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Report for 11/16/2024 - 11/22/2024

MARKET HIGHLIGHTS

This week in egg retail, the feature rate decreased 6.6% and the activity index decreased 31.4%. Large shell eggs continue to make up the bulk of offerings as stores feature eggs for holiday baking. Egg nog continues to be featured this holiday season. Many of this week's feature ads were extended to run at least through Thanksgiving Day.

NATIONAL

Metric	Current Week (CW)	Previous Week (PW)	Previous Year (PY)
Total Outlets	24,443	24,443	
Activity Index	4,101	5,975	
Feature Rate (%)	13.9%	20.5%	

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	Cage-Free	Fresh	259	3.00				
		Extra Large Brown, 12	USDA Organic, Free Range	Fresh			38	5.59		
		Extra Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh			148	3.99		
		Large Brown, 12	Cage-Free	Fresh	160	2.78	99	2.76		
		Large Brown, 12	Free Range	Fresh	121	5.87	337	4.38		
		Large Brown, 12	Pasture Raised	Fresh	129	5.32	164	5.98		
		Large Brown, 12	USDA Organic	Fresh	60	5.65	193	6.31		
		Large Brown, 12	USDA Organic, Free Range	Fresh	213	5.37	124	6.82		
		Large Brown, 12	USDA Organic, Pasture Raised	Fresh	100	6.00	274	5.57		
		Large Brown, 18	Cage-Free	Fresh	19	4.99	19	4.99		
		Large Brown, 18	Free Range	Fresh	203	6.99	141	7.14		
		Large Brown, 18	USDA Organic, Free Range	Fresh	19	7.99				
		Large Brown, 6	USDA Organic, Free Range	Fresh			38	2.99		
		Large White, 12	Cage-Free	Fresh	121	2.65	130	3.99		
		Large White, 12	Conventional	Fresh	94	1.97	194	2.03		
		Large White, 12	Free Range	Fresh	44	3.26				



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	200	3.06	221	3.14		
		Large White, 18	Cage-Free	Fresh			73	4.99		
		Large White, 18	Conventional	Fresh	23	5.29				
		Large White, 18	Nutritionally Enhanced (Omega-3)	Fresh	148	4.99				
		Large White, 60	Conventional	Fresh	28	19.99				
		Egg Nog, 32 oz	Conventional	Fresh	953	4.10	575	3.73		
	Per Carton	Egg Nog, 32 oz	USDA Organic	Fresh	26	8.19				
		Egg Nog, 64 oz	Conventional	Fresh	1,093	5.70	2,643	4.49		
		Liquid Egg, 32 oz	Conventional	Fresh	44	5.99	62	6.61		
		Liquid Egg White, 16 oz	Conventional	Fresh			320	3.93		
		Liquid Egg White, 32 oz	Conventional	Fresh	44	5.99	182	6.20		

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

Metric	Current Week (CW)
Total Outlets	4,790
Activity Index	1,090
Feature Rate (%)	18.7%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Extra Large Brown, 12	Cage-Free	Fresh	23	3.00 - 3.00	3.00
			Large Brown, 12	Free Range	Fresh	66	5.99 - 5.99	5.99
			Large Brown, 12	Pasture Raised	Fresh	23	3.99 - 5.99	5.73
			Large Brown, 12	USDA Organic	Fresh	17	5.99 - 5.99	5.99
			Large Brown, 12	USDA Organic, Free Range	Fresh	109	4.99 - 6.99	5.92
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	3	4.99 - 4.99	4.99
			Large Brown, 18	Cage-Free	Fresh	19	4.99 - 4.99	4.99
			Large Brown, 18	Free Range	Fresh	139	6.99 - 6.99	6.99
			Large Brown, 18	USDA Organic, Free Range	Fresh	19	7.99 - 7.99	7.99
			Large White, 12	Cage-Free	Fresh	10	2.69 - 2.69	2.69
			Large White, 12	Free Range	Fresh	32	2.99 - 2.99	2.99



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	AA	Per Carton	Large White, 12	Cage-Free	Fresh	10	2.69 - 2.69	2.69
Egg Products	Ungraded/Other	Per Carton	Egg Nog, 32 oz	Conventional	Fresh	302	3.99 - 3.99	3.99
			Egg Nog, 64 oz	Conventional	Fresh	230	4.99 - 6.99	6.28
			Liquid Egg, 32 oz	Conventional	Fresh	44	5.99 - 5.99	5.99
			Liquid Egg White, 32 oz	Conventional	Fresh	44	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	509
Feature Rate (%)	6.9%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Extra Large Brown, 12	Cage-Free	Fresh	236	3.00 - 3.00	3.00
			Large Brown, 12	Cage-Free	Fresh	2	2.50 - 2.50	2.50
			Large Brown, 12	USDA Organic, Free Range	Fresh	54	4.99 - 5.99	5.33
			Large White, 12	Cage-Free	Fresh	5	2.69 - 2.69	2.69
			Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	28	2.99 - 2.99	2.99
Shell Egg	AA	Per Carton	Large White, 12	Cage-Free	Fresh	5	2.69 - 2.69	2.69
Egg Products	Ungraded/Other	Per Carton	Egg Nog, 32 oz	Conventional	Fresh	120	2.79 - 3.99	3.82
			Egg Nog, 64 oz	Conventional	Fresh	59	3.99 - 6.49	5.88

