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Marketing  
asteurized  
shell  
eggs



# problem

IPRO 336 sought to solve the following challenges:

- o Building consumer awareness and preference for safe foods, specifically Davidson's Safest Choice Pasteurized Eggs
- o Creating and testing a marketing strategy for Davidson's Safest Choice Pasteurized Eggs

# background

## o What is Salmonella

Bacteria occurring in the intestinal tract of men and animals commonly in poultry, swine, dairy, and egg products. There are around 2,000 different types of salmonellae which cause food poisoning.

## o Mode of Transmission

Salmonellae are usually transmitted from animals carrying the bacteria by ingestion of raw or under cooked foods or foods that have been contaminated with the bacteria.

## o Risk

Raw or under cooked eggs are responsible for approx. 118,000 cases of Salmonella annually

## o What is Pasteurization

It is a process that **eliminates 99.999% of all bacteria** including salmonella and Avian influenza, also known as bird flu, by subjecting the eggs to a specific combination of temperature and time without cooking the egg



## o Sponsor

National Pasteurized Eggs and Davidson's Safest Choice Eggs has a **patented pasteurization process** for eggs

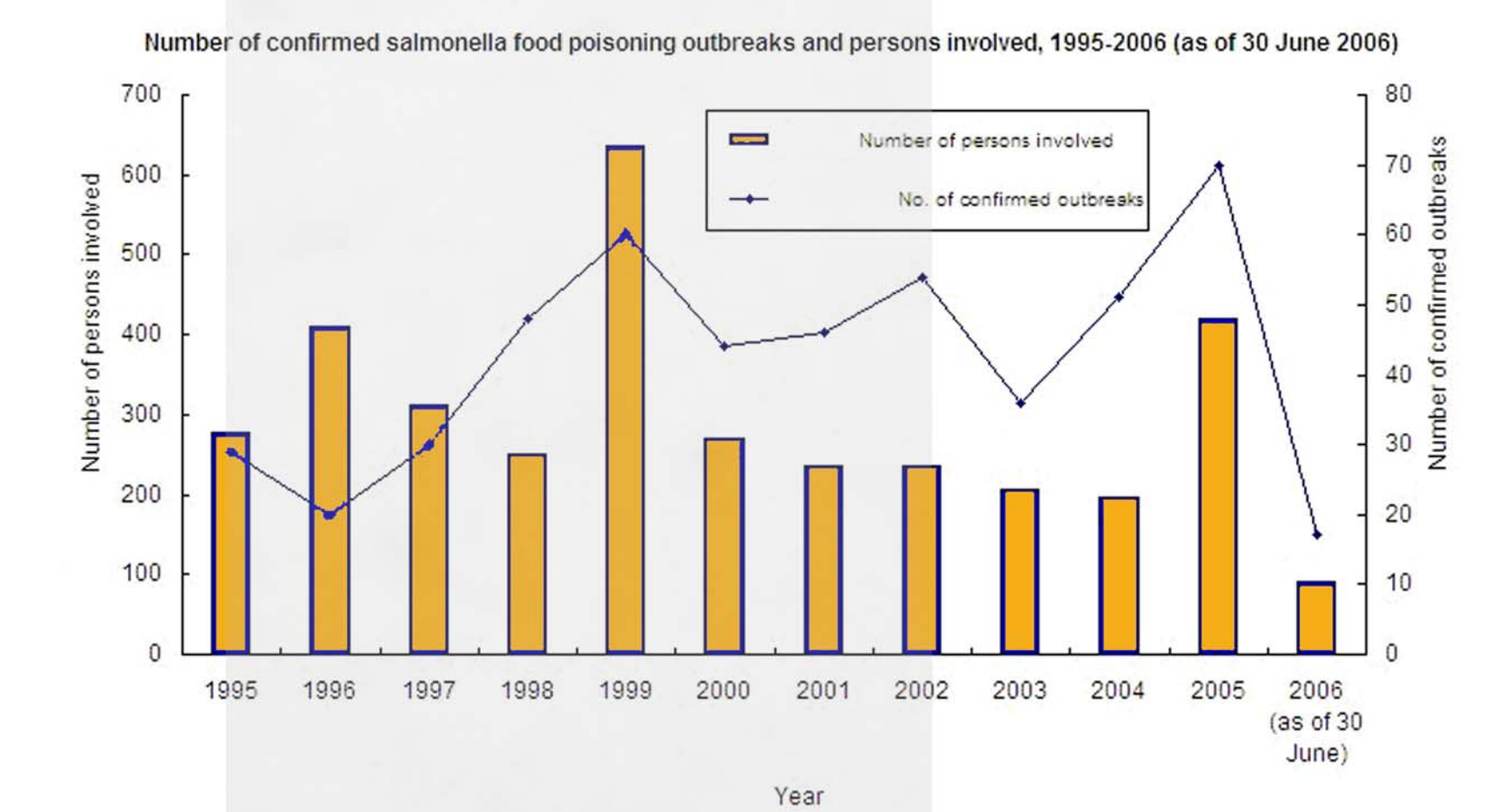
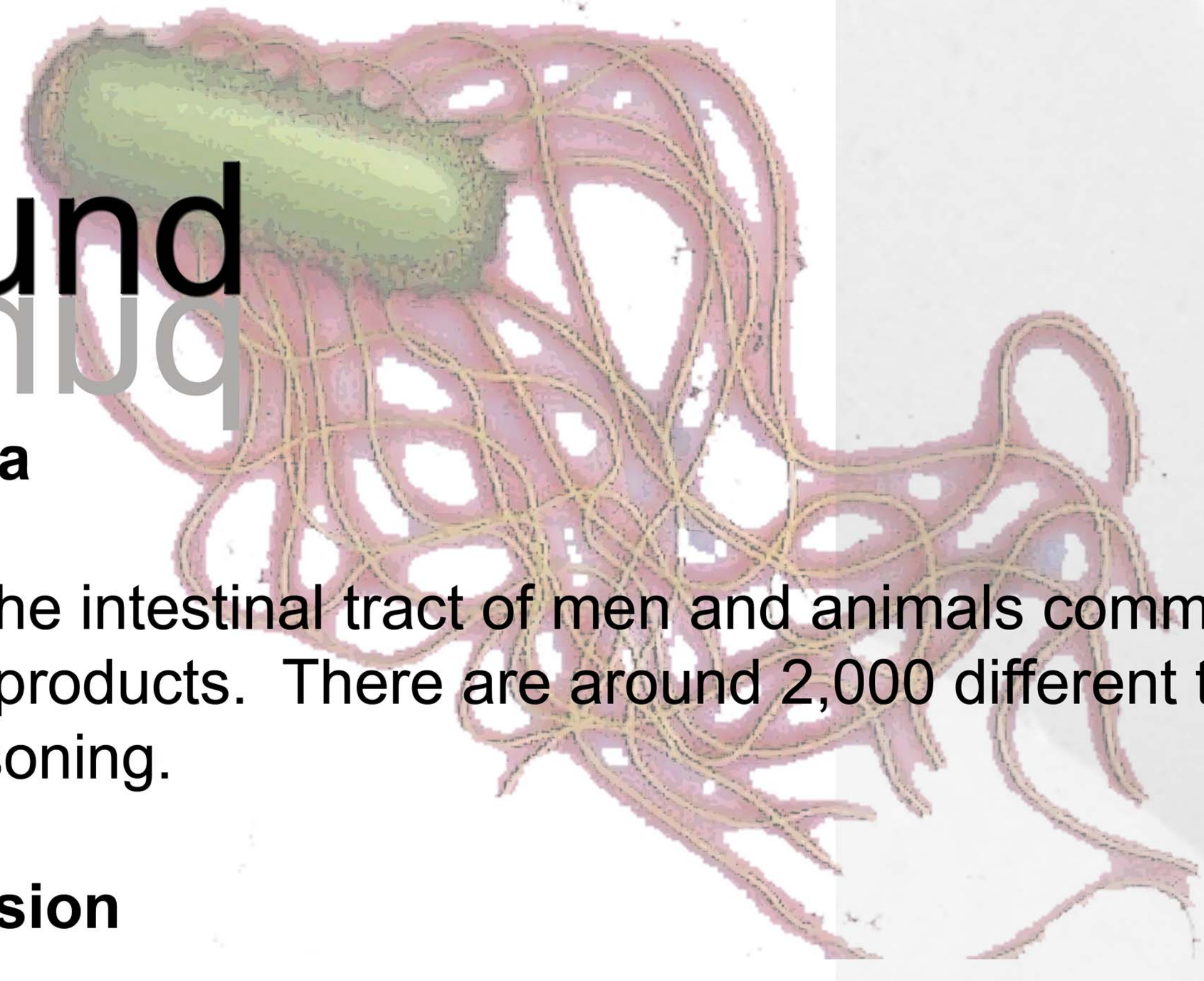
Currently Davidson's Eggs are **the only pasteurized shell eggs** on the market

The food service industry (hospitals, restaurants, retirement homes, etc.) buys Davidson's pasteurized eggs but the consumer market is new territory

Today the rate of consumer consumption of eggs is on average **250 eggs per**

**American per year**, or 80 billion annually

This consumption in the consumer **retail market is approx. 3 to 4 times the size of the food service market**



# objective

- o 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
- o To **research the consumer awareness and psychology** towards this product and what factors make a consumer want to buy it
- o To **design of a new package and label, in-store displays, and other promotional items** based on information gathered from research, in-store interviews and detailed analysis of competitor brands
- o To create suggestions for **making safeeggs.com**, the company's website, **more consumer-friendly**

# methodology

