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Eggs Are "Power" Items In The Store

"The retail food trade talk about 'power and demand' items. These are items that draw customers — thus they can be used to create exposure for other semi-demand, or even impulse items," states Lynden Farms' Neil Castner, current PENB Chairman.

Castner has become nationally recognized for his part in leading Lynden Farms into an unusual egg promotion and sales program.

Power items are the fast movers. Various studies in the retail food trade indicate that the turnover in eggs may average 4 to 5 per week, against an average for the dairy department of 12 to 1.5.

In addition, power items carry low margins of gross profit. Eggs may vary from 12 to 15 per cent as opposed to some of the specialty cheeses and dairy substitutes with a 23 to 25 per cent gross.

"Eggs fit these two classical attributes of a power item. But what about advertising and placement?" questioned Castner.

Power items should be advertised and featured, according to most retailer text books. Yet, relatively few retailers advertise eggs regularly. "Most retailers seem to believe they can feature eggs only when they can sell them at cut-rate prices," Castner said.

Power items, strategically placed, stimulate total department and store sales. This placement strategy is violated most frequently in the retail store, according to Castner. "Even in the dairy case it is not uncommon to see milk, cottage cheese, margarine and eggs all displayed together — and in the bin, below eye level," he observed.

"Since the advent of the vertical egg merchandiser, some retailers are beginning to use rib-

bon or vertical egg displays in the dairy case," Castner stated. "For the nearly 80% of retail stores still displaying eggs in the dairy case, several things argue against the upright egg merchandiser. These include cost, floor space, design flow — and the knowledge that moving eggs out of the dairy case 'sort of' slows down the sale of many items with broader gross margins."

"A good egg merchandiser must not only have the power of positive thinking but constantly preach the positive power of eggs," added Castner.

"If the egg man doesn't teach

Eating Out

A fast-growing market for food is "away from home" eating. The food service industry is a major outlet for the food produced in this country, according to a U. S. Department of Agriculture report. This industry accounts for an estimated \$28 billion and employs more than three million persons, including part-time workers during an average week.

the retailer the power facts of eggs, who will?" he concluded. "Egg power — fast movers with low gross margins should be strategically placed and advertised."

Conservation Corner



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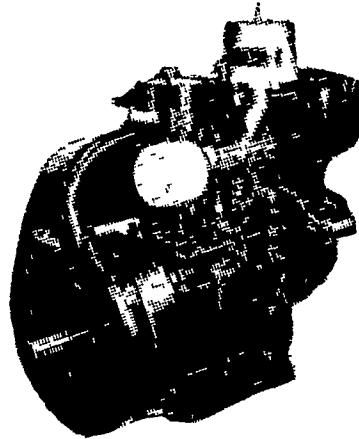
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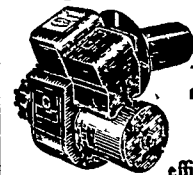
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