

IPRO 336 Final Report

Fall 2008

Building Consumer Awareness and  
Preference for Safe Foods:  
Creating and Testing a Marketing Strategy  
for Pasteurized Eggs

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## 1.0 ABSTRACT

The IPRO 336 team is working with National Pasteurized Eggs, Inc. to create and test a new marketing strategy for the Davidson's brand pasteurized eggs. Pasteurized eggs are a reasonably new product in the egg industry and, as of yet, have not gained a large percentage of retail market sales. Pasteurized eggs are comparable in many aspects to their competitors but offer the added advantage of being virtually bacteria and salmonella free. Due to this fact, Davidson's eggs have grown exponentially in the food service market, especially for hospitals and other locations catering to at-risk groups. The company is now seeking to expand in the retail market and is looking to revise their current marketing strategy to meet this goal, with the help of the IPRO team.

The goal of IPRO 336 is to aid National Pasteurized Eggs, Inc. in the increase of retail sales of Davidson's Safest Choice pasteurized shell eggs by researching and providing feedback for several areas of the company's current marketing strategy. One major area of research is the consumer awareness and psychology towards this product and what factors make a consumer want to buy it. This information, combined with in-store interviews and a detailed analysis of competitor brands, provides a basis for the design of a new package and label, in-store displays, and other promotional items. Other areas of improvement in the current marketing strategy include suggestions for the making the consumer section of safeeggs.com, the company's website, more user-friendly.

In order to assess all aspects of the IPRO objectives, IPRO 336 was divided into six subgroups, with one team leader presiding over all of the subgroups. The sub-groups created in order to focus on the different aspects of the marketing plan, including Consumer Education/Psychology, Competitor Analysis, Display, Packaging/Labeling, Promotions, and Website Improvements.

IPRO 336 began the semester by collecting secondary research on the egg industry as well as learning how to execute a proper focus group. IPRO 336 conducted three focus groups to gather preliminary information on the target consumer, their thoughts on the product, and the possible marketing techniques that would appeal to them. The focus groups also

provided information for the potential wording and design of the package and label, of which several prototype designs were based off of. From this initial qualitative information, a survey was written to gain more quantitative information. The major points learned in the focus groups were identified and questions were carefully phrased to gain further insight into these initial findings on a large scale. This survey will be distributed nationwide and then analyzed by future IPRO groups. A second survey was also conducted to gain insight into consumer opinion of the product's website. This data was collected and preliminary analysis was done using the SPSS survey analysis program. One subgroup also conducted personalized interviews and product education in-store to see how retail sales would be affected at these specific locations. All of the information gathered will be handed off to the company as well as the continuing IPRO group.

The major obstacle was learning the proper techniques needed to obtain the data through focus groups and surveys. The group was inexperienced in the areas of market research, which led to an underestimation of the time needed for each task. The group also had difficulty finding useful secondary research to supplement the primary research. To stay within the budget, the surveys on website improvement were put on a free survey site; however, it was a challenge finding such a site that was also easy to use and suitable for the question formats desired. For the second survey, determining the best way to distribute it to a broad audience was also difficult. Eventually, the group decided to use the e-Rewards survey site so that data could be collected nationwide.

IPRO 336 gained a strong understanding of the target audience of pasteurized eggs and preliminary ideas were formed for improvement in different areas of the current Davidson's marketing plan. Significant progress was made in the area of primary market research through focus groups and surveys. Future IPRO groups will need to analyze the results of the surveys, and use the observations to finalize a marketing strategy for Davidson's Safest Choice eggs. The marketing strategy will consist of preliminary designs, marketing suggestions, prototypes, and other techniques to be tested and revised based on consumer feedback. Next semester will need to focus on this design side of the project to finalize a marketing plan for National Pasteurized Eggs.

## 2.0 BACKGROUND

The IPRO 336 Team is dedicated to aid in bringing consumer awareness to an important but largely ignored fact about food safety regarding eggs. Under the guidance of Prof. Jim Braband and Prof. Suzanne Mueller, the team will investigate the egg-purchasing decision dynamics and determine the characteristics of the ideal customer for the Davidson's Pasteurized Egg product.

Food safety has long been a great concern among US consumers; the Salmonella Outbreak in June this year pushed the topic into the spotlight even more. The CDC has statistics showing 40,000 salmonella illnesses reported every year though maybe 30 times this number go unreported or are misdiagnosed. Evidence supports that unawareness and ignorance on the topic are prevalent among consumers.

