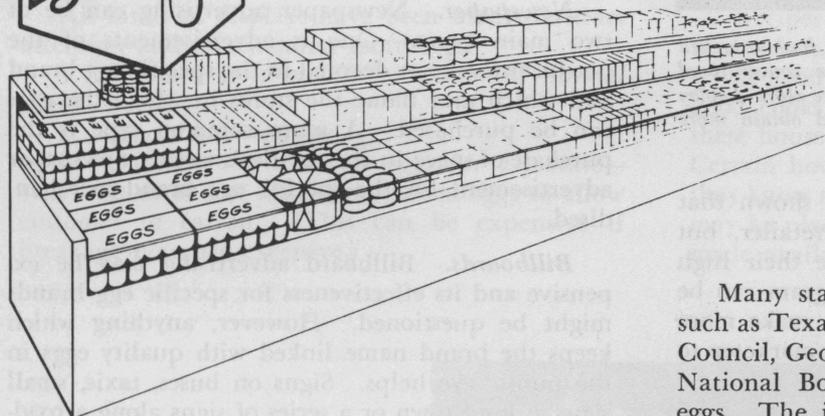


## EGGS MERCHANDISING PROGRAMS

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Today's egg industry produces more and better eggs. With integration and other contractual arrangements, one firm may control its eggs from production to retail sales. The present day egg producer-marketer can promote his high quality eggs in conjunction with retail stores. This promotion is possible in many ways. The decision of which tools to use depends on the specific market area and the amount of money available for promotion.



*Egg mobiles or large wall posters at the egg display make eggs easy to find and remind the consumer to buy eggs.*

Many state and national promotion programs, such as Texas Agricultural Products, California Egg Council, Georgia Egg Council and Poultry and Egg National Board, try to increase consumption of eggs. The individual producer-marketers support some of these programs and expect them to increase total demand for eggs, thus causing a slight increase in the demand for his eggs. When a producer-marketer begins his own merchandising program, he attempts to increase the demand for *his* eggs—many times to the detriment of another producer-marketer of eggs in the area. The long-range goal always is to increase consumer demand for eggs, but the main interest for the individual producer-marketer is the increased demand for *his* eggs.

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*Vertical display, either by special, basket-stocked cabinet or using upper shelves in a conventional cabinet is a good way to obtain more store display for eggs, dramatize the product and obtain more sales.*

Studies at Purdue University have shown that eggs yield big dollar returns to the retailer, but they get little space allotment despite their high yield. Part of any merchandising program can be working with the retailer to help him make more money with eggs and for the producer-marketer to sell more eggs.

Eggs need to be promoted. Many retailers have observed that without promotion they sell about the same number of eggs each month regardless of price changes. However, promotion or planned merchandising programs once tried have effected a dramatic increase in sales. For maximum benefit to sales, promotion should be on a continuing basis. Good egg promotion also helps to increase total store sales by attracting people to the store.

The program of each producer-marketer may be unique. In fact, a producer-marketer may have different merchandising programs to offer different market areas or different retailers.

The producer-marketer must first have a readily identified product. In eggs, this is accomplished most easily by use of a brand name. Normally the

brand name should belong to the producer-marketer, but there have been good results when the brand name belonged to the store.

All methods to promote eggs are based on the sale of a top-quality product. Some techniques for egg merchandising follow:

## ADVERTISING

**Carton.** Consumers differ as to preference of carton imprint. Studies show that most women prefer a clean, attractive carton with a homey scene. Carton imprint is not important with some customers, but an attractive carton is not more costly and it pleases many.

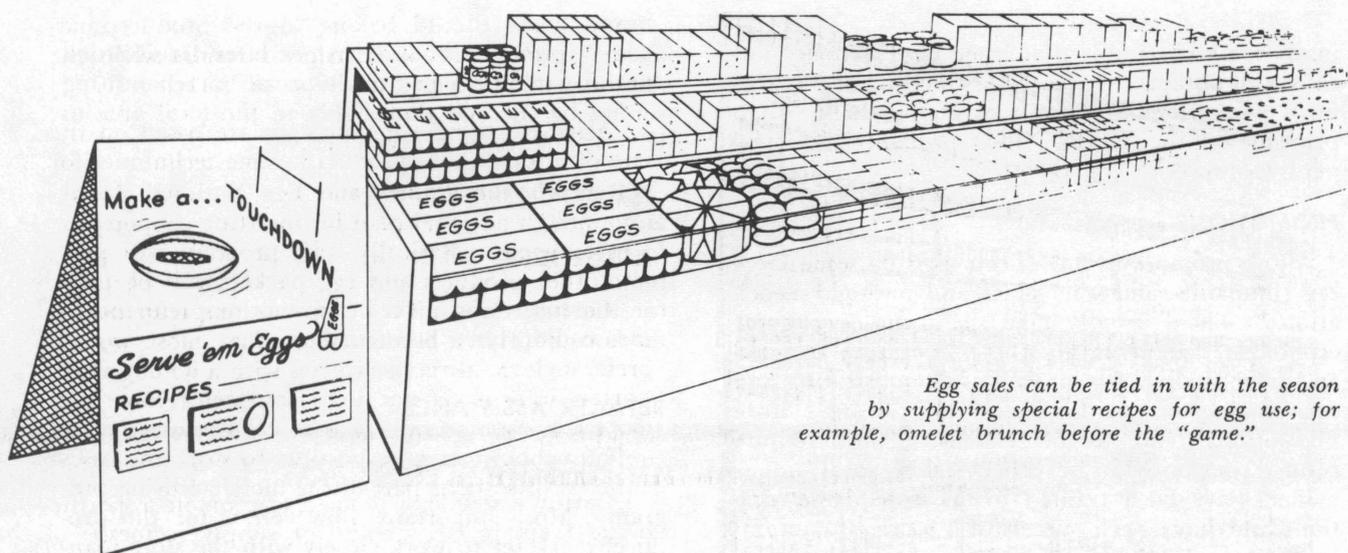
Carton inserts may be used to promote a specific brand, explain egg quality or supply recipes.

