

Promotion, Efficiency

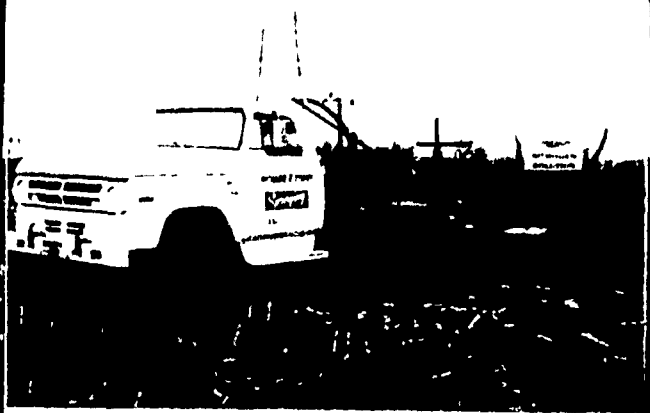
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(Continued from Page 1)

the truck and heads for the next stop.

"one man and one truck can move at least as many eggs in carts as two men and two trucks used to move when they were in cases," Snader noted. "In the chicken house, the producer saves anywhere from one-third to half-a-cent per dozen on labor charges, and maybe another quarter-of-a-cent a dozen on breakage. The eggs cool down a lot faster, too, when they're on the carts."

Snader said they try to keep mainly two different kinds of birds in production at one time, and they're always watching two or three others. "The best birds change all the time," he said, "and when it's time to go to another bird, we want to know what it can do."

Production efficiency is one part of the reason for Plain & Fancy's success. But a strong marketing program has been a key element in the growth of the business from its three-man staff in 1966 to the 115 people who now work for the firm.

Although many of the firm's eggs are packed in cartons with someone else's label, the Plain and Fancy label is being seen more and more in grocery outlets in a market area that now covers seven states. Paul Hess, Jr.,

travels that market area, working closely with store managers on promotions, displays and sales incentives.

One example of how Plain & Fancy works with retailers is the monthly "Eggsciting Contest". Retailers are encouraged to build special promotion displays featuring eggs and allied products. The retailer who does the best job is rewarded with a trophy and a \$50 savings bond. He also gets the additional profits from his egg sales. Monthly winners are judged on space allocation, production rotation, cleanliness, creativity, tie-in with other breakfast foods and increased sales and profits.

Hess said one retailer boosted egg sales by 300-percent with a special display. He didn't retain that level of sales, of course, but he is now selling twice the number of eggs he used to sell.

Although the egg business has slumped into the doldrums in recent weeks, Paul Sr. sees a good year overall for the industry. "The number of layers is definitely down," Hess said, "so there should be fewer eggs around in the months coming up. And I think the Northeast egg producer has a good long-range future ahead of him. We're sitting right in the middle of the biggest egg basket in the world."

"Today, there's a lot of production moving into the Northeast. We've got New York, Philadelphia, Baltimore and Washington on our doorsteps, and if we can supply those markets with top quality, fresh eggs, we won't have any trouble keeping egg production here."