Pasteurized shell eggs are a natural food safety solution to the risks posed by eggs that may contain salmonella. It is a safe and patented option and has sold very well to food service companies. Consumer sales, however, are almost non-existent despite a presence in major grocery chains such as Jewel or Dominick's in areas throughout the country.

National Pasteurized Eggs Inc. produces Davidson's Safest Choice® Pasteurized Shell Eggs and distributes them across the nation. With a look, cook, and taste just like its competitors, a pasteurized egg is free from Salmonella bacteria and viruses like Avian influenza. It will keep the kitchen safe from cross-contamination and allow consumers to prepare and enjoy eggs over easy or sunny-side up and raw in sauces or salads. The company enjoys a good market share in the food service industry, especially for at-risk groups such as hospitals or nursing homes; however, among consumers, awareness is low. According to a January 2008 Consumer study, over 57% of consumers surveyed eat raw or dangerously undercooked eggs.

Our team wishes to uncover what it will take to deliver enhanced awareness, understanding, and then support for a product that is today's "undiscovered" safe choice for US consumers. By analyzing the results from the in-depth study of consumer psychology, we will implement an overall strategy to achieve the goal. This strategy will include covering areas such as packaging and labeling of the product, its display in stores,

proper promotion techniques, as well as reconstructing the company's website. Our team wants to ensure that we target the right audiences, select the correct channels, and spread the right message in the best way possible. We will also be looking into possible supports available from third parties such as the FDA and CDC. Putting all the findings and efforts together, we will propose a marketing plan to the company's management and work further on a process of execution.

### **3.0 OBJECTIVES**

- To do a detailed analysis of how the Davidson's brand compares to its competitors in the egg industry and to propose more effective means to sell the product
- To understand consumer awareness of the egg pasteurization process and the availability of pasteurized egg.
- To understand consumer psychology towards general grocery shopping and particularly egg purchasing
- To investigate and research methods of improving the general navigation of Davidson's website [safeeggs.com](http://safeeggs.com), with particular focus on the consumer section.
- To investigate and employ effective marketing techniques which include, but are not limited to, incentives, coupons, and testimonials/endorsements
- To understand the effects of the color, images, words, shape, size, material, and display of packaging in purchasing eggs.
- To create an effective package and label representative of Davidson's Safest Choice Eggs based on the marketing research
- To conduct the research to the National Pasteurized Eggs, Inc. in order to assist in the understanding of retail sales in the egg industry
- To provide recommendations to the NPE inc. so they can successfully generate greater awareness and position Davidson's safest choice eggs in the retail segment of the egg market.

## 4.0 METHODOLOGY

An updated version of the Work Breakdown Structure is shown on the following page in Figure 1. Significant changes were made mid-semester by the IPRO team immediately following our decision that focus groups and surveys were imperative to obtain the necessary information from consumers. Several obstacles were uncovered at this point, which not only delayed our original timeline, but also required a regrouping and a redefinition of our goals for the semester by our team.

The greatest obstacle was the fact that members of the team were unfamiliar with the proper methods for conducting focus groups and designing surveys. We wanted to ensure all focus group and survey results were significant and had a high degree of validity. In addition, we wanted to ensure that any quantitative data generated from survey results was statistically significant. This required intensive research on proper focus group and survey design methodology.

At this point, we also realized that we would need to redefine our goals for the semester. Instead of generating and implementing a marketing strategy, we deemed it necessary to concentrate on obtaining this data and generating preliminary findings and suggestions for our sponsor.

Other major obstacles that presented themselves were regarding the analysis of surveys. We were not familiar with methods available to analyze statistical data from marketing surveys. We then needed to spend time learning how to use the SPSS statistical analysis software package. A portion of our survey that is currently in the distribution phase is attached in the pages following the WBS.



1.

Thank you for your interest in this survey. I would first like to ask you some quick questions about your egg purchasing habits.

1. On average, how many dozen eggs do you purchase each month? (Choose one)

Less than one dozen

One dozen

Two dozen

More than two dozen

2. Concerning grocery store shopping for your household, are you the primary buyer?

Yes

No

3. In some households, the primary buyer is different from the person who makes the decisions on what items to buy. Do you make decisions about what food items (brand or type of food) to purchase or does someone else in your household? (Choose one)

