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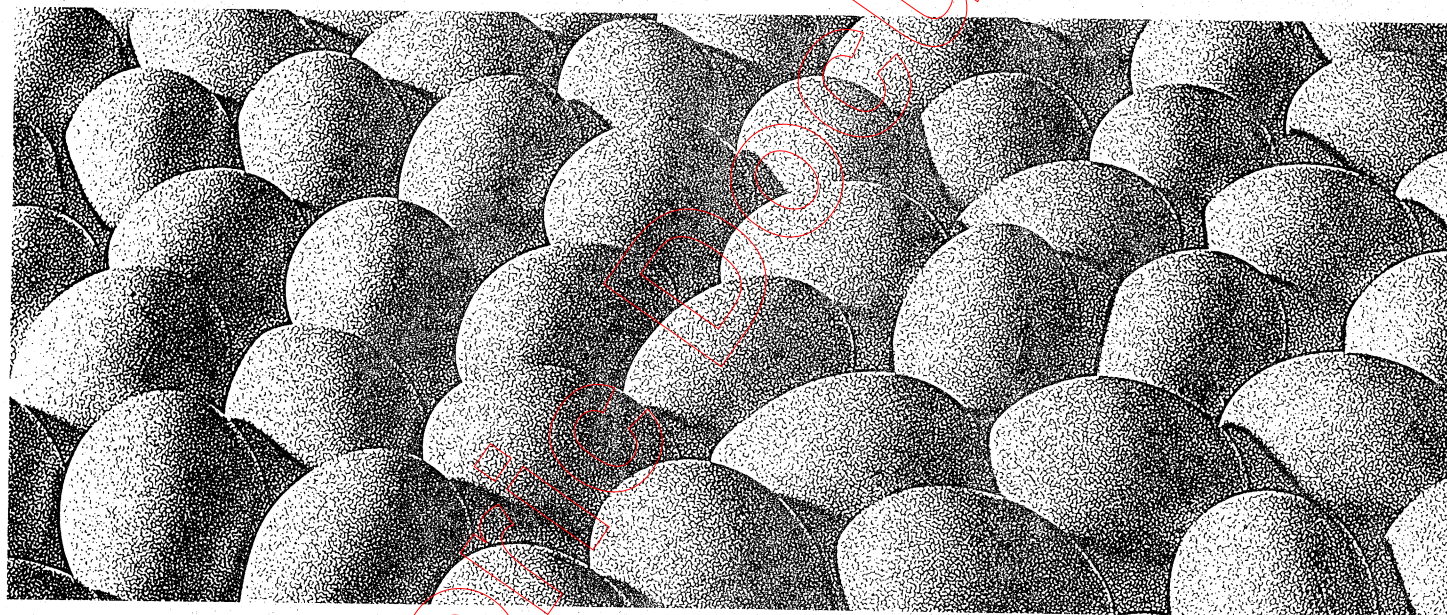
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PERFORMANCE PROFILES OF EGGS IN SELECTED SUPERMARKET DAIRY DEPARTMENTS



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PERFORMANCE PROFILE OF EGGS
IN SELECTED SUPERMARKET DAIRY DEPARTMENTS

TABLE OF CONTENTS

| | |
|--|----|
| ACKNOWLEDGMENTS | 1 |
| INTRODUCTION | 2 |
| PERFORMANCE PROFILES | |
| - EGGS IN SELECTED SUPERMARKET DAIRY DEPARTMENTS | 5 |
| - BY YEAR 1967 - 1978 | 5 |
| - BY SALES VOLUME 1974 - 1978 | 8 |
| - BY DAIRY DEPARTMENT PERCENT GROSS MARGIN 1974 - 1978 | 11 |
| - BY DAIRY DEPARTMENT INVENTORY TURNOVER RATE 1974 - 1978 | 14 |
| - BY REGIONS OF THE UNITED STATES 1974 - 1978 | 16 |
| - EGGS IN SELECTED NORTHEAST SUPERMARKET DAIRY DEPARTMENTS | |
| - BY WEEKLY SALES VOLUME 1974 - 1978 | 20 |
| PERFORMANCE PROFILE, NORTHEASTERN SUPERMARKET DAIRY DEPARTMENTS | |
| - ALL STORES 1974 - 1978 | 21 |
| - SMALL DAIRY DEPARTMENTS (WEEKLY SALES VOLUME) 1974 - 1978 | 22 |
| - MEDIUM DAIRY DEPARTMENTS (WEEKLY SALES VOLUME) 1974 - 1978 | 23 |
| - LARGE DAIRY DEPARTMENTS (WEEKLY SALES VOLUME) 1974 - 1978 | 24 |

PERFORMANCE PROFILE, SOUTHEASTERN SUPERMARKET DAIRY DEPARTMENTS

| | |
|--|----|
| - ALL STORES 1974 - 1978 | 26 |
| - SMALL DAIRY DEPARTMENTS (WEEKLY SALES VOLUME) 1974 - 1978 | 27 |
| - MEDIUM DAIRY DEPARTMENTS (WEEKLY SALES VOLUME) 1974 - 1978 | 28 |
| - LARGE DAIRY DEPARTMENTS (WEEKLY SALES VOLUME) 1974 - 1978 | 29 |

PERFORMANCE PROFILE, MIDWESTERN SUPERMARKET DAIRY DEPARTMENTS

| | |
|--|----|
| - ALL STORES 1974 - 1978 | 31 |
| - SMALL DAIRY DEPARTMENTS (WEEKLY SALES VOLUME) 1974 - 1978 | 32 |
| - MEDIUM DAIRY DEPARTMENTS (WEEKLY SALES VOLUME) 1974 - 1978 | 33 |
| - LARGE DAIRY DEPARTMENTS (WEEKLY SALES VOLUME) 1974 - 1978 | 34 |

PERFORMANCE PROFILE, WESTERN SUPERMARKET DAIRY DEPARTMENTS

| | |
|------------------------------------|----|
| - ALL STORES 1974 - 1978 | 36 |
|------------------------------------|----|

Historic Document

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PERFORMANCE PROFILES OF EGGS
IN SELECTED SUPERMARKET DAIRY DEPARTMENTS

WHY THE "PROFILE"

FUNDING OF RESEARCH AND EDUCATIONAL ACTIVITIES IN THE MERCHANDISING OF DAIRY DEPARTMENT PRODUCTS IN SUPERMARKETS HAS DIRECTED ATTENTION TO OPPORTUNITIES FOR INCREASING CONSUMER DEMAND FOR THESE PRODUCTS.

SUPERMARKET MANAGERMENTS' RESPONSE TO RESEARCHED AND PROVEN STRATEGIES IN MERCHANDISING DAIRY PRODUCTS HAS BEEN PROMPTED BY PERFORMANCE REPORTS WHICH HAVE DETAILED MOVEMENT, GROSS MARGIN RETURNS, AND INVESTMENT IN DISPLAY SPACE AND INVENTORY, BOTH BY INDIVIDUAL PRO-

DUCT AND BY CLASSIFICATION OF THESE PRODUCTS BY FAMILY GROUP. THESE DATA HAVE ENABLED DAIRY AND EGG PROCESSORS TO QUANTIFY THE RESULTS OF THE IMPLEMENTATION OF MERCHANDISING STRATEGIES IN MEASURES AND TERMS REALLY UNDERSTOOD BY SUPERMARKET MANAGEMENT.

GRADUATES OF THE DAIRY MERCHANDISING ACADEMY*, ARMED WITH A STANDARDIZED AND TESTED MEANS OF MEASURING DAIRY PRODUCT PERFORMANCE EMPLOYED THIS TECHNIQUE WITH THEIR KEY ACCOUNTS ALL OVER THE UNITED STATES. THESE DATA HAVE BEEN SUMMARIZED

* BIENNIAL PURDUE SEMINAR SPONSORED BY THE MILK PROCESSING INDUSTRY

TABLED AND HAVE THUS BECOME PART OF A DATA BANK WHICH CAN BE USED TO REPORT PERFORMANCE FOR BOTH A SINGLE DAIRY DEPARTMENT OR FOR GROUPS OF SELECTED DAIRY DEPARTMENTS CLASSIFIED BY SIZE (SALES VOLUME), BY REGION OF THE UNITED STATES, ETC.

THESE DATA PROVIDED THE BASIS FOR A MEANINGFUL "PROFILE" OR REFERENCE POINT FOR DAIRY DEPARTMENT PRODUCT SUPPLIERS AND SUPERMARKET BUYER MERCHANDISERS IN EVALUATING AS WELL AS DEVELOPING MERCHANDISING STRATEGIES FOR DAIRY DEPARTMENTS. PROFILES CAN ALSO AID IN THE DEVELOPMENT OF DISPLAY PLAN O GRAMS. SPACE ALLOCATION

GUIDELINES, AND PRODUCT SELECTION GEARED TO CONSUMER DEMAND IN A SPECIFIC REGION OF THE COUNTY, AND IN A SPECIFIC DAIRY SALES CLASSIFICATIONS.

THIS REPORT IS DIRECTED TOWARD THE PERFORMANCE OF EGGS IN DAIRY DEPARTMENTS. PERFORMANCE PROFILES DETAIL MANAGEMENT, GROSS DOLLAR RETURNS, SPACE AND INVENTORY INVESTMENT FOR EGGS FROM A GROUP OF SELECTED SUPERMARKETS FROM WHICH DATA WAS COMPILED OVER A FOUR YEAR PERIOD, 1974 - 1978.

