

A Supplementary Tables and Figures

Table A1: Constraints on Pre-COVID VAR Mechanisms

Explanatory	Dependent		
	Ln Retail	Ln Farm Gate	Ln Breaking
Ln Retail			
L1	1	.	0
L2	.	.	.
Ln Farm Gate			
L1	.	1	.
L2	.	.	.
Ln Breaking			
L1	0	.	1
L2	.	.	.

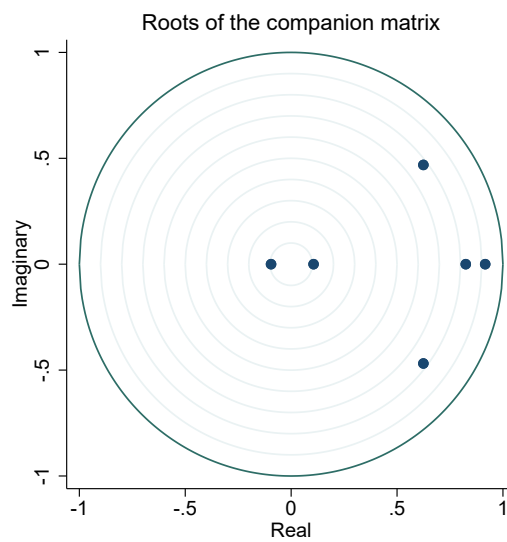
Notes: We improve on the efficiency of the VAR model by imposing the following constraints on the first-lag adjustment in equations (1)–(3). We constrain the coefficient on the own-price first-week lag to equal one for each price. Additionally, we constrain the coefficients on the cross-price coefficients so that prices adjust only to the closest link in the supply chain in the first-week following an innovation.

Table A2: Correlations among Product Attribute Indicators

	Brown	AA	Medium	X-large	Cage-Free	Vegetarian-Fed	Organic	Omega-3
Brown	1.00							
AA	-0.29	1.00						
Medium	-0.24	0.19	1.00					
X-large	-0.05	-0.06	-0.13	1.00				
Cage-Free	0.31	-0.21	-0.16	-0.11	1.00			
Vegetarian-Fed	0.24	-0.10	-0.08	0.00	-0.14	1.00		
Organic	0.42	-0.17	-0.13	-0.02	-0.24	-0.12	1.00	
Omega-3	-0.26	-0.19	-0.15	0.16	-0.27	-0.13	-0.22	1

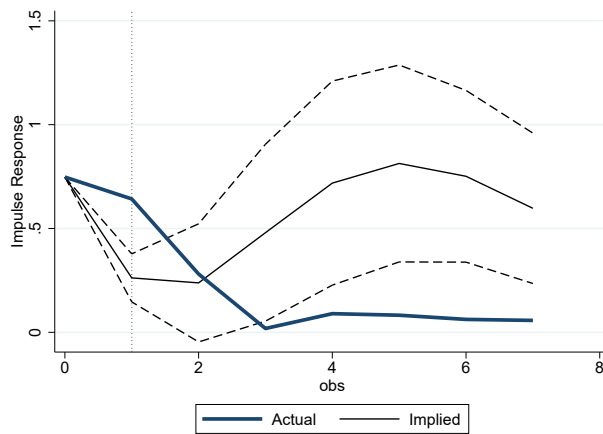
Notes: This table reports correlations among the product attribute indicators used in the differentiated products analysis.

Figure A1: Test for VAR Parameter Stability

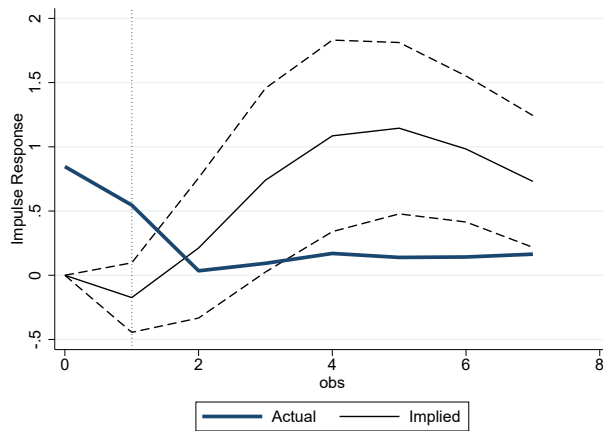


Notes: This figure depicts the results for parameter stability and covariance stationarity ([Hamilton, 1994](#); [Lütkepohl, 2005](#)). Estimated equations (1)–(3) satisfy the condition that the modulus of each eigenvalue in the companion matrix is less than one, ensuring that inference using orthogonalized impulse-response functions is valid.

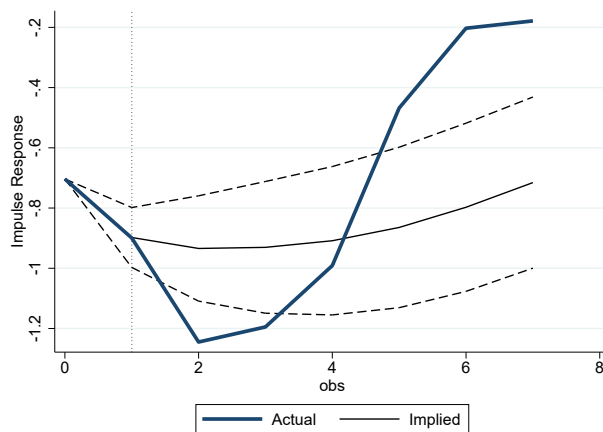
Figure A2: Implied versus Actual Responses to Retail & Breaker Price Shocks



(a) Retail Response



(b) Farm-Gate Response



(c) Breaker Response

Notes: This figure plots the evolution of responses of retail prices, farm-gate table egg prices, and breaking stock prices implied by the orthogonal impulse response estimates associated with the retail price shock (for retail and farm-gate table egg prices) and the breaker price shock (for breaker prices).