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Report for 8/30/2025 - 9/5/2025

MARKET HIGHLIGHTS

This week in egg retail, the feature rate increased 7.3% and the activity index decreased 17.6%. Large shell eggs of both colors continue to make up the bulk of offerings, most notably Cage Free and Nutritionally Enhanced (Omega-3). Feature activity was most active in the Southeast and Midwest with more moderate activity in the Northeast, Southwest, South Central, and Northwest.

NATIONAL

| Metric           | Current Week (CW) | Previous Week (PW) | Previous Year (PY) |
|------------------|-------------------|--------------------|--------------------|
| Total Outlets    | 24,824            | 24,824             | 24,444             |
| Activity Index   | 8,088             | 9,821              | 3,037              |
| Feature Rate (%) | 27.7%             | 20.4%              | 10.9%              |

| Section   | Price Unit | Item                  | Environment                      | Condition | CW<br>Stores | CW<br>Wtd Avg | PW<br>Stores | PW<br>Wtd Avg | PY<br>Stores | PY<br>Wtd Avg |
|-----------|------------|-----------------------|----------------------------------|-----------|--------------|---------------|--------------|---------------|--------------|---------------|
| Shell Egg | Per Carton | Extra Large Brown, 12 | Free Range                       | Fresh     | 62           | 3.99          |              |               |              |               |
|           |            | Extra Large Brown, 12 | USDA Organic, Free Range         | Fresh     |              |               |              |               | 166          | 4.99          |
|           |            | Extra Large White, 12 | Conventional                     | Fresh     |              |               | 16           | 2.99          |              |               |
|           |            | Extra Large White, 12 | Nutritionally Enhanced (Omega-3) | Fresh     | 167          | 4.00          | 38           | 3.99          |              |               |
|           |            | Jumbo White, 12       | Cage-Free                        | Fresh     |              |               |              |               | 12           | 3.99          |
|           |            | Jumbo White, 12       | Vegetarian-Fed                   | Fresh     |              |               | 40           | 2.78          |              |               |
|           |            | Large Brown, 12       | Cage-Free                        | Fresh     | 138          | 3.01          | 17           | 3.99          | 47           | 2.00          |
|           |            | Large Brown, 12       | Free Range                       | Fresh     | 489          | 4.11          | 2,392        | 6.53          | 50           | 3.68          |
|           |            | Large Brown, 12       | Nutritionally Enhanced (Omega-3) | Fresh     | 198          | 3.92          | 199          | 3.50          | 41           | 3.12          |
|           |            | Large Brown, 12       | Pasture Raised                   | Fresh     | 356          | 6.64          | 544          | 7.50          | 98           | 6.30          |
|           |            | Large Brown, 12       | USDA Organic                     | Fresh     | 24           | 5.99          | 18           | 4.99          | 302          | 4.29          |
|           |            | Large Brown, 12       | USDA Organic, Free Range         | Fresh     | 293          | 6.81          | 2,000        | 7.54          | 263          | 5.28          |
|           |            | Large Brown, 12       | USDA Organic, Pasture Raised     | Fresh     | 637          | 9.62          | 866          | 6.82          | 132          | 7.30          |
|           |            | Large Brown, 12       | Vegetarian-Fed                   | Fresh     | 159          | 2.99          |              |               |              |               |
|           |            | Large Brown, 18       | Cage-Free                        | Fresh     | 2,393        | 4.77          | 196          | 4.18          | 274          | 4.66          |
|           |            | Large Brown, 18       | Free Range                       | Fresh     | 19           | 4.49          | 32           | 5.99          | 125          | 6.23          |