NO ATTEMPT HAS BEEN MADE TO VERIFY THESE STORES AS REPRESENTATIVE OF U. S. SUPERMARKETS. DATA HAS COME FROM DAIRY MERCHANDISERS WHO HAVE STUDIED SUPERMARKET OPERATIONS WHERE THERE WAS INTEREST ON THE

PART OF MANAGEMENT IN DAIRY PERFORMANCE.
IT CAN BE CONFIDENTLY STATED THAT THE
DATA COMES FROM FAR BETTER THAN AVERAGE
SUPERMARKETS. AND THE SELECTED SUPER-
MARKETS ARE MORE NUMEROUS IN THE MID-
WEST THAN IN THE NORTHEAST, SOUTHEAST
AND WEST.

BUT, SELECTED, BETTER THAN
AVERAGE SUPERMARKET DAIRY DEPARTMENTS

PROVIDE A SOUND BASIS FOR A PROFILE
FOR A DAIRY SUPPLIER OR A SUPER-
MARKET BUYER MERCHANDISER WHO SEEKS
A REFERENCE POINT FOR EVALUATING OR
REDIRECTING MERCHANDISING STRATEGY
IN HIS SUPERMARKETS.

AND FOR THIS PURPOSE, THIS
REPORT HAS BEEN PREPARED.

PERFORMANCE OF EGGS IN SELECTED SUPERMARKET DAIRY DEPARTMENTS

FROM 1967 - 1978 (TABLE 1)

DAIRY WEEKLY SALES VOLUME

- INCREASED EACH PERIOD REFLECTING THE TREND TOWARD LARGER STORES AND THE INFLUENCE OF INFLATION.

EGG SALES

- DECLINED AS A PERCENT OF TOTAL DAIRY SALES FROM 15.0 PERCENT IN 1967 TO 11.1 PERCENT IN 1975-1978. THIS COULD REFLECT THE RATHER STABLE PRICE AND CONSUMPTION PATTERN OF EGGS IN COMPARI-

SON TO OTHER DAIRY ITEMS MORE SUBJECT TO INFLATION AND INCREASING CONSUMER ACCEPTANCE AS IN THE CASE OF DIETARY FOODS (YOGURT, COTTAGE CHEESE) AND CONVENIENCE ITEMS IN THE REFRIGERATED DOUGH SECTION.

EGG GROSS MARGIN

- PERCENT REMAINED RELATIVELY CONSTANT
- GROSS MARGIN DOLLAR CONTRIBUTION OF EGGS TO TOTAL DAIRY GROSS MARGIN DECLINED DUE TO THE DECLINE OVER TIME

IN EGG PERCENTAGE CONTRIBUTION TO
TOTAL DAIRY SALES

EGG DISPLAY AREA

- INCREASED FROM A LOW OF 4.2 PERCENT TO 9.2 AND 8.5 PERCENT [OF TOTAL DAIRY DISPLAY SQUARE FOOTAGE] FOR THE LATTER TWO PERIODS OF OBSERVATION
- PRODUCTIVITY OF DISPLAY AS MEASURED IN WEEKLY SALES PER SQUARE FOOT STABILIZED AFTER THE 1967 PERIOD, THE DIRECT RESULT OF A RELATIVELY

CONSTANT PERCENTAGE OF DISPLAY
BEING DEVOTED TO EGGS

EGG INVENTORY

- PERCENT OF DAIRY INVENTORY INVESTED IN EGGS TENDED TO DECLINE FROM EARLIER PERIODS AND STABILIZE AROUND SIX PERCENT
- INVENTORY TURNOVER RATE DECLINED TO A LEVEL OF 1.8 IN 1975-1978 DUE TO LOWEST INVESTMENT IN EGG INVENTORY IN RELATIONSHIP TO EGG SALES FOR THAT PERIOD.

PERFORMANCE PROFILES
EGGS IN SELECTED SUPERMARKET DAIRY DEPARTMENTS
1967 - 1978

TABLE 1.

| | YEARS | | | |
|---|-------|-------------|-------------|-------------|
| | 1967 | 1968 - 1970 | 1971 - 1974 | 1975 - 1978 |
| DAIRY WEEKLY SALES VOLUME, AVERAGE | 3740 | 4138 | 4976 | 5651 |
| NUMBER OF STORES | 50 | 128 | 126 | 73 |
| <u>EGGS, PERFORMANCE PROFILE</u> | | | | |
| SALES | 561 | 551 | 636 | 628 |
| PERCENT OF DAIRY SALES | 15.0 | 13.3 | 12.8 | 11.1 |
| GROSS MARGIN DOLLARS | 98 | 84 | 110 | 110 |
| PERCENT GROSS MARGIN | 17.5 | 15.3 | 17.3 | 17.6 |
| PERCENT GROSS MARGIN CONTRIBUTION ^{1/} | 15.5 | 12.6 | 11.6 | 9.8 |
| PERCENT: DAIRY DISPLAY AREA | 4.2 | 7.8 | 9.2 | 8.5 |
| WEEKLY SALES/SQ. FT. DISPLAY AREA ^{2/} | 83 | 43 | 38 | 38 |
| INVENTORY INVESTMENT DOLLARS | 193 | 229 | 239 | 284 |
| PERCENT OF DAIRY INVENTORY | 7.8 | 8.0 | 6.1 | 6.0 |
| INVENTORY TURNOVER; WEEKLY RATE | 2.4 | 2.0 | 2.2 | 1.8 |
| WEEKS SUPPLY ON HAND | .4 | .5 | .5 | .6 |
| MOVEMENT IN DOZENS/WEEK | 1209 | 1086 | 1110 | 865 |
| SIZES OFFERED | 4 | 3 | 4 | 3 |

^{1/} DOLLAR EGG MARGIN TO TOTAL DAIRY GROSS MARGIN

^{2/} DISPLAY AREA: LENGTH TIMES HEIGHT OF DISPLAY

PERFORMANCE OF EGGS IN SELECTED SUPERMARKET DAIRY DEPARTMENTS

AS SALES IN DAIRY DEPARTMENTS INCREASED (TABLE 2)

EGG SALES

- TENDED TO INCREASE AS A PERCENT OF DAIRY SALES

EGG GROSS MARGINS

- WERE LOWEST FOR THE VERY SMALL (15.2) AND THE VERY LARGEST (12.9) SUPERMARKET DAIRY DEPARTMENTS BOTH IN TERMS OF PERCENT GROSS MARGIN AND PERCENT GROSS MARGIN CONTRIBUTION. THIS COULD REFLECT THE TENDENCY FOR THESE STORES TO FEATURE

EGGS MORE FREQUENTLY OR TO PRICE EGGS MORE COMPETITIVELY

EGG DISPLAY AREA

- MORE SPACIOUS FOR MEDIUM AND LARGE DAIRY DEPARTMENTS (8.4 AND 9.6 PERCENT OF THE TOTAL DAIRY DISPLAY SQUARE FOOTAGE). SMALLER DAIRY DEPARTMENTS REFLECTED THE PRESSURES OF LIMITED DISPLAY SPACE, ALLOCATING THE LEAST AMOUNT OF SPACE TO EGGS OF ALL SALES VOLUME CLASSIFICATIONS REPORTED.

- SALES PER SQUARE FOOT REFLECTED THE DIFFERENCES IN DISPLAY SPACE ALLOCATED TO EGGS

EGGS INVENTORY

- REMAINED RELATIVELY CONSTANT (6.0-6.5) AS A PERCENT OF TOTAL DAIRY INVESTMENT

- INVENTORY TURNOVER RATE FOR EGGS INCREASED AS DAIRY SALES VOLUME INCREASED REFLECTING THE LOWER DOLLAR INVENTORY INVESTMENT TO SALES RELATIONSHIP FOR THE LARGER STORES
- WEEKS SUPPLY OF INVENTORY ON HAND DECLINED AS STORE SIZE INCREASED.

PERFORMANCE PROFILES
EGGS IN SELECTED SUPERMARKET DAIRY DEPARTMENTS
BY
DAIRY DEPARTMENT WEEKLY SALES VOLUME
1974 - 1978

TABLE 2.