I make the decisions on the food purchased

Someone else makes the decisions on food purchased

The task is split evenly between me and someone else



5. When you purchase eggs, do you open the egg carton to see if any of the eggs are cracked?(Choose one)

- Never
- Seldom
- About half the time
- Usually
- Always

6. Thinking back over the last 6 months, how often have you purchased the following types of eggs?

	Almost always	Very often	About half of the time	Seldom	Never	Don't Know/Not Sure
Organic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cage-free	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Free range	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Omega-III	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pasteurized	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hormone free	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vegetarian	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. Below is a list of several characteristics of eggs or features related to eggs. When purchasing eggs, how important is each of the following:

	Not important	Of little importance	Moderately important	Important	Very important
Number of eggs in carton	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Size of egg	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Omega-III	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attractiveness of carton	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vegetarian	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cage-free	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Organic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hormone free	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pasteurized	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Free range	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Carton material (i.e., Styrofoam, paper product)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

1. Compared to the price of store-brand eggs, the most I would pay for pasteurized eggs is \_\_\_\_\_ (Choose one)

I would not pay more for this type of egg

50 cents more

\$1.00 more

\$1.50 more

\$2.00+ more

2. Here are some words or statements that can be made about pasteurized eggs. How effective do you believe each of these would be in persuading you to buy Davidson's Safest Choice eggs?

	Not at all effective	Not effective	Neither effective nor ineffective	Effective	Very effective
Pasteurized	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Not Cooked? Not a problem.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Safest Choice	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Making nature's perfect food perfectly safe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
So safe you can eat it raw	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lick the bowl. No guilt included!	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Soft-cooked eggs without the worry.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Go ahead, lick the bowl.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Worry-free, no matter how you crack them.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Safe enough to eat cookie dough	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mommy says, "It's okay to lick the bowl."	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## 5.0 TEAM STRUCTURE AND ASSIGNMENTS

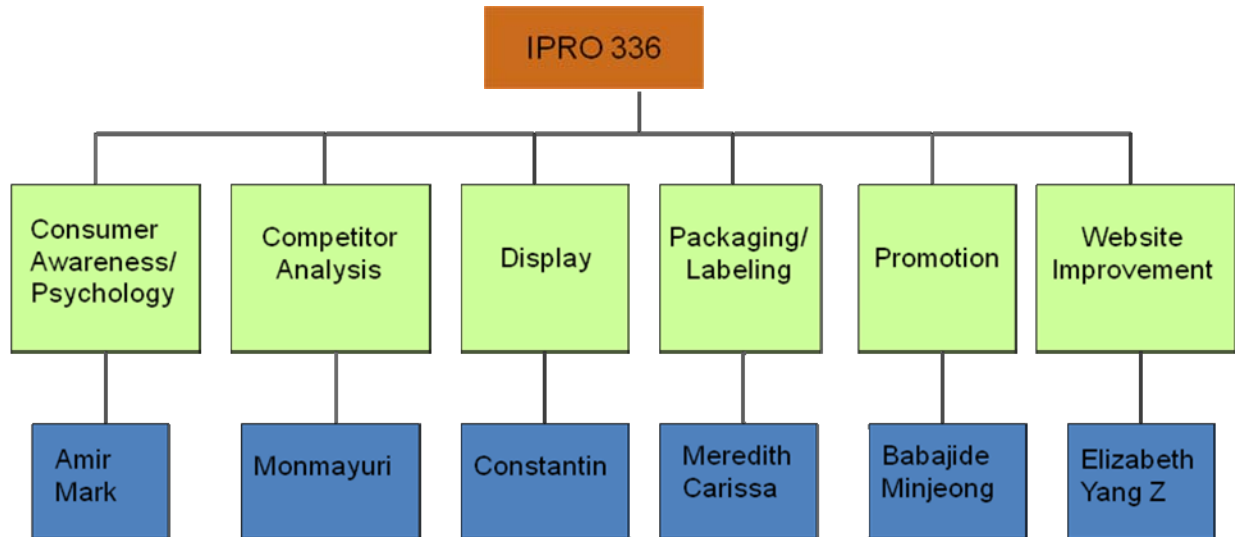
The team members and their skills, strengths, majors and years, and their contribution to the team as a member of a subgroup is provided in Table 1.

