

CARRIBEAN POULTRY ASSOCIATION

Content, Mc Cooks Pen, St Catherine, CSO Jamaica Tel.: 876 943 4376, Fax: 876 943 4322

MODEL CARICOM Broiler Processing Regulations

**FOR THE CONSIDERATION OF THE CARICOM
CHIEF VET OFFICERS/ CHIEF ENVIRONMENTAL HEALTH OFFICERS**
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DRAFT

Prepared By:
Sylvie Chapron – Canadian Egg Marketing Agency
Ian Mc Fall – Burnbrae Farms
Robert Best – Caribbean Poultry Association

**GENERIC MARKETING PROGRAM
FOR CARICOM TABLE EGG INDUSTRY**

An Outline For The Development of a Caribbean Egg Industry Promotion Program.

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Sylvie Chapron
Ian Mc Fall
Robert Best
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GENERIC MARKETING PROGRAM FOR CARICOM TABLE EGG INDUSTRY

An Outline For The Development of a Caribbean Egg Industry Promotion Program.

A. Introduction

This program is a collaborative effort coming out of the Report of the Working Group on Egg Promotion and Marketing held at the Caribbean Poultry Association Table Egg School 12 - 15th November 2003, UWI, St Augustine, Trinidad and Tobago.

B. Background

The region suffers from low per capita consumption of egg ranging between 1-3 eggs per person per week. There is tremendous potential for growth to up to 5 eggs per week as seen in Mexico, China, France, USA.

CARICOM Egg Industry Profile 2002

CARICOM State	Population 2002 (000)	Shell Egg Production (Doz)	Shell Egg Per Capita Intake (Eggs/Year)
Bahamas	311	4,500,000	173.63
Barbados	270	2,400,000	106.67
Belize	264	2,750,000	125.00
Guyana	774	2,000,000	31.01
Haiti	7,959	6,000,000	9.05
Jamaica	2,622	10,500,000	48.05
Antigua/ Barbuda	76	540,000	85.26
Dominica	71	325,000	54.93
Grenada	102	400,000	47.06
Montserrat	4	50,000	150.00
St Kitts / Nevis	46	300,000	78.26
St Lucia	159	550,000	41.51
St Vincent	109	300,000	33.03
OECS	567	2,465,000	52.17
Suriname	436	4,500,000	123.85
Trinidad / Tobago	1,275	8,500,000	80.00
CARICOM	14,478	43,615,000	36.15
		Per Capita without Haiti =	69.24

Source:OECS/Haiti Production - FAO; CPA/CARICOM Govts

The general impression of the Working Group is that information on consumers, the market and the industry is poor and that the public, medical profession, nutritionists and policy makers were unaware of the good nutrition and health benefits of eggs and believe to the contrary that eggs are not a healthy food.

The Working Group reviewed the success of several producers in the region who had worked on improving their egg quality, introduced new products, packaging and developed brands and agreed that the CPA should promote these strategies as a basis for improving consumption and output.

The Working Group recognized the success of other egg associations, such as the Canadian Egg Marketing Agency, in promoting and achieving increases in consumption and agreed that Caribbean producers should embark on a campaign to make use of the opportunities to increase consumption.

The Working Group considered the presentations and CEMA literature presented by Sylvie Chapron and Ian Mc Fall of the Canadian Egg Marketing Agency and sketched the outline of a Generic Marketing Program for CARICOM Table Egg Industry. It agreed that the CPA should only produce a limited amount of its own promotional material and should, at least initially, collaborate with CEMA to take advantage of their volume purchases of printed material. Robert Best then developed the more detailed promotional program with continued interventions from Sylvie Chapron and Ian Mc Fall.

The following program is the result of this collaborative effort.

C. Aims & Objectives

Aim: To improve the profitability of egg producers by increasing the consumption/ production of eggs and the market share of higher margin value added egg products.

Objectives:

1. To identify the market segments and product categories with the most opportunity for growth
2. To improve the awareness and attitudes towards egg consumption and position eggs positively in the minds of the targeted market segment
3. To implement market development strategies which are measurable
4. To measure the effectiveness of the programs and strategies
5. To organise the Caribbean egg industry to manage its egg promotion and marketing programs.

