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Report for 11/2/2024 - 11/8/2024

MARKET HIGHLIGHTS

This week in egg retail, the feature rate increased 10.1% and the activity index increased 72.8%. Large shell eggs continue to make up the bulk of offerings. Conventional shell egg features increased notably, largely due to one large retailer's wide spread feature. Free Range also increased feature space. Egg nog continues to increase notably in ad space as we head into the holiday season.

NATIONAL

Metric	Current Week (CW)	Previous Week (PW)	Previous Year (PY)
Total Outlets	24,443	24,443	
Activity Index	6,596	3,818	
Feature Rate (%)	22.1%	12.0%	

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			19	4.99		
		Extra Large Brown, 12	USDA Organic	Fresh			253	4.29		
		Extra Large Brown, 12	USDA Organic, Pasture Raised	Fresh			10	8.99		
		Extra Large White, 6	Cage-Free	Fresh			28	2.99		
		Large Brown, 12	Cage-Free	Fresh	68	2.65	306	2.92		
		Large Brown, 12	Free Range	Fresh	1,055	4.38	209	4.83		
		Large Brown, 12	Pasture Raised	Fresh	838	5.84	579	6.49		
		Large Brown, 12	USDA Organic	Fresh			76	4.88		
		Large Brown, 12	USDA Organic, Free Range	Fresh	176	6.46	623	6.07		
		Large Brown, 12	USDA Organic, Pasture Raised	Fresh	62	6.61	46	8.22		
		Large Brown, 12	USDA Organic, Regenerative	Fresh	188	6.49				
		Large Brown, 12	Vegetarian- Fed	Fresh	118	3.99				
		Large Brown, 18	Cage-Free	Fresh	21	4.99	19	4.99		
		Large Brown, 18	Free Range	Fresh	413	6.97	130	6.99		
		Large Brown, 18	USDA Organic	Fresh			148	4.99		
		Large Brown, 18	USDA Organic, Free Range	Fresh			66	9.99		
		Large White, 12	Cage-Free	Fresh	20	2.99	35	2.59		
		Large White, 12	Conventional	Fresh			169	2.64		



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	Nutritionally Enhanced (Omega-3)	Fresh	493	3.68	558	2.99		
		Large White, 18	Cage-Free	Fresh	333	3.45				
		Large White, 18	Conventional	Fresh	1,490	2.59				
		Large White, 18	Nutritionally Enhanced (Omega-3)	Fresh	103	4.72	138	4.76		
		Large White, 30	Conventional	Fresh	160	4.99				
		Medium White, 18	Conventional	Fresh	28	5.99				
		Egg Nog, 32 oz	Conventional	Fresh	163	4.23	19	3.99		
		Egg Nog, 64 oz	Conventional	Fresh	299	5.89	61	6.15		
		Liquid Egg, 16 oz	Conventional	Fresh	44	4.49	120	4.49		
		Liquid Egg, 16 oz	Pasture Raised	Fresh	15	7.39	15	7.39		
Egg Products	Per Carton	Liquid Egg, 32 oz	Conventional	Fresh	120	6.99	18	5.59		
		Liquid Egg White, 16 oz	Cage-Free	Fresh			17	5.49		
		Liquid Egg White, 16 oz	Conventional	Fresh	44	4.49	138	4.29		
		Liquid Egg White, 16 oz	USDA Organic	Fresh	27	5.99				
		Liquid Egg White, 32 oz	Conventional	Fresh	318	5.98	18	5.99		

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

Metric	Current Week (CW)
Total Outlets	4,790
Activity Index	1,971
Feature Rate (%)	22.9%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Free Range	Fresh	205	3.99 - 4.49	4.39
			Large Brown, 12	Pasture Raised	Fresh	362	4.99 - 7.49	6.09
			Large Brown, 12	USDA Organic, Free Range	Fresh	120	6.99 - 6.99	6.99
			Large Brown, 12	Vegetarian-Fed	Fresh	17	3.99 - 3.99	3.99
			Large Brown, 18	Free Range	Fresh	71	4.99 - 7.99	6.51



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large White, 12	Cage-Free	Fresh	20	2.99 - 2.99	2.99
			Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	201	3.00 - 3.99	3.10
Shell Egg	AA	Per Carton	Large White, 30	Conventional	Fresh	160	4.99 - 4.99	4.99
Egg Products	Ungraded/Other	Per Carton	Egg Nog, 32 oz	Conventional	Fresh	36	3.99 - 3.99	3.99
			Egg Nog, 64 oz	Conventional	Fresh	238	5.99 - 6.49	6.03
			Liquid Egg, 16 oz	Conventional	Fresh	44	4.49 - 4.49	4.49
			Liquid Egg, 32 oz	Conventional	Fresh	120	6.99 - 6.99	6.99
			Liquid Egg White, 16 oz	Conventional	Fresh	44	4.49 - 4.49	4.49
			Liquid Egg White, 16 oz	USDA Organic	Fresh	27	5.99 - 5.99	5.99
			Liquid Egg White, 32 oz	Conventional	Fresh	306	5.37 - 6.99	6.01

