

Honey production was up sharply in both the state and nation in 1969.

U.S. production reached an all-time record of 283,268,000 pounds last year, 42 per cent above the 1968 total. In Pennsylvania, the crop totaled 3,348,000 pounds.

but short of the state's record, according to the State Crop Reporting Service.

There was sweet news for beekeepers, too. The wholesale price of honey in Pennsylvania last year averaged 18 cents, one cent more than in the previous year.

# Better Egg Display Can Increase Sales

The retailer doesn't have to buy new equipment to sell more eggs. He only has to buy a new idea, according to the Poultry and Egg National Board.

This summarizes a recently-completed study on Supermarket Dairy Department by Purdue University Department of Agriculture Economics.

The retailer under study did increase egg display by 225 per cent from 32 to 104 square feet.

Increase egg sales by 361 per cent.

Increase his gross margin from egg sales by 51.6 per cent.

Increase his average inventory by 67.6 per cent.

He did reduce egg sales per square feet by 32.8 per cent.

Reduce weekly inventory turnover by 18.9 per cent.

Reduce return on investment by 9.2 per cent.

But he also increased the contribution from eggs to total gross margin by 44.4 per cent.

What happened to cause this pick-up in egg sales and profits?

The retail margin did not change. Egg sales increased because more space was allocated to eggs. Eggs were displayed vertically—up out of the bottom bin.

Other power items, milk, margarine and cottage cheese, were separated by the slower moving but profitable impulse items. Two of the other power items—milk and cottage cheese—were also given more room.

The increase in retail gross

was accomplished by reducing the number of items in the dairy case from 177 to 115. This reduction did not affect total store sales. It did increase dairy department, as well as egg, profits.

Egg men may speculate "Why don't all retailers do that? Then we could sell more eggs."

Who's going to tell them? The milkman, the Kraft salesman, or the Pillsbury biscuit salesman?

This story, to become more effective for the egg business, must be sold by the man who sells the eggs, advises Dr. L. A. Wilhelm, PENB president.

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