free	Fresh	116	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 Brown, 12	Free Range	Fresh	11	4.99 - 4.99	4.99

HAWAII (HI)

Metric	Current Week (CW)
Total Outlets	109
Activity Index	4
Feature Rate (%)	3.7%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Pasture Raised	Fresh	4	7.53 - 7.53	7.53

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.