*Table 1.*

<b>Name</b>	<b>Major, Year</b>	<b>Skills and Strengths</b>	<b>Team</b>
Mark Chauhan	Mechanical Engineering, 4 <sup>th</sup>	Diligent, teamwork, goal-oriented, computer graphical presentation	Consumer Education
Carissa Christensen	Architecture, 5 <sup>th</sup>	Graphical presentation skills, creativity, taken IPRO before, hard-working, goal-oriented, positive attitude	Packaging and Labeling
Constantin Kari	Architecture, 5 <sup>th</sup>	Graphic design, business relations, creative thinking	Display
Elizabeth Kuebrich	Biology, 3 <sup>rd</sup>	Taken IPRO before, creativity, perfectionist	Website
Minjeong Kwon	International Culture, Business	Creativity, hard-working	Promotion
Babajide Oke	Chemical Engineering, 4 <sup>th</sup>	Diligent, encourages and motivates people, leadership	Promotion
Amir Rahnavard	Biomedical Engineering, 4 <sup>th</sup>	Outgoing, well spoken, confident, hardworking, assertive, leadership, public speaking	Consumer Education
Monmayuri Ray	Mechanical Engineering, Applied Mathematics, 4 <sup>th</sup>	Multi-tasking, hard-working, well spoken, goal-oriented	Competitive Environment
Meredith Stella	Civil Engineering, 4 <sup>th</sup>	Leadership, taken IPRO before, hard-working	Packaging and Labeling
Yang Zhao	Marketing Communication, Graduate	Analytical, detail-oriented, flexible	Website

Each team member's contributions to the achievement of the team's objectives and goals was carried out through the members category and therefore is summarized in figure 2.

Figure 2.



The individual responsibilities of each member are identical to the responsibilities of his or her sub-team. Furthermore a description of the Team Structure and each team member's contribution follows.

#### Team Leader

- Meredith Stella

#### Sub-Teams

1. Website Suggestion Team- came up with ideas and designs to make the product website more consumer-friendly, easily navigable, and relevant. Produced and conducted a survey to asses their objectives
  - Elizabeth Kuebrich
  - Yang Zhao
2. Packaging and Labeling Team- researched and designed a consumer friendly packaging that is attractive, informational, and environmentally friendly.
  - Meredith Stella
  - Carissa Christensen

3. Consumer Education/Psychology Team- created an array of topics to be researched, and assessed their objectives through three focus groups and the production of a survey.
  - Amir Rahnavaard
  - Mark Chauhan
4. Promotion Team- utilized the results of the focus group to identify viable marketing strategies and tactics to increase sales.
  - Babajide Oke
  - Minjeong Kwon
5. Display Team – conducted instore interviews with many consumers and collected data to be analyzed for display promotions
  - Constantin Kari
6. Competitive Analysis Team- researched other competitors, and assessed thoughts from the focus groups to understand and provide information regarding the success of other competitors.
  - Monmayuri Ray

Due to the small size of each sub-team (one to two members each), no sub-team leaders were designated. The IPRO team leader was responsible for tracking the progress of each sub-team. Furthermore all IPRO deliverables, and the responsibilities for their completion, were properly and evenly allocated among all team members.

Lastly, a few roles were assigned to individual members for the proper functionality of the IPRO:

- **Minute Taker** – Elizabeth Kuebrich
- **Agenda Maker** – Meredith Stella
- **Time Keeper** – Meredith Stella & Carissa Christensen
- **Weekly Timesheet Collector/Summarizer** – none. Individual members will regularly update their online timesheets. Members will hold each other responsible for filling out the timesheets and for completing the necessary work each week.
- **Master Schedule Maker** – Monmayuri Ray
- **iGroups** – Meredith Stella

## 6.0 BUDGET

Table 2 shows the budget proposed at the beginning of the semester:

*Table 2*

ITEM	UNIT PRICE	QTY	PRICE	PURPOSE
Travel Expense (Gas)	\$0.585	100	\$58.50	Gas reimbursement for travel to stores
Focus Group Materials	\$150.00	5	\$750.00	Incentives for attending focus groups (food/raffle reward)
Black and White Paper Copies	\$0.10	400	\$40.00	For surveys, questionnaires, and fliers
Color Copies	\$1.69	100	\$169.00	For prototype label designs, color fliers
Gift Cards	\$30.00	5	\$150.00	Incentive for filling out surveys
<b>Total:</b>			<b>\$1,167.50</b>	

As the semester progressed, some items originally budgeted for were no longer necessary and additional expenses arose. Table 3 shows the list of expenses made over the course of the semester in chronological order:

*Table 3*

DATE	ITEM	PRICE	DESCRIPTION
10/12/2008	Notepads	\$12.01	supplies for focus group
10/13/2008	Visa gift card + pens	\$32.26	gift card was purchased as an incentive for participants
10/14/2008	Lunch	\$106.89	Lunch from Jimmy Johns for focus group participants
10/24/2008	Lunch	\$69.46	Lunch from Jimmy Johns for focus group participants
10/29/2008	Lunch	\$82.00	Lunch from Jimmy Johns for focus group participants
12/3/2008	Printing	\$10.84	printed labels for sample packages at Kinko's
12/4/2008	Groceries	\$37.90	Ingredients for Cookie Dough
<b>TOTAL</b>		<b>\$351.36</b>	
TBD	E-Rewards Survey	\$750.00	Anticipated expense for survey administration

