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Bulletin 537

SUPERMARKET SALES OF POULTRY MEAT

Richard Saunders



MAINE AGRICULTURAL EXPERIMENT STATION

University of Maine

Orono, Maine

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SUMMARY

A study of purchases of poultry meat in supermarkets in Portland, Maine, reveals these conclusions:

1. Poultry meat is still primarily a week-end item, although more and more people are thinking of poultry as more than just a week-end and holiday item.
2. Chicken parts help boost early-in-the-week poultry sales.
3. Chicken is the biggest item in the poultry products line; eggs rank second and turkey third.
4. Supermarkets generally sell more broilers and fryers than any other type of poultry meat.
5. Fresh eviscerated poultry outsells New York dressed and frozen poultry by a wide margin.
6. In the fresh eviscerated line, the cut-up whole bird is the best seller.
7. Fryers sell best cut-up and as parts.
8. Pound-volume sales of chicken parts correspond closely to the yields of parts from whole fryers.
9. Breasts, legs and wings are sold mostly in packages. Bulk sales are more important for necks and backs.
10. Pricing of chicken parts is a problem to retailers. Breasts and legs are frequently priced too low in relation to necks and backs. Consequently necks and backs move slowly and sometimes go unsold, while the demand for breasts and legs often outruns the supply.
11. Sales of the heavier whole birds for roasting increase in November and December largely at the expense of fryers.
12. The shrink resulting from eviscerating New York dressed birds is highest for fowl and lowest for turkeys.
13. Supermarkets are losing poultry sales by not having a complete line of poultry available to customers during the entire week.

FOREWORD

This bulletin reports the findings of one phase of research done under the Northeastern Regional Poultry Marketing Project, NEM-11, sub-project 2 entitled "Consumer Purchases and Acceptance of Poultry Products Under Various Merchandising Practices." The research was financed in part from funds made available by the Research and Marketing Act of 1946.

The research with which this report deals was planned and conducted by Willard E. Savage, formerly Assistant Economist at the Maine Agricultural Experiment Station. Dr. Charles H. Merchant gave many helpful suggestions in planning the study and in the preparation of the report.

The successful completion of the study was made possible by the excellent cooperation of the Great Atlantic and Pacific Tea Company and the First National Stores, Inc., in whose stores the study was conducted.

BULLETIN 537

SUPERMARKET SALES OF POULTRY MEAT

RICHARD SAUNDERS¹

BETTER MERCHANDISING NEEDED

During recent years retailers have made tremendous advances in merchandising poultry meat. A wider variety of higher quality poultry meats are available to consumers in our modern supermarkets today than ever before in history. Poultry meat is being packaged now with attention given to "eye appeal" and convenience as well as to sanitation. These improved merchandising methods, which more and more retailers are adopting over the years, have been accompanied by substantial increases in per capita consumption of poultry meat. Despite improvements in the methods of merchandising poultry meats, many retail food stores are not maximizing their sales. The expansion occurring in the production of poultry meat has made it increasingly important that the best merchandising practices known be adopted by retailers both large and small, in order to insure consumer satisfaction and promote the consumption of poultry products.

SHOPPERS' PURCHASES OBSERVED DAILY

Observation and study of customers' purchases of poultry meat at the retail level provide a basis for recommending improved merchandising practices. In four supermarkets located in Portland, Maine, shoppers' purchases of poultry meat were observed and recorded daily. Enumerators assigned to the stores made the observations over a two-month period, May and June, 1952. One month was spent in each of the two stores. To learn something of the seasonal pattern of consumers' purchases of poultry meat, observations were made again during November in the same supermarkets.

THE POULTRY PRODUCTS LINE

Chicken Biggest Item

Chicken, including broilers and fryers, roasters and stewers, was the most important item sold in the poultry line (table 1). Dollar-volume sales of chicken amounted to 54 per cent of the total sales of poultry and poultry products in the four Portland supermarkets. Turkeys

¹ Assistant Economist, Maine Agricultural Experiment Station.

accounted for only 10 per cent of the total sales. The remaining 36 per cent of the total dollar-volume resulted from the sale of eggs.

