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Report for 9/28/2024 - 10/4/2024

MARKET HIGHLIGHTS

This week in egg retail, the feature rate increased by 4.9% and the activity index increased by 43.4%. Large shell eggs continue to make up the bulk of offerings. Free Range and Pasture Raised shell eggs increased notably in feature space.

NATIONAL

Metric	Current Week (CW)	Previous Week (PW)	Previous Year (PY)
Total Outlets	24,443	24,443	
Activity Index	7,091	4,943	
Feature Rate (%)	22.4%	17.5%	

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	160	4.99	124	4.99			
		Extra Large Brown, 12	Pasture Raised	Fresh	10	8.99					
		Extra Large Brown, 12	USDA Organic	Fresh	259	5.99					
		Extra Large Brown, 12	USDA Organic, Free Range	Fresh	36	5.99					
		Extra Large Brown, 12	USDA Organic, Pasture Raised	Fresh	10	8.99					
		Jumbo Brown, 12	USDA Organic	Fresh			11	7.99			
		Jumbo White, 12	Conventional	Fresh			80	2.48			
		Jumbo White, 12	Nutritionally Enhanced (Omega-3)	Fresh			50	4.50			
		Large Brown, 12	Cage-Free	Fresh	198	3.61	252	3.28			
		Large Brown, 12	Conventional	Fresh	17	3.99					
		Large Brown, 12	Free Range	Fresh	1,038	4.51	162	4.76			
		Large Brown, 12	Nutritionally Enhanced (Omega-3)	Fresh			152	3.34			
		Large Brown, 12	Pasture Raised	Fresh	605	6.58	544	4.46			
		Large Brown, 12	USDA Organic	Fresh	290	5.67					
		Large Brown, 12	USDA Organic, Free Range	Fresh	1,448	5.97	233	4.28			
		Large Brown, 12	USDA Organic, Pasture Raised	Fresh			113	6.01			
		Large Brown, 18	Cage-Free	Fresh	17	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 Brown, 18	Free Range	Fresh	309	7.31				
		Large Brown, 18	Nutritionally Enhanced (Omega-3)	Fresh	174	4.86	28	5.00		
		Large Brown, 18	USDA Organic	Fresh	353	6.25	148	6.99		
		Large Brown, 18	USDA Organic, Free Range	Fresh	21	10.99				
		Large Brown, 6	USDA Organic, Free Range	Fresh			21	3.00		
		Large White, 12	Cage-Free	Fresh	146	3.49	320	2.46		
		Large White, 12	Conventional	Fresh	209	1.55				
		Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	1,180	3.97	1,103	3.86		
		Large White, 12	Vegetarian- Fed	Fresh	32	2.50				
		Large White, 18	Cage-Free	Fresh	337	4.96	406	4.65		
		Large White, 18	Conventional	Fresh	32	3.50	1,130	1.99		
		Large White, 18	Nutritionally Enhanced (Omega-3)	Fresh	73	4.99				
		Large White, 60	Conventional	Fresh	28	16.99				
		Medium Brown, 12	USDA Organic, Pasture Raised	Fresh			10	8.99		
		Medium White, 12	Conventional	Fresh	40	1.98	21	1.99		
Egg Products	Per Carton	Liquid Egg White, 16 oz	Conventional	Fresh	6	5.39	19	5.99		
		Liquid Egg White, 32 oz	Cage-Free	Fresh			16	6.99		
		Liquid Egg White, 32 oz	Conventional	Fresh	63	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	2,439
Feature Rate (%)	31.5%



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Extra Large Brown, 12	Free Range	Fresh	160	4.99 - 4.99	4.99
			Extra Large Brown, 12	USDA Organic	Fresh	23	5.99 - 5.99	5.99
			Extra Large Brown, 12	USDA Organic, Free Range	Fresh	36	5.99 - 5.99	5.99
			Large Brown, 12	Cage-Free	Fresh	18	4.00 - 4.00	4.00
			Large Brown, 12	Conventional	Fresh	17	3.99 - 3.99	3.99
			Large Brown, 12	Free Range	Fresh	535	3.99 - 5.99	4.90
			Large Brown, 12	Pasture Raised	Fresh	328	5.99 - 7.49	6.11
			Large Brown, 12	USDA Organic	Fresh	273	4.99 - 5.99	5.65
			Large Brown, 12	USDA Organic, Free Range	Fresh	53	5.99 - 5.99	5.99
			Large Brown, 18	Cage-Free	Fresh	17	3.99 - 3.99	3.99
			Large Brown, 18	Free Range	Fresh	159	4.99 - 7.99	7.21
			Large Brown, 18	Nutritionally Enhanced (Omega-3)	Fresh	85	4.86 - 4.86	4.86
			Large Brown, 18	USDA Organic	Fresh	23	5.99 - 5.99	5.99
			Large White, 12	Cage-Free	Fresh	146	3.49 - 3.49	3.49
			Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	102	3.99 - 3.99	3.99
			Large White, 18	Cage-Free	Fresh	148	4.49 - 4.49	4.49
			Large White, 18	Conventional	Fresh	32	3.50 - 3.50	3.50
			Large White, 18	Nutritionally Enhanced (Omega-3)	Fresh	73	4.99 - 4.99	4.99
Shell Egg	AA	Per Carton	Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	148	3.50 - 3.50	3.50
Egg Products	Ungraded/Other	Per Carton	Liquid Egg White, 32 oz	Conventional	Fresh	63	5.99 - 5.99	5.99