DAIRY WEEKLY SALES VOLUME

| | \$ 0-\$999 | \$1000-\$2499 | \$2500-\$5999 | \$6000-\$9999 | \$10,000 & OVER |
|---|------------|---------------|---------------|---------------|-----------------|
| DAIRY WEEKLY SALES VOLUME, AVERAGE | 797 | 1837 | 4174 | 7577 | 14,483 |
| NUMBER OF STORES | 29 | 79 | 90 | 82 | 86 |
| <u>EGGS, PERFORMANCE PROFILE</u> | | | | | |
| SALES | 42 | 205 | 561 | 894 | 1,775 |
| PERCENT OF DAIRY SALES | 5.3 | 11.2 | 13.4 | 11.8 | 12.3 |
| GROSS MARGIN DOLLARS | 6 | 39 | 93 | 156 | 228 |
| PERCENT GROSS MARGIN | 15.2 | 18.9 | 16.6 | 17.5 | 12.9 |
| PERCENT GROSS MARGIN CONTRIBUTION ^{1/} | 3.8 | 11.2 | 11.9 | 10.7 | 9.3 |
| PERCENT: DAIRY DISPLAY AREA | 5.2 | 6.5 | 8.4 | 9.6 | 7.5 |
| WEEKLY SALES/SQ. FT. DISPLAY AREA ^{2/} | 11 | 29 | 39 | 39 | 32 |
| INVENTORY INVESTMENT DOLLARS | 42 | 106 | 218 | 336 | 608 |
| PERCENT OF DAIRY INVENTORY | 6.1 | 6.2 | 6.0 | 6.2 | 6.5 |
| INVENTORY TURNOVER; WEEKLY RATE | .8 | 1.6 | 2.1 | 2.2 | 2.5 |
| WEEKS SUPPLY ON HAND | 1.3 | .6 | .5 | .5 | .4 |
| MOVEMENT IN DOZENS/WEEK | 57 | 378 | 1004 | 1417 | 2,856 |
| SIZES OFFERED | 2 | 3 | 4 | 4 | 3 |

^{1/} DOLLAR EGG MARGIN TO TOTAL DAIRY GROSS MARGIN

^{2/} DISPLAY AREA: LENGTH TIMES HEIGHT OF DISPLAY

PERFORMANCE OF EGGS IN SELECTED SUPERMARKET DAIRY DEPARTMENTS

AS DAIRY PERCENT GROSS MARGINS INCREASED (TABLE 3)

DAIRY SALES

- DECREASED REFLECTING POSSIBLE HIGH SERVICE STRATEGIES REQUIRING HIGHER LEVELS OF GROSS MARGIN IN CONTRAST TO SUPERMARKETS EMPHASIZING PRICE (LOW PERCENT GROSS MARGIN) SO AS TO ACHIEVE HIGHER SALES VOLUMES

EGG SALES

- WERE LOWEST, AS A PERCENT OF DAIRY SALES, IN THE OPERATIONS WITH THE HIGHEST MARGINS

EGG MARGIN

- PERCENTAGE INCREASED
- CONTRIBUTION TO TOTAL DAIRY GROSS MARGIN, DECREASED AS THE DIRECT RESULT OF LOWER PERCENT OF DAIRY SALES TO TOTAL SALES IN HIGH MARGIN FIRMS

EGG DISPLAY AREA

- DECLINED, 10.5 TO 7.5 PERCENT OF TOTAL DAIRY DISPLAY AREA

EGG INVENTORY

- DECLINED AS A PERCENTAGE OF TOTAL DAIRY INVENTORY INVESTMENT
- TURNOVER RATES WERE RELATIVELY CONSTANT TENDING TO BE SLIGHTLY

- HIGHER FOR HIGH GROSS OPERATION
- LITTLE DIFFERENCE, THUS EXISTED FOR WEEKS SUPPLY ON HAND

Historic Document

PERFORMANCE PROFILE
 EGGS IN SELECTED SUPERMARKET DAIRY DEPARTMENTS
 BY
 DAIRY DEPARTMENT PERCENT GROSS MARGINS
 1974 - 1978

TABLE 3.

| | DAIRY WEEKLY GROSS MARGIN | | |
|---|---------------------------|-----------|------------|
| | 0 - 19% | 19% - 23% | 23% & OVER |
| DAIRY WEEKLY SALES VOLUME, AVERAGE | 4935 | 4941 | 4204 |
| NUMBER OF STORES | 168 | 130 | 48 |
| <u>EGGS, PERFORMANCE PROFILE</u> | | | |
| SALES | 635 | 594 | 500 |
| PERCENT OF DAIRY SALES | 12.9 | 12.0 | 11.9 |
| GROSS MARGIN DOLLARS | 91 | 108 | 106 |
| PERCENT GROSS MARGIN | 14.4 | 18.1 | 21.2 |
| PERCENT GROSS MARGIN CONTRIBUTION ^{1/} | 11.9 | 10.4 | 10.4 |
| PERCENT: DAIRY DISPLAY AREA | 10.4 | 8.4 | 7.5 |
| WEEKLY SALES/SQ. FT. DISPLAY AREA ^{2/} | 35 | 39 | 40 |
| INVENTORY INVESTMENT DOLLARS | 251 | 239 | 163 |
| PERCENT OF DAIRY INVENTORY | 6.6 | 6.1 | 4.7 |
| INVENTORY TURNOVER; WEEKLY RATE | 2.2 | 2.0 | 2.4 |
| WEEKS SUPPLY ON HAND | .5 | .5 | .4 |
| MOVEMENT IN DOZENS/WEEK | 1167 | 913 | 797 |
| SIZES OFFERED | 4 | 4 | 4 |

^{1/} DOLLAR EGG MARGIN TO TOTAL DAIRY GROSS MARGIN

PERFORMANCE OF EGGS IN SELECTED SUPERMARKET DAIRY DEPARTMENTS

DAIRY DEPARTMENTS WITH (TABLE 4)

LOW INVENTORY RATES HAD

- LOWER SALES VOLUMES
- LOWER PERCENT OF TOTAL SALES
IN EGGS
- SLIGHTLY HIGHER GROSS MARGIN
PERCENTAGE
- LOWER EGG GROSS MARGIN DOLLAR
RETURNS TO TOTAL GROSS DOLLARS
- SMALLER DISPLAY AREAS
- LOWEST SALES/SQUARE FOOT OF
DISPLAY
- LOWEST PERCENTAGE OF INVENTORY

- HIGHER WEEKS SUPPLY ON HAND

HIGH TURNOVER RATES HAD

- LARGEST SALES VOLUMES
- HIGHEST PERCENT SALES
- LOWEST GROSS MARGIN PERCENT
- HIGHEST GROSS MARGIN CONTRIBUTION
- LARGEST DISPLAY AREA
- HIGHEST PERCENT OF INVENTORY
INVESTMENT
- LOWER WEEKS SUPPLY ON HAND

PERFORMANCE PROFILES
EGGS IN SELECTED SUPERMARKET DAIRY DEPARTMENTS
BY
INVENTORY TURNOVER
1974 - 1978

TABLE 4.

| | DAIRY WEEKLY INVENTORY TURNOVER | | |
|---|---------------------------------|-------------|------------|
| | 0 - .99 | 1.00 - 1.19 | 1.2 & OVER |
| DAIRY WEEKLY SALES VOLUME, AVERAGE | 3858 | 4846 | 5920 |
| NUMBER OF STORES | 147 | 67 | 132 |
| <u>EGGS, PERFORMANCE PROFILE</u> | | | |
| SALES | 448 | 560 | 792 |
| PERCENT OF DAIRY SALES | 11.6 | 11.6 | 13.4 |
| GROSS MARGIN DOLLARS | 77 | 96 | 126 |
| PERCENT GROSS MARGIN | 17.2 | 17.1 | 16.0 |
| PERCENT GROSS MARGIN CONTRIBUTION ^{1/} | 10.2 | 10.0 | 12.1 |
| PERCENT: DAIRY DISPLAY AREA | 8.4 | 8.1 | 10.8 |
| WEEKLY SALES/SQ. FT. DISPLAY AREA ^{2/} | 29 | 40 | 43 |
| INVENTORY INVESTMENT DOLLARS | 231 | 235 | 237 |
| PERCENT OF DAIRY INVENTORY | 5.4 | 6.3 | 7.2 |
| INVENTORY TURNOVER; WEEKLY RATE | 1.6 | 2.0 | 2.8 |
| WEEKS SUPPLY ON HAND | .6 | .5 | .4 |
| MOVEMENT IN DOZENS/WEEK | 1689 | 918 | 1402 |
| SIZES OFFERED | 4 | 3 | 4 |

^{1/} DOLLAR EGG MARGIN TO TOTAL DAIRY GROSS MARGIN

^{2/} DISPLAY AREA: LENGTH TIMES HEIGHT OF DISPLAY

PERFORMANCE OF EGGS IN SELECTED SUPERMARKET DAIRY DEPARTMENTS

BY REGIONS OF THE UNITED STATES (TABLE 5)

WEEKLY DAIRY DEPARTMENT SALES VOLUME

- PROFILE REFLECTED SOMEWHAT SMALLER STORES IN THE SOUTHEAST AND WEST

EGG SALES

- LOWEST PERCENT OF EGG SALES TO TOTAL DAIRY SALES IN THE MIDWEST (11.5 PERCENT); 14.0 - 14.8 PERCENT OF TOTAL DAIRY SALES FOR OTHER THREE REGIONS

EGG GROSS MARGINS

- LOWEST PERCENT GROSS MARGIN IN SOUTHEAST (16.0), HIGHEST IN

NORTHEAST (18.2); SIMILAR FOR MIDWEST AND WEST (17.2)

- LOWEST CONTRIBUTION OF EGGS TO TOTAL DAIRY GROSS MARGIN IN SOUTHEAST DUE TO LOWER PERCENT GROSS MARGIN AND IN MIDWEST, DUE TO LOWER PERCENT EGG SALES TO TOTAL SALES

EGG DISPLAY AREA

- LARGEST IN SOUTHEAST (10.8), LOWEST IN NORTHEAST

EGG INVENTORY

- LOWEST PERCENT TO TOTAL DAIRY

INVENTORY IN NORTHEAST, HIGHEST
IN WEST
- HIGHEST TURNOVER RATE FOR EGG
INVENTORY IN NORTHEAST AND SOUTH-
EAST

SIZES OFFERED

- WESTERN DAIRY DEPARTMENTS OFFERED
SIX SIZES OF EGGS TO CUSTOMERS

PERFORMANCE PROFILES
EGGS IN SELECTED SUPERMARKET DAIRY DEPARTMENTS
BY
REGIONS OF THE UNITED STATES
1974 - 1978

TABLE 5.