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

Metric	Current Week (CW)
Total Outlets	6,506
Activity Index	902
Feature Rate (%)	13.5%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Cage-Free	Fresh	2	2.50 - 2.50	2.50
			Large Brown, 12	Free Range	Fresh	236	3.99 - 3.99	3.99
			Large Brown, 12	Pasture Raised	Fresh	71	4.99 - 7.49	7.07
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	32	4.99 - 4.99	4.99
			Large Brown, 12	Vegetarian-Fed	Fresh	28	3.99 - 3.99	3.99
			Large Brown, 18	Free Range	Fresh	13	4.99 - 4.99	4.99
			Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	19	3.00 - 3.99	3.10
			Large White, 18	Conventional	Fresh	439	2.49 - 2.49	2.49
Egg Products	Ungraded/Other	Per Carton	Egg Nog, 32 oz	Conventional	Fresh	38	3.79 - 3.79	3.79
			Egg Nog, 64 oz	Conventional	Fresh	12	5.99 - 5.99	5.99
			Liquid Egg White, 32 oz	Conventional	Fresh	12	5.37 - 5.37	5.37

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

Metric	Current Week (CW)
Total Outlets	4,574



Activity Index	1,726
Feature Rate (%)	33.6%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Cage-Free	Fresh	60	2.50 - 2.99	2.67
			Large Brown, 12	Free Range	Fresh	32	3.97 - 4.49	3.99
			Large Brown, 12	Pasture Raised	Fresh	265	4.99 - 4.99	4.99
			Large Brown, 12	USDA Organic, Free Range	Fresh	41	4.99 - 4.99	4.99
			Large Brown, 12	USDA Organic, Regenerative	Fresh	188	6.49 - 6.49	6.49
			Large Brown, 12	Vegetarian-Fed	Fresh	56	3.99 - 3.99	3.99
			Large Brown, 18	Free Range	Fresh	259	4.99 - 7.29	7.24
			Large White, 18	Conventional	Fresh	725	2.49 - 3.49	2.70
Shell Egg	AA	Per Carton	Large White, 18	Conventional	Fresh	11	2.49 - 2.49	2.49
Egg Products	Ungraded/Other	Per Carton	Egg Nog, 32 oz	Conventional	Fresh	89	3.50 - 4.99	4.52

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

Metric	Current Week (CW)
Total Outlets	3,678
Activity Index	637
Feature Rate (%)	16.1%

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	68	4.49 - 4.49	4.49
			Large Brown, 12	Pasture Raised	Fresh	100	4.99 - 5.97	5.91
			Large Brown, 12	Vegetarian-Fed	Fresh	17	3.99 - 3.99	3.99
			Large Brown, 18	Free Range	Fresh	6	4.99 - 4.99	4.99
			Large White, 18	Conventional	Fresh	246	2.49 - 2.49	2.49
			Large White, 18	Nutritionally Enhanced (Omega-3)	Fresh	80	4.19 - 5.49	4.65
			Medium White, 18	Conventional	Fresh	28	5.99 - 5.99	5.99
Shell Egg	AA	Per Carton	Large White, 18	Conventional	Fresh	69	2.49 - 2.49	2.49
Egg Products	Ungraded/Other	Per Carton	Egg Nog, 64 oz	Conventional	Fresh	17	5.49 - 5.49	5.49

SOUTHWEST REGION (AZ, CA, NV, UT)



Metric	Current Week (CW)
Total Outlets	3,507
Activity Index	1,030
Feature Rate (%)	29.4%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Free Range	Fresh	396	4.49 - 6.99	4.58
			Large Brown, 12	Pasture Raised	Fresh	13	4.99 - 4.99	4.99
			Large Brown, 18	Free Range	Fresh	64	6.99 - 6.99	6.99
			Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	71	4.99 - 4.99	4.99
Shell Egg	AA	Per Carton	Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	202	3.49 - 3.99	3.86
			Large White, 18	Cage-Free	Fresh	274	3.49 - 3.49	3.49
Egg Products	Ungraded/Other	Per Carton	Egg Nog, 64 oz	Conventional	Fresh	10	4.99 - 4.99	4.99

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

Metric	Current Week (CW)
Total Outlets	1,194
Activity Index	330
Feature Rate (%)	22.6%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Free Range	Fresh	118	4.49 - 4.49	4.49
			Large Brown, 12	Pasture Raised	Fresh	15	7.99 - 7.99	7.99
			Large Brown, 12	USDA Organic, Free Range	Fresh	15	6.29 - 6.29	6.29
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	30	6.99 - 9.69	8.34
			Large Brown, 18	Cage-Free	Fresh	21	4.99 - 4.99	4.99
			Large White, 18	Nutritionally Enhanced (Omega-3)	Fresh	23	4.99 - 4.99	4.99
Shell Egg	AA	Per Carton	Large Brown, 12	Pasture Raised	Fresh	12	6.99 - 6.99	6.99
			Large White, 18	Cage-Free	Fresh	59	3.29 - 3.29	3.29
Egg Products	Ungraded/Other	Per Carton	Egg Nog, 64 oz	Conventional	Fresh	22	4.99 - 4.99	4.99
			Liquid Egg, 16 oz	Pasture Raised	Fresh	15	7.39 - 7.39	7.39



**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.