## 7.0 RESULTS

I PRO 336 began the semester by collecting secondary research on the egg industry as well as learning how to execute a proper focus group. I PRO 336 conducted three focus groups to gather preliminary information on the target consumer, their thoughts on the product, and the possible marketing techniques that would appeal to them. The focus groups also provided information for the potential wording and design of the package and label, of which several prototype designs were based off of. From this initial qualitative information, a survey was written to gain more quantitative information. The major points learned in the focus groups were identified and questions were carefully phrased to gain further insight into these initial findings on a large scale. This survey will be distributed nationwide and then analyzed by future I PRO groups. A second survey was also conducted to gain insight into consumer opinion of the product's website. This data was analyzed using the SPSS survey analysis program and suggestions were made for website improvement. . One subgroup also conducted personalized interviews and product education in-store to see how retail sales would be affected at these specific locations. All of the information gathered will be handed off to the company as well as the continuing I PRO group.

A major part of the semester was spent conducting focus groups and surveys, the findings from these media were quite helpful in guiding our thoughts for areas of investigation as we began to put our recommendation together. Here are some of the base findings we obtained:

- When asked to rank influences on egg purchasing, participants ranked price as the most important factor, followed by family purchasing history, brand, and claims.
- Some participants
  - are aware of salmonella but are less familiar with pasteurization
  - expressed a fear in trying something they were not familiar with.
  - like what's familiar and generally buy the same packaging and/or carton type that their family bought while growing up
  - do not want a lot of writing to have to read; not many read the claims written on the packaging
  - preferred cardboard cartons to plastic cartons. Many are aware of environmental issues.

- would pay more than they usually do for safer eggs after understanding the benefits
- would be interested in buying the eggs if they saw commercials or heard people talking about them
- were interested in the eggs after receiving coupons
- thought the brand-name was not prominent on the website, navigation was difficult, and the paragraphs were too lengthy

## 8.0 OBSTACLES

The major obstacle this semester was the need to learn proper techniques to obtain the data we needed through focus groups and surveys. The group was inexperienced in these areas which led to an underestimation of the time needed for each task. Our faculty advisors were able to point us in the right direction by providing articles and lectures on proper market research techniques. From these resources, our team was able to successfully conduct three focus groups.

The group also had difficulty finding useful secondary research to supplement our primary research. To stay within the budget, the surveys on website improvement were put on a free survey site; however, finding such a site that was also easy to use and suitable for the question formats desired was a challenge. For the second survey, determining the best way to distribute it to a broad audience was also difficult. One of our faculty advisors was able to get us connected with e-Rewards, an online market research company, which will afford us the opportunity to distribute our survey nationwide.

## 9.0 RECOMMENDATIONS

I PRO 336 gained a strong preliminary understanding of the target audience of pasteurized eggs and a few basic ideas were formed for improvement in different areas of the current Davidson's marketing plan. Ideas were generated for the packaging/labeling, as well as promotional aspects of the overall strategy. Listed below are some of those considerations:

### -Packaging/Labeling

- Perhaps include recipes or suggestions of what to do with raw eggs on the cartons to highlight benefits



- Perhaps use phrases like “salmonella-free,” “certified-safe,” “germ-free,” “bacteria-free”
- Perhaps provide an explanation of the “P” symbol as well as the pasteurization process on the inside of the carton since most people open it to see if the eggs are cracked anyway
- Perhaps highlight the fact the carton is bio-degradable
- Perhaps highlight that the size of the eggs are large

#### -Pricing

- Possible periodic store sales ?
- Provide in-store coupons?
- Partner with related food item producers?

#### -Creating a buzz

- Produce and distribute promotional items (such as stress balls, cups) that educate consumers about product benefits
- Infiltrate the mass media (newspapers, magazines)
- Point-of-purchase displays?

Significant progress was made in the area of primary market research through focus groups and surveys. As this project continues next semesters, the team would be expected to analyze and interpret data from the surveys, design prototype marketing materials, test and revise designs based on consumer feedback and eventually finalize a marketing strategy for Davidson's Safest Choice eggs.

