



ABOUT 800 PERSONS interested in rural youth witnessed the dedication of the Danforth Farm Youth Center at Gray Summit, Mo. Here a part of the crowd is shown listening to Secretary of Agriculture Ezra Taft Benson deliver the dedicatory talk. At the right foreground is the centerpiece of the quadrangle which constitutes the Danforth Farm Youth Center. It is a bronze statue of a typical American farm youth.

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'Five-Star' Egg Promotion Program Revealed by PENB; Working Now

CHICAGO — An expanded "Five-Star" public relations and promotion program on eggs, geared closely to the findings of an extensive motivation research study, has been revealed here by Lloyd H. Geil, General Manager of the Poultry and Egg National Board.

The PENB Egg Division pinpoints five strategic population groups as primary targets which offer the greatest potential for sales of eggs. These five "star" groups, selected by careful study of market potential, include:

- 50 Million Homemakers.
- 34 Million Overweight People
- 18 Million Teen-agers.
- 76 Million Restaurants Patrons.
- 11 Million industrial workers in plants where food is served.

The new PENB egg program is reaching these groups through every area of mass communication, including daily and weekly newspapers, wire services, feature syndicates, radio and television, national magazines, house organs, consumer marketing information agents, college and high school home economics departments, nutritionists, restaurant and hotel operators, and school lunch supervisors.

"The expanded program makes extensive use of the findings of our recently concluded motivation research study conducted by the Color Research Institute. The survey was based on a panel of 1204 persons in representative marketing areas," Geil said. Details on the five "star" programs follow.

HOMEMAKERS PROJECT — The 50 million American homemakers are the keystone group in the Egg Divisions promotion program.

The motivation research study showed that this group thinks favorably about eggs, but also tends to associate them with children, infants, and men, in that order. A steady barrage of publicity and promotion materials to broaden this image is being aimed at the housewife through the media which she sees every day — newspapers, magazines, radio and television.

In addition, some of the promotions are keyed to topical events such as weddings, National Sandwich Month, Dairy Month, and National Tavern Month, and to seasonal events such as Halloween, Easter and Christmas. Special publicity events are also being created to deal with molding specific consumer attitudes.

These include promotional themes such as Two Eggs for Breakfast, Eggs at Snack Time, and Eggs for Main Dishes.

DIET PROJECT — The nation's 34 million overweight persons constitute a special-interest market made to order for the Egg nutrition story. In addition to the mass communication media, the low-fat, high-protein story behind eggs is being told to doctors, public health officials, dieticians and nutritionists who influence the eating habits of overweights.

A special menu planning booklet to show how eggs fit into the weight-control pattern, is being prepared for wide consumer distribution. The booklet takes into account the eating requirements of a normal family, but places special emphasis on its adaptation to persons on a reducing diet.

On a more technical level, a new booklet "A Scientist Speaks About Eggs", is now being distributed to professional organizations and personnel to bring them the most up-to-the-minute and authoritative nutritional and dietary data on eggs.

TEEN-AGE PROJECT — The fastest growing market in the

United States is the teen-age market, now numbered at 18,000,000 strong. In addition, research shows that these persons are the most undernourished group in America. PENB counts this a major market with tremendous potential for the consumption of eggs. The egg story is being taken to teen-agers through a home economics department school project which contains information on the purchase, care, basic cookery, preparation and serving of eggs.

In addition, a 4-page teaching-unit insert is planned for professional teaching journals. These units will be prepared professionally and will cover subject matter that will be applicable to all grades in school. Reprints will be made available to teachers at minimum cost for classroom distribution.

As another step in bringing the egg story to American youngsters, a 12-minute, 16MM color movie is planned for use in home economics classrooms. Fifty prints of this color film are to be placed for national distribution. The teen-age group is an important one to reach for yet

another reason — research reveals that these youngsters often are an important factor in the purchase of foods for the households.

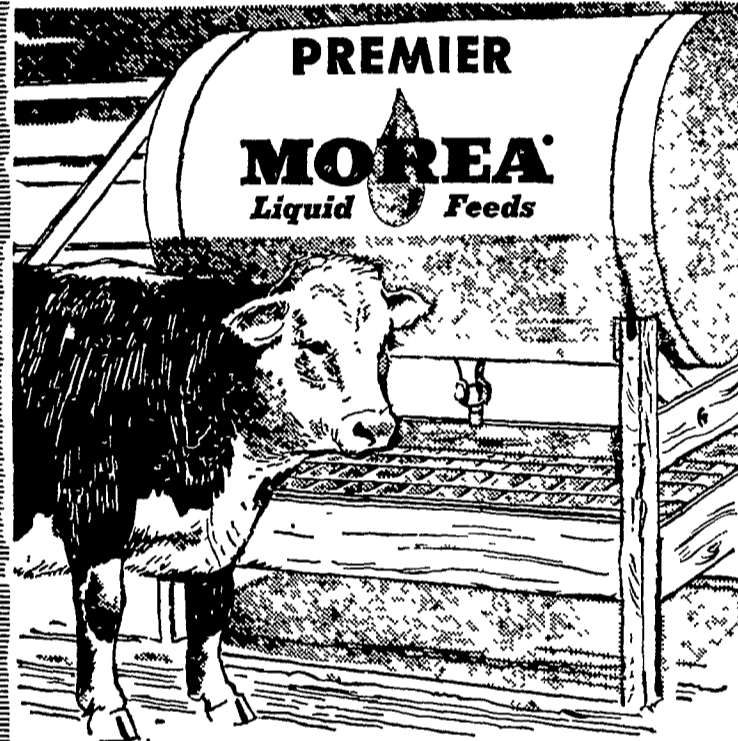
RESTAURANT PROJECT — Every day 76,000 meals are consumed by Americans in public eating places. PENB has a program underway to further stimulate the use of eggs in restaurants and other public eating places throughout the country. The program involves development of fast-cookery suggestions for short order needs, large-quantity recipes, and electronic cookery information to make volume food preparation easier and more profitable.

New methods and advantages of using eggs in quantity cookery will be publicized through the restaurant industry's trade press and in special mailings to restaurant organizations.

In addition, merchandising aids are being made available to the restaurant industry in the form of menu clip-ons, table tents, menu covers and place mats.

INPLANT FOOD PROJECT — This important market embraces the 11 million men and women who work in industrial plants where food service is provided in the form of cafeterias, lunchrooms, and dining rooms. PENB

(Continued on page seven)



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