| | REGIONS | | | |
|---|-----------|-----------|---------|------|
| | NORTHEAST | SOUTHEAST | MIDWEST | WEST |
| DAIRY WEEKLY SALES VOLUME, AVERAGE | 5550 | 3782 | 5491 | 4061 |
| NUMBER OF STORES | 35 | 35 | 101 | 27 |
| <u>EGGS, PERFORMANCE PROFILE</u> | | | | |
| SALES | 819 | 566 | 631 | 570 |
| PERCENT OF DAIRY SALES | 14.8 | 14.9 | 11.5 | 14.0 |
| GROSS MARGIN DOLLARS | 149 | 90 | 109 | 99 |
| PERCENT GROSS MARGIN | 18.2 | 16.0 | 17.2 | 17.3 |
| PERCENT GROSS MARGIN CONTRIBUTION ^{1/} | 12.1 | 12.4 | 10.2 | 15.0 |
| PERCENT: DAIRY DISPLAY AREA | 8.4 | 10.8 | 9.1 | 9.3 |
| WEEKLY SALES/SQ. FT. DISPLAY AREA ^{1/} | 48 | 33 | 37 | 40 |
| INVENTORY INVESTMENT DOLLARS | 269 | 187 | 265 | 243 |
| PERCENT OF DAIRY INVENTORY | 5.0 | 6.8 | 6.1 | 8.8 |
| INVENTORY TURNOVER; WEEKLY RATE | 2.5 | 2.5 | 2.0 | 1.9 |
| WEEKS SUPPLY ON HAND | .4 | .4 | .5 | .5 |
| MOVEMENT IN DOZENS/WEEK | 1075 | 949 | 1024 | 864 |
| SIZES OFFERED | 3 | 4 | 3 | 6 |

^{1/} DOLLAR EGG MARGIN TO TOTAL DAIRY GROSS MARGIN

^{2/} DISPLAY AREA: LENGTH TIMES HEIGHT OF DISPLAY

PERFORMANCE OF EGGS IN SELECTED SUPERMARKET DAIRY DEPARTMENTS

BY FOUR REGIONS OF THE UNITED STATES

- NORTHEAST
- SOUTHEAST
- MIDWEST
- WEST

AND BY DAIRY DEPARTMENT SALES VOLUME

(EXCEPT FOR WESTERN REGION)

- SMALL
- MEDIUM
- LARGE

PERFORMANCE PROFILES
 EGGS IN SELECTED NORTHEASTERN SUPERMARKET DAIRY DEPARTMENTS
 BY
 DAIRY DEPARTMENT WEEKLY SALES VOLUME
 1974 - 1978

TABLE 6.

| DAIRY WEEKLY SALES VOLUME, AVERAGE NUMBER OF STORES <u>EGGS, PERFORMANCE PROFILE</u> | DAIRY WEEKLY SALES VOLUME | | |
|--|---------------------------|-----------------|---------------|
| | \$ 0 - \$2500 | \$2500 - \$6000 | \$6000 & OVER |
| | 1306 | 4976 | 8617 |
| | 11 | 14 | 11 |
| SALES | 102 | 645 | 1387 |
| PERCENT OF DAIRY SALES | 7.8 | 13.0 | 16.1 |
| GROSS MARGIN DOLLARS | 14 | 141 | 241 |
| PERCENT GROSS MARGIN | 13.8 | 21.8 | 17.4 |
| PERCENT GROSS MARGIN CONTRIBUTION ^{1/} | 5.3 | 13.8 | 15.4 |
| PERCENT: DAIRY DISPLAY AREA | 5.6 | 7.8 | 9.3 |
| WEEKLY SALES/SQ. FT. DISPLAY AREA ^{2/} | 30.0 | 32.0 | 58.0 |
| INVENTORY INVESTMENT DOLLARS | 44 | 320 | 379 |
| PERCENT OF DAIRY INVENTORY | 5.2 | 4.9 | 5.0 |
| INVENTORY TURNOVER; WEEKLY RATE | 2.0 | 1.6 | 3.0 |
| WEEKS SUPPLY ON HAND | .5 | .6 | .3 |
| MOVEMENT IN DOZENS/WEEK | 134 | 934 | 1763 |
| SIZES OFFERED | 1 | 4 | 4 |

^{1/} DOLLAR EGG MARGIN TO TOTAL DAIRY GROSS MARGIN

^{2/} DISPLAY AREA: LENGTH TIMES HEIGHT OF DISPLAY

PERFORMANCE PROFILE
 SELECTED NORTHEASTERN SUPERMARKET DAIRY DEPARTMENTS*
 1974 - 1978

TABLE 7.

| | SALES | | MARGIN | | | SPACE | | INVENTORY | | | |
|-------------------|-------------|---------------------|---------------|----------------------|-----------------------------------|----------------------|---|----------------------|----------------------------|---------------------------------|----------------------|
| | GROUP SALES | PERCENT DAIRY SALES | DOLLAR MARGIN | PERCENT GROSS MARGIN | PERCENT GROSS MARGIN CONTRIBUTION | PERCENT DISPLAY AREA | WEEKLY SALES/ SQUARE FOOT OF DISPLAY AREA | INVENTORY INVESTMENT | PERCENT OF DAIRY INVENTORY | INVENTORY TURNOVER RATE, WEEKLY | WEEKS SUPPLY ON HAND |
| MILK | 1727 | 31.3 | 276 | 16.0 | 32.0 | 13.2 | 69 | 376 | 7.0 | 3.9 | .3 |
| CHEESE | 1250 | 22.2 | 284 | 22.7 | 22.6 | 29.3 | 90 | 2590 | 47.4 | .4 | 2.5 |
| MARGARINE/BUTTER | 851 | 15.3 | 117 | 13.7 | 10.0 | 14.6 | 29 | 1299 | 24.4 | .6 | 1.7 |
| EGGS | 819 | 14.8 | 149 | 18.2 | 12.1 | 8.4 | 48 | 269 | 5.0 | 2.5 | .4 |
| CULTURE | 366 | 6.6 | 81 | 22.1 | 7.0 | 10.1 | 23 | 234 | 4.3 | 1.2 | .8 |
| BISCUITS/ROLLS | 92 | 1.7 | 18 | 19.6 | 1.4 | 5.0 | 30 | 179 | 3.3 | .4 | 2.5 |
| CREAM SUBSTITUTES | 100 | 1.8 | 24 | 24.0 | 2.3 | 2.4 | 23 | 67 | 1.2 | 1.1 | .8 |
| MILK BEVERAGES | 51 | 1.0 | 11 | 21.6 | 1.8 | 4.0 | 21 | 19 | .4 | 2.1 | .5 |
| JUICE | 152 | 2.7 | 37 | 24.2 | 6.1 | 4.7 | 16 | 135 | 2.5 | .9 | 1 |
| MISCELLANEOUS | <u>142</u> | <u>2.6</u> | <u>50</u> | <u>35.2</u> | <u>4.7</u> | <u>8.3</u> | 10 | <u>244</u> | <u>4.5</u> | .4 | 2.5 |
| TOTALS | 5550 | 100.0 | 1047 | 18.9 | 100.0 | 100.0 | 27 | 5412 | 100.0 | .8 | 1.2 |

*NUMBER OF STORES 35

PERFORMANCE PROFILE
 SELECTED NORTHEASTERN SUPERMARKET DAIRY DEPARTMENTS*
 SMALL DAIRY DEPARTMENTS (WEEKLY SALES VOLUME)
 1974 - 1978

TABLE 8.

| | SALES | | MARGIN | | | SPACE | INVENTORY | | | | |
|-------------------|-------------|---------------------|---------------|----------------------|-----------------------------------|----------------------|---|----------------------|----------------------------|------------------------------------|----------------------|
| | GROUP SALES | PERCENT DAIRY SALES | DOLLAR MARGIN | PERCENT GROSS MARGIN | PERCENT GROSS MARGIN CONTRIBUTION | PERCENT DISPLAY AREA | WEEKLY SALES/ SQUARE FOOT OF DISPLAY AREA | INVENTORY INVESTMENT | PERCENT OF DAIRY INVENTORY | INVENTORY TURNOVER RATE, WEEKLY | WEEKS SUPPLY ON HAND |
| MILK | 664 | 50.9 | 130 | 19.6 | 48.9 | 18.7 | 66 | 177 | 20.6 | 4.8 | .2 |
| CHEESE | 112 | 8.6 | 23 | 20.5 | 8.8 | 25.0 | 15 | 237 | 27.9 | .4 | 2.5 |
| MARGARINE/BUTTER | 106 | 8.1 | 16 | 15.1 | 5.9 | 10.4 | 18 | 182 | 21.4 | .5 | 2.0 |
| EGGS | 102 | 7.8 | 14 | 13.8 | 5.3 | 5.6 | 30 | 44 | 5.2 | 2.0 | .5 |
| CULTURE | 53 | 4.0 | 11 | 20.8 | 4.1 | 12.1 | 9 | 62 | 7.3 | .7 | .1 |
| BISCUITS/ROLLS | 6 | .5 | 1 | 16.7 | .5 | 2.5 | 2 | 6 | .7 | .8 | 1.4 |
| CREAM SUBSTITUTES | 29 | 2.2 | 6 | 19.4 | 2.1 | 3.0 | 16 | 18 | 2.2 | 1.3 | .7 |
| MILK BEVERAGES | 54 | 4.2 | 12 | 22.2 | 4.5 | 3.2 | 28 | 18 | 2.2 | 2.3 | .4 |
| JUICE | 127 | 9.7 | 39 | 30.4 | 14.5 | 9.4 | 22 | 33 | 3.9 | 2.7 | .4 |
| MISCELLANEOUS | 53 | 4.0 | 15 | 28.3 | 5.4 | 10.1 | 11 | 73 | 8.6 | .5 | 2.0 |
| | 1306 | 100.0 | 267 | 20.4 | 100.0 | 100.0 | 21 | 850 | 100.0 | 1.2 | .8 |

