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Report for 5/24/2025 - 5/30/2025

MARKET HIGHLIGHTS

This week in egg retail, the feature rate decreased by 2.2% and the activity index decreased by 33.6%. Large shell eggs continue to make up the bulk of offerings. Activity remains light in the Northeast and Southwest regions, with very light activity in the Midwest, South Central, Northwest, and Southeast regions.

NATIONAL

Metric	Current Week (CW)	Previous Week (PW)	Previous Year (PY)
Total Outlets	24,824	24,824	
Activity Index	1,062	1,599	
Feature Rate (%)	3.8%	6.0%	

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 White, 12	Conventional	Fresh			80	3.98		
		Jumbo White, 12	Cage-Free	Fresh			15	7.99		
		Jumbo White, 12	Conventional	Fresh	40	3.98				
		Large Brown, 12	Cage-Free	Fresh	86	4.62				
		Large Brown, 12	Free Range	Fresh			12	4.49		
		Large Brown, 12	Nutritionally Enhanced (Omega-3)	Fresh	21	4.99				
		Large Brown, 12	Pasture Raised	Fresh	212	5.20	30	8.89		
		Large Brown, 12	USDA Organic	Fresh	83	4.99				
		Large Brown, 12	USDA Organic, Free Range	Fresh	15	6.49	15	6.49		
		Large Brown, 12	USDA Organic, Pasture Raised	Fresh	322	6.85	15	9.69		
		Large Brown, 18	Cage-Free	Fresh			37	5.00		
		Large White, 12	Cage-Free	Fresh	148	3.99	168	3.44		
		Large White, 12	Conventional	Fresh	21	3.99	820	3.02		
		Large White, 18	Cage-Free	Fresh	13	6.99	71	7.99		
		Large White, 18	Nutritionally Enhanced (Omega-3)	Fresh	65	6.99				
Egg Products	Per Carton	Medium White, 12	Cage-Free	Fresh			15	5.49		
		Liquid Egg, 16 oz	Conventional	Fresh	18	4.59				



Section	Price Unit	Item	Environment	Condition	CW Stores	CW Wtd Avg	PW Stores	PW Wtd Avg	PY Stores	PY Wtd Avg
Egg Products	Per Carton	Liquid Egg, 32 oz	Conventional	Fresh	18	8.59	19	5.99		
		Liquid Egg White, 16 oz	USDA Organic	Fresh			302	5.49		

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

Metric	Current Week (CW)
Total Outlets	4,853
Activity Index	563
Feature Rate (%)	11.2%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Pasture Raised	Fresh	185	4.99 - 4.99	4.99
			Large Brown, 12	USDA Organic	Fresh	35	4.99 - 4.99	4.99
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	307	5.49 - 7.99	6.70
Egg Products	Ungraded/Other	Per Carton	Liquid Egg, 16 oz	Conventional	Fresh	18	4.59 - 4.59	4.59
			Liquid Egg, 32 oz	Conventional	Fresh	18	8.59 - 8.59	8.59

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

Metric	Current Week (CW)
Total Outlets	6,580
Activity Index	78
Feature Rate (%)	1.2%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Jumbo White, 12	Conventional	Fresh	40	3.98 - 3.98	3.98
			Large Brown, 12	Cage-Free	Fresh	13	4.99 - 4.99	4.99
			Large Brown, 12	Pasture Raised	Fresh	12	4.99 - 4.99	4.99
			Large Brown, 12	USDA Organic	Fresh	13	4.99 - 4.99	4.99

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

Metric	Current Week (CW)
Total Outlets	4,639
Activity Index	91
Feature Rate (%)	0.6%



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Cage-Free	Fresh	21	3.49 - 3.49	3.49
			Large Brown, 12	Nutritionally Enhanced (Omega-3)	Fresh	21	4.99 - 4.99	4.99
			Large Brown, 12	USDA Organic	Fresh	28	4.99 - 4.99	4.99
			Large White, 12	Conventional	Fresh	21	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	59
Feature Rate (%)	1.6%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Cage-Free	Fresh	52	4.99 - 4.99	4.99
			Large Brown, 12	USDA Organic	Fresh	7	4.99 - 4.99	4.99

SOUTHWEST REGION (AZ, CA, NV, UT)

Metric	Current Week (CW)
Total Outlets	3,675
Activity Index	226
Feature Rate (%)	6.1%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large White, 18	Nutritionally Enhanced (Omega-3)	Fresh	65	6.99 - 6.99	6.99
Shell Egg	AA	Per Carton	Large White, 12	Cage-Free	Fresh	148	3.99 - 3.99	3.99
			Large White, 18	Cage-Free	Fresh	13	6.99 - 6.99	6.99

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

Metric	Current Week (CW)
Total Outlets	1,172
Activity Index	45
Feature Rate (%)	1.3%



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	6.49 - 6.49	6.49
			Large Brown, 12	USDA Organic,	Fresh	15	9.99 - 9.99	9.99

**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.