| Section      | Price Unit | Item                    | Environment                      | Condition | CW<br>Stores | CW<br>Wtd Avg | PW<br>Stores | PW<br>Wtd Avg | PY<br>Stores | PY<br>Wtd Avg |
|--------------|------------|-------------------------|----------------------------------|-----------|--------------|---------------|--------------|---------------|--------------|---------------|
| Shell Egg    | Per Carton | Large Brown, 18         | Nutritionally Enhanced (Omega-3) | Fresh     | 1,390        | 6.99          |              |               |              |               |
|              |            | Large Brown, 18         | Pasture Raised                   | Fresh     |              |               | 190          | 5.98          |              |               |
|              |            | Large Brown, 18         | USDA Organic                     | Fresh     | 21           | 6.99          | 21           | 6.99          |              |               |
|              |            | Large Brown, 18         | USDA Organic, Free Range         | Fresh     |              |               | 1,978        | 12.86         |              |               |
|              |            | Large White, 12         | Cage-Free                        | Fresh     | 134          | 2.98          | 66           | 2.99          | 218          | 3.28          |
|              |            | Large White, 12         | Conventional                     | Fresh     | 183          | 2.61          | 138          | 2.28          |              |               |
|              |            | Large White, 12         | Nutritionally Enhanced (Omega-3) | Fresh     | 171          | 3.50          | 396          | 4.15          | 259          | 2.50          |
|              |            | Large White, 18         | Cage-Free                        | Fresh     | 197          | 5.66          | 124          | 4.47          |              |               |
|              |            | Large White, 18         | Conventional                     | Fresh     | 292          | 2.98          |              |               |              |               |
|              |            | Large White, 18         | Nutritionally Enhanced (Omega-3) | Fresh     | 145          | 5.53          |              |               | 108          | 4.88          |
|              |            | Large White, 18         | USDA Organic                     | Fresh     |              |               |              |               | 624          | 5.99          |
|              |            | Large White, 30         | Conventional                     | Fresh     |              |               | 29           | 7.99          |              |               |
|              |            | Large White, 60         | Conventional                     | Fresh     | 29           | 14.99         |              |               |              |               |
|              |            | Medium Brown, 18        | USDA Organic                     | Fresh     | 18           | 4.99          |              |               |              |               |
|              |            | Medium White, 12        | Conventional                     | Fresh     |              |               | 60           | 1.99          |              |               |
|              |            | Medium White, 20        | Cage-Free                        | Fresh     |              |               | 132          | 4.99          |              |               |
|              |            | Egg Nog, 32 oz          | Conventional                     | Fresh     |              |               | 139          | 3.99          |              |               |
|              |            | Liquid Egg, 16 oz       | Pasture Raised                   | Fresh     | 519          | 6.73          |              |               |              |               |
|              |            | Liquid Egg, 32 oz       | Conventional                     | Fresh     | 18           | 6.99          |              |               | 198          | 5.99          |
|              |            | Liquid Egg White, 16 oz | Conventional                     | Fresh     | 18           | 4.19          |              |               |              |               |
|              |            | Liquid Egg White, 32 oz | Cage-Free                        | Fresh     |              |               | 190          | 4.98          |              |               |
|              |            | Liquid Egg White, 32 oz | Conventional                     | Fresh     | 18           | 6.99          |              |               | 120          | 6.99          |
| Egg Products | Per Carton |                         |                                  |           |              |               |              |               |              |               |
|              |            |                         |                                  |           |              |               |              |               |              |               |
|              |            |                         |                                  |           |              |               |              |               |              |               |
|              |            |                         |                                  |           |              |               |              |               |              |               |
|              |            |                         |                                  |           |              |               |              |               |              |               |

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

| Metric           | Current Week (CW) |
|------------------|-------------------|
| Total Outlets    | 4,853             |
| Activity Index   | 1,664             |
| Feature Rate (%) | 23.0%             |