TABLE 1
DOLLAR-VOLUME SALES OF CHICKEN,
TURKEY AND EGGS
Four Supermarkets, Portland, Maine, May and June, 1952

Poultry item	Sales	
	Dollars	Per cent
Chickens	11,265	54
Turkeys	2,053	10
Eggs	7,477	36
Total	20,795	100

In the individual stores, the distribution of sales among chickens, turkeys, and eggs was practically identical (table 2). Store 3 differed slightly from the other stores in that a somewhat higher proportion of its total sales resulted from the sale of turkeys.

TABLE 2
DOLLAR-VOLUME SALES OF CHICKEN, TURKEY,
AND EGGS BY STORES
Four Supermarkets, Portland, Maine, May and June, 1952

Poultry item	Store				All stores
	1	2	3	4	
	Per cent in dollar-volume				
Chickens	55	56	53	50	54
Turkeys	7	9	16	11	10
Eggs	38	35	31	39	36
Total	100	100	100	100	100

Poultry and Eggs are Week-End Items

Poultry meat and eggs are primarily week-end items as shown by the distribution of purchases by day of week (table 3). Approximately 60 per cent of the dollar-volume sales from chickens and eggs occurred on Friday and Saturday. Turkey sales were even more concentrated with 75 per cent of the purchases being made on those two days. Thursday, with about 20 per cent of the chicken, turkey, and egg sales, was also an important day. The distribution of poultry items purchased varied only slightly during the first three days of the week.

TABLE 3
DISTRIBUTION OF SALES OF CHICKENS, TURKEYS,
AND EGGS BY DAY OF WEEK
Four Supermarkets, Portland, Maine, May and June, 1952

Day	Chickens	Turkeys	Eggs
Monday	6	4	8
Tuesday	6	3	7
Wednesday	7	1	9
Thursday	20	17	20
Friday	34	48	33
Saturday	27	27	23
Total	100	100	100

POULTRY MEAT SALES

Fryers Best Sellers

Shoppers had a variety of poultry products from which to choose. They could purchase fryers as cut-up whole birds or as separate parts. Fowl, roasters, capons, turkeys, and duck were sold as whole birds, either New York dressed or eviscerated. Fryers were the biggest item in the poultry meats line (table 4). Cut-up fryers and chicken parts together accounted for 58 per cent of total poultry sales. Fowl was the second best seller in the poultry line, accounting for 18 per cent of poultry sales. Turkeys ranked third with 16 per cent of the sales. Roasters and capons accounted for 7 per cent, and ducks for 1 per cent of poultry sales.

TABLE 4
SALES OF POULTRY MEAT BY STORES
Four Supermarkets, Portland, Maine, May and June, 1952

Poultry item	Store				All stores
	1	2	3	4	
	Per cent in dollar-volume				
Broilers and fryers	31	42	32	34	34
Chicken parts	26	22	19	28	24
Fowl	24	20	13	10	18
Roasters and capons	7	1	12	9	7
Turkeys	11	14	22	19	16
Ducks	1	1	2	*	1
Total	100	100	100	100	100

* Less than 0.5 per cent.

Sales of the different poultry items varied somewhat from store to store. Store 2 sold a higher proportion of cut-up fryers than other stores. In this store roasters and capons represented a much smaller propor-

tion of total poultry sales than in the other stores. Stores 3 and 4 sold fewer fowl than the other stores, whereas turkeys were a more important item in these two stores than in the others.

Parts Help Level Off Poultry Sales

Considerable differences were found in the distributions of poultry purchased by day of week between the various items in the poultry line (table 5). A higher proportion of chicken parts, 31 per cent, was purchased the first three days of the week, whereas only 17 per cent of all poultry was purchased Monday through Wednesday. The distribution of cut-up fryers purchased was very similar to that for all poultry. In the case of roasters, capons and turkeys purchases tended to be somewhat lighter during the first part of the week. With more poultry being purchased as parts it is possible that poultry will become more than a week end item.

