

Eggs Are A Power Item

"This truism is not based on old formula . . . $V \times M = P$. Stat-nutrition, or the inherent good-ness of eggs but is a food retail-er's truism," declares Neil Castner, Poultry and Egg National Board Chairman.

The U.S. food retailer divides item for the retailer, but the — through experience and edu-cation — the various items he offers into Demand and Impulse items.

Demand items basically are volume items — and profitable items — Retail profit originates from the

Eggs are a low profit per dozen item for the retailer, but the turnover or volume is — or can be — eggscellent.

Demand items are defined by Oesterle and Kepner as those in which the sales per shelf foot (or square foot exposure) are twice as many as those of the "Impulse" items . . . but no more than three times

the department average. Generally, these retail researchers believe that if the turns (turnover) on any item is more than twice the department average, the item is under-displayed.

Power items or Demand items draw customers and are fast movers. Therefore, they should be advertised and featured. In most retail food stores eggs are not so treated.

In the Dairy Department, where over 80% of the eggs sold at retail are stocked, there are four Power items. These are EGGs, milk, cottage cheese and margarine.

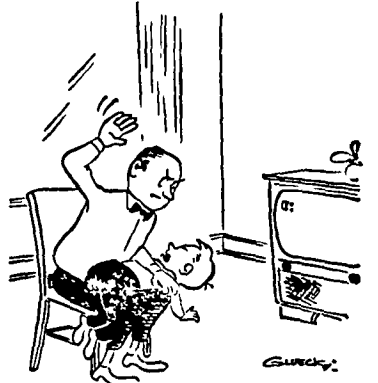
There have been no studies available on the frequency of newspaper advertising of these four Power items, but most egg men feel that retailers advertise milk, cottage cheese and mar-garine at least ten times more than eggs

Semi-demand items include cheeses and the milk beverages. Impulse items include the specially cheeses, spreads, cookies and pastries found in most daily display cases.

The definition of eggs as a Power or Demand item should not leave the impression that eggs aren't also purchased on impulse. Recent studies indicat-ing that as much as 83% of the customers did not use a shopping list showed no differences in egg purchases.

eggs in relation to milk, cottage cheese and margarine, is an in-dictment of those who should be influencing the egg retailer. We simply haven't told our story well enough, often enough, or as effectively as the dairy and margarine people," Wilhelm concluded

My Neighbors



"Wait 'til my analyst hears about this!"

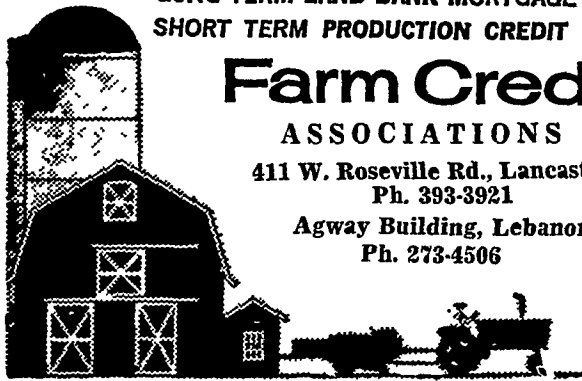
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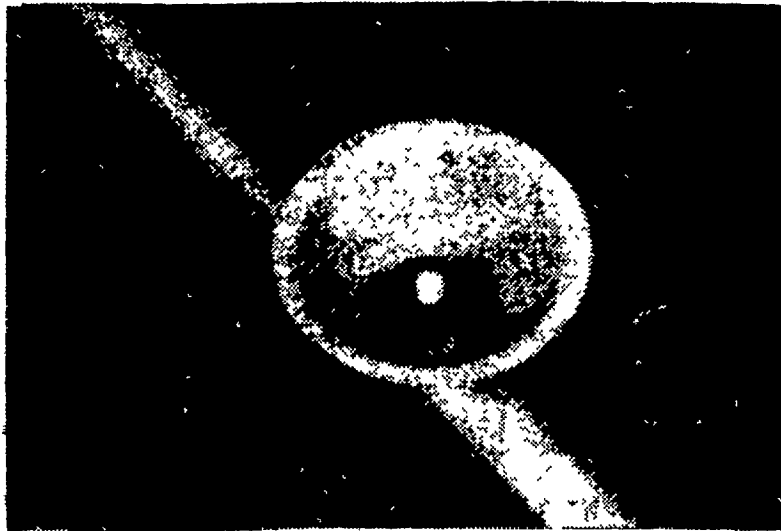


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