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

Metric	Current Week (CW)
Total Outlets	4,574
Activity Index	1,218
Feature Rate (%)	23.0%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Cage-Free	Fresh	131	2.49 - 2.99	2.76
			Large Brown, 12	Free Range	Fresh	41	5.99 - 5.99	5.99
			Large Brown, 12	Pasture Raised	Fresh	61	3.99 - 3.99	3.99
			Large Brown, 12	USDA Organic, Free Range	Fresh	38	3.99 - 4.99	4.15
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	61	4.99 - 4.99	4.99



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large White, 12	Cage-Free	Fresh	34	2.49 - 2.69	2.55
			Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	155	2.99 - 3.29	3.08
			Large White, 18	Conventional	Fresh	16	4.99 - 4.99	4.99
Shell Egg	AA	Per Carton	Large White, 12	Cage-Free	Fresh	11	2.69 - 2.69	2.69
Egg Products	Ungraded/Other	Per Carton	Egg Nog, 32 oz	Conventional	Fresh	389	3.50 - 4.69	4.45
			Egg Nog, 64 oz	Conventional	Fresh	281	3.99 - 5.99	4.77

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

Metric	Current Week (CW)
Total Outlets	3,678
Activity Index	439
Feature Rate (%)	11.8%

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	Pasture Raised	Fresh	6	3.99 - 3.99	3.99
			Large Brown, 12	USDA Organic, Free Range	Fresh	12	3.99 - 4.99	4.49
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	6	4.99 - 4.99	4.99
			Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	17	2.99 - 2.99	2.99
			Large White, 60	Conventional	Fresh	28	19.99 - 19.99	19.99
Shell Egg	AA	Per Carton	Large White, 12	Conventional	Fresh	94	1.97 - 1.97	1.97
Egg Products	Ungraded/Other	Per Carton	Egg Nog, 32 oz	Conventional	Fresh	121	2.79 - 4.69	3.55
			Egg Nog, 64 oz	Conventional	Fresh	149	4.99 - 5.99	5.52

SOUTHWEST REGION (AZ, CA, NV, UT)

Metric	Current Week (CW)
Total Outlets	3,507
Activity Index	668
Feature Rate (%)	13.4%



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Free Range	Fresh	14	4.99 - 4.99	4.99
			Large Brown, 12	Pasture Raised	Fresh	14	7.69 - 7.69	7.69
			Large Brown, 12	USDA Organic	Fresh	12	4.99 - 4.99	4.99
			Large Brown, 18	Free Range	Fresh	64	6.99 - 6.99	6.99
			Large White, 12	Cage-Free	Fresh	19	2.69 - 2.69	2.69
			Large White, 18	Nutritionally Enhanced (Omega-3)	Fresh	148	4.99 - 4.99	4.99
Shell Egg	AA	Per Carton	Large Brown, 12	USDA Organic	Fresh	16	4.99 - 4.99	4.99
			Large White, 12	Cage-Free	Fresh	19	2.69 - 2.69	2.69
Egg Products	Ungraded/Other	Per Carton	Egg Nog, 32 oz	USDA Organic	Fresh	16	4.99 - 4.99	4.99
			Egg Nog, 64 oz	Conventional	Fresh	346	5.99 - 6.50	6.03

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

Metric	Current Week (CW)
Total Outlets	1,194
Activity Index	168
Feature Rate (%)	7.4%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Cage-Free	Fresh	21	2.99 - 2.99	2.99
			Large Brown, 12	Pasture Raised	Fresh	25	5.99 - 7.99	7.19
			Large Brown, 12	USDA Organic	Fresh	15	6.49 - 6.49	6.49
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	30	6.99 - 9.69	8.34
			Large White, 12	Cage-Free	Fresh	4	2.69 - 2.69	2.69
Shell Egg	AA	Per Carton	Large White, 12	Cage-Free	Fresh	4	2.69 - 2.69	2.69
			Large White, 12	Free Range	Fresh	12	3.99 - 3.99	3.99
Egg Products	Ungraded/Other	Per Carton	Egg Nog, 32 oz	Conventional	Fresh	21	3.99 - 3.99	3.99
			Egg Nog, 32 oz	USDA Organic	Fresh	10	13.32 - 13.32	13.32
			Egg Nog, 64 oz	Conventional	Fresh	26	6.50 - 7.58	6.67

ALASKA (AK)

Metric	Current Week (CW)
Total Outlets	87
Activity Index	2
Feature Rate (%)	2.3%



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Egg Products	Ungraded/Other	Per Carton	Egg Nog, 64 oz	Conventional	Fresh	2	7.58 - 7.58	7.58

HAWAII (HI)

Metric	Current Week (CW)
Total Outlets	107
Activity Index	7
Feature Rate (%)	6.5%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large White, 18	Conventional	Fresh	7	5.99 - 5.99	5.99

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.