Affordable food matters to everyone.

Egg prices vary based on supply and demand. Demand for eggs is currently high and has been for a record number of months as American’s discover the high-quality protein that is versatile and delicious.

**Chart** to demonstrate: Egg demand is UP and supply is DOWN, driving prices UP.

* This should be simple, print-friendly (8.5x11”) in both B&W and color.

While the price of eggs may be higher than you are used to or supply may be temporarily tighter, know that our nation’s egg farmers are working around the clock to replenish supply across the country.

1/7/25 Update-

General feedback from Marc – let’s make this look & feel more similar to the graphic below. (This is the “egg prices for dummies” graphic he referenced to me!) Just a more simplified version.

We really like the idea of using the friendlier egg with the arrows to somehow tell this story. It also shows the variability and volatility of egg pricing.

A poster with text and images

Description automatically generated

Additionally – Marc asked for the Incredible Egg logo to be included on it….and also to not be included on it.

As well as the QR code from the Value of Eggs Shelf Talkers….and also to not be included.

That’s entirely too many versions so can you please create a version WITH logo and QR, and a version without, knowing we may get any combo in the end.

A screenshot of a computer

Description automatically generated