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

Metric	Current Week (CW)
Total Outlets	6,506
Activity Index	2,501
Feature Rate (%)	30.9%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Extra Large Brown, 12	USDA Organic	Fresh	236	5.99 - 5.99	5.99



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Cage-Free	Fresh	135	3.49 - 3.49	3.49
			Large Brown, 12	Free Range	Fresh	255	3.99 - 5.29	4.08
			Large Brown, 12	Pasture Raised	Fresh	46	5.99 - 6.99	6.62
			Large Brown, 12	USDA Organic	Fresh	17	5.99 - 5.99	5.99
			Large Brown, 12	USDA Organic, Free Range	Fresh	1363	5.99 - 5.99	5.99
			Large Brown, 18	Free Range	Fresh	15	4.99 - 7.99	5.39
			Large Brown, 18	Nutritionally Enhanced (Omega-3)	Fresh	89	4.86 - 4.86	4.86
			Large Brown, 18	USDA Organic	Fresh	236	5.99 - 5.99	5.99
			Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	37	3.99 - 3.99	3.99
			Large White, 12	Vegetarian-Fed	Fresh	32	2.50 - 2.50	2.50
			Medium White, 12	Conventional	Fresh	40	1.98 - 1.98	1.98

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

Metric	Current Week (CW)
Total Outlets	4,574
Activity Index	570
Feature Rate (%)	10.0%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Cage-Free	Fresh	17	3.49 - 3.49	3.49
			Large Brown, 12	Free Range	Fresh	217	3.00 - 5.99	3.92
			Large Brown, 12	USDA Organic, Free Range	Fresh	1	5.99 - 5.99	5.99
			Large Brown, 18	Free Range	Fresh	118	4.99 - 7.99	7.84
			Large White, 12	Conventional	Fresh	209	1.50 - 1.99	1.55
			Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	8	3.99 - 3.99	3.99

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

Metric	Current Week (CW)
Total Outlets	3,678
Activity Index	319
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	31	3.99 - 5.99	5.60
			Large Brown, 12	Pasture Raised	Fresh	53	6.99 - 6.99	6.99
			Large Brown, 18	Free Range	Fresh	6	4.99 - 4.99	4.99
			Large Brown, 18	USDA Organic	Fresh	94	6.97 - 6.97	6.97
			Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	107	3.99 - 3.99	3.99
			Large White, 60	Conventional	Fresh	28	16.99 - 16.99	16.99

SOUTHWEST REGION (AZ, CA, NV, UT)

Metric	Current Week (CW)
Total Outlets	3,507
Activity Index	756
Feature Rate (%)	19.7%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Pasture Raised	Fresh	105	6.99 - 6.99	6.99
			Large Brown, 12	USDA Organic, Free Range	Fresh	16	4.99 - 4.99	4.99
			Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	418	3.99 - 4.99	4.14
			Large White, 18	Cage-Free	Fresh	64	5.99 - 5.99	5.99
Shell Egg	AA	Per Carton	Large Brown, 12	Cage-Free	Fresh	28	3.99 - 3.99	3.99
			Large White, 18	Cage-Free	Fresh	125	4.99 - 4.99	4.99

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

Metric	Current Week (CW)
Total Outlets	1,194
Activity Index	458
Feature Rate (%)	37.5%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Extra Large Brown, 12	Pasture Raised	Fresh	10	8.99 - 8.99	8.99
			Extra Large Brown, 12	USDA Organic, Pasture Raised	Fresh	10	8.99 - 8.99	8.99
			Large Brown, 12	Pasture Raised	Fresh	73	6.99 - 7.99	7.80
			Large Brown, 18	USDA Organic, Free Range	Fresh	21	10.99 - 10.99	10.99



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	325	3.50 - 3.99	3.96
Shell Egg	AA	Per Carton	Large Brown, 12	USDA Organic, Free Range	Fresh	15	4.99 - 4.99	4.99
Egg Products	Ungraded/Other	Per Carton	Liquid Egg White, 16 oz	Conventional	Fresh	4	5.39 - 5.39	5.39

ALASKA (AK)

Metric	Current Week (CW)
Total Outlets	87
Activity Index	25
Feature Rate (%)	28.7%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 18	Free Range	Fresh	11	6.99 - 6.99	6.99
			Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	12	3.99 - 3.99	3.99
Egg Products	Ungraded/Other	Per Carton	Liquid Egg White, 16 oz	Conventional	Fresh	2	5.39 - 5.39	5.39

HAWAII (HI)

Metric	Current Week (CW)
Total Outlets	107
Activity Index	23
Feature Rate (%)	21.5%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	23	3.99 - 3.99	3.99

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.