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Report for 12/7/2024 - 12/13/2024

MARKET HIGHLIGHTS

This week in egg retail, the feature rate decreased 2.4% and the activity index decreased 21.6%. Large shell eggs continue to make up the bulk of offerings. Egg nog continues to be featured heavily during the holiday season.

NATIONAL

Metric	Current Week (CW)	Previous Week (PW)	Previous Year (PY)
Total Outlets	24,443	24,443	
Activity Index	4,027	5,375	
Feature Rate (%)	13.9%	16.3%	

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	USDA Organic	Fresh			29	2.99		
		Jumbo White, 12	Conventional	Fresh	40	2.98	21	2.99		
		Large Brown, 12	Cage-Free	Fresh	47	2.50	147	2.62		
		Large Brown, 12	Free Range	Fresh	70	3.99	102	4.93		
		Large Brown, 12	Nutritionally Enhanced (Omega-3)	Fresh	84	4.49	17	3.49		
		Large Brown, 12	Pasture Raised	Fresh	38	6.17	393	7.80		
		Large Brown, 12	USDA Organic	Fresh	42	6.42	394	5.89		
		Large Brown, 12	USDA Organic, Free Range	Fresh	44	5.99	67	5.83		
		Large Brown, 12	USDA Organic, Pasture Raised	Fresh	104	5.28	628	7.99		
		Large Brown, 18	Cage-Free	Fresh			21	4.99		
		Large Brown, 18	Free Range	Fresh	66	7.99	212	6.99		
		Large White, 12	Cage-Free	Fresh			20	2.99		
		Large White, 12	Conventional	Fresh	18	2.88	1,341	1.99		
		Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	206	3.88				
		Large White, 18	Cage-Free	Fresh	73	4.99				
		Large White, 18	Conventional	Fresh			18	3.99		
		Large White, 18	Nutritionally Enhanced (Omega-3)	Fresh	337	4.92	101	4.71		



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, 30	Conventional	Fresh	160	4.99				
		Large White, 6	Free Range	Fresh	15	1.99	15	1.99		
		Medium White, 18	Cage-Free	Fresh	12	4.99				
Egg Products	Per Carton	Egg Nog, 32 oz	Conventional	Fresh	1,142	3.94	655	4.24		
		Egg Nog, 32 oz	USDA Organic	Fresh			76	5.92		
		Egg Nog, 64 oz	Conventional	Fresh	1,200	5.68	689	5.16		
		Liquid Egg, 16 oz	Conventional	Fresh			36	4.99		
		Liquid Egg, 32 oz	Conventional	Fresh	156	6.45	18	5.69		
		Liquid Egg White, 16 oz	Cage-Free	Fresh	17	5.49				
		Liquid Egg White, 16 oz	Conventional	Fresh			73	4.11		
		Liquid Egg White, 16 oz	USDA Organic	Fresh			302	5.49		
		Liquid Egg White, 32 oz	Conventional	Fresh	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	1,727
Feature Rate (%)	28.4%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	USDA Organic,	Fresh	44	5.99 - 5.99	5.99
			Large Brown, 12	Free Range				
			Large Brown, 12	USDA Organic,	Fresh	22	4.99 - 4.99	4.99
			Large Brown, 18	Pasture Raised				
			Large Brown, 18	Free Range	Fresh	66	7.99 - 7.99	7.99
			Large White, 12	Conventional	Fresh	18	2.88 - 2.88	2.88
			Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	124	3.99 - 3.99	3.99
			Large White, 18	Cage-Free	Fresh	73	4.99 - 4.99	4.99
Egg Products	Ungrade d/Other	Per Carton	Large White, 30	Conventional	Fresh	160	4.99 - 4.99	4.99
			Egg Nog, 32 oz	Conventional	Fresh	577	3.49 - 4.50	3.81
			Egg Nog, 64 oz	Conventional	Fresh	314	4.99 - 6.99	6.19
			Liquid Egg, 32 oz	Conventional	Fresh	156	5.99 - 7.99	6.45
			Liquid Egg White, 16 oz	Cage-Free	Fresh	17	5.49 - 5.49	5.49
			Liquid Egg White, 32 oz	Conventional	Fresh	156	5.99 - 7.99	6.45