TABLE 5
DISTRIBUTION OF POULTRY SALES BY DAY
OF WEEK
Four Supermarkets, Portland, Maine, May and June, 1952

Day	Poultry sales						
	Fryers and broilers	Roasters and capons	Fowl	Turkey	Duck	Chicken parts	All poultry
	Per cent in pounds						
Monday	4	4	4	4	2	10	5
Tuesday	5	1	4	3	2	11	6
Wednesday	7	3	5	1	2	10	6
Thursday	20	17	19	17	20	19	19
Friday	34	45	38	48	38	29	36
Saturday	30	30	30	27	36	21	28
Total	100	100	100	100	100	100	100

Fresh Eviscerated Outsell New York Dressed and Frozen

Considering sales of all poultry in the four Portland stores, 80 per cent of the volume came from sales of fresh eviscerated poultry (table 6). This would indicate that consumers are still conscious of the "fresh" label when purchasing poultry. The sale of frozen poultry accounted for only 2 per cent of the total volume in the four stores, indicating that frozen poultry is not too widely accepted.

Fresh eviscerated poultry was sold in the four stores as whole birds, cut-up and chicken parts. The cut-up chicken showed the greatest volume of sales accounting for 30 per cent of the total volume. The sale of whole birds ranked a close second, and parts were third.

TABLE 6
 SALES OF POULTRY MEAT BY TYPE OF PACK
 AND BY STORES
 Four Supermarkets, Portland, Maine, May and June, 1952

Type of pack	Store				All stores
	1	2	3	4	
	Per cent in dollar-volume				
New York dressed	28	35	1	—	18
Fresh Eviscerated:					
Whole bird	21	10	45	35	27
Cut-up whole bird	24	33	35	36	30
Parts	25	21	18	26	23
Total	70	64	98	97	80
Frozen:					
Whole bird	1	*	1	1	1
Parts	1	1	*	2	1
Total	2	1	1	3	2
Total	100	100	100	100	100

* Less than 0.5 per cent.

Considerable variation existed among stores in the sales of poultry processed in the various ways. Stores 3 and 4 were selling a higher proportion of eviscerated whole birds and cut-up poultry compared to the other two stores which were still selling a substantial amount of New York dressed birds. In no store did frozen poultry amount to over 3 per cent of total poultry sales.

Fryers Sell Best As Cut-up and As Parts

As was previously pointed out, fryers sold either as New York dressed, cut-up whole birds, sections or parts, accounted for nearly 60 per cent of total poultry sales in the four stores during May and June. A closer look at the sales shows that 10 per cent of the fryers were sold as New York dressed, 88 per cent fresh eviscerated, and only 2 per cent as frozen (table 7). Consumers wanting to buy fresh eviscerated fryers had a choice of three styles of processing. They could purchase cut-up whole fryers, fryer sections (split or quartered) and fryer parts (breasts, legs, wings, etc.). Sales of cut-up whole fryers and parts each amounted to 40 per cent of total fryer sales in the four stores. Split and quartered fryers were a relatively unimportant item, accounting for only 8 per cent of total fryer sales.

The sales of fryers processed in the different ways varied widely from store to store. Stores 1 and 2 sold substantial quantities of New York dressed fryers; 16 and 15 per cent of total fryer sales, respectively. The other two stores sold practically no New York dressed fryers having

TABLE 7
 SALES OF FRYERS BY TYPE OF PACK AND BY STORES
 Four Supermarkets, Portland, Maine, May and June, 1952

Type of pack	Store				All stores
	1	2	3	4	
	Per cent in dollar-volume				
New York dressed	16	15	*	----	10
Fresh Eviscerated:					
Cut-up whole bird	36	51	51	27	40
Sections	*		10	26	8
Parts	45	33	36	42	40
Total	81	84	97	95	88
Frozen:					
Whole-bird	1	*	2	2	1
Parts	2	1	1	3	1
Total	3	1	3	5	2
Total	100	100	100	100	100

* Less than 0.5 per cent.



