

# PENB Study Shows Promotion Helps Keep Egg Prices Up

"After reviewing the evidence, the egg industry certainly says "Thank You" to the food retailers, the National Association of Food Chains, and the Plentiful Foods Program of C&MS for making the September-October egg promotion a success," reports PENB Chairman Neil Castner.

PENB has recently completed a study of the level of egg advertising appearing in retail food ads of stores doing business in the Top 24 food market areas of the country. A comparison was made between mid-September-October of 1970 and for a comparable period in 1969. The 1970 Egg Advertising Index was 156 per cent of that in 1969. In each of the six weeks compared there was more advertising in 1970.

No claim is made that this was due to any one thing. The New York Fancy Large White average wholesale quote showed eggs averaged 7.2 cents less in 1970 for the period. The Plentiful Foods Program included eggs as a Best Buy on their listings for both months.

The National Association of Food Chains endorsed the PENB program which included a "merchandising opportunity" letter to 145 egg buyer-merchandisers who make the merchandising decision for about 90 per cent of all eggs sold at retail.

San Francisco had the highest advertising index both years . 62.5 in 1969 and 86.0 in 1970. But five other markets were in the Top Ten both years.

Not all food chains reacted to the request by increased advertising. One important outlet did no advertising during the six week period studied in either 1969 or 1970.

A second food chain advertised in 100 per cent of its markets for both years, but increased its Index by 10 per cent for 1970. Still a third chain reduced overall advertising by nearly seven times. Still the average of all was up at a most critical time.

The average "advertised price" was also examined. The average in 1969 was 53.6 cents. In 1970 the average was 45.1 cents, 8.5 cents less. New York wholesale market was 7.2 cents

per dozen less for the period in 1970 than in 1969.

When the average "advertised price" and the year-to-year differences were examined, there were no readily discernible differences due to geographical or surplus deficit areas.

The larger food market areas tended to have higher egg prices in 1969 and to show the greatest change in 1970. Minneapolis-St. Paul had the least year-to-year change, but both its 1969 and 1970 prices were among the lowest advertised.

"The egg market averaged three cents better than was forecast in view of the supply that actually developed. An increase of one cent per dozen for one week means \$750,000 to U.S. egg producers. If we use just the six-week period and three cents per dozen, that amounts to \$13.5 million added producer income. PENB is proud to have been instrumental in helping producers obtain this added income," commented May Cleland, PENB Vice Chairman.

Anyone wishing a copy of the three-page, five-table study may obtain one from the limited supply by requesting it from the Poultry and Egg National

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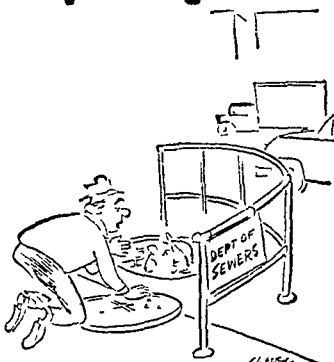
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