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Report for 12/14/2024 - 12/20/2024

MARKET HIGHLIGHTS

This week in egg retail, the feature rate increased 7.8% and the activity index increased 48.1%. Large shell eggs continue to make up the bulk of offerings, primarily with a specialized environment claim. Activity remains mostly in the northeast, southeast, and midwest regions with very light activity in the south central, southwest, and northwest regions. Egg product features increased sharply driven mostly by Egg Nog features for the holiday season.

NATIONAL

Metric	Current Week (CW)	Previous Week (PW)	Previous Year (PY)
Total Outlets	24,443	24,443	
Activity Index	5,962	4,027	
Feature Rate (%)	21.7%	13.9%	

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	Nutritionally Enhanced (Omega-3)	Fresh	84	2.51				
		Jumbo White, 12	Conventional	Fresh	61	2.98	40	2.98		
		Large Brown, 12	Cage-Free	Fresh	327	2.99	47	2.50		
		Large Brown, 12	Free Range	Fresh	524	4.68	70	3.99		
		Large Brown, 12	Nutritionally Enhanced (Omega-3)	Fresh			84	4.49		
		Large Brown, 12	Pasture Raised	Fresh	149	5.10	38	6.17		
		Large Brown, 12	USDA Organic	Fresh	68	5.04	42	6.42		
		Large Brown, 12	USDA Organic, Free Range	Fresh	84	6.45	44	5.99		
		Large Brown, 12	USDA Organic, Pasture Raised	Fresh	58	7.69	104	5.28		
		Large Brown, 12	Vegetarian- Fed	Fresh	17	3.99				
		Large Brown, 18	Free Range	Fresh	66	7.99	66	7.99		
		Large White, 12	Cage-Free	Fresh	10	2.99				
		Large White, 12	Conventional	Fresh	94	1.77	18	2.88		
		Large White, 12	Free Range	Fresh	44	3.26				
		Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh			206	3.88		



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	Cage-Free	Fresh	73	4.99	73	4.99		
		Large White, 18	Conventional	Fresh	29	4.99				
		Large White, 18	Nutritionally Enhanced (Omega-3)	Fresh			337	4.92		
		Large White, 30	Conventional	Fresh			160	4.99		
		Large White, 6	Free Range	Fresh			15	1.99		
		Medium Brown, 18	USDA Organic, Free Range	Fresh	21	5.99				
		Medium White, 18	Cage-Free	Fresh			12	4.99		
Egg Products	Per Carton	Egg Nog, 32 oz	Conventional	Fresh	1,450	3.87	1,142	3.94		
		Egg Nog, 32 oz	USDA Organic	Fresh	21	5.99				
		Egg Nog, 64 oz	Cage-Free	Fresh	59	6.49				
		Egg Nog, 64 oz	Conventional	Fresh	2,567	6.08	1,200	5.68		
		Liquid Egg, 32 oz	Conventional	Fresh			156	6.45		
		Liquid Egg White, 16 oz	Cage-Free	Fresh			17	5.49		
		Liquid Egg White, 16 oz	Conventional	Fresh	18	2.99				
		Liquid Egg White, 32 oz	Conventional	Fresh	138	6.78	156	6.45		

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

Metric	Current Week (CW)
Total Outlets	4,790
Activity Index	1,425
Feature Rate (%)	24.0%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Cage-Free	Fresh	23	3.00 - 3.00	3.00
			Large Brown, 12	Free Range	Fresh	168	3.99 - 4.99	4.11
			Large Brown, 12	Pasture Raised	Fresh	3	3.99 - 3.99	3.99
			Large Brown, 12	USDA Organic	Fresh	19	3.99 - 3.99	3.99
			Large Brown, 12	USDA Organic, Free Range	Fresh	84	4.49 - 6.99	6.45
			Large Brown, 12	Vegetarian- Fed	Fresh	17	3.99 - 3.99	3.99
			Large Brown, 18	Free Range	Fresh	66	7.99 - 7.99	7.99
			Large White, 12	Free Range	Fresh	32	2.99 - 2.99	2.99
			Large White, 18	Cage-Free	Fresh	73	4.99 - 4.99	4.99



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Egg Products	Ungraded/Other	Per Carton	Egg Nog, 32 oz	Conventional	Fresh	370	3.50 - 5.49	3.91
			Egg Nog, 64 oz	Conventional	Fresh	490	4.99 - 6.49	5.97
			Liquid Egg White, 16 oz	Conventional	Fresh	18	2.99 - 2.99	2.99
			Liquid Egg White, 32 oz	Conventional	Fresh	62	5.69 - 5.99	5.90

