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Report for 8/9/2025 - 8/15/2025

MARKET HIGHLIGHTS

This week in egg retail, the feature rate decreased 2.2% and the activity index decreased 11.1%. Large shell eggs of both colors continue to make up the bulk of offerings, most with a specialized environment claim. Feature activity was most active in the Northeast and Midwest with more moderate activity in the Southwest and Southeast. Activity was very light in the Northwest and South Central regions.

NATIONAL

Metric	Current Week (CW)	Previous Week (PW)	Previous Year (PY)
Total Outlets	24,824	24,824	
Activity Index	4,538	5,102	
Feature Rate (%)	16.7%	18.9%	

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 Brown, 12	Cage-Free	Fresh			44	6.99		
		Extra Large Brown, 12	USDA Organic, Pasture Raised	Fresh			10	8.49		
		Extra Large White, 12	Conventional	Fresh	40	2.78				
		Jumbo White, 12	Conventional	Fresh			51	4.00		
		Large Brown, 12	Cage-Free	Fresh	37	3.99	1,974	3.81		
		Large Brown, 12	Free Range	Fresh	198	4.90	56	4.29		
		Large Brown, 12	Pasture Raised	Fresh	87	8.65	288	7.43		
		Large Brown, 12	USDA Organic	Fresh	503	5.69	106	5.24		
		Large Brown, 12	USDA Organic, Free Range	Fresh	594	5.55	667	5.47		
		Large Brown, 12	USDA Organic, Pasture Raised	Fresh	416	8.84	515	7.96		
		Large Brown, 12	Vegetarian-Fed	Fresh	167	4.49				
		Large Brown, 18	Free Range	Fresh			130	4.99		
		Large Brown, 18	USDA Organic	Fresh			44	8.99		
		Large Brown, 18	USDA Organic, Free Range	Fresh	109	7.64				
		Large White, 12	Cage-Free	Fresh	47	3.98				
		Large White, 12	Conventional	Fresh	249	3.22	265	2.80		
		Large White, 12	Free Range	Fresh	56	3.99	56	3.99		



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	Nutritionally Enhanced (Omega-3)	Fresh	364	3.49	648	3.47		
		Large White, 18	Cage-Free	Fresh	343	4.52				
		Large White, 18	Conventional	Fresh	1,196	3.53	47	4.99		
		Large White, 18	Nutritionally Enhanced (Omega-3)	Fresh	65	5.99	65	6.99		
		Medium White, 12	Conventional	Fresh	38	2.50	78	2.23		
		Medium White, 18	Conventional	Fresh	29	2.99	58	3.24		

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

Metric	Current Week (CW)
Total Outlets	4,853
Activity Index	1,217
Feature Rate (%)	24.6%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Free Range	Fresh	120	4.99 - 4.99	4.99
			Large Brown, 12	Pasture Raised	Fresh	72	8.99 - 8.99	8.99
			Large Brown, 12	USDA Organic	Fresh	208	4.99 - 5.99	5.10
			Large Brown, 12	USDA Organic, Free Range	Fresh	175	4.99 - 5.61	5.49
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	23	10.99 - 10.99	10.99
			Large Brown, 12	Vegetarian- Fed	Fresh	108	4.49 - 4.49	4.49
			Large Brown, 18	USDA Organic, Free Range	Fresh	37	9.99 - 9.99	9.99
			Large White, 12	Conventional	Fresh	72	3.49 - 3.49	3.49
			Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	364	3.49 - 3.49	3.49
			Medium White, 12	Conventional	Fresh	38	2.50 - 2.50	2.50

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

Metric	Current Week (CW)
Total Outlets	6,580



Activity Index	1,209
Feature Rate (%)	14.7%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Extra Large White, 12	Conventional	Fresh	40	2.78 - 2.78	2.78
			Large Brown, 12	USDA Organic	Fresh	251	4.99 - 5.99	5.94
			Large Brown, 12	USDA Organic, Free Range	Fresh	106	4.99 - 5.61	5.53
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	239	10.99 - 10.99	10.99
			Large Brown, 12	Vegetarian-Fed	Fresh	59	4.49 - 4.49	4.49
			Large Brown, 18	USDA Organic, Free Range	Fresh	72	5.99 - 6.99	6.43
			Large White, 12	Conventional	Fresh	2	1.99 - 1.99	1.99
			Large White, 18	Conventional	Fresh	440	3.49 - 3.49	3.49

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

Metric	Current Week (CW)
Total Outlets	4,639
Activity Index	1,202
Feature Rate (%)	24.5%

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	Free Range	Fresh	22	5.99 - 5.99	5.99
			Large Brown, 12	USDA Organic	Fresh	44	6.99 - 6.99	6.99
			Large Brown, 12	USDA Organic, Free Range	Fresh	72	4.99 - 5.61	5.55
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	136	4.98 - 4.98	4.98
			Large White, 12	Conventional	Fresh	169	1.99 - 3.99	3.16
			Large White, 18	Conventional	Fresh	727	3.49 - 4.49	3.55
			Large White, 18	Conventional	Fresh	727	3.49 - 4.49	3.55
Shell Egg	AA	Per Carton	Large White, 18	Cage-Free	Fresh	11	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	169
Feature Rate (%)	4.3%



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Free Range	Fresh	8	4.29 - 4.29	4.29
			Large Brown, 12	USDA Organic, Free Range	Fresh	86	4.99 - 5.61	5.56
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	3	4.98 - 4.98	4.98
			Large White, 12	Conventional	Fresh	6	1.99 - 1.99	1.99
			Large White, 12	Free Range	Fresh	8	3.99 - 3.99	3.99
			Large White, 18	Conventional	Fresh	29	3.49 - 3.49	3.49
			Medium White, 18	Conventional	Fresh	29	2.99 - 2.99	2.99

SOUTHWEST REGION (AZ, CA, NV, UT)

Metric	Current Week (CW)
Total Outlets	3,675
Activity Index	677
Feature Rate (%)	17.2%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Free Range	Fresh	45	4.29 - 4.29	4.29
			Large Brown, 12	USDA Organic, Free Range	Fresh	127	5.61 - 5.99	5.65
			Large White, 12	Cage-Free	Fresh	47	3.98 - 3.98	3.98
			Large White, 12	Free Range	Fresh	45	3.99 - 3.99	3.99
			Large White, 18	Nutritionally Enhanced (Omega-3)	Fresh	65	5.99 - 5.99	5.99
Shell Egg	AA	Per Carton	Large Brown, 12	Cage-Free	Fresh	16	3.99 - 3.99	3.99
			Large White, 18	Cage-Free	Fresh	332	3.99 - 4.99	4.54

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

Metric	Current Week (CW)
Total Outlets	1,172
Activity Index	60
Feature Rate (%)	4.9%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Free Range	Fresh	3	4.29 - 4.29	4.29
			Large Brown, 12	Pasture Raised	Fresh	15	6.99 - 6.99	6.99
			Large Brown, 12	USDA Organic, Free Range	Fresh	24	5.61 - 5.61	5.61
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	15	6.99 - 6.99	6.99



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large White, 12	Free Range	Fresh	3	3.99 - 3.99	3.99

HAWAII (HI)

Metric	Current Week (CW)
Total Outlets	109
Activity Index	4
Feature Rate (%)	3.7%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	USDA Organic, Free Range	Fresh	4	5.61 - 5.61	5.61

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.