ACCU-LINE™

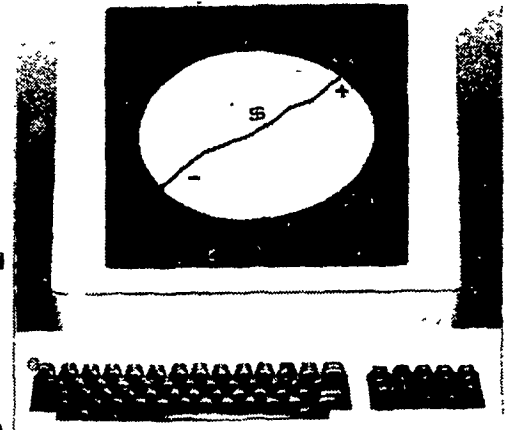## MARKETING MORE PROFITABLE EGGS

PROGRAMS FOR PROFITS

How to produce more profitable eggs.

Bigger is not always better — especially when it comes to profitable egg production. Extra Large and Jumbo eggs sometimes aren't as profitable as Large eggs. Here's why:

Jumbo eggs take 15 percent more feed than Large eggs. Extra Large eggs also require more feed to produce. Premiums paid for these eggs usually don't pay for the extra feed costs.

The larger the egg, the weaker the shell. That means more checks and cracks. So, you get paid for fewer eggs.

You're paid much more for Large eggs than Medium eggs because of the strong demand for Large eggs. The more Large eggs you sell, the higher your profits.

So when it comes down to the bottom line, profits increase in proportion to percent salable Large eggs produced.
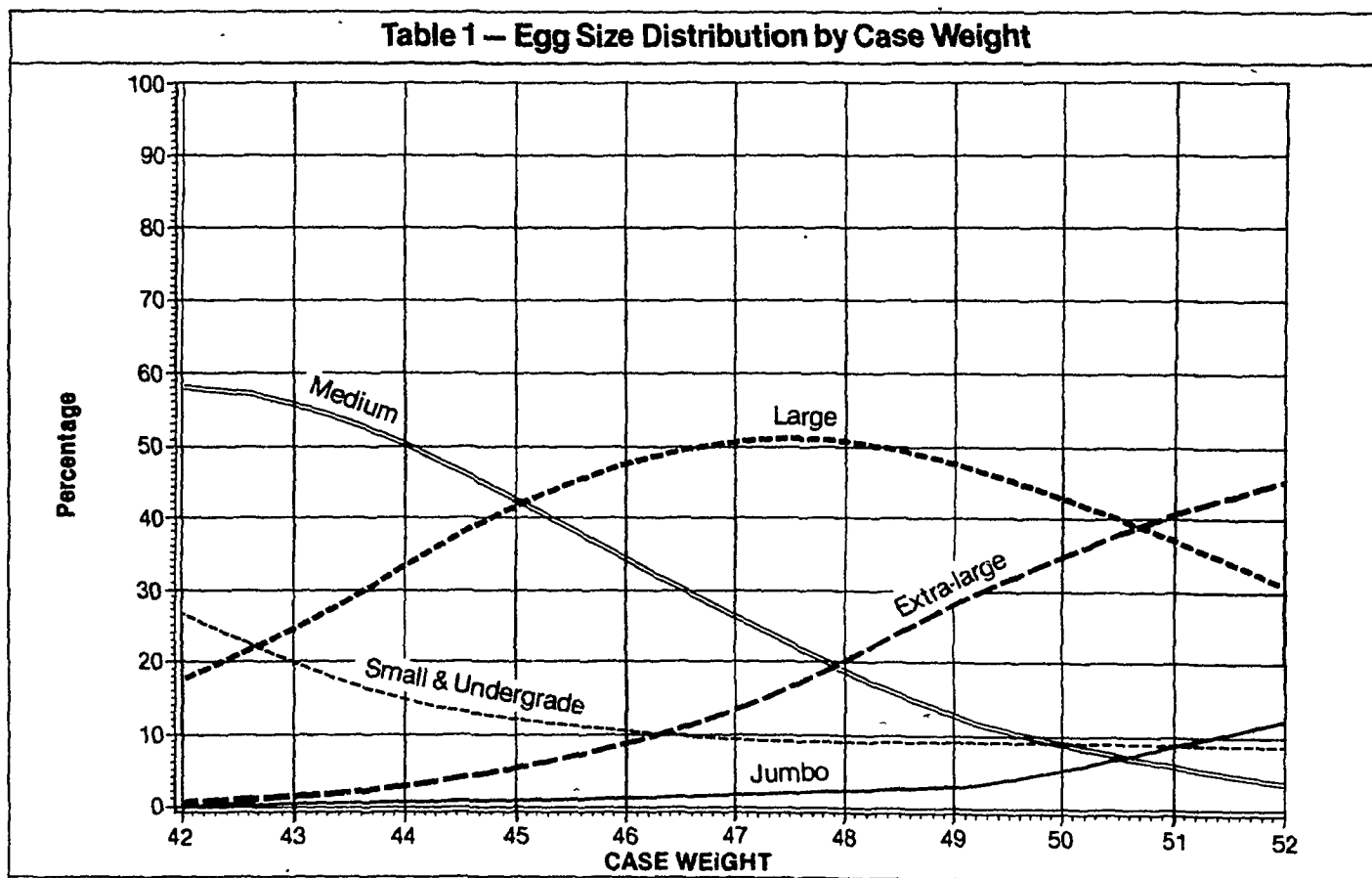
Local markets vary.
Price spreads between sizes can really affect profits. Each market may have a different "ideal" egg size and case weight.

Egg size in relation to case weight.
There is a direct relation between percent of each egg size (Small, Medium, Large, Extra Large and Jumbo) and case weight.
Table 1 shows this relationship.

Table 1 — Egg Size Distribution by Case Weight

Call Your Purina Dealer Today...

You and Purina makin' it pay.®