| Section      | Quality        | Price Unit | Item                    | Environment                      | Condition | Stores | Price Range | Wtd Avg |
|--------------|----------------|------------|-------------------------|----------------------------------|-----------|--------|-------------|---------|
| Shell Egg    | A              | Per Carton | Extra Large Brown, 12   | Free Range                       | Fresh     | 35     | 3.99 - 3.99 | 3.99    |
|              |                |            | Extra Large White, 12   | Nutritionally Enhanced (Omega-3) | Fresh     | 108    | 4.00 - 4.00 | 4.00    |
|              |                |            | Large Brown, 12         | Cage-Free                        | Fresh     | 91     | 2.50 - 2.50 | 2.50    |
|              |                |            | Large Brown, 12         | Free Range                       | Fresh     | 148    | 3.99 - 3.99 | 3.99    |
|              |                |            | Large Brown, 12         | Nutritionally Enhanced (Omega-3) | Fresh     | 108    | 4.00 - 4.00 | 4.00    |
|              |                |            | Large Brown, 12         | USDA Organic                     | Fresh     | 21     | 5.99 - 5.99 | 5.99    |
|              |                |            | Large Brown, 12         | USDA Organic, Free Range         | Fresh     | 142    | 5.99 - 6.99 | 6.73    |
|              |                |            | Large Brown, 12         | USDA Organic, Pasture Raised     | Fresh     | 140    | 9.77 - 9.77 | 9.77    |
|              |                |            | Large Brown, 12         | Vegetarian-Fed                   | Fresh     | 159    | 2.99 - 2.99 | 2.99    |
|              |                |            | Large White, 12         | Cage-Free                        | Fresh     | 91     | 2.50 - 2.50 | 2.50    |
|              |                |            | Large White, 12         | Conventional                     | Fresh     | 23     | 2.49 - 2.49 | 2.49    |
|              |                |            | Large White, 12         | Nutritionally Enhanced (Omega-3) | Fresh     | 23     | 3.49 - 3.49 | 3.49    |
|              |                |            | Large White, 18         | Conventional                     | Fresh     | 185    | 2.99 - 2.99 | 2.99    |
|              |                |            | Large White, 18         | Nutritionally Enhanced (Omega-3) | Fresh     | 48     | 3.99 - 3.99 | 3.99    |
| Shell Egg    | AA             | Per Carton | Large White, 12         | Nutritionally Enhanced (Omega-3) | Fresh     | 148    | 3.50 - 3.50 | 3.50    |
| Egg Products | Ungraded/Other | Per Carton | Liquid Egg, 16 oz       | Pasture Raised                   | Fresh     | 140    | 6.73 - 6.73 | 6.73    |
|              |                |            | 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   | 2,324             |
| Feature Rate (%) | 32.4%             |

| Section   | Quality | Price Unit | Item                  | Environment | Condition | Stores | Price Range | Wtd Avg |
|-----------|---------|------------|-----------------------|-------------|-----------|--------|-------------|---------|
| Shell Egg | A       | Per Carton | Extra Large Brown, 12 | Free Range  | Fresh     | 13     | 3.99 - 3.99 | 3.99    |



| 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     | 59     | 4.00 - 4.00 | 4.00    |
|              |                |            | Large Brown, 12       | Cage-Free                        | Fresh     | 2      | 3.99 - 3.99 | 3.99    |
|              |                |            | Large Brown, 12       | Free Range                       | Fresh     | 72     | 2.99 - 4.49 | 3.66    |
|              |                |            | Large Brown, 12       | Nutritionally Enhanced (Omega-3) | Fresh     | 59     | 4.00 - 4.00 | 4.00    |
|              |                |            | Large Brown, 12       | Pasture Raised                   | Fresh     | 40     | 3.49 - 3.49 | 3.49    |
|              |                |            | Large Brown, 12       | USDA Organic                     | Fresh     | 3      | 5.99 - 5.99 | 5.99    |
|              |                |            | Large Brown, 12       | USDA Organic, Free Range         | Fresh     | 2      | 6.99 - 6.99 | 6.99    |
|              |                |            | Large Brown, 12       | USDA Organic, Pasture Raised     | Fresh     | 93     | 9.77 - 9.77 | 9.77    |
|              |                |            | Large Brown, 18       | Cage-Free                        | Fresh     | 440    | 4.49 - 4.99 | 4.96    |
|              |                |            | Large Brown, 18       | Nutritionally Enhanced (Omega-3) | Fresh     | 1389   | 6.99 - 6.99 | 6.99    |
|              |                |            | Large White, 12       | Cage-Free                        | Fresh     | 2      | 3.99 - 3.99 | 3.99    |
|              |                |            | Large White, 12       | Conventional                     | Fresh     | 42     | 2.48 - 2.50 | 2.48    |
|              |                |            | Large White, 18       | Conventional                     | Fresh     | 12     | 2.99 - 2.99 | 2.99    |
|              |                |            | Large White, 18       | Nutritionally Enhanced (Omega-3) | Fresh     | 3      | 3.99 - 3.99 | 3.99    |
|              |                |            |                       |                                  |           |        |             |         |
| Egg Products | Ungraded/Other | Per Carton | Liquid Egg, 16 oz     | Pasture Raised                   | Fresh     | 93     | 6.73 - 6.73 | 6.73    |