**Point of sale.** There are many types of point-of-sale materials—posters, signs and mobiles at the egg display, as well as tie-in signs or indicators located at appropriate points in the store. These materials can be custom-made or of national or state promotional agencies. If general egg posters are utilized, there always should be some tie-in with the specific brand promoted.

**Newspaper.** Newspaper advertising can be of two main types. One is advertisements of the producer-marketer devoted to the specific egg brand and which may name the stores in which the eggs can be purchased. A more common type is the purchase-of-space in the retailer's weekly newspaper advertisement for the specific egg brand merchandised.

**Billboards.** Billboard advertising may be expensive and its effectiveness for specific egg brands might be questioned. However, anything which keeps the brand name linked with quality eggs in the public eye helps. Signs on buses, taxis, small signs around town or a series of signs along a roadside may be helpful.

**TV and radio.** Television and radio short announcements are being utilized by some larger companies to promote specific egg brands. Television is an especially good media but may be too expensive for the small producer-marketer. One form of TV which may be available is the home economist or talk show presented daily on local channels. While these shows usually do not present straight commercial messages, they often can be used to promote high-quality eggs. If the specific brand has not been tied in directly with high-quality by other advertisements, it is the responsibility of the producer-marketer to convince the consumer that his eggs are the highest quality in that market.



*Egg sales can be tied in with the season by supplying special recipes for egg use; for example, omelet brunch before the "game."*

## SPECIAL DISPLAYS

All kinds of displays have been used to attract attention and merchandise more eggs.

1. *Displays of a mobile or poster at normal point of sale.*
2. *Special cabinets for eggs.*
3. *Unusual displays with eggs for a feature-aisle unit or end of aisle—uncartoned eggs to allow customer to carton. (This can be expensive if breakage becomes excessive.)*

## RECIPES

Recipes always are sought by housewives. City housewives, on a recent panel, considered themselves good to excellent shoppers but only fair to good cooks. Egg recipes should be interesting to these housewives and should increase consumption. Certain housewives will look for specific brands if they know they have the recipe with them. Recipes may be placed on the carton, included as inserts or made available at the egg case in the store. The

*Store promotion should demonstrate the high quality of eggs—by break-out test and by cooking. They may be used also to introduce consumers to new uses for eggs.*



insert method assures that some eggs will be purchased to obtain a recipe. This method also allows for a more flexible pattern of recipe change than printing on the carton. It is probably more expensive, however.

## PROMOTIONS

Store promotions have been used by some large egg companies and some state and national associations. These usually take the form of a home economist demonstrating the preparation of good and poor-quality eggs, as well as demonstrating and encouraging the tasting of several egg dishes. Store promotions tend to be expensive and require trained personnel. In other fields, local homemakers have been trained to do store demonstrations and have been successful. Store promotions probably can be most useful in obtaining a new market or introducing branded eggs to new customers.

Offers have been made for one free dozen eggs for every 12 dozen purchased or some free merchandise for collecting coupons in egg cartons. This method has not been used as extensively to sell eggs

as with other items but it does offer possibilities. All laws relating to this type of merchandising should be checked thoroughly in the local area to be sure that none are violated.

Recently the Poultry and Egg National Board announced a national plan for inserting coupon ads in egg cartons. Basically, this program will promote other products and egg packers will be paid for the insertions. Tie-in promotions with other foods could give a boost to egg sales.

## RETAILER ASSISTANCE

If feasible, it may be possible to stock the cases in the retail store as part of the merchandising program. More important, however, is for the producer-marketer to work closely with the store manager to get proper placement and display for eggs and to use eggs to sell more merchandise.

Work with the market manager can be mutually rewarding. *Progressive Grocer* published several suggestions to a market manager for better egg promotion.

1. *Display eggs and milk separately*—Both items are power items which attract people. By placing them in different areas of the dairy case, the store encourages customer browsing.
2. *Make eggs easy to find*—Some stores have used a big wall sign or hanging mobile to let people know where the eggs are.
3. *Give eggs adequate space and proper facing*—A facing is one product width of fronting. Each item (grade, size and brand) should have at least two facings; more if possible.
4. *Tie-in egg sales with the seasons*—Promote eggs during some opportunity every month. An opportunity may be invented, if necessary, as "before the game egg brunch" for football season.

The main point to remember is that the producer-marketer works with the store manager to help him make more money because he sells the producer-marketer's eggs.