*NUMBER OF STORES

11

PERFORMANCE PROFILE
 SELECTED NORTHEASTERN SUPERMARKET DAIRY DEPARTMENTS
 MEDIUM DAIRY DEPARTMENTS (WEEKLY SALES VOLUME)*

1974 - 1978

TABLE 9.

| | SALES | | MARGIN | | | SPACE | | INVENTORY | | | |
|-------------------|-------------|---------------------|---------------|----------------------|-----------------------------------|----------------------|--|----------------------|----------------------------|---------------------------------|----------------------|
| | GROUP SALES | PERCENT DAIRY SALES | DOLLAR MARGIN | PERCENT GROSS MARGIN | PERCENT GROSS MARGIN CONTRIBUTION | PERCENT DISPLAY AREA | WEEKLY SALES/SQUARE FOOT OF DISPLAY AREA | INVENTORY INVESTMENT | PERCENT OF DAIRY INVENTORY | INVENTORY TURNOVER RATE, WEEKLY | WEEKS SUPPLY ON HAND |
| MILK | 1397 | 28.1 | 276 | 19.8 | 27.0 | 9.1 | 61 | 261 | 4.2 | 4.3 | .2 |
| CHEESE | 1150 | 23.1 | 260 | 22.6 | 25.4 | 33.5 | 16 | 3155 | 46.5 | .3 | 3.3 |
| MARGARINE/BUTTER | 863 | 17.5 | 131 | 15.1 | 12.9 | 15.2 | 24 | 1816 | 27.7 | .4 | 2.5 |
| EGGS | 645 | 13.0 | 141 | 21.8 | 13.8 | 7.8 | 32 | 320 | 4.9 | 1.6 | .6 |
| CULTURE | 404 | 8.1 | 91 | 22.5 | 8.9 | 12.2 | 14 | 280 | 4.4 | 1.1 | .9 |
| BISCUITS/ROLLS | 92 | 1.8 | 20 | 21.6 | 1.9 | 5.9 | 6 | 209 | 3.4 | .3 | 3.3 |
| CREAM SUBSTITUTES | 107 | 2.1 | 33 | 30.8 | 3.2 | 2.5 | 18 | 63 | .9 | 1.2 | .8 |
| MILK BEVERAGES | 30 | .6 | 7 | 24.4 | .7 | 1.2 | 11 | 17 | .5 | 1.3 | .8 |
| JUICE | 161 | 3.2 | 35 | 21.7 | 3.4 | 4.2 | 15 | 125 | 1.9 | 1.0 | 1.0 |
| MISCELLANEOUS | <u>127</u> | <u>2.5</u> | <u>29</u> | 22.6 | <u>2.8</u> | <u>8.4</u> | 6 | <u>356</u> | <u>5.6</u> | .3 | 3.3 |
| TOTALS | 4976 | 100.0 | 1023 | 20.5 | 100.0 | 100.0 | 19 | 6602 | 1.7 | .6 | 1.7 |

* NUMBER OF STORES

14

PERFORMANCE PROFILE
 SELECTED NORTHEASTERN SUPERMARKET DAIRY DEPARTMENTS
 LARGE DAIRY DEPARTMENTS (WEEKLY SALES VOLUME)*
 1974 - 1978

TABLE 10.

| GROUP SALES | SALES | | MARGIN | | SPACE | | INVENTORY | | | | |
|-------------------|---------------------|---------------|----------------------|----------------------------|----------------------|---|----------------------|----------------------------|---------------------------------|----------------------|-----|
| | PERCENT DAIRY SALES | DOLLAR MARGIN | PERCENT GROSS MARGIN | PERCENT GROSS CONTRIBUTION | PERCENT DISPLAY AREA | WEEKLY SALES/ SQUARE FOOT OF DISPLAY AREA | INVENTORY INVESTMENT | PERCENT OF DAIRY INVENTORY | INVENTORY TURNOVER RATE, WEEKLY | WEEKS SUPPLY ON HAND | |
| MILK | 2613 | 30.5 | 370 | 14.1 | 23.7 | 13.7 | 76 | 575 | 7.6 | 3.9 | .3 |
| CHEESE | 2037 | 23.6 | 465 | 22.8 | 29.9 | 29.8 | 28 | 3728 | 49.4 | .4 | 2.5 |
| MARGARINE/BUTTER | 1315 | 15.3 | 173 | 13.1 | 11.0 | 17.4 | 40 | 1680 | 22.2 | .7 | 1.4 |
| EGGS | 1387 | 16.1 | 241 | 17.4 | 15.4 | 9.3 | 58 | 379 | 5.0 | 3.0 | .3 |
| CULTURE | 543 | 6.3 | 120 | 22.1 | 7.7 | 9.4 | 38 | 314 | 4.1 | 1.3 | .8 |
| BISCUITS/ROLLS | 148 | 1.7 | 29 | 19.2 | 1.8 | 6.3 | 10 | 270 | 3.6 | .4 | 2.5 |
| CREAM SUBSTITUTES | 141 | 1.6 | 30 | 21.3 | 1.9 | 1.9 | 29 | 101 | 1.3 | 1.1 | .9 |
| MILK BEVERAGES | 62 | .7 | 14 | 22.8 | .8 | .9 | 23 | 21 | .3 | 2.2 | .5 |
| JUICE | 163 | 1.9 | 37 | 22.7 | 2.4 | 4.3 | 15 | 207 | 2.7 | .6 | 1.7 |
| MISCELLANEOUS | <u>208</u> | <u>2.3</u> | <u>86</u> | 41.0 | <u>5.4</u> | <u>7.0</u> | 11 | <u>281</u> | <u>3.8</u> | .4 | 2.5 |
| TOTALS | 8617 | 100.0 | 1565 | 18.1 | 100.0 | 100.0 | 34 | 7556 | 100.0 | .9 | 1.1 |
| NUMBER OF STORES | 11 | | | | | | | | | | |

PERFORMANCE PROFILES
 EGGS IN SELECTED SOUTHEASTERN SUPERMARKET DAIRY DEPARTMENTS
 BY
 DAIRY DEPARTMENT WEEKLY SALES VOLUME
 1974 - 1978

TABLE 11.

| DAIRY WEEKLY SALES VOLUME, AVERAGE NUMBER OF STORES | DAIRY WEEKLY SALES VOLUME | | |
|--|---------------------------|-----------------|---------------|
| | \$ 0 - \$2500 | \$2500 - \$6000 | \$6000 & OVER |
| | 1518 | 3941 | 8267 |
| | 9 | 13 | 13 |
| <u>EGGS, PERFORMANCE PROFILE</u> | | | |
| SALES | 128 | 638 | 1196 |
| PERCENT OF DAIRY SALES | 8.4 | 16.3 | 14.6 |
| GROSS MARGIN DOLLARS | 26 | 92 | 206 |
| PERCENT GROSS MARGIN | 20.5 | 14.5 | 17.2 |
| PERCENT GROSS MARGIN CONTRIBUTION ^{1/} | 8.3 | 12.3 | 13.1 |
| PERCENT: DAIRY DISPLAY AREA | 5.8 | 12.3 | 9.3 |
| WEEKLY SALES/SQ. FT. DISPLAY AREA ^{2/} | 19.0 | 28.0 | 69.0 |
| INVENTORY INVESTMENT DOLLARS | 67 | 189 | 394 |
| PERCENT OF DAIRY INVENTORY | 4.1 | 6.6 | 8.2 |
| INVENTORY TURNOVER; WEEKLY RATE | 1.5 | 2.9 | 2.5 |
| WEEKS SUPPLY ON HAND | .7 | .3 | .4 |
| MOVEMENT IN DOZENS/WEEK | 223 | 1254 | 1801 |
| SIZES OFFERED | 3 | 5 | 4 |

^{1/} DOLLAR EGG MARGIN TO TOTAL DAIRY GROSS MARGIN

^{2/} DISPLAY AREA: LENGTH TIMES HEIGHT OF DISPLAY

PERFORMANCE PROFILE
 SELECTED SOUTHEASTERN SUPERMARKET DAIRY DEPARTMENTS*
 1974 - 1978

TABLE 12.

