

# Lancaster Farming

## SECOND SECTION

### Eggmen Should Know Their Customers

"Most egg distributors and producers are in the dark about their customers. They know the consumer eats the eggs, but most eggs are sold to food retailers," observes Poultry and Egg National Board Chairman Neil Castner.

The whole egg industry is concerned about the consumer's food habits and attitudes toward eggs. There has been little concern over understanding the problems of the retailer, who sells the eggs to the consumer—of "turns her off"

In the past there hasn't really been information available on the subject—beyond observation. Now, however, the Purdue Continuing Dairy Case Study continues to yield information

that should be enlightening to anyone concerned with egg merchandising.

Results of a recent detailed study of one store have been released by Oesterle and Kepner. The cooperators on the study, in addition to the store, included Hy-Line Chicks (the egg supplier), the Indiana State Egg Board, the dairy supplier and the Department of Agricultural Economics of Purdue University.

This study, which covered the entire dairy case, noted for eggs:—Sales of \$651.30 per week, 16.2% of total sales.

An average dollar inventory of \$148.20.

—A return on the investment of \$64.40

—Space allocation amounting to only 4.2% of shelving

—Inventory turnover of 3.7.

What does—or should—all of this mean to the egg producer?

Eggs were only one of the 8,000 food items in this store, only one of over 200 items in the 28-foot dairy case. This store, typical of most, had the traditional cost accounting of groceries, meat and produce. The dairy case (and egg) sales were accounted as groceries.

Dairy case sales of \$4,007 per week accounted for 10.8% of total store sales—about 2½ times greater than produce and 50% as great as meat.

Eggs got only 4.2% of the dairy case shelf space and ranked twelfth among an 18-item

enumeration. Still with 4.2% of the space eggs yielded 16.2% of the dollar sales. They were second only to milk in sales per foot of shelving and in return per dollar invested.

Previous research has identified four "power" items in the retail dairy case—milk, eggs, margarine and cottage cheese. In this study, cottage cheese did not rank fourth in dollar sales. Nor, like eggs, did cottage cheese get a proper amount of display space.

It's only when the egg man understands the problem of his customer, The Retailer, he can hope to influence his customer. The Consumer. And who educates the retailer about egg merchandising? Would you expect the cheese or bread man "to tell it like it is" about eggs?

Know your customer. Tell him about eggs—in his language.

### Standard Feed Supplements Adequate For Dairy Cattle

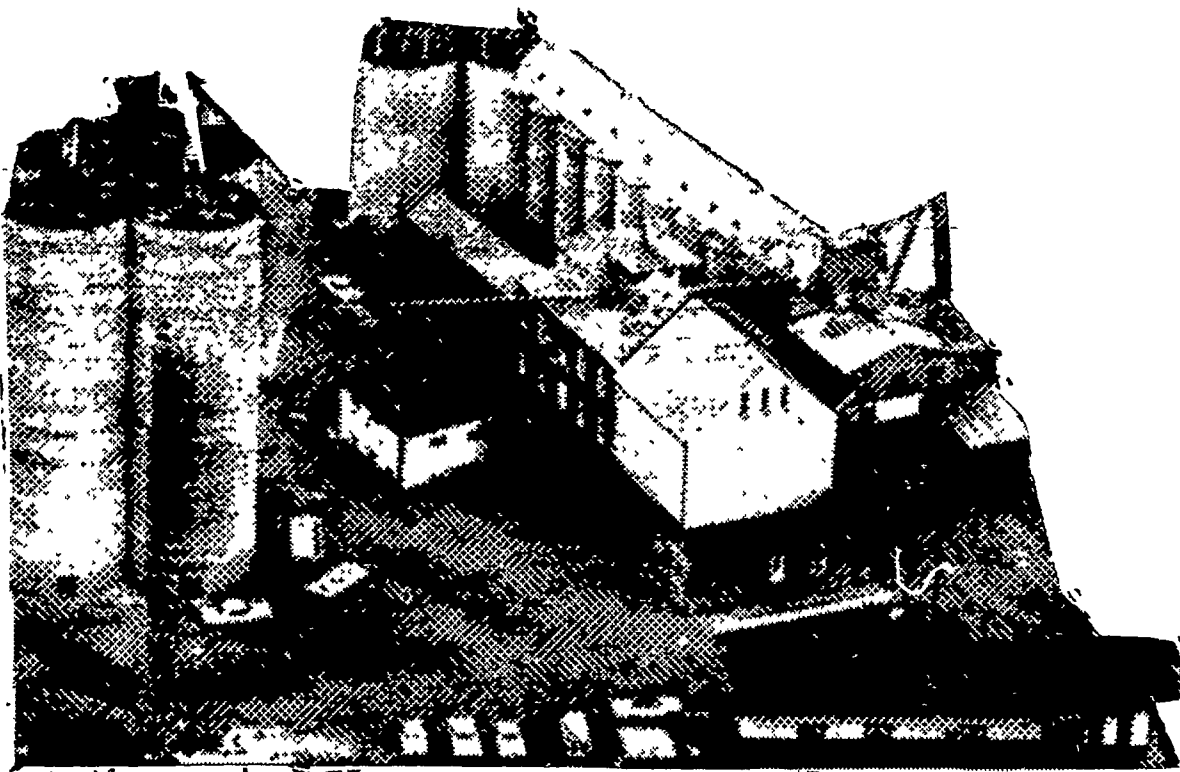
Results of a study in Pennsylvania and New York should reassure dairymen that the standard feed supplements of trace minerals and vitamins A, D, and E make up adequate, well balanced rations for dairy cattle, according to Earl M. Kesler, professor of dairy science at The Pennsylvania State University.

The study was made to examine claims that complex supplements were desirable for best performance of high producing cows. The two year analysis involved a large number of dairymen, their veterinarians, and county agents of the Cooperative Extension Service in Pennsylvania and New York.

One group of cows was fed the complex supplement of minerals and vitamins. The other group was fed the standard, well balanced ration including fortified trace minerals and vitamins A, D, and E. In comparing results, milk and milk fat production were quite similar for the two groups—regardless of whether the cows were fed the complex supplement or the standard ration.

Any disorders among the (Continued on Page 21)

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