FIGURE 1. A Supermarket Self-Service Display of Poultry Meat.

Modern supermarkets are making available to their customers a wide variety of poultry meats. Here is a self-service display meat case filled with an eye appealing assortment of freshly cleaned, ready-to-cook poultry. Shoppers in this supermarket have a choice of chicken parts (legs, breasts, wings, necks and backs), cut-up whole fryers, split broilers, roasting chicken, fowl, duck and turkeys, as well as canned whole chicken.

shifted almost entirely to fresh eviscerated poultry. Fryer sections were of considerable importance in stores 3 and 4, accounting for 10 and 26 per cent of total fryer sales, respectively. This was not the case in stores 1 and 2 where split and quartered fryers were usually not available to consumers. Frozen fryers were a relatively unimportant item, amounting to not over 5 per cent of total fryer sales in any one store.

Sales of Parts Correspond to Yields

Breasts and legs, which make up about 68 per cent of the weight of a 2.5-pound eviscerated fryer, accounted for 66 per cent of the total pound-volume and 84 per cent of dollar-volume of fryer parts sold in the four stores (table 8). Sales of breasts and legs were about equal, both dollar-wise and pound-wise. Wings, which make up about 12 per cent of a 2.5-pound eviscerated fryer, accounted for 12 per cent of the pound-volume of fryer parts sold, but only 7 per cent of the dollar-volume. Pound-wise, necks and backs represented 15 per cent of all parts sold, but on a dollar basis were only 3 per cent of the total. Necks and backs make up about 14 per cent of the weight of a 2.5-pound fryer. Gizzards, hearts, and livers accounted for 7 per cent of the pound-volume and 6 per cent of the dollar-volume from the sale of chicken parts.

TABLE 8
SALES OF CHICKEN PARTS
Four Supermarkets, Portland, Maine, May and June, 1952

Chicken parts	Dollar-volume		Pound-volume		Yield ¹
	Dollars	Per cent	Pounds	Per cent	Per cent
Legs and thighs	1,383	43	1,806	36	37
Breasts	1,315	41	1,506	30	31
Wings	210	7	626	12	12
Necks and backs	107	3	755	15	14
Gizzards and hearts	45	1	234	4	3
Liver	142	5	142	3	3
Total	3,202	100	5,069	100	100

¹ Per cent of average weight yield from 2½-pound fryer.

Sales of chicken parts in the individual stores corresponded very closely to the average of all stores.

Wings and Liver Sell Early in the Week

As was previously noted, sales of all chicken parts were more evenly distributed throughout the week than were the sales of other poultry items. Considerable variation was found to exist in the day-of-week sales of the various parts (table 9). Compared to the average of all

parts, sales of wings and liver were more evenly distributed throughout the week. Tuesday was an important sales day for wings and liver with 19 and 21 per cent of the sales, respectively, occurring on this day. The distributions of sales by day-of-week for breasts and legs were practically identical.

TABLE 9
DISTRIBUTION OF SALES OF CHICKEN PARTS BY DAY OF WEEK
Four Supermarkets, Portland, Maine, May and June, 1952

Day	Sales of parts						
	Breasts	Legs and thighs	Wings	Necks and backs	Liver	Giblets	All parts
	Per cent in pounds						
Monday	11	8	13	11	12	3	10
Tuesday	10	8	19	8	21	16	11
Wednesday	9	10	15	10	11	14	10
Thursday	18	18	23	25	19	17	19
Friday	28	33	24	26	22	17	29
Saturday	24	23	6	20	15	33	21
Total	100	100	100	100	100	100	100

Chicken Parts Sold in Bulk and in Packages

Shoppers wishing to buy chicken parts had a choice between packaged and bulk (non-packaged) parts. In the packaged line there was also a selection as to the number of parts in a package.