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

Metric	Current Week (CW)
Total Outlets	6,506
Activity Index	682
Feature Rate (%)	9.1%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Jumbo White, 12	Conventional	Fresh	40	2.98 - 2.98	2.98
			Large Brown, 12	Cage-Free	Fresh	2	2.50 - 2.50	2.50
			Large Brown, 12	Free Range	Fresh	42	3.33 - 3.33	3.33
			Large Brown, 12	Nutritionally Enhanced (Omega-3)	Fresh	28	4.49 - 4.49	4.49
			Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	59	3.99 - 3.99	3.99
			Large White, 18	Nutritionally Enhanced (Omega-3)	Fresh	93	3.99 - 4.49	4.14
Egg Products	Ungraded/Other	Per Carton	Egg Nog, 32 oz	Conventional	Fresh	276	3.49 - 4.50	4.12
			Egg Nog, 64 oz	Conventional	Fresh	142	4.99 - 5.99	5.98

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

Metric	Current Week (CW)
Total Outlets	4,574
Activity Index	886
Feature Rate (%)	17.1%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Cage-Free	Fresh	39	2.50 - 2.50	2.50
			Large Brown, 12	Nutritionally Enhanced (Omega-3)	Fresh	56	4.49 - 4.49	4.49
			Large Brown, 12	Pasture Raised	Fresh	23	4.99 - 4.99	4.99
			Large Brown, 12	USDA Organic	Fresh	2	6.49 - 6.49	6.49
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	61	4.99 - 4.99	4.99
			Large White, 18	Nutritionally Enhanced (Omega-3)	Fresh	131	3.99 - 5.49	4.80



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Egg Products	Ungraded/Other	Per Carton	Egg Nog, 32 oz	Conventional	Fresh	125	3.49 - 4.99	4.19
			Egg Nog, 64 oz	Conventional	Fresh	449	4.49 - 6.99	5.30

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

Metric	Current Week (CW)
Total Outlets	3,678
Activity Index	251
Feature Rate (%)	6.3%

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	USDA Organic	Fresh	25	6.49 - 6.49	6.49
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	6	4.99 - 4.99	4.99
			Large White, 18	Nutritionally Enhanced (Omega-3)	Fresh	49	3.99 - 3.99	3.99
Egg Products	Ungraded/Other	Per Carton	Egg Nog, 32 oz	Conventional	Fresh	39	3.99 - 4.50	4.23
			Egg Nog, 64 oz	Conventional	Fresh	126	4.99 - 4.99	4.99

SOUTHWEST REGION (AZ, CA, NV, UT)

Metric	Current Week (CW)
Total Outlets	3,507
Activity Index	305
Feature Rate (%)	8.7%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Free Range	Fresh	28	4.99 - 4.99	4.99
			Large White, 18	Nutritionally Enhanced (Omega-3)	Fresh	64	6.99 - 6.99	6.99
Egg Products	Ungraded/Other	Per Carton	Egg Nog, 32 oz	Conventional	Fresh	44	2.99 - 4.50	4.16
			Egg Nog, 64 oz	Conventional	Fresh	169	5.99 - 5.99	5.99

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

Metric	Current Week (CW)
Total Outlets	1,194
Activity Index	176



Feature Rate (%) 11.0%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Pasture Raised	Fresh	15	7.99 - 7.99	7.99
			Large Brown, 12	USDA Organic	Fresh	15	6.29 - 6.29	6.29
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	15	6.99 - 6.99	6.99
			Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	23	3.00 - 3.00	3.00
			Large White, 6	Free Range	Fresh	15	1.99 - 1.99	1.99
Shell Egg	AA	Per Carton	Medium White, 18	Cage-Free	Fresh	12	4.99 - 4.99	4.99
Egg Products	Ungraded/Other	Per Carton	Egg Nog, 32 oz	Conventional	Fresh	81	2.99 - 3.79	3.57

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.