

The Egg Family In The Retail Store

The Egg Family, in retailer talk, is the various sizes, grades and brands or packages of eggs the food retailer offers for sale," advises Dr. L. A. Wilhelm, PENB president, who is conducting an intensive study and literature review aimed at helping the egg distributor to better understand the food retailer.

Eggs in some 80% of the retail food stores are sold in the dairy display case. Even in those stores with separate egg merchandisers, eggs are usually handled in, or accounted by the Dairy Department.

Each grade, size and trademark package is considered a "separate item." This is done for accounting purposes. The Dairy Department may have 200-300 different items.

The "egg family" usually consists of grade A large and medium eggs in dozen cartons. If it also includes extra large and smaller sizes, this would make four items. It is not unusual for there to be two brands of grade A large. If so, this would be five items. Many stores also offer two dozen or 30 egg packs. Each of these are separate items.

The use of the "family" designation of foods in the Dairy Department is one outgrowth of the continuing research by Purdue University.

In addition to the EGG family, other family groupings include the milk, spreads, cottage cheese, ready-to-bake and cheese.

The milk family appears obvious, but includes 2%, skim, chocolate, drinks, juice drinks,

cream, and milk and cream substitutes.

The "spreads" family is frequently referred to as oleo or margarine, but also includes butter.

Cottage cheese as a family sounds simple enough — but includes "wet" and "dry," as well as large and small curd, also plain and with additives. The additives might include the range from chives to pineapple.

The "ready-to-bake" family is the newest and one of the most rapidly growing groups. It is not unusual for it to consist of 30 to 50 items. It includes biscuits, dinner rolls, sweet rolls and many others.

The "cheese family" is usually the most obvious one of the entire display. And there is good reason for it. Not only is cheese consumption increasing, but this family undoubtedly has one of the best distributor-merchandiser-promoter backers in the entire food business. In one store study this family included 7 processed cheeses, 9 sliced processed cheeses, 28 prepak natural cheeses, 16 specialty and grated cheeses, 3 cream cheeses, and 11 cheese spreads and foods. This is a total of 74 items.

"In spite of the smallness in number, the Egg family does remarkably well for the food retailer," concluded Wilhelm. "Because of the rapid turnover of this Power family it contributes 18-20% of the department sales dollars from only 5-10% of sales space. A number of studies indicate that return on investment for eggs is equal to, or exceeds that of milk. And eggs are usually exceeded only by butter," Wilhelm added.

Instinct prompts one to action, discretion urges caution, experience reinforces discretion and instinct upsets the applecart the next time the same situation arises.

Oak Trees

Dairywomen with oak trees in their exercise lot or pasture field are cautioned about allowing their milking cows to eat acorns. We are informed that most cows are fond of acorns and will hunt for them under trees if they get started to eat them. There have been many instances where just a few days access to acorns have cut milk production in half, large quantities will throw the cattle off feed and may be fatal. The

tragic thing about acorn poisoning is the extended effect on milk production. Cows that are affected usually don't return to normal production until next lactation. Acorns may be fine for the squirrels but keep the milking herd away from oak trees at this time of the year.

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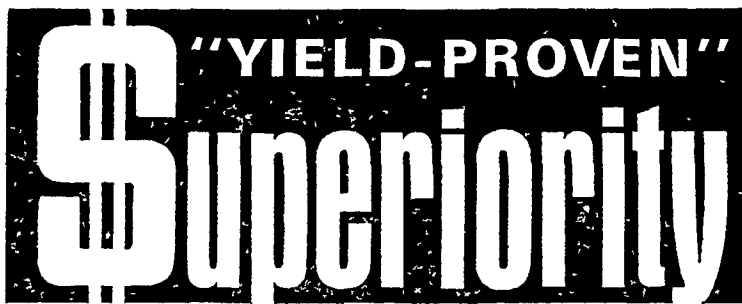
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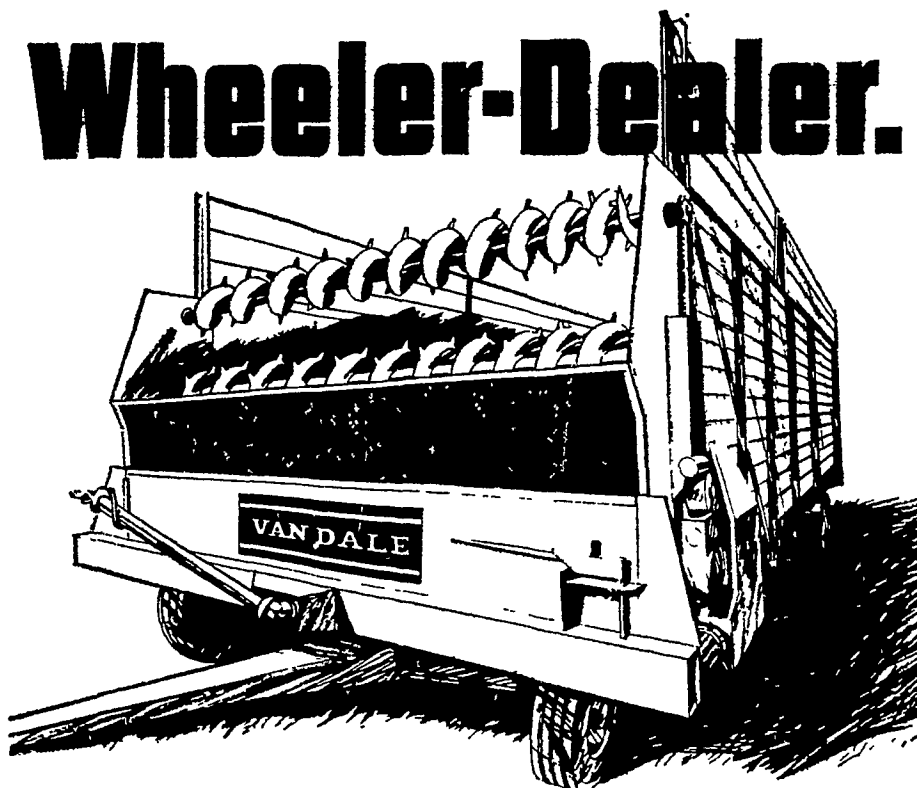
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