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Report for 8/31/2024 - 9/6/2024

MARKET HIGHLIGHTS

The National Weekly Egg Feature Activity Report has been transitioned to its new format. Data from this report, as well as historical data, is available through My Market News.

Changes to this report include:

- The list of surveyed stores has been updated.
- New items have been added, including jumbo shell eggs and liquid egg whites.
- Price spreads now reflect differences in value between package sizes (regular pack, value pack, etc.) and environment claims such as Cage-Free, Free Range, and Organic.

Due to these changes, a comparison cannot be made this week for feature rate and activity index.

If you would like to learn more about MARS and My Market News, please contact us at [Websupport.lpgmn@ams.usda.gov](mailto:Websupport.lpgmn@ams.usda.gov).

Prices and activity rates on this report are not directly comparable to last week due to the changes listed above. Specialty shell eggs continue to be featured at a much higher rate than conventional, with no conventional shell eggs on feature this week in the surveyed stores. Egg products too lightly tested this week for a trend.

NATIONAL

Metric	Current Week (CW)	Previous Week (PW)	Previous Year (PY)
Total Outlets	24,444		
Activity Index	3,037		
Feature Rate (%)	10.9%		

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	USDA Organic,	Fresh	166	4.99				
			Free Range							
		Jumbo White, 12	Cage-Free	Fresh	12	3.99				
		Large Brown, 12	Cage-Free	Fresh	47	2.00				
		Large Brown, 12	Free Range	Fresh	50	3.68				
		Large Brown, 12	Nutritionally Enhanced (Omega-3)	Fresh	41	3.12				
		Large Brown, 12	Pasture Raised	Fresh	98	6.30				
		Large Brown, 12	USDA Organic	Fresh	302	4.29				
		Large Brown, 12	USDA Organic,	Fresh	263	5.28				
			Free Range							
		Large Brown, 12	USDA Organic,	Fresh	132	7.30				
			Pasture Raised							
		Large Brown, 18	Cage-Free	Fresh	274	4.66				
		Large Brown, 18	Free Range	Fresh	125	6.23				



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	Cage-Free	Fresh	218	3.28				
		Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	259	2.50				
		Large White, 18	Nutritionally Enhanced (Omega-3)	Fresh	108	4.88				
		Large White, 18	USDA Organic	Fresh	624	5.99				
		Liquid Egg, 32 oz	Conventional	Fresh	198	5.99				
Egg Products	Per Carton	Liquid Egg White, 32 oz	Conventional	Fresh	120	6.99				

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

Metric	Current Week (CW)
Total Outlets	4,791
Activity Index	1,223
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	USDA Organic, Free Range	Fresh	107	4.99 - 4.99	4.99
			Large Brown, 12	Free Range	Fresh	18	3.99 - 3.99	3.99
			Large Brown, 12	Pasture Raised	Fresh	3	5.99 - 5.99	5.99
			Large Brown, 12	USDA Organic	Fresh	213	2.99 - 5.99	4.18
			Large Brown, 12	USDA Organic, Free Range	Fresh	107	4.99 - 4.99	4.99
			Large Brown, 18	Free Range	Fresh	20	7.49 - 7.49	7.49
			Large White, 12	Cage-Free	Fresh	146	3.49 - 3.49	3.49
			Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	23	2.50 - 2.50	2.50
			Large White, 18	Nutritionally Enhanced (Omega-3)	Fresh	44	3.99 - 3.99	3.99
			Large White, 18	USDA Organic	Fresh	236	5.99 - 5.99	5.99
Egg Products	Ungrade d/Other	Per Carton	Liquid Egg, 32 oz	Conventional	Fresh	186	5.99 - 5.99	5.99
			Liquid Egg White, 32 oz	Conventional	Fresh	120	6.99 - 6.99	6.99



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

Metric	Current Week (CW)
Total Outlets	6,506
Activity Index	467
Feature Rate (%)	6.3%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Extra Large Brown, 12	USDA Organic, Free Range	Fresh	59	4.99 - 4.99	4.99
			Large Brown, 12	Cage-Free	Fresh	2	2.00 - 2.00	2.00
			Large Brown, 12	Free Range	Fresh	32	3.50 - 3.50	3.50
			Large Brown, 12	USDA Organic	Fresh	30	5.29 - 5.99	5.69
			Large Brown, 12	USDA Organic, Free Range	Fresh	59	4.99 - 4.99	4.99
			Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	236	2.50 - 2.50	2.50
			Large White, 18	USDA Organic	Fresh	37	5.99 - 5.99	5.99
			Liquid Egg, 32 oz	Conventional	Fresh	12	5.99 - 5.99	5.99
Egg Products	Ungraded/Other	Per Carton						

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

Metric	Current Week (CW)
Total Outlets	4,574
Activity Index	384
Feature Rate (%)	8.4%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Cage-Free	Fresh	39	2.00 - 2.00	2.00
			Large Brown, 12	Nutritionally Enhanced (Omega-3)	Fresh	41	2.99 - 3.29	3.12
			Large Brown, 12	Pasture Raised	Fresh	61	5.99 - 5.99	5.99
			Large Brown, 12	USDA Organic	Fresh	30	3.49 - 5.99	4.02
			Large Brown, 12	USDA Organic, Free Range	Fresh	39	4.99 - 6.99	6.07
			Large Brown, 18	Free Range	Fresh	105	5.99 - 5.99	5.99
			Large White, 12	Cage-Free	Fresh	61	2.29 - 2.29	2.29
			Large White, 18	USDA Organic	Fresh	8	5.99 - 5.99	5.99

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

Metric	Current Week (CW)
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Total Outlets	3,676
Activity Index	158
Feature Rate (%)	4.3%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Cage-Free	Fresh	6	2.00 - 2.00	2.00
			Large Brown, 12	Pasture Raised	Fresh	6	5.99 - 5.99	5.99
			Large Brown, 12	USDA Organic	Fresh	6	5.29 - 5.29	5.29
			Large Brown, 12	USDA Organic, Free Range	Fresh	25	4.99 - 4.99	4.99
			Large White, 18	USDA Organic	Fresh	115	5.99 - 5.99	5.99

SOUTHWEST REGION (AZ, CA, NV, UT)

Metric	Current Week (CW)
Total Outlets	3,509
Activity Index	512
Feature Rate (%)	14.6%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Pasture Raised	Fresh	13	5.99 - 5.99	5.99
			Large Brown, 12	USDA Organic, Free Range	Fresh	33	5.99 - 5.99	5.99
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	117	6.99 - 6.99	6.99
			Large White, 12	Cage-Free	Fresh	11	5.99 - 5.99	5.99
			Large White, 18	Nutritionally Enhanced (Omega-3)	Fresh	64	5.49 - 5.49	5.49
Shell Egg	AA	Per Carton	Large Brown, 18	Cage-Free	Fresh	274	3.99 - 4.99	4.66

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

Metric	Current Week (CW)
Total Outlets	1,194
Activity Index	270
Feature Rate (%)	21.4%

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



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	23	3.50 - 3.50	3.50
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	15	9.69 - 9.69	9.69
			Large White, 18	USDA Organic	Fresh	205	5.99 - 5.99	5.99

**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, 18	USDA Organic	Fresh	23	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.