| GROUP SALES | SALES | | MARGIN | | | SPACE | | INVENTORY | | | |
|-------------------|---------------------|---------------|----------------------|----------------------------|----------------|----------------------|---|----------------------|----------------------------|---------------------------------|----------------------|
| | PERCENT DAIRY SALES | DOLLAR MARGIN | PERCENT GROSS MARGIN | PERCENT GROSS CONTRIBUTION | PERCENT MARGIN | PERCENT DISPLAY AREA | WEEKLY SALES/ SQUARE FOOT OF DISPLAY AREA | INVENTORY INVESTMENT | PERCENT OF DAIRY INVENTORY | INVENTORY TURNOVER RATE, WEEKLY | WEEKS SUPPLY ON HAND |
| MILK | 1309 | 34.7 | 218 | 16.6 | 29.8 | 14.9 | 55 | 259 | 9.1 | 4.2 | .2 |
| CHEESE | 541 | 14.3 | 129 | 23.8 | 17.7 | 19.9 | 45 | 956 | 34.7 | .4 | 2.5 |
| MARGARINE/BUTTER | 433 | 11.4 | 77 | 17.8 | 10.6 | 17.5 | 16 | 651 | 23.9 | .5 | 2.0 |
| EGGS | 566 | 14.9 | 90 | 16.0 | 12.4 | 10.8 | 33 | 187 | 6.8 | 2.5 | .4 |
| CULTURE | 226 | 6.0 | 52 | 23.0 | 7.2 | 8.9 | 20 | 164 | 5.9 | 1.1 | .9 |
| BISCUITS/ROLLS | 196 | 5.2 | 49 | 25.0 | 6.7 | 13.1 | 10 | 263 | 9.6 | .5 | 2.0 |
| CREAM SUBSTITUTES | 45 | 1.2 | 10 | 22.2 | 1.4 | 1.8 | 16 | 34 | 1.2 | 1.0 | 1.0 |
| MILK BEVERAGES | 150 | 4.0 | 30 | 20.0 | 4.1 | 3.5 | 27 | 35 | 1.3 | 3.4 | .3 |
| JUICE | 50 | 1.3 | 11 | 22.0 | 1.6 | 2.5 | 12 | 38 | 1.4 | 1.0 | 1.0 |
| MISCELLANEOUS | <u>266</u> | <u>7.0</u> | <u>62</u> | 23.3 | <u>8.5</u> | <u>7.1</u> | 64 | <u>170</u> | <u>6.1</u> | 1.2 | .8 |
| TOTALS | 3782 | 100.0 | 728 | 19.2 | 100.0 | 100.0 | 24 | 2757 | 100.0 | 1.1 | 1.0 |

*NUMBER OF STORES

35

PERFORMANCE PROFILE
 SELECTED SOUTHEASTERN SUPERMARKET DAIRY DEPARTMENTS
 SMALL DAIRY DEPARTMENTS (WEEKLY SALES VOLUME)*
 1974 - 1978

TABLE 13.

| GROUP SALES | SALES | | MARGIN | | SPACE | | INVENTORY | | | | |
|-------------------|---------------------|---------------|----------------------|-----------------------------------|----------------------|---|-------------------------------|----------------------------|---------------------------------|----------------------|------------|
| | PERCENT DAIRY SALES | DOLLAR MARGIN | PERCENT GROSS MARGIN | PERCENT GROSS MARGIN CONTRIBUTION | PERCENT DISPLAY AREA | WEEKLY SALES/ SQUARE FOOT OF DISPLAY AREA | INVENTORY OF DAIRY INVESTMENT | PERCENT OF DAIRY INVENTORY | INVENTORY TURNOVER RATE, WEEKLY | WEEKS SUPPLY ON HAND | |
| MILK | 551 | 36.3 | 73 | 13.2 | 23.0 | 11.5 | 45 | 157 | 9.7 | 3.0 | .3 |
| CHEESE | 171 | 11.2 | 42 | 24.4 | 13.3 | 16.8 | 11 | 443 | 27.6 | .3 | 3.3 |
| MARGARINE/BUTTER | 120 | 7.9 | 25 | 20.6 | 7.9 | 11.5 | 9 | 292 | 18.0 | .3 | 3.3 |
| EGGS | 128 | 8.4 | 26 | 20.5 | 8.3 | 5.8 | 19 | 67 | 4.1 | 1.5 | .7 |
| CULTURE | 116 | 7.7 | 30 | 25.8 | 9.5 | 10.8 | 11 | 135 | 8.3 | .6 | 1.7 |
| BISCUITS/ROLLS | 85 | 5.6 | 25 | 29.5 | 8.0 | 12.4 | 7 | 145 | 9.1 | .4 | 2.5 |
| CREAM SUBSTITUTES | 13 | .8 | 3 | 25.4 | 1.0 | 1.3 | 8 | 16 | 1.0 | .6 | 1.7 |
| MILK BEVERAGES | 67 | 4.4 | 13 | 19.2 | 4.1 | 3.3 | 18 | 25 | 1.5 | 2.2 | .5 |
| JUICE | 36 | 2.4 | 9 | 24.3 | 2.8 | 5.4 | 6 | 43 | 2.7 | .6 | 1.7 |
| BEER AND WINE | 199 | 13.2 | 61 | 30.6 | 19.4 | 14.0 | 14 | 236 | 14.5 | .6 | 1.7 |
| MISCELLANEOUS | <u>32</u> | <u>2.1</u> | <u>9</u> | <u>28.1</u> | <u>2.7</u> | <u>7.2</u> | <u>6</u> | <u>62</u> | <u>3.8</u> | <u>.4</u> | <u>2.5</u> |
| TOTALS | 1518 | 100.0 | 316 | 20.8 | 100.0 | 100.0 | 14 | 1621 | 100.0 | .7 | 1.4 |

*NUMBER OF STORES

9

PERFORMANCE PROFILE
 SELECTED SOUTHEASTERN SUPERMARKET DAIRY DEPARTMENTS
 MEDIUM DAIRY DEPARTMENTS (WEEKLY SALES VOLUME) *
 1974 - 1978

TABLE 14.

| | SALES | | | MARGIN | | SPACE | | INVENTORY | | | |
|--------------------|-------------|---------------------|---------------|----------------------|-----------------------------------|----------------------|---|-------------------------------|----------------------------|---------------------------------|----------------------|
| | GROUP SALES | PERCENT DAIRY SALES | DOLLAR MARGIN | PERCENT GROSS MARGIN | PERCENT GROSS MARGIN CONTRIBUTION | PERCENT DISPLAY AREA | WEEKLY SALES/ SQUARE FOOT OF DISPLAY AREA | INVENTORY OF DAIRY INVESTMENT | PERCENT OF DAIRY INVENTORY | INVENTORY TURNOVER RATE, WEEKLY | WEEKS SUPPLY ON HAND |
| MILK | 1484 | 37.7 | 269 | 18.1 | 35.8 | 15.9 | 50 | 245 | 7.9 | 5.0 | .2 |
| CHEESE | 619 | 15.5 | 149 | 24.1 | 19.7 | 20.3 | 21 | 1080 | 36.9 | .4 | 2.5 |
| MARGARINE/BUTTER | 481 | 12.3 | 87 | 18.1 | 11.6 | 19.8 | 14 | 804 | 27.9 | .5 | 2.0 |
| EGGS | 638 | 16.3 | 92 | 14.5 | 12.3 | 12.3 | 28 | 189 | 6.6 | 2.9 | .3 |
| CULTURE | 244 | 6.3 | 56 | 22.9 | 7.5 | 8.6 | 19 | 155 | 5.4 | 1.2 | .8 |
| BISCUITS/ROLLS | 167 | 4.2 | 31 | 18.7 | 4.1 | 12.6 | 7 | 275 | 9.5 | .5 | 2.0 |
| CREAM SUBSTITUTES | 52 | 1.3 | 11 | 20.8 | 1.5 | 1.8 | 15 | 36 | 1.2 | 1.1 | .9 |
| MILK BEVERAGES | 170 | 4.3 | 35 | 20.8 | 4.7 | 3.5 | 26 | 32 | 1.1 | 4.3 | .2 |
| JUICES | 53 | 1.3 | 12 | 23.1 | 1.6 | 2.3 | 12 | 37 | 1.3 | 1.1 | .9 |
| MISCELLANEOUS | 33 | .8 | 9 | 28.6 | 1.2 | 2.9 | 6 | 63 | 2.2 | .4 | 2.5 |
| TOTALS | 3941 | 100.0 | 751 | 19.1 | 100.0 | 100.0 | 21 | 2916 | 100.0 | 1.1 | .9 |
| * NUMBER OF STORES | 13 | | | | | | | | | | |

PERFORMANCE PROFILE
 SELECTED SOUTHEASTERN SUPERMARKET DAIRY DEPARTMENTS
 LARGE DAIRY DEPARTMENTS (WEEKLY SALES VOLUME)*
 1974 - 1978

TABLE 15.

| GROUP SALES | SALES | | MARGIN | | SPACE | | INVENTORY | | | | |
|-------------------|---------------------|---------------|----------------------|-----------------------------------|----------------------|--|----------------------|----------------------------|---------------------------------|----------------------|-----|
| | PERCENT DAIRY SALES | DOLLAR MARGIN | PERCENT GROSS MARGIN | PERCENT GROSS MARGIN CONTRIBUTION | PERCENT DISPLAY AREA | WEEKLY SALES/SQUARE FOOT OF DISPLAY AREA | INVENTORY INVESTMENT | PERCENT OF DAIRY INVENTORY | INVENTORY TURNOVER RATE, WEEKLY | WEEKS SUPPLY ON HAND | |
| MILK | 2254 | 27.4 | 328 | 14.5 | 20.9 | 12.8 | 103 | 499 | 10.5 | 3.9 | .3 |
| CHEESE | 1070 | 12.9 | 245 | 22.9 | 15.7 | 25.7 | 32 | 1747 | 36.6 | .5 | 2.0 |
| MARGARINE/BUTTER | 938 | 11.3 | 152 | 16.3 | 9.7 | 16.2 | 35 | 816 | 17.1 | 1.0 | 1.0 |
| EGGS | 1196 | 14.6 | 206 | 17.2 | 13.1 | 9.3 | 69 | 394 | 8.2 | 2.5 | .4 |
| CULTURE | 425 | 5.1 | 95 | 22.3 | 6.1 | 8.0 | 19 | 271 | 5.7 | 1.2 | .8 |
| BISCUITS/ROLLS | 517 | 6.2 | 173 | 33.4 | 11.0 | 11.1 | 29 | 386 | 8.1 | .9 | 1.1 |
| CREAM SUBSTITUTES | 92 | 1.1 | 20 | 21.8 | 1.3 | 2.2 | 22 | 65 | 1.4 | 1.1 | .9 |
| MILK BEVERAGES | 235 | 2.8 | 37 | 15.7 | 2.4 | 3.5 | 36 | 69 | 1.4 | 2.9 | .3 |
| JUICE | 76 | .9 | 13 | 17.4 | .8 | 2.1 | 19 | 34 | .7 | 1.8 | .6 |
| BEER AND POP | 1287 | 15.6 | 253 | 19.7 | 16.2 | 2.1 | 334 | 277 | 5.8 | 3.7 | .3 |
| MISCELLANEOUS | <u>177</u> | <u>2.1</u> | <u>44</u> | 24.7 | <u>2.8</u> | <u>7.0</u> | 14 | <u>215</u> | <u>4.5</u> | .6 | 1.7 |
| TOTALS | 8267 | 100.0 | 1566 | 18.9 | 100.0 | 100.0 | 45 | 4773 | 100.0 | 1.4 | .7 |