## 10.0 REFERENCES

- American Egg Board [www.aeb.org](http://www.aeb.org)
- "Egg Marketing in National Supermarkets"- D. D. Bell, P. H. Patterson, K. W. Koelkebeck, K. E. Anderson, M. J. Darre, J. B. Carey, D. R. Kuney, and G. Zeidler
- "All About Eggs (They're Okay!): 13 Label Claims Defined."
- Amy Aubertin, Environmental Nutrition (magazine article), April 2008
- "Segmenting the UK Egg Market: results of a survey of consumer attitudes and perceptions." Andrew Fearne and David Lavelle. British Food Journal, Volume 98, Issue 1. 1996 pages 7-12.

- Davidson's Safest Choice [www.safeeggs.com](http://www.safeeggs.com)
- Betsy Mitchell, Ph.D. "Focus Groups— Key Activity Checklist"
- Two Focus Group Articles Posted on iGroups by Sue Mueller
- George Silverman "How to Get Beneath the Surface in Focus Groups"

## 11.0 RESOURCES

Tables 4a-4b shows the time reporting of each team member. For specific budgeting descriptions, refer to Table 3 in section 6.

*Table 4a*

<b>Time Reporting</b>	<b>8/24 - 8/30</b>	<b>8/31 - 9/6</b>	<b>9/7 - 9/13</b>	<b>9/14 - 9/20</b>	<b>9/21 - 9/27</b>	<b>9/28 - 10/4</b>	<b>10/5 - 10/11</b>	<b>10/12 - 10/18</b>	<b>10/19 - 10/25</b>
Elizabeth Kuebrich	2	3	3.5	2.5	5.5	7.5	6	3	4.5
Meredith Stella	3	1.5	5.5	10	1.5	2	5.5	3.5	3.5
Yang Zhao	3	4	6.5		1	4.5		1.5	1.5
Carissa Christensen	1.5	2.5	3	3	3.5	2	4	2.5	3
Amir Rahnavard		5	3	5	2	3.5	4.5	3.5	2.5
Babajide Oke		1.5	1		2		2	2	
Mark Chauhan		4.5	3	5	2.5	3.5	3.5	1.5	
Constantin Kari				3	3	1		6	
Minjeong Kwon									3
Monmayuri Ray			2	5	2	1	5	3	4.5
<b>Week Average</b>	<b>2.4</b>	<b>3.1</b>	<b>3.4</b>	<b>4.8</b>	<b>2.6</b>	<b>3.1</b>	<b>4.4</b>	<b>2.9</b>	<b>3.2</b>
<b>Week Total</b>	<b>9.5</b>	<b>22</b>	<b>27.5</b>	<b>33.5</b>	<b>23</b>	<b>25</b>	<b>30.5</b>	<b>26.5</b>	<b>22.5</b>
<b>Budget Expenses</b>								<b>\$ 151.16</b>	<b>\$ 69.46</b>

Table 4b

<b>Time Reporting</b>	<b>10/26 - 11/1</b>	<b>11/2 - 11/8</b>	<b>11/9 - 11/15</b>	<b>11/16 - 11/22</b>	<b>11/23 - 11/29</b>	<b>11/30 - 12/6</b>	<b>12/7 - 12/13</b>	<b>12/14 - 12/20</b>	<b>Semester Total</b>
Elizabeth Kuebrich	1			1					39.5
Meredith Stella	3	4	4	3.5	4	14.5			69
Yang Zhao	1.5		1.5	6.5	1.5				33
Carissa Christensen	4.6	1	0.5	2.3	6	27.5			66.9
Amir Rahnavard	3	0.5	1	1.5		13			48
Babajide Oke	4	2	1.5	3.5	0.5	4.5		0.5	25
Mark Chauhan	2	1	4	3	2.5	7.5	3		46.5
Constantin Kari	12	10							39.5
Minjeong Kwon	2								5
Monmayuri Ray	5								
<b>Week Average</b>	<b>3.8</b>	<b>3.1</b>	<b>2.1</b>	<b>3.2</b>	<b>2.6</b>	<b>13</b>	<b>3</b>	<b>0.5</b>	
<b>Week Total</b>	<b>38.1</b>	<b>18.5</b>	<b>12.5</b>	<b>25.3</b>	<b>15.5</b>	<b>78</b>	<b>3</b>	<b>0.5</b>	<b>415.9</b>
<b>Budget Expenses</b>	<b>\$ 82.00</b>		<b>\$ 48.74</b>						<b>\$ 351.36</b>

## 12.0 ACKNOWLEDGEMENTS

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