D. Consumer & Market Research

The first step would be to carry out some research on Caribbean egg consumers, the medical profession and the regional industry.

1. **Egg Market Research** - Engage a marketing specialist to survey egg consumers in Caribbean to allow producers to understand
 - a. the market segments and consumer lifestyles by segment
 - b. their perceptions & attitudes to egg nutrition, healthiness
 - c. their perceptions & attitudes to egg categories – shell, speciality, hardboiled, retail liquid
 - d. their perceptions & attitudes to grading, labelling and food safety
 - e. their egg purchasing habits

The survey would be done in several key markets in the Caribbean which represent the larger Caribbean community and it should serve as the basis for Caribbean wide generic promotional programs and firm specific marketing programs. Key markets might include Belize, Jamaica, Grenada, Barbados, Trinidad and Tobago, Guyana, Suriname.

This should be done by mid 2004 before the 2004 egg school.

2. **Egg Industry Research** - Conduct a study of the (i.) food distribution channels and (ii.) producers in the region to identify their needs in terms of market and product development, including levels of grading and food safety. This should be done before the 2004 egg school.
3. **Medical Profession Research** - Conduct a study of the (i.) medical profession (ii) nutritionists (iii) policy makers and (iv) food retailers to identify their knowledge of egg nutrition, safety, and health benefits. This should be done by end 2004 and be ready for the 2005 egg school.

E. Egg Promotion & Marketing Programs

The following activities were identified as best done on a regional level to allow for the benefits of economies of scale across Caribbean egg industries

1. **Generic Egg Promotion Program** - A Caribbean generic egg promotional program should be developed by the CPA Egg Working Group. It should include elements which are regional and those which are national.
 - i. **Objectives** - The objectives of the plan should be developed in conjunction with Market research and should be clearly laid out in measurable and implementable terms. The following are suggested

a. Marketing Objectives

- To increase the consumption of table eggs from an average of 1 - 1.5 eggs per week to at least 2 - 3 eggs per week within 3 - 5 years.
- To smooth out seasonal demand fluctuations in between Christmas and Easter , Easter and Summer, Summer and Christmas through timed promotion events
- To increase the proportion of shell eggs sold as branded value added product
- To increase the proportion of shell eggs sold in modern packages with labelling that meets the labelling laws requirements and serve as an important vehicle for promoting the product
- To increase the proportion of eggs sold as value added shell eggs and explore the feasibility of liquid egg products.

b. Communication Objectives

- Increasing the proportion of consumers who are aware about the health and nutritional benefits eating eggs and the food safety programs of the industry
- Increase the proportion of consumers that are aware of the CARICOM Egg Grades and CARICOM Egg Food Safety Mark.
- Increasing the proportion of health professionals (doctors, nutritionists, fitness specialists) who are aware about the health and nutritional benefits eating eggs and the food safety programs of the industry
- Increasing the proportion of food resellers (supermarkets, fast food, hotels, catering, institutions) who are aware about the health and nutritional benefits eating eggs and the food safety and grading programs of the industry

ii. **Advertising & Promotion**

The promotion of consumption will require initiatives at several levels

- a. **Generic Industry Promotion** – The CPA should develop a series of advertising campaigns and promotions programs to communicate
- **Advertising** - A video, "So simple So Good" from the Canadian Egg Marketing Agency (CEMA) should be used although some adaptation may be

necessary. The CPA should undertake to prepare other videos on the health benefit of egg for regional distribution.

- **Shelf Talkers –**
- **Recipe Leaflets -**

b. **Educational Programs -**

- **Seminars –** The CPA should attend the regional meetings of health and nutritional specialists to promote and the good nutrition of eggs and educate health and fitness professionals regarding nutritional benefits of eggs. National associations should do the same in their country.
 - > Doctors
 - > Dieticians & Nutritionists
 - > Fitness Specialists
 - > Community Health Workers

The Program should seek the support of consumer affairs organizations to assist in the education of the population on the nutritional value of egg and proper storage handling and preparation methods. These might include, inter alia

- > Consumer Affairs NGOs
 - > Ministries of Consumer Affairs
 - > Ministries of Health
 - > Caribbean Food And Nutrition Institute
- **Educational Material – Posters –** The CPA should produce a few key posters focused on
 - > Consumers -
 - > