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Egg Promotion Activities In Missouri

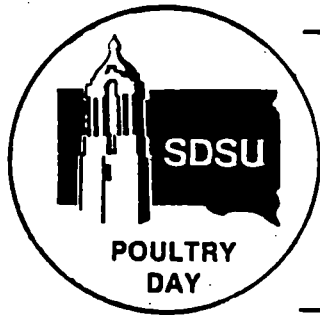
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EGG PROMOTION ACTIVITIES IN MISSOURI

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POULTRY 84-6

For the past 8 years, I've been promoting eggs in the state of Missouri, 6 years of that time as the sole full-time employee of the Council, making the position one of lobbyist, office manager, promoter, trainer of promotion people, bookkeeper, writer of agendas and minutes for the egg producers, worrier about cholesterol, reacher-out to other states and regions in the egg industry.

Missouri created a 9' tall, 85 pound chicken, "Eggatha", who laid eggs and talked to spectators, unveiling her at South-eastern in Atlanta the year Ronald Reagan was keynote speaker. After that mountaintop experience, Eggatha made the rounds of fairs and supermarket dedications in Missouri, with a brief flight to San Diego at the invitation of Pacific Egg and Poultry Association. She is now refurbished following a molt, and has been purchased by a Missouri egg producer for his brand-name promotion.

Eggatha was our splash on the national scene, all our other activities have been confined to state borders. We have investigated several promotion possibilities which haven't worked:

1. Placing a gold nugget (or an unsigned check) inside an egg, letting it go the regular retail sales route, achieving great publicity... "somewhere in Missouri is an egg with a \$5,000 gold nugget inside!"
2. Getting eggs sold by the pound, doing away with the confusing-to-the-consumer spread among the size-pricing.
3. Locating eggs in the meat case, along with other protein foods.
4. Printing a "cholesterol" shelf-talker to be displayed in the egg sales area.

The area where we have succeeded, though, is the "egg lady" program. Missouri has, in addition to one full time and two half-time promotion people, ten consultants geographically placed around the state. It is this program which I would like to describe to the South Dakota Poultry Industries Association since they have so kindly invited to me attend their meeting.

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Manager, Missouri Egg Council