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Report for 6/28/2025 - 7/4/2025

MARKET HIGHLIGHTS

This week in egg retail, the feature rate increased 1.4% and the activity index increased sharply. Large shell eggs continue to make up the bulk of offerings with a notable increase in Pasture Raised and USDA Organic, Pasture Raised. Activity remains mostly in the Southwest, Midwest, and South Central regions. Activity remains light in the Northeast and Southeast, with very light activity in the Northwest.

NATIONAL

Metric	Current Week (CW)	Previous Week (PW)	Previous Year (PY)
Total Outlets	24,824	24,824	
Activity Index	7,710	3,556	
Feature Rate (%)	15.0%	13.6%	

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	Pasture Raised	Fresh	1,978	7.64				
		Extra Large White, 20	Conventional	Fresh			71	7.49		
		Jumbo White, 12	Conventional	Fresh			16	3.50		
		Large Brown, 12	Free Range	Fresh	38	3.99	62	4.99		
		Large Brown, 12	Pasture Raised	Fresh	1,978	6.20	212	5.20		
		Large Brown, 12	USDA Organic, Free Range	Fresh			15	6.49		
		Large Brown, 12	USDA Organic, Pasture Raised	Fresh	1,978	9.89	15	9.69		
		Large Brown, 18	Cage-Free	Fresh	978	4.69				
		Large Brown, 18	Free Range	Fresh	18	4.99				
		Large White, 12	Cage-Free	Fresh			1,272	3.18		
		Large White, 12	Conventional	Fresh	21	3.99	739	2.56		
		Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	120	2.99	61	2.50		
		Large White, 18	Cage-Free	Fresh	72	5.99	987	4.57		
		Large White, 18	Conventional	Fresh	37	5.00	37	5.00		
		Large White, 18	Nutritionally Enhanced (Omega-3)	Fresh	102	4.99				
		Large White, 60	Conventional	Fresh	29	17.97				
		Medium Brown, 12	USDA Organic	Fresh	21	3.99				
		Medium White, 12	Conventional	Fresh	40	2.98				



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	Medium White, 12	Vegetarian- Fed	Fresh	300	4.48	40	2.98		
		Medium White, 18	Conventional	Fresh			29	4.99		
		Egg Nog, 32 oz	Conventional	Fresh						
Egg Products										

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

Metric	Current Week (CW)
Total Outlets	4,853
Activity Index	1,326
Feature Rate (%)	11.8%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Extra Large Brown, 12	Pasture Raised	Fresh	377	7.64 - 7.64	7.64
			Large Brown, 12	Free Range	Fresh	38	3.99 - 3.99	3.99
			Large Brown, 12	Pasture Raised	Fresh	377	6.20 - 6.20	6.20
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	377	9.89 - 9.89	9.89
			Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	120	2.99 - 2.99	2.99
			Large White, 18	Conventional	Fresh	37	5.00 - 5.00	5.00

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

Metric	Current Week (CW)
Total Outlets	6,580
Activity Index	1,494
Feature Rate (%)	11.1%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Extra Large Brown, 12	Pasture Raised	Fresh	383	7.64 - 7.64	7.64
			Large Brown, 12	Pasture Raised	Fresh	383	6.20 - 6.20	6.20
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	383	9.89 - 9.89	9.89
			Large Brown, 18	Cage-Free	Fresh	305	4.99 - 4.99	4.99
			Medium White, 12	Conventional	Fresh	40	2.98 - 2.98	2.98



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

Metric	Current Week (CW)
Total Outlets	4,639
Activity Index	1,760
Feature Rate (%)	19.3%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Extra Large Brown, 12	Pasture Raised	Fresh	421	7.64 - 7.64	7.64
			Large Brown, 12	Pasture Raised	Fresh	421	6.20 - 6.20	6.20
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	421	9.89 - 9.89	9.89
			Large Brown, 18	Cage-Free	Fresh	167	3.99 - 4.99	4.06
			Large Brown, 18	Free Range	Fresh	18	4.99 - 4.99	4.99
			Large White, 12	Conventional	Fresh	21	3.99 - 3.99	3.99
			Medium Brown, 12	USDA Organic	Fresh	21	3.99 - 3.99	3.99
Shell Egg	AA	Per Carton	Large Brown, 18	Cage-Free	Fresh	11	4.49 - 4.49	4.49
Egg Products	Ungraded/Other	Per Carton	Egg Nog, 32 oz	Conventional	Fresh	259	4.48 - 4.48	4.48

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

Metric	Current Week (CW)
Total Outlets	3,705
Activity Index	1,330
Feature Rate (%)	19.0%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Extra Large Brown, 12	Pasture Raised	Fresh	313	7.64 - 7.64	7.64
			Large Brown, 12	Pasture Raised	Fresh	313	6.20 - 6.20	6.20
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	313	9.89 - 9.89	9.89
			Large Brown, 18	Cage-Free	Fresh	69	4.99 - 4.99	4.99
			Large White, 18	Nutritionally Enhanced (Omega-3)	Fresh	102	4.99 - 4.99	4.99
			Large White, 60	Conventional	Fresh	29	17.97 - 17.97	17.97
Shell Egg	AA	Per Carton	Large Brown, 18	Cage-Free	Fresh	150	4.99 - 4.99	4.99
Egg Products	Ungraded/Other	Per Carton	Egg Nog, 32 oz	Conventional	Fresh	41	4.48 - 4.48	4.48

SOUTHWEST REGION (AZ, CA, NV, UT)

Metric	Current Week (CW)
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Total Outlets	3,675
Activity Index	1,540
Feature Rate (%)	20.2%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Extra Large Brown, 12	Pasture Raised	Fresh	398	7.64 - 7.64	7.64
			Large Brown, 12	Pasture Raised	Fresh	398	6.20 - 6.20	6.20
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	398	9.89 - 9.89	9.89
Shell Egg	AA	Per Carton	Large Brown, 18	Cage-Free	Fresh	274	4.49 - 4.99	4.49
			Large White, 18	Cage-Free	Fresh	72	5.99 - 5.99	5.99

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

Metric	Current Week (CW)
Total Outlets	1,172
Activity Index	224
Feature Rate (%)	6.5%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Extra Large Brown, 12	Pasture Raised	Fresh	74	7.64 - 7.64	7.64
			Large Brown, 12	Pasture Raised	Fresh	74	6.20 - 6.20	6.20
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	74	9.89 - 9.89	9.89
Shell Egg	AA	Per Carton	Large Brown, 18	Cage-Free	Fresh	2	4.99 - 4.99	4.99

ALASKA (AK)

Metric	Current Week (CW)
Total Outlets	91
Activity Index	9
Feature Rate (%)	3.3%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Extra Large Brown, 12	Pasture Raised	Fresh	3	7.64 - 7.64	7.64
			Large Brown, 12	Pasture Raised	Fresh	3	6.20 - 6.20	6.20
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	3	9.89 - 9.89	9.89

HAWAII (HI)

Metric	Current Week (CW)
Total Outlets	109



Activity Index	27
Feature Rate (%)	8.3%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Extra Large Brown, 12	Pasture Raised	Fresh	9	7.64 - 7.64	7.64
			Large Brown, 12	Pasture Raised	Fresh	9	6.20 - 6.20	6.20
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	9	9.89 - 9.89	9.89

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.