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Report for 8/23/2025 - 8/29/2025

MARKET HIGHLIGHTS

This week in egg retail, the feature rate increased 8.0% and the activity index increased sharply. Large shell eggs of both colors continue to make up the bulk of offerings, most notably Free Range and USDA Organic, Free Range. Feature activity was most active in the Southwest with more moderate activity in the Northeast, South Central, Southeast, Northwest, and Midwest.

NATIONAL

Metric	Current Week (CW)	Previous Week (PW)	Previous Year (PY)
Total Outlets	24,824	24,824	
Activity Index	9,821	3,386	
Feature Rate (%)	20.4%	12.4%	

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	16	2.99				
		Extra Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	38	3.99	300	3.56		
		Jumbo White, 12	Vegetarian- Fed	Fresh	40	2.78				
		Large Brown, 12	Cage-Free	Fresh	17	3.99	144	3.49		
		Large Brown, 12	Free Range	Fresh	2,392	6.53	753	5.50		
		Large Brown, 12	Nutritionally Enhanced (Omega-3)	Fresh	199	3.50	24	4.50		
		Large Brown, 12	Pasture Raised	Fresh	544	7.50	519	7.53		
		Large Brown, 12	USDA Organic	Fresh	18	4.99				
		Large Brown, 12	USDA Organic, Free Range	Fresh	2,000	7.54	30	6.19		
		Large Brown, 12	USDA Organic, Pasture Raised	Fresh	866	6.82	15	6.99		
		Large Brown, 18	Cage-Free	Fresh	196	4.18				
		Large Brown, 18	Free Range	Fresh	32	5.99	40	4.99		
		Large Brown, 18	Pasture Raised	Fresh	190	5.98	59	8.99		
		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	66	2.99	714	2.99		



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 White, 12	Conventional	Fresh	138	2.28	39	3.53		
		Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	396	4.15	139	3.56		
		Large White, 12	Vegetarian- Fed	Fresh			40	2.98		
		Large White, 18	Cage-Free	Fresh	124	4.47	78	3.99		
		Large White, 18	Conventional	Fresh			95	2.97		
		Large White, 18	Nutritionally Enhanced (Omega-3)	Fresh			65	5.99		
		Large White, 30	Conventional	Fresh	29	7.99				
		Medium White, 12	Conventional	Fresh	60	1.99	186	2.49		
		Medium White, 18	Conventional	Fresh			29	2.50		
		Medium White, 20	Cage-Free	Fresh	132	4.99				
Egg Products	Per Carton	Egg Nog, 32 oz	Conventional	Fresh	139	3.99				
		Liquid Egg, 32 oz	Conventional	Fresh			18	6.99		
		Liquid Egg White, 16 oz	Conventional	Fresh			60	3.06		
		Liquid Egg White, 32 oz	Cage-Free	Fresh	190	4.98				
		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	2,186
Feature Rate (%)	24.2%

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	38	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	Free Range	Fresh	450	3.99 - 7.10	6.60
			Large Brown, 12	Nutritionally Enhanced (Omega-3)	Fresh	182	3.50 - 3.50	3.50
			Large Brown, 12	Pasture Raised	Fresh	140	7.53 - 7.53	7.53
			Large Brown, 12	USDA Organic	Fresh	18	4.99 - 4.99	4.99
			Large Brown, 12	USDA Organic, Free Range	Fresh	377	7.55 - 7.55	7.55
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	188	5.99 - 8.99	8.47
			Large Brown, 18	Cage-Free	Fresh	196	3.99 - 4.99	4.18
			Large Brown, 18	USDA Organic, Free Range	Fresh	377	12.86 - 12.86	12.86
			Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	220	3.50 - 3.99	3.58

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

Metric	Current Week (CW)
Total Outlets	6,580
Activity Index	2,330
Feature Rate (%)	17.2%

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
			Large Brown, 12	Free Range	Fresh	599	2.98 - 7.10	5.66
			Large Brown, 12	Nutritionally Enhanced (Omega-3)	Fresh	17	3.50 - 3.50	3.50
			Large Brown, 12	Pasture Raised	Fresh	93	7.53 - 7.53	7.53
			Large Brown, 12	USDA Organic, Free Range	Fresh	383	7.55 - 7.55	7.55
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	326	5.99 - 6.99	6.72
			Large Brown, 18	Free Range	Fresh	32	5.99 - 5.99	5.99
			Large Brown, 18	Pasture Raised	Fresh	190	5.98 - 5.98	5.98
			Large Brown, 18	USDA Organic, Free Range	Fresh	383	12.86 - 12.86	12.86
			Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	17	3.50 - 3.50	3.50
			Medium White, 12	Conventional	Fresh	60	1.98 - 2.00	1.99



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Egg Products	Ungraded/Other	Per Carton	Liquid Egg White, 32 oz	Cage-Free	Fresh	190	4.98 - 4.98	4.98