Breasts. A shopper wanting to buy chicken breasts could buy them in bulk or in packages containing one, one-and-a-half, or two breasts. Packaged breasts accounted for 97 per cent of the total sales of chicken breasts sold as parts. Bulk sales amounted to only 3 per cent of the total. The package containing one breast was the most popular unit accounting for 45 per cent of the breast sales. The two-to-a-package unit ranked second with 37 per cent of the sales. The one-and-a-half breast package was not as popular accounting for only 15 per cent of the total breast sales.

Legs. Chicken legs were available to customers in bulk, and in packages containing one, two, three, and four legs. Bulk sales of legs were relatively unimportant, accounting for only 4 per cent of the total leg sales. In the packaged line, the two-to-a-package was the best seller (47 per cent) with the three leg unit ranking second (34 per cent of the total leg sales). Sales of the one and four leg units were small, accounting for one and four per cent of the leg sales, respectively.

Wings. Compared to breasts and legs a fairly high proportion of wings were purchased in bulk (28 per cent). Packaged wings were offered for sale in a number of different size units from 2 wings per

package up to 12 to a package. The 6, 7, and 10-wing packages were the best sellers accounting for 22, 18, and 14 per cent of the total wing sales, respectively. Wings packaged in units of 5 or less accounted for only 4 per cent of the sales. The 12-wing package with 8 per cent of the sales was relatively unimportant.

Necks and backs. Bulk sales of necks and backs accounted for 42 per cent of the total neck and back sales. In packages, the four-to-a-package unit was by far the best seller accounting for 36 per cent of total sales. The two-to-a-package unit was next with 15 per cent of the sales.

Pricing Parts Presents a Problem

All stores followed about the same policy in pricing chicken parts (table 10). Although legs and breasts were priced higher than other parts with the exception of liver, it was frequently a problem to satisfy the demand for these parts. On the other hand, necks and backs which were by far the least expensive chicken parts, frequently went unsold for relatively long periods of time. Wings were priced lower than livers, breasts and legs.

TABLE 10
AVERAGE RETAIL PRICE OF CHICKEN PARTS
BY STORES
Four Supermarkets, Portland, Maine, May and June, 1952

Chicken parts	Store				All stores
	1	2	3	4	
	Amount per pound				
Livers	\$.99	\$.99	\$.99	\$.99	\$.99
Breasts	.89	.84	.84	.87	.86
Legs	.79	.74	.74	.77	.76
Wings	.35	.34	.32	.33	.33
Gizzards and hearts	.29	.19	.10	.19	.19
Necks and backs	.15	.15	.15	.15	.15

Sales of Heavy Birds Up in November

To observe seasonal differences in poultry sales, data were obtained for two stores during the months of May and November. Total poultry sales in the two stores were 13 per cent higher in November than in May (table 11). Due to the Thanksgiving demand for heavier birds for roasting, sales of these poultry items increased largely at the expense of the lighter birds.

Although both stores showed increases in total poultry sales in November, the increase was much greater in Store 1 than in Store 2. Sales of the lighter birds declined about the same, percentage-wise, in

TABLE 11
COMPARISON OF POULTRY MEAT SALES
Two Supermarkets, Portland, Maine, May and November, 1952

Poultry item	Poultry sales		Per cent change
	May	November	
	Pounds		
Broilers and fryers	3,899	1,363	- 65
Chicken parts	1,728	1,086	- 37
Fowl	1,730	1,572	- 9
Roasters	168	318	+ 89
Capons	52	278	+435
Turkeys	1,375	5,637	+310
Ducks	144	62	- 57
Total	9,096	10,316	+ 13

both stores, but Store 1 registered a much larger percentage increase in the sale of roasters, capons and turkeys than did the other store.

Thanksgiving Demand for Whole-birds

Sales of poultry processed in different ways also varied considerably between spring and fall (table 12). Of all poultry sold in the two stores during May, 16 per cent was New York dressed, 83 per cent fresh eviscerated and 1 per cent frozen. The fall percentages were 16 per cent New York dressed (the same as for May); 74 per cent fresh eviscerated and 10 per cent frozen. The relatively high proportion of frozen poultry and whole birds sold in November resulted from the Thanksgiving demand for turkeys and roasting chickens.