*NUMBER OF STORES

13

PERFORMANCE PROFILES
 EGGS IN SELECTED MIDWESTERN SUPERMARKET DAIRY DEPARTMENTS
 BY
 DAIRY DEPARTMENT WEEKLY SALES VOLUME
 1974 - 1978

TABLE 16.

| DAIRY WEEKLY SALES VOLUME, AVERAGE NUMBER OF STORES | DAIRY WEEKLY SALES VOLUME | | |
|--|---------------------------|-----------------|---------------|
| | \$ 0 - \$2500 | \$2500 - \$6000 | \$6000 & OVER |
| | 1833 | 4419 | 8673 |
| | 26 | 50 | 45 |
| <u>EGGS, PERFORMANCE PROFILE</u> | | | |
| SALES | 152 | 526 | 1027 |
| PERCENT OF DAIRY SALES | 8.3 | 11.9 | 11.8 |
| GROSS MARGIN DOLLARS | 32 | 94 | 171 |
| PERCENT GROSS MARGIN | 21.0 | 17.9 | 16.6 |
| PERCENT GROSS MARGIN CONTRIBUTION ^{1/} | 8.4 | 10.9 | 10.3 |
| PERCENT: DAIRY DISPLAY AREA | 5.4 | 8.1 | 10.6 |
| WEEKLY SALES/SQ. FT. DISPLAY AREA ^{2/} | 29.0 | 36.0 | 39.00 |
| INVENTORY INVESTMENT DOLLARS | 91 | 253 | 378 |
| PERCENT OF DAIRY INVENTORY | 5.2 | 6.3 | 6.3 |
| INVENTORY TURNOVER; WEEKLY RATE | 1.3 | 1.7 | 2.3 |
| WEEKS SUPPLY ON HAND | .8 | .6 | .4 |
| MOVEMENT IN DOZENS/WEEK | 267 | 859 | 1645 |
| SIZES OFFERED | 2 | 3 | 4 |

^{1/} DOLLAR EGG MARGIN TO TOTAL DAIRY GROSS MARGIN

^{2/} DISPLAY AREA: LENGTH TIMES HEIGHT OF DISPLAY

PERFORMANCE PROFILE
 SELECTED MIDWESTERN SUPERMARKET DAIRY DEPARTMENTS *
 1974 - 1978

TABLE 17.

| | SALES | | MARGIN | | | SPACE | | INVENTORY | | | |
|-------------------|-------------|---------------------|---------------|----------------------|-----------------------------------|----------------------|---|----------------------|----------------------------|---------------------------------|----------------------|
| | GROUP SALES | PERCENT DAIRY SALES | DOLLAR MARGIN | PERCENT GROSS MARGIN | PERCENT GROSS MARGIN CONTRIBUTION | PERCENT DISPLAY AREA | WEEKLY SALES/ SQUARE FOOT OF DISPLAY AREA | INVENTORY INVESTMENT | PERCENT OF DAIRY INVENTORY | INVENTORY TURNOVER RATE, WEEKLY | WEEKS SUPPLY ON HAND |
| MILK | 2137 | 38.9 | 379 | 17.7 | 35.6 | 21.6 | 70 | 463 | 10.6 | 3.8 | .3 |
| CHEESE | 1070 | 19.6 | 253 | 23.6 | 23.8 | 26.3 | 25 | 1873 | 43.4 | .4 | 2.5 |
| MARGARINE/BUTTER | 807 | 14.7 | 125 | 15.5 | 11.8 | 14.1 | 37 | 1041 | 24.1 | .7 | 1.4 |
| EGGS | 631 | 11.5 | 109 | 17.2 | 10.2 | 9.1 | 37 | 265 | 6.1 | 2.0 | .5 |
| CULTURE | 419 | 7.6 | 97 | 23.2 | 9.1 | 9.2 | 37 | 205 | 4.7 | 1.6 | .6 |
| BISCUITS/ROLLS | 122 | 2.2 | 27 | 22.1 | 2.5 | 7.9 | 8 | 209 | 4.8 | .5 | 2.0 |
| CREAM SUBSTITUTES | 94 | 1.7 | 25 | 26.7 | 2.4 | 1.9 | 26 | 43 | 1.0 | 1.6 | .6 |
| MILK BEVERAGES | 79 | 1.4 | 17 | 21.4 | 1.6 | 1.9 | 22 | 26 | .6 | 2.4 | .4 |
| JUICE | 56 | 1.0 | 14 | 24.7 | 1.3 | 3.0 | 10 | 53 | 1.2 | .8 | 1.2 |
| MISCELLANEOUS | <u>76</u> | <u>1.3</u> | <u>18</u> | 23.7 | <u>1.7</u> | <u>5.0</u> | 8 | <u>151</u> | <u>3.4</u> | .4 | 2.5 |
| TOTALS | 5491 | 100.0 | 1064 | 19.4 | 100.0 | 100.0 | 29 | 4329 | 100.0 | 1.0 | 1.0 |

*NUMBER OF STORES

121

PERFORMANCE PROFILE
 SELECTED MIDWESTERN SUPERMARKET DAIRY DEPARTMENTS
 SMALL DAIRY DEPARTMENTS (WEEKLY SALES VOLUME)*
 1974 - 1978

TABLE 18.

| | SALES | | | MARGIN | | SPACE | INVENTORY | | | | |
|-------------------|-------------|---------------------|---------------|----------------------|----------------------------|----------------------|---|----------------------|----------------------------|------------------------------------|----------------------|
| | GROUP SALES | PERCENT DAIRY SALES | DOLLAR MARGIN | PERCENT GROSS MARGIN | PERCENT GROSS CONTRIBUTION | PERCENT DISPLAY AREA | WEEKLY SALES/ SQUARE FOOT OF DISPLAY AREA | INVENTORY INVESTMENT | PERCENT OF DAIRY INVENTORY | INVENTORY TURNOVER RATE, WEEKLY | WEEKS SUPPLY ON HAND |
| MILK | 760 | 41.7 | 144 | 18.9 | 38.6 | 18.7 | 44 | 2.6 | 12.3 | 2.8 | .4 |
| CHEESE | 337 | 18.0 | 80 | 23.8 | 20.4 | 26.9 | 16 | 636 | 36.5 | .4 | 2.5 |
| MARGARINE/BUTTER | 263 | 14.4 | 46 | 17.6 | 12.7 | 16.0 | 21 | 466 | 26.6 | .5 | 2.0 |
| EGGS | 152 | 8.3 | 32 | 21.0 | 8.4 | 5.4 | 29 | 91 | 5.2 | 1.3 | .8 |
| CULTURE | 127 | 6.9 | 28 | 22.2 | 7.3 | 8.9 | 20 | 79 | 4.3 | 1.2 | .8 |
| BISCUITS/ROLLS | 52 | 2.8 | 13 | 25.8 | 3.5 | 8.6 | 8 | 103 | 5.9 | .4 | 2.5 |
| CREAM SUBSTITUTES | 33 | 1.8 | 9 | 28.7 | 2.5 | 2.4 | 14 | 22 | 1.3 | 1.0 | 1.0 |
| MILK BEVERAGES | 29 | 1.6 | 7 | 23.4 | 1.8 | 2.3 | 13 | 12 | .7 | 1.8 | .6 |
| JUICE | 20 | 1.1 | 5 | 21.6 | 1.2 | 4.0 | 5 | 30 | 1.7 | .5 | 2.0 |
| MISCELLANEOUS | <u>60</u> | <u>3.4</u> | <u>14</u> | 23. | <u>3.6</u> | <u>6.8</u> | 15 | <u>97</u> | <u>5.5</u> | .5 | 2.0 |
| TOTALS | 1833 | 100.0 | 378 | 20.6 | 100.0 | 100.0 | 19 | 1752 | 99 | .8 | 1.3 |

*NUMBER OF STORES

26

PERFORMANCE PROFILE
 SELECTED MIDWESTERN SUPERMARKET DAIRY DEPARTMENTS
 MEDIUM DAIRY DEPARTMENTS (WEEKLY SALES VOLUME)*
 1974 - 1978

TABLE 19.