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

Metric	Current Week (CW)
Total Outlets	4,639
Activity Index	1,590
Feature Rate (%)	15.2%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Extra Large White, 12	Conventional	Fresh	16	2.99 - 2.99	2.99
			Large Brown, 12	Cage-Free	Fresh	17	3.99 - 3.99	3.99
			Large Brown, 12	Free Range	Fresh	428	3.99 - 7.10	7.05
			Large Brown, 12	Pasture Raised	Fresh	65	7.53 - 7.53	7.53
			Large Brown, 12	USDA Organic, Free Range	Fresh	443	6.99 - 7.55	7.52
			Large Brown, 18	USDA Organic	Fresh	21	6.99 - 6.99	6.99
			Large Brown, 18	USDA Organic, Free Range	Fresh	421	12.86 - 12.86	12.86
			Large White, 12	Conventional	Fresh	43	1.99 - 3.99	2.97
Egg Products	Ungraded/Other	Per Carton	Egg Nog, 32 oz	Conventional	Fresh	136	3.99 - 3.99	3.99

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

Metric	Current Week (CW)
Total Outlets	3,705
Activity Index	1,326
Feature Rate (%)	18.8%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Free Range	Fresh	372	3.99 - 7.10	6.61
			Large Brown, 12	Pasture Raised	Fresh	79	7.53 - 7.53	7.53
			Large Brown, 12	USDA Organic, Free Range	Fresh	313	7.55 - 7.55	7.55
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	116	5.99 - 5.99	5.99
			Large Brown, 18	USDA Organic, Free Range	Fresh	313	12.86 - 12.86	12.86
			Large White, 12	Conventional	Fresh	95	1.97 - 1.97	1.97
			Large White, 30	Conventional	Fresh	29	7.99 - 7.99	7.99
			Medium White, 20	Cage-Free	Fresh	3	4.99 - 4.99	4.99



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	AA	Per Carton	Medium White, 20	Cage-Free	Fresh	3	4.99 - 4.99	4.99
Egg Products	Ungraded/Other	Per Carton	Egg Nog, 32 oz	Conventional	Fresh	3	3.99 - 3.99	3.99

SOUTHWEST REGION (AZ, CA, NV, UT)

Metric	Current Week (CW)
Total Outlets	3,675
Activity Index	2,003
Feature Rate (%)	31.1%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Free Range	Fresh	398	7.10 - 7.10	7.10
			Large Brown, 12	Pasture Raised	Fresh	127	6.99 - 7.53	7.47
			Large Brown, 12	USDA Organic, Free Range	Fresh	398	7.55 - 7.55	7.55
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	218	5.99 - 5.99	5.99
			Large Brown, 18	USDA Organic, Free Range	Fresh	398	12.86 - 12.86	12.86
			Large White, 12	Cage-Free	Fresh	66	2.99 - 3.00	2.99
Shell Egg	AA	Per Carton	Medium White, 20	Cage-Free	Fresh	63	4.99 - 4.99	4.99
			Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	148	4.99 - 4.99	4.99
			Large White, 18	Cage-Free	Fresh	124	3.99 - 4.99	4.47
			Medium White, 20	Cage-Free	Fresh	63	4.99 - 4.99	4.99

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

Metric	Current Week (CW)
Total Outlets	1,172
Activity Index	335
Feature Rate (%)	16.0%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Free Range	Fresh	133	5.99 - 7.10	6.61
			Large Brown, 12	Pasture Raised	Fresh	36	6.69 - 7.53	7.25
			Large Brown, 12	USDA Organic, Free Range	Fresh	74	7.55 - 7.55	7.55
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	18	5.99 - 6.99	6.82



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 18	USDA Organic, Free Range	Fresh	74	12.86 - 12.86	12.86

ALASKA (AK)

Metric	Current Week (CW)
Total Outlets	91
Activity Index	20
Feature Rate (%)	15.4%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Free Range	Fresh	3	7.10 - 7.10	7.10
			Large Brown, 12	USDA Organic, Free Range	Fresh	3	7.55 - 7.55	7.55
			Large Brown, 18	USDA Organic, Free Range	Fresh	3	12.86 - 12.86	12.86
			Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	11	4.99 - 4.99	4.99

HAWAII (HI)

Metric	Current Week (CW)
Total Outlets	109
Activity Index	31
Feature Rate (%)	11.9%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Free Range	Fresh	9	7.10 - 7.10	7.10
			Large Brown, 12	Pasture Raised	Fresh	4	7.53 - 7.53	7.53
			Large Brown, 12	USDA Organic, Free Range	Fresh	9	7.55 - 7.55	7.55
			Large Brown, 18	USDA Organic, Free Range	Fresh	9	12.86 - 12.86	12.86

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.