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

| Metric           | Current Week (CW) |
|------------------|-------------------|
| Total Outlets    | 4,639             |
| Activity Index   | 1,768             |
| Feature Rate (%) | 35.9%             |

| Section   | Quality | Price Unit | Item                  | Environment | Condition | Stores | Price Range | Wtd Avg |
|-----------|---------|------------|-----------------------|-------------|-----------|--------|-------------|---------|
| Shell Egg | A       | Per Carton | Extra Large Brown, 12 | Free Range  | Fresh     | 7      | 3.99 - 3.99 | 3.99    |



| 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     | 269    | 4.29 - 4.29 | 4.29    |
|              |                |            | Large Brown, 12   | Nutritionally Enhanced (Omega-3) | Fresh     | 31     | 3.49 - 3.49 | 3.49    |
|              |                |            | Large Brown, 12   | Pasture Raised                   | Fresh     | 259    | 6.99 - 6.99 | 6.99    |
|              |                |            | Large Brown, 12   | USDA Organic, Free Range         | Fresh     | 134    | 6.99 - 6.99 | 6.99    |
|              |                |            | Large Brown, 12   | USDA Organic, Pasture Raised     | Fresh     | 65     | 9.77 - 9.77 | 9.77    |
|              |                |            | Large Brown, 18   | Cage-Free                        | Fresh     | 738    | 4.49 - 5.99 | 4.65    |
|              |                |            | Large Brown, 18   | Nutritionally Enhanced (Omega-3) | Fresh     | 1      | 6.99 - 6.99 | 6.99    |
|              |                |            | Large Brown, 18   | USDA Organic                     | Fresh     | 21     | 6.99 - 6.99 | 6.99    |
|              |                |            | Large White, 12   | Cage-Free                        | Fresh     | 41     | 3.99 - 3.99 | 3.99    |
|              |                |            | Large White, 12   | Conventional                     | Fresh     | 69     | 1.99 - 3.99 | 2.83    |
|              |                |            | Medium Brown, 18  | USDA Organic                     | Fresh     | 18     | 4.99 - 4.99 | 4.99    |
| Shell Egg    | AA             | Per Carton | Large Brown, 18   | Cage-Free                        | Fresh     | 11     | 5.49 - 5.49 | 5.49    |
| Egg Products | Ungraded/Other | Per Carton | Liquid Egg, 16 oz | Pasture Raised                   | Fresh     | 65     | 6.73 - 6.73 | 6.73    |

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

| Metric           | Current Week (CW) |
|------------------|-------------------|
| Total Outlets    | 3,705             |
| Activity Index   | 910               |
| Feature Rate (%) | 21.6%             |

| Section   | Quality | Price Unit | Item                  | Environment                      | Condition | Stores | Price Range   | Wtd Avg |
|-----------|---------|------------|-----------------------|----------------------------------|-----------|--------|---------------|---------|
| Shell Egg | A       | Per Carton | Extra Large Brown, 12 | Free Range                       | Fresh     | 7      | 3.99 - 3.99   | 3.99    |
|           |         |            | Large Brown, 12       | Cage-Free                        | Fresh     | 6      | 3.99 - 3.99   | 3.99    |
|           |         |            | Large Brown, 12       | Pasture Raised                   | Fresh     | 41     | 6.99 - 6.99   | 6.99    |
|           |         |            | Large Brown, 12       | USDA Organic, Pasture Raised     | Fresh     | 79     | 9.77 - 9.77   | 9.77    |
|           |         |            | Large Brown, 18       | Cage-Free                        | Fresh     | 340    | 3.99 - 4.49   | 4.45    |
|           |         |            | Large White, 12       | Conventional                     | Fresh     | 49     | 2.47 - 2.47   | 2.47    |
|           |         |            | Large White, 18       | Cage-Free                        | Fresh     | 3      | 5.99 - 5.99   | 5.99    |
|           |         |            | Large White, 18       | Nutritionally Enhanced (Omega-3) | Fresh     | 29     | 4.99 - 4.99   | 4.99    |
|           |         |            | Large White, 60       | Conventional                     | Fresh     | 29     | 14.99 - 14.99 | 14.99   |
| Shell Egg | AA      | Per Carton | Large Brown, 18       | Cage-Free                        | Fresh     | 150    | 4.99 - 4.99   | 4.99    |



| Section      | Quality        | Price Unit | Item              | Environment    | Condition | Stores | Price Range | Wtd Avg |
|--------------|----------------|------------|-------------------|----------------|-----------|--------|-------------|---------|
| Shell Egg    | AA             | Per Carton | Large White, 18   | Cage-Free      | Fresh     | 3      | 5.99 - 5.99 | 5.99    |
|              |                |            | Large White, 18   | Conventional   | Fresh     | 95     | 2.97 - 2.97 | 2.97    |
| Egg Products | Ungraded/Other | Per Carton | Liquid Egg, 16 oz | Pasture Raised | Fresh     | 79     | 6.73 - 6.73 | 6.73    |