TABLE 12
COMPARISON OF POULTRY MEAT SALES
BY TYPE OF PACK
Two Supermarkets, Portland, Maine, May and November, 1952

Type of pack	Poultry sales	
	May	November
	Per cent in dollar-volume	
New York dressed	16	16
Fresh eviscerated:		
Whole bird	29	55
Cut-up whole bird	34	14
Parts	20	5
Total	83	74
Frozen:		
Whole bird	1	3
Cut-up whole bird	*	*
Parts	*	7
Total	1	10
Total	100	100

* Less than 0.5 per cent.

Shrink Highest in Fowl, Lowest in Turkeys

During the time when the observations were made, much of the poultry was received at the stores as New York dressed. Depending on the extent to which stores had shifted from selling New York dressed poultry to the sale of eviscerated poultry, a substantial amount was eviscerated before being offered for sale. For the stores included in this study records were kept on the amount of shrink resulting from eviscerating New York dressed birds. The amount of loss due to shrinkage was lowest for turkeys (table 13). The shrink in hen turkeys averaging 12 $\frac{2}{3}$ pounds each was 14.3 per cent; for Beltsville turkeys weighing an average of 7 pounds the shrink was 18.5 per cent. Compared to other poultry items the shrink in fowl and fryers was relatively high, 23.4 per cent and 22.8 per cent, respectively. The shrink on roasters amounted to 21.6 per cent and on capons, 19.4 per cent.

TABLE 13
SHRINK IN POULTRY PROCESSED
Four Supermarkets, Portland, Maine, Summer and Fall, 1952

Poultry item	N.Y.D. weight per bird	Number of birds	New York dressed weight	Eviscerated weight	Shrink	
					Pounds	Per cent
	Pounds			Pounds		
Fryers and broilers	3 $\frac{1}{2}$	188	632	488	144	22.8
Roasters	5 $\frac{1}{4}$	145	767	601	166	21.6
Capons	7 $\frac{1}{2}$	33	237	191	46	19.4
Fowl	6	252	1,533	1,175	358	23.4
Turkeys:						
Beltsville	7	194	1,478	1,205	273	18.5
Hen	12 $\frac{2}{3}$	47	596	511	85	14.3

Poultry Frequently Not Available to Customers

Each day when enumerators took inventories of poultry items in the stores, they also rated the poultry displays on appearance and completeness. Displays were rated excellent, good, fair or poor according to the following definitions:

Excellent: A fairly complete line of poultry available, display "up" and neat.

Good: Some variety of poultry available, but not complete; display not full; untidy.

Fair: A limited selection of poultry available; display "down" and "messy."

Poor: Display depleted.

In the four stores studied, a complete line of poultry was available to customers only about 60 per cent of the time (table 14). Meat

managers, not wanting to carry poultry meat over the week end tended to under-order and consequently were frequently out of many kinds of poultry Saturdays, Mondays and Tuesdays. This, of course, resulted in lower volume poultry sales since many customers shopped when some kinds of poultry were not available.

TABLE 14
APPEARANCE OF POULTRY DISPLAYS
Four Supermarkets, Portland, Maine, May and June, 1952

Day	Displays were rated:				Total
	Excellent	Good	Fair	Poor	
	Per cent of days				
Monday	36	41	18	5	100
Tuesday	56	31	13	—	100
Wednesday	66	24	10	—	100
Thursday	61	24	15	—	100
Friday	62	25	13	—	100
Saturday	60	27	11	2	100
Average	57	29	13	1	100