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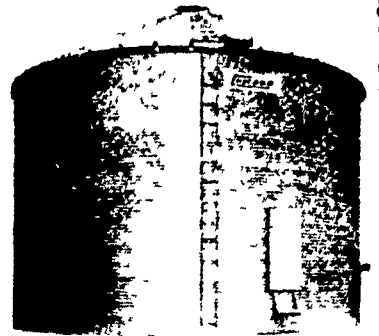
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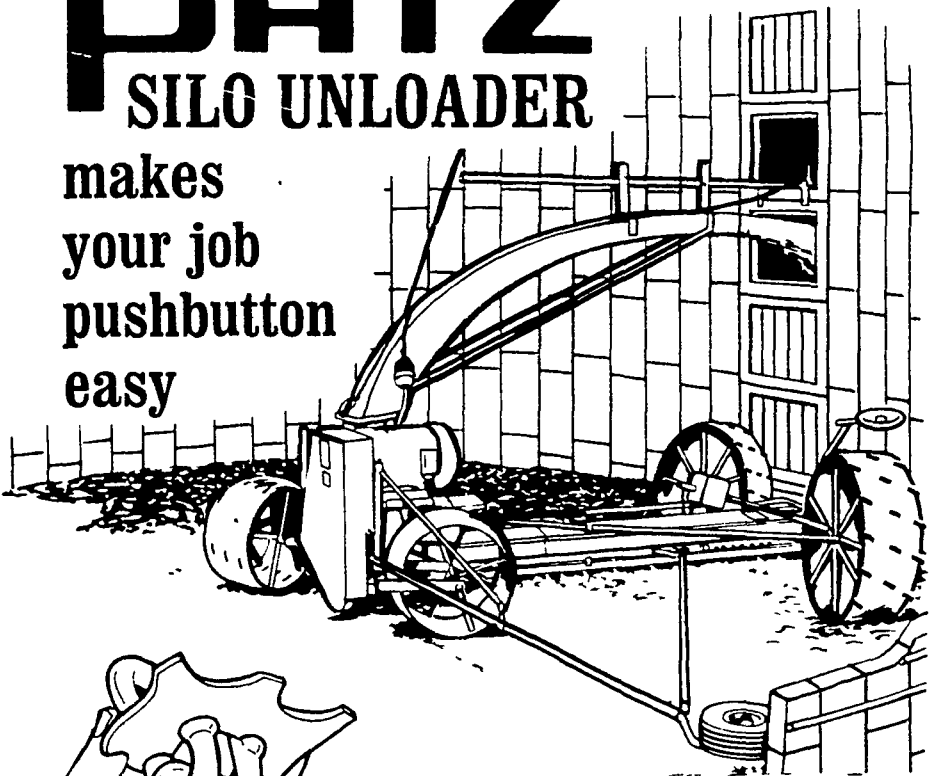
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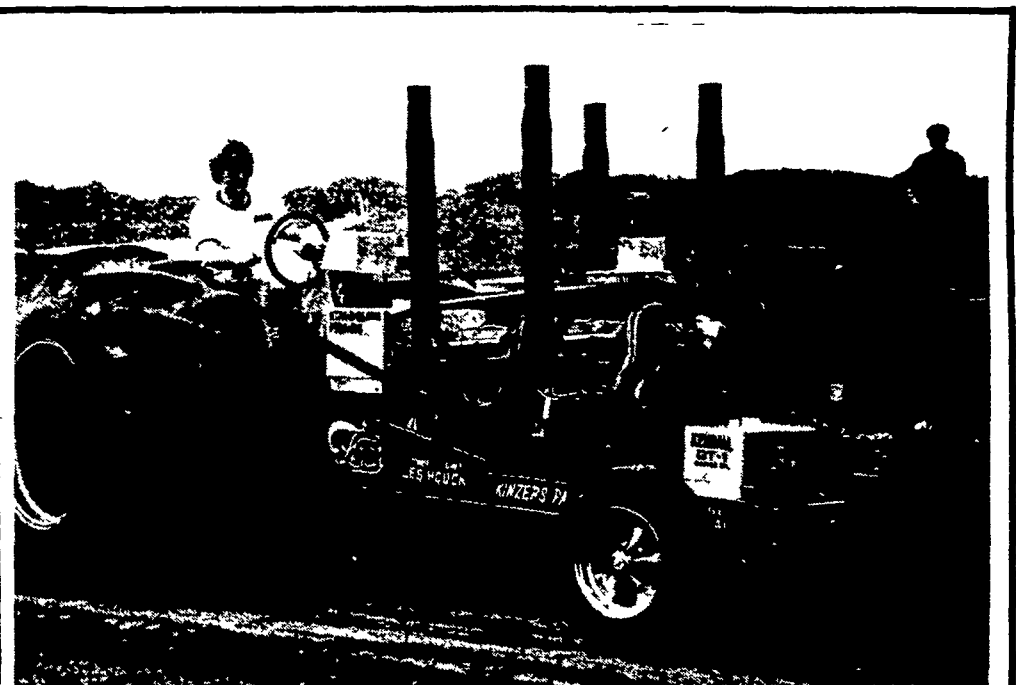
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