Weekly Retail Egg Feature Activity

Agricultural Marketing Service
Livestock, Poultry, & Grain Market News

Fri Jun 20, 2025

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Report for 6/14/2025 - 6/20/2025

MARKET HIGHLIGHTS

This week in egg retail, the feature rate decreased 9.2% and the activity index decreased 70.8%. Large shell eggs continue to make up the bulk of offerings. Activity remains light in the Northeast, Midwest, and Southwest regions, with very light activity in the Southeast, South Central, and Northwest regions.

NATIONAL

Metric	Current Week (CW)	Previous Week (PW)	Previous Year (PY)
Total Outlets	24,824	24,824	
Activity Index	951	3,256	
Feature Rate (%)	3.7%	12.9%	

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	Free Range	Fresh	62	4.49				
		Extra Large White, 20	Conventional	Fresh			71	7.49		
		Jumbo White, 12	Vegetarian-Fed	Fresh	40	2.98	40	2.98		
		Large Brown, 12	Free Range	Fresh	70	5.99	39	5.45		
		Large Brown, 12	Pasture Raised	Fresh	15	7.99	15	7.99		
		Large Brown, 12	USDA Organic	Fresh			62	4.49		
		Large Brown, 12	USDA Organic, Free Range	Fresh	15	6.49	15	6.49		
		Large Brown, 12	USDA Organic, Pasture Raised	Fresh	15	9.69	15	9.69		
		Large White, 12	Conventional	Fresh	111	3.99	256	3.48		
		Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	209	3.21	376	3.38		
		Large White, 12	Vegetarian-Fed	Fresh			15	3.49		
		Large White, 18	Cage-Free	Fresh	13	5.99	632	4.89		
		Large White, 18	Conventional	Fresh	159	4.99	1,691	3.54		
		Large White, 18	Nutritionally Enhanced (Omega-3)	Fresh	65	6.99				
		Medium White, 12	Cage-Free	Fresh	148	4.99				
		Medium White, 18	Conventional	Fresh	29	4.99	29	4.99		

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

Metric	Current Week (CW)
Total Outlets	4,853
Activity Index	345
Feature Rate (%)	7.1%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Extra Large Brown, 12	Free Range	Fresh	35	4.49 - 4.49	4.49
			Large Brown, 12	Free Range	Fresh	3	5.99 - 5.99	5.99
			Large White, 18	Conventional	Fresh	159	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

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

Metric	Current Week (CW)
Total Outlets	6,580
Activity Index	53
Feature Rate (%)	0.8%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Extra Large Brown, 12	Free Range	Fresh	13	4.49 - 4.49	4.49
			Jumbo White, 12	Vegetarian-Fed	Fresh	40	2.98 - 2.98	2.98

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

Metric	Current Week (CW)
Total Outlets	4,639
Activity Index	240
Feature Rate (%)	5.2%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Extra Large Brown, 12	Free Range	Fresh	7	4.49 - 4.49	4.49
			Large Brown, 12	Free Range	Fresh	61	5.99 - 5.99	5.99
			Large White, 12	Conventional	Fresh	111	3.99 - 3.99	3.99
			Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	61	2.50 - 2.50	2.50

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

Metric	Current Week (CW)
Total Outlets	3,705
Activity Index	42
Feature Rate (%)	1.1%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Extra Large Brown, 12	Free Range	Fresh	7	4.49 - 4.49	4.49
			Large Brown, 12	Free Range	Fresh	6	5.99 - 5.99	5.99
			Medium White, 18	Conventional	Fresh	29	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, 18	Cage-Free	Fresh	13	5.99 - 5.99	5.99
			Medium White, 12	Cage-Free	Fresh	148	4.99 - 4.99	4.99

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, Free Range	Fresh	15	6.49 - 6.49	6.49
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	15	9.69 - 9.69	9.69

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.