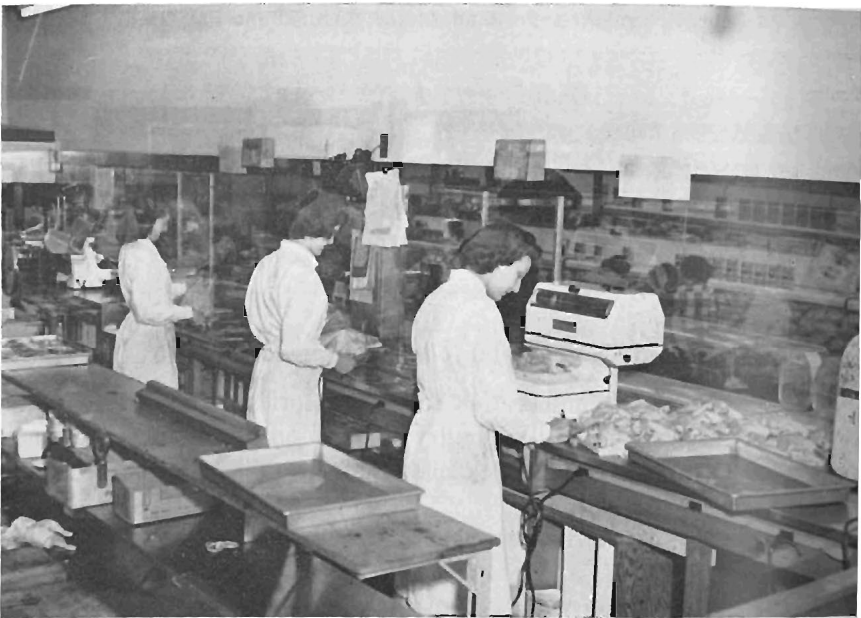


FIGURE 2. Processing and Packaging Poultry in a Supermarket.

Facilities for processing and packaging poultry are found in many supermarkets. Poultry arrives at the store usually New York dressed (killed, bled, and feathers removed) or eviscerated. Before being offered for sale, the birds must be eviscerated, cut-up, packaged, weighed and labeled. More recently, with the establishment of eviscerating plants, the trend is toward less processing in the store. With more of it being done in eviscerating plants, the efficiency of large scale operation can be obtained.

MODERN MERCHANDISING PAYS OFF

More and better poultry is available to consumers today than ever before. Improvements in breeding and feeding have made it possible to produce meatier birds in less time and with less feed. Along with the improvements in production there has been an improvement in processing and distribution. As a result of these improvements retailers are able to provide their customers with better chickens and better turkeys year around and at relatively low prices.

The retailer—the last, but by no means the least important link in the distribution chain—has contributed immensely to the increased consumption of poultry meat by adopting modern merchandising practices.

The most-up-to-date Maine retailers are now buying a good share of their poultry completely processed and ready-to-cook from modern processing plants. They like this much better than having to do the processing job in the store. It gives them more time to spend “out front” on the displays and with customers.

Maine retailers have a wide choice of poultry including broiling and frying chickens, roasting chickens, capons, stewing chickens, and turkeys in a wide range of sizes.

Retailers can buy poultry dry-packed, ice-packed, or frozen. The stores observed in this study were even buying breasts, drumsticks, wings, and other parts in packages and in bulk either iced or frozen direct from nearby processing plants.

The four Portland retailers who cooperated in this study felt that nothing has helped to increase their poultry sales faster than to give their customers a choice of parts.

Pre-packaging helps sales, too. Retailers find that prepackaging protects the poultry and increases its sales appeal. Some retailers are putting a touch of bright color on their packaged poultry, being careful not to distract from the pleasing appearance of the bird itself. A small colored label, or a narrow strip of red tape adds something to the display of packaged poultry, and neat, orderly displays make poultry look its best.

Retailers report the demand for fresh-frozen packaged poultry is increasing. Fresh-frozen packaged poultry offers retailers and their customers many advantages. It is easy for customers to buy and there is no waiting at the meat counter. It is economical and there is no shrinkage. It saves labor in the store and is more likely to be uniform in quality.

Turkey parts, although not yet as widely known or as generally accepted as chicken parts, provide an opportunity for increasing turkey

sales when properly merchandised. As with chicken, the price of the different parts varies considerably from store to store and is influenced by the price on competitive cuts of other meats.

More and more people are thinking of poultry as more than just a week-end and holiday item. Retailers who make poultry available to customers early in the week find that they are gaining sales that formerly were lost because their poultry stocks were low.