

Attitudes on Eggs Probed in Calif. Consumer Study

"Egg industry members, who receive all of the gripes of consumers about eggs, usually have difficulty in keeping these complaints in perspective. A recent California study sheds new light on some of these frequently heard gripes," advises Poultry and Egg National Board (PENB) director of home economics Pat Myles

Using a standard opinion questionnaire approach and personal interviews with over 500 homemakers in three geographic areas 94 per cent of the respondents easily outlined things they liked about eggs

- Easy to prepare-51 percent
- Nutritious and Good for You-31 percent
- Taste Good, and Like Taste-28 per cent
- Fast Quick Meals-27 percent
- Can Prepare a Variety of Ways 24 percent
- Inexpensive-9 per cent
- High in Protein and Vitamins-8 percent

The interviews were conducted between November 10-25. While there had been a normal seasonal price rise this was well ahead of the higher prices occurring in December 1972. Still, only 9 percent of the homemakers thought that eggs were inexpensive.

Dislikes about eggs fell into eight categories and these were segregated by geographic areas, age of the head of the household, and according to whether one or more members of the family didn't eat eggs or were under physician's orders to avoid eggs.

The dislikes by percentages of the sample, with other pertinent comments, are as follows:

- 1 "High in Cholesterol" - 7 percent. Young families rated this 6 percent while the "65 and over" group contained 10 percent. Among families where eggs were restricted by the physician's order, 31 percent

expressed this dislike.

2 "Stuck to pan (hard to clean up)" This is a frequently heard criticism of eggs. Still only 4 percent of the total population expressed this dislike.

3 "Greasy - Messy" This dislike was expressed by 3 percent and is probably more a reflection on the operation of the method.

4 "Too much trouble to prepare" - 2 percent

5 "Dislike smell" - 2 percent. This is frequently heard. Was not associated with age.

6 "Because someone in the family dislikes" - 2 percent. Even for families where someone didn't eat eggs, this figure was only 4 percent for the homemaker.

7 "Yolks break too easily." - 2 percent. However, this figure was 5 percent for those restricted by a physician or where someone didn't eat eggs.

8 "Dislike taste" - 2 percent. While this idea is frequently heard, these data reveal the incidence is quite small.

The importance of this study for the egg industry is that it emphasizes that the homemaker, the food buyer as well as the chef, knows that eggs are nutritious, easy to prepare, are fast and quick, and taste good.

"When 94 percent like our product but only 9 percent believe it is inexpensive, this presents a challenge to the industry. Tell the consumer what a bargain the egg really is," summarized Miss Myles.



"A space explorer is a fellow driving around downtown looking for a place to park."

USDA Issues Decision to Amend Ohio-Penna. Federal Milk Order

The U.S. Department of Agriculture (USDA) will add an advertising, research and promotion plan to the Federal milk marketing order for Eastern Ohio-Western Pennsylvania, if the required two-thirds of dairy farmers affected approve. To find out if they do, the market administrator of the order will conduct a mail referendum.

USDA's Agricultural Marketing Service (AMS) said advertising, research and promotion of milk under Federal orders was authorized by law in 1971, and 23 of the present 62 Federal milk marketing orders now have such programs. The proposed plan for the Eastern Ohio-Western Pennsylvania order—which is based on a public hearing in Cleveland, Ohio, on December 6—is similar to those recently added to the 23 orders.

The proposed program would be financed by deductions of five cents a hundredweight on all milk that producers deliver to the market each month. The market administrator would withhold the money and turn it over to an agency of local producers to be used for research and development, advertising (except brand advertising), sales promotion, educational and other programs to improve marketing of milk and

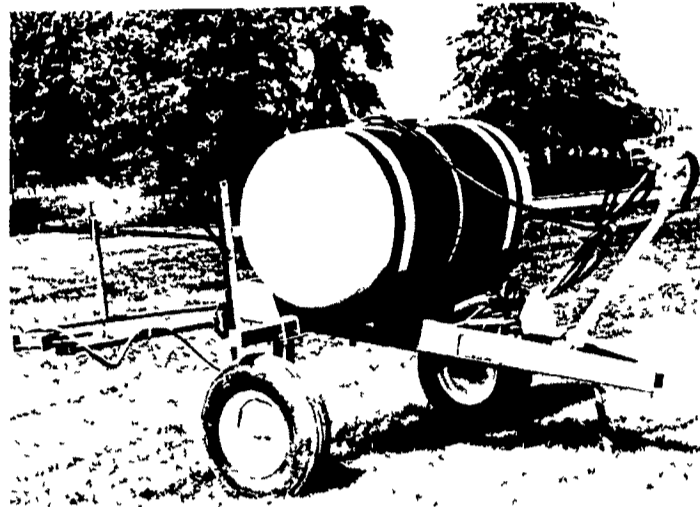
milk products. When requested, quarterly refunds would be made to any producer not wishing to participate in the program.

AMS said the proposed new plan for the Eastern Ohio-Western Pennsylvania order was proposed by four dairy cooperatives representing a majority of producers in the market—Associated Milk Producers, Inc.; Central Ohio

Cooperative Milk Producers, Inc. Milk, Inc.; and Tri-County Producers Cooperative.

Copies of the final decision which is being submitted for producer approval may be obtained from Market Administrator Cleo C. Taylor, 7503 Brookpark Road, P.O. Box 29066, Cleveland, Ohio 44129; or from the Dairy Division, AMS, USDA, Washington, D.C. 20250.

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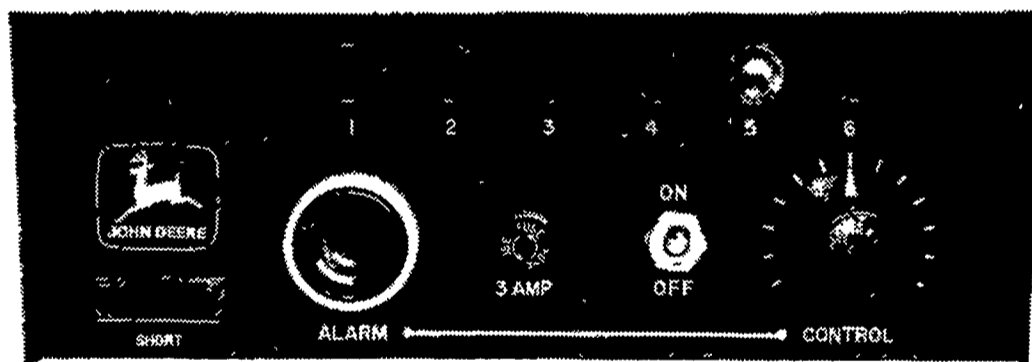
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