| | SALES | | MARGIN | | | SPACE | | INVENTORY | | | |
|-------------------|-------------|---------------------|---------------|----------------------|-----------------------------------|----------------------|--|----------------------|----------------------------|---------------------------------|----------------------|
| | GROUP SALES | PERCENT DAIRY SALES | DOLLAR MARGIN | PERCENT GROSS MARGIN | PERCENT GROSS MARGIN CONTRIBUTION | PERCENT DISPLAY AREA | WEEKLY SALES/SQUARE FOOT OF DISPLAY AREA | INVENTORY INVESTMENT | PERCENT OF DAIRY INVENTORY | INVENTORY TURNOVER RATE, WEEKLY | WEEKS SUPPLY ON HAND |
| MILK | 1744 | 39.6 | 322 | 18.4 | 37.5 | 21.8 | 46 | 453 | 11.2 | 3.1 | .3 |
| CHEESE | 810 | 18.4 | 183 | 22.6 | 21.2 | 27.4 | 20 | 1712 | 42.6 | .4 | 2.5 |
| MARGARINE/BUTTER | 664 | 15.0 | 106 | 16.0 | 12.4 | 13.5 | 32 | 981 | 24.6 | .6 | 1.7 |
| EGGS | 526 | 11.9 | 94 | 17.9 | 10.9 | 8.1 | 36 | 253 | 6.3 | 1.7 | .6 |
| CULTURE | 334 | 7.5 | 75 | 22.3 | 8.6 | 9.4 | 26 | 177 | 4.4 | 1.5 | .7 |
| BISCUITS/ROLLS | 93 | 2.1 | 22 | 23.2 | 2.5 | 8.1 | 6 | 191 | 4.7 | .4 | 2.5 |
| CREAM SUBSTITUTES | 86 | 1.9 | 22 | 25.8 | 2.6 | 2.1 | 23 | 41 | 1.0 | 1.5 | .7 |
| MILK BEVERAGES | 68 | 1.5 | 14 | 21.1 | 1.6 | 2.0 | 19 | 22 | .5 | 2.5 | .4 |
| JUICE | 36 | .8 | 9 | 25.6 | 1.1 | 2.5 | 8 | 40 | 1.0 | .7 | 1.4 |
| MISCELLANEOUS | <u>56</u> | <u>1.3</u> | <u>14</u> | 25.0 | <u>1.6</u> | <u>5.0</u> | 7 | <u>155</u> | <u>3.7</u> | .3 | 3.3 |
| TOTALS | 4417 | 100.0 | 861 | 19.5 | 100.0 | 100.0 | 25 | 4023 | 100.0 | .9 | 1.1 |

* NUMBER OF STORES

50

PERFORMANCE PROFILE
 SELECTED MIDWESTERN SUPERMARKET DAIRY DEPARTMENTS
 LARGE DAIRY DEPARTMENTS (WEEKLY SALES VOLUME)*

1974 - 1978

TABLE 20.

| | SALES | | | MARGIN | | SPACE | | INVENTORY | | | |
|-------------------|-------------|---------------------|---------------|----------------------|-----------------------------------|----------------------|--|----------------------|----------------------------|---------------------------------|----------------------|
| | GROUP SALES | PERCENT DAIRY SALES | DOLLAR MARGIN | PERCENT GROSS MARGIN | PERCENT GROSS MARGIN CONTRIBUTION | PERCENT DISPLAY AREA | WEEKLY SALES/SQUARE FOOT OF DISPLAY AREA | INVENTORY INVESTMENT | PERCENT OF DAIRY INVENTORY | INVENTORY TURNOVER RATE, WEEKLY | WEEKS SUPPLY ON HAND |
| MILK | 3327 | 38.5 | 573 | 12.2 | 35.0 | 21.0 | 65 | 598 | 9.9 | 4.6 | .2 |
| CHEESE | 1724 | 19.9 | 416 | 24.1 | 25.0 | 25.2 | 33 | 2673 | 44.9 | .5 | 2.0 |
| MARGARINE/BUTTER | 1278 | 14.7 | 189 | 14.8 | 11.3 | 14.0 | 46 | 1404 | 23.6 | .8 | 1.3 |
| EGGS | 1027 | 11.8 | 171 | 16.6 | 10.3 | 10.6 | 39 | 378 | 6.3 | 2.3 | .4 |
| CULTURE | 671 | 7.7 | 158 | 23.6 | 9.4 | 9.1 | 34 | 300 | 5.0 | 1.7 | .6 |
| BISCUITS/ROLLS | 191 | 2.2 | 41 | 21.4 | 2.4 | 7.7 | 10 | 286 | 4.7 | .5 | 2.0 |
| CREAM SUBSTITUTES | 142 | 1.6 | 38 | 26.7 | 2.3 | 1.9 | 31 | 52 | 1.0 | 1.8 | .6 |
| MILK BEVERAGES | 119 | 1.4 | 25 | 21.3 | 1.5 | 1.7 | 28 | 38 | .6 | 2.5 | .4 |
| JUICE | 94 | 1.1 | 23 | 24.3 | 1.4 | 3.1 | 12 | 77 | 1.3 | .9 | 1.1 |
| MISCELLANEOUS | <u>100</u> | <u>1.1</u> | <u>25</u> | 25.0 | <u>1.4</u> | <u>5.7</u> | 9 | <u>172</u> | <u>2.7</u> | .4 | 2.5 |
| TOTALS | 8673 | 100.0 | 1659 | 19.1 | 100.0 | 100.0 | 35 | 5978 | 100.0 | 1.2 | .8 |

*NUMBER OF STORES

45

PERFORMANCE PROFILES

EGGS IN SELECTED WESTERN SUPERMARKET DAIRY DEPARTMENTS

1974 - 1978

TABLE 21.

WEEKLY SALES VOLUME, AVERAGE 4061
 NUMBER OF STORES 27

EGGS, PERFORMANCE PROFILE

SALES 570
 PERCENT OF DAIRY SALES 14.0

GROSS MARGIN DOLLARS 99
 PERCENT GROSS MARGIN 17.3
 PERCENT GROSS MARGIN CONTRIBUTION^{1/} 15.0

PERCENT: DAIRY DISPLAY AREA 9.3
 WEEKLY SALES/SQ. FT. DISPLAY AREA^{2/} 40

INVENTORY INVESTMENT DOLLARS 243
 PERCENT OF DAIRY INVENTORY 8.8
 INVENTORY TURNOVER, WEEKLY RATE 1.9
 WEEKS SUPPLY ON HAND .5

MOVEMENT IN DOZENS/WEEK 873
 SIZES OFFERED 4

1/ DOLLAR MARGIN TO TOTAL DAIRY GROSS MARGIN

2/ DISPLAY AREA: LENGTH TIMES HEIGHT OF DISPLAY

PERFORMANCE PROFILE
 SELECTED WESTERN SUPERMARKET DAIRY DEPARTMENTS*
 1974 - 1978

TABLE 22.

| GROUP SALES | SALES | | MARGIN | | SPACE | | INVENTORY | | | | |
|-------------------|---------------------|---------------|----------------------|-----------------------------------|----------------------|---|----------------------|----------------------------|---------------------------------|----------------------|------------|
| | PERCENT DAIRY SALES | DOLLAR MARGIN | PERCENT GROSS MARGIN | PERCENT GROSS MARGIN CONTRIBUTION | PERCENT DISPLAY AREA | WEEKLY SALES/ SQUARE FOOT OF DISPLAY AREA | INVENTORY INVESTMENT | PERCENT OF DAIRY INVENTORY | INVENTORY TURNOVER RATE, WEEKLY | WEEKS SUPPLY ON HAND | |
| MILK | 1559 | 38.4 | 238 | 15.3 | 36.0 | 18.5 | 58 | 257 | 9.3 | 5.1 | .2 |
| CHEESE | 586 | 14.4 | 89 | 15.2 | 13.4 | 20.0 | 23 | 921 | 33.4 | .5 | 2.0 |
| MARGARINE/BUTTER | 495 | 12.1 | 56 | 11.3 | 8.8 | 18.5 | 52 | 742 | 27.0 | .6 | 1.7 |
| EGGS | 570 | 14.0 | 99 | 17.3 | 15.0 | 9.3 | 40 | 243 | 8.8 | 1.9 | .5 |
| CULTURE | 382 | 9.4 | 76 | 20.0 | 11.5 | 10.0 | 28 | 221 | 8.0 | 1.4 | .7 |
| BISCUITS/ROLLS | 73 | 1.8 | 14 | 18.9 | 2.0 | 7.3 | 7 | 117 | 4.2 | .5 | 2.0 |
| CREAM SUBSTITUTES | 104 | 2.6 | 18 | 12.1 | 2.6 | 2.9 | 24 | 36 | 1.3 | 2.4 | .4 |
| MILK BEVERAGES | 75 | 1.9 | 15 | 19.5 | 2.2 | 2.5 | 20 | 15 | .5 | 4.0 | .3 |
| JUICE | 39 | 1.0 | 10 | 26.5 | 1.5 | 2.4 | 10 | 19 | .7 | 1.5 | .7 |
| MISCELLANEOUS | <u>178</u> | <u>4.4</u> | <u>47</u> | <u>26.4</u> | <u>7.0</u> | <u>8.6</u> | <u>15</u> | <u>187</u> | <u>6.8</u> | <u>.7</u> | <u>1.4</u> |
| TOTALS | 4061 | 100.0 | 662 | 16.3 | 100.0 | 100.0 | 26 | 2758 | 100.0 | 1.2 | .8 |

*NUMBER OF STORES

27