

# Barbados Egg Industry Improvement Programme

The Farm and The Consumer

# OBJECTIVES

- The expansion of the market size for eggs.
- To achieve an increase in the per capita consumption of eggs.
- To achieve greater efficiencies in the production systems.
- The development of training programs aimed at improving better animal husbandry practices.

# MARKET EXPANSION

- The development of generic advertising tools aimed at increasing egg consumption and debunking the myths.
- Consultations with nutritionists
- Using advertorials to inform the public about critical the benefits of eggs- The cheapest protein source.

# TELEVISION ADVERTISING

- Sponsorship of a cooking show on television utilising egg recipes.
- The development of an “Eggie” advertisement- The children love it.

# Other advertising

- The sponsorship of a booklet for distribution for kids in schools.
- The distribution of egg samples to supermarket customers on weekends.
- The identification of an official mascot for the industry namely Eggie
- Participation in the annual agricultural exhibition – Agrofest.

# Booklet Sponsorship

**DID YOU KNOW?**  
Hens start to lay eggs when they are only 9 months old & can produce about 300 eggs every year!

**WHITE EGGS OR BROWN EGGS?**  
The colour of the shell depends on the breed of hen.  
Usually brown hens produce brown eggs and white hens produce white eggs. However, there is no difference between brown and white eggs. They are both equally good for you.

**E IS FOR EASTER!**  
Giving eggs to celebrate new life and the coming of Spring is a very old tradition. Christians paint Eggs with colourful designs to celebrate Easter. Don't forget to decorate your eggs at Easter with pretty colours!

**E IS FOR EYES!**  
Eggs contain vitamins which are good for your Eyes! So keep a watch out for Eggs!

**EGGS HELP YOU GROW!**  
Eggs are full of egg-cellent protein, which helps you grow!  
Some like them HOT,  
some like them COLD,  
some like them in a CUP,  
so I've been told!  
Can you think of 100 ways to cook an egg?  
Can you think of things to do in your craft class with egg shells?

NAME: \_\_\_\_\_  
CLASS: \_\_\_\_\_  
SUBJECT: \_\_\_\_\_  
SCHOOL: \_\_\_\_\_

"My name is Eggie and I'm your friend, I'll tell you about Eggs, on me you can depend!"

Eggs are great for breakfast, lunch or dinner. They'll make you wise & strong, you'll be a winner!

Scrambled, Boiled, Fried or poached They're good for you and taste great with toast!"

**'Get Cracking!'**

**EGGIE**

**BEPPA**  
A MEMBER OF BARBADOS AGRICULTURE SOCIETY

# AGROFEST ADVERTISEMENT

## BARBADOS EGG AND POULTRY PRODUCER'S ASSOCIATION

*The organisation for poultry and egg producers*

*Welcomes Agrofest.*

*It exposes what is good in the sector.*

*The contribution we make and the mouths we feed.*

*Our contribution is there for all to see.*

*We celebrate our achievements through Agrofest.*

*Come and Join with us.*



# Farm Management

- The conduct of regular training sessions for farmers addressing farm management issues.
- Training programs also address issues related to new technology developments.
- These programs are conducted by the Association and the feed company either acting independently or in concert with each other.

# Policy Development

- The industry also has representatives on the Poultry & Egg Marketing Committee of MARD.
- The BEPPA has regular discussions with the Planning Unit in respect of ensuring that government policies support the long term development of the industry.

THANK YOU