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

Metric	Current Week (CW)
Total Outlets	6,506
Activity Index	2,004
Feature Rate (%)	30.2%

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	28	2.51 - 2.51	2.51
			Jumbo White, 12	Conventional	Fresh	40	2.98 - 2.98	2.98
			Large Brown, 12	Cage-Free	Fresh	238	2.50 - 3.00	3.00
			Large Brown, 12	Free Range	Fresh	118	4.99 - 4.99	4.99
			Egg Nog, 32 oz	Conventional	Fresh	146	2.79 - 5.49	3.84
			Egg Nog, 64 oz	Conventional	Fresh	1434	3.99 - 6.49	6.46
Egg Products	Ungraded/Other	Per Carton						

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

Metric	Current Week (CW)
Total Outlets	4,574
Activity Index	1,086
Feature Rate (%)	21.3%

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	56	2.51 - 2.51	2.51
			Jumbo White, 12	Conventional	Fresh	21	2.99 - 2.99	2.99
			Large Brown, 12	Cage-Free	Fresh	39	2.50 - 2.50	2.50
			Large Brown, 12	Free Range	Fresh	205	4.49 - 4.99	4.99
			Large Brown, 12	Pasture Raised	Fresh	125	3.99 - 5.99	4.83
			Large Brown, 12	USDA Organic	Fresh	22	4.99 - 4.99	4.99
			Large White, 18	Conventional	Fresh	16	4.99 - 4.99	4.99
			Medium Brown, 18	USDA Organic, Free Range	Fresh	21	5.99 - 5.99	5.99



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Egg Products	Ungraded/Other	Per Carton	Egg Nog, 32 oz	Conventional	Fresh	449	2.50 - 5.49	4.29
			Egg Nog, 64 oz	Conventional	Fresh	132	3.99 - 6.99	5.65

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

Metric	Current Week (CW)
Total Outlets	3,678
Activity Index	808
Feature Rate (%)	19.1%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Cage-Free	Fresh	6	2.50 - 2.50	2.50
			Large Brown, 12	Free Range	Fresh	33	4.49 - 4.99	4.61
			Large Brown, 12	Pasture Raised	Fresh	6	3.99 - 3.99	3.99
Shell Egg	AA	Per Carton	Large White, 12	Conventional	Fresh	94	1.77 - 1.77	1.77
Egg Products	Ungraded/Other	Per Carton	Egg Nog, 32 oz	Conventional	Fresh	394	2.79 - 4.88	3.33
			Egg Nog, 64 oz	Conventional	Fresh	275	4.39 - 4.99	4.66

SOUTHWEST REGION (AZ, CA, NV, UT)

Metric	Current Week (CW)
Total Outlets	3,507
Activity Index	314
Feature Rate (%)	7.9%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	USDA Organic	Fresh	12	4.99 - 4.99	4.99
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	28	6.99 - 6.99	6.99
Shell Egg	AA	Per Carton	Large White, 18	Conventional	Fresh	13	4.99 - 4.99	4.99
Egg Products	Ungraded/Other	Per Carton	Egg Nog, 32 oz	Conventional	Fresh	71	2.99 - 5.99	4.40
			Egg Nog, 64 oz	Conventional	Fresh	190	4.39 - 6.49	5.96

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

Metric	Current Week (CW)
Total Outlets	1,194
Activity Index	325
Feature Rate (%)	19.8%



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Cage-Free	Fresh	21	3.99 - 3.99	3.99
			Large Brown, 12	Pasture Raised	Fresh	15	7.99 - 7.99	7.99
			Large Brown, 12	USDA Organic	Fresh	15	6.49 - 6.49	6.49
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	30	6.99 - 9.69	8.34
			Large White, 12	Cage-Free	Fresh	10	2.99 - 2.99	2.99
			Large White, 12	Free Range	Fresh	12	3.99 - 3.99	3.99
Egg Products	Ungraded/Other	Per Carton	Egg Nog, 32 oz	Conventional	Fresh	20	2.99 - 2.99	2.99
			Egg Nog, 32 oz	USDA Organic	Fresh	21	5.99 - 5.99	5.99
			Egg Nog, 64 oz	Cage-Free	Fresh	59	6.49 - 6.49	6.49
			Egg Nog, 64 oz	Conventional	Fresh	46	4.39 - 6.49	5.68
			Liquid Egg White, 32 oz	Conventional	Fresh	76	7.49 - 7.49	7.49

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.