SOUTHWEST REGION (AZ, CA, NV, UT)

| Metric           | Current Week (CW) |
|------------------|-------------------|
| Total Outlets    | 3,675             |
| Activity Index   | 1,144             |
| Feature Rate (%) | 24.5%             |

| Section      | Quality        | Price Unit | Item              | Environment                      | Condition | Stores | Price Range | Wtd Avg |
|--------------|----------------|------------|-------------------|----------------------------------|-----------|--------|-------------|---------|
| Shell Egg    | A              | Per Carton | Large Brown, 12   | Pasture Raised                   | Fresh     | 16     | 7.99 - 7.99 | 7.99    |
|              |                |            | Large Brown, 12   | USDA Organic, Pasture Raised     | Fresh     | 232    | 8.97 - 9.77 | 9.36    |
|              |                |            | Large Brown, 18   | Cage-Free                        | Fresh     | 233    | 3.99 - 4.49 | 4.27    |
|              |                |            | Large Brown, 18   | Free Range                       | Fresh     | 19     | 4.49 - 4.49 | 4.49    |
|              |                |            | Large White, 18   | Cage-Free                        | Fresh     | 63     | 5.99 - 5.99 | 5.99    |
|              |                |            | Large White, 18   | Nutritionally Enhanced (Omega-3) | Fresh     | 65     | 6.99 - 6.99 | 6.99    |
| Shell Egg    | AA             | Per Carton | Large Brown, 18   | Cage-Free                        | Fresh     | 274    | 4.99 - 5.49 | 5.49    |
|              |                |            | Large White, 18   | Cage-Free                        | Fresh     | 128    | 4.99 - 5.99 | 5.48    |
| Egg Products | Ungraded/Other | Per Carton | Liquid Egg, 16 oz | Pasture Raised                   | Fresh     | 114    | 6.73 - 6.73 | 6.73    |

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

| Metric           | Current Week (CW) |
|------------------|-------------------|
| Total Outlets    | 1,172             |
| Activity Index   | 259               |
| Feature Rate (%) | 20.1%             |

| 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     | 15     | 5.99 - 5.99 | 5.99    |
|              |                |            | Large Brown, 12   | USDA Organic, Pasture Raised | Fresh     | 24     | 9.77 - 9.77 | 9.77    |
|              |                |            | Large Brown, 18   | Cage-Free                    | Fresh     | 14     | 3.99 - 3.99 | 3.99    |
| Shell Egg    | AA             | Per Carton | Large Brown, 18   | Cage-Free                    | Fresh     | 182    | 4.49 - 4.99 | 4.83    |
| Egg Products | Ungraded/Other | Per Carton | Liquid Egg, 16 oz | Pasture Raised               | Fresh     | 24     | 6.73 - 6.73 | 6.73    |



## 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 | AA      | Per Carton | Large Brown, 18 | Cage-Free   | Fresh     | 11     | 4.99 - 4.99 | 4.99    |

## HAWAII (HI)

| Metric           | Current Week (CW) |
|------------------|-------------------|
| Total Outlets    | 109               |
| Activity Index   | 8                 |
| Feature Rate (%) | 3.7%              |

| Section      | Quality        | Price Unit | Item              | Environment                  | Condition | Stores | Price Range | Wtd Avg |
|--------------|----------------|------------|-------------------|------------------------------|-----------|--------|-------------|---------|
| Shell Egg    | A              | Per Carton | Large Brown, 12   | USDA Organic, Pasture Raised | Fresh     | 4      | 9.77 - 9.77 | 9.77    |
| Egg Products | Ungraded/Other | Per Carton | Liquid Egg, 16 oz | Pasture Raised               | Fresh     | 4      | 6.73 - 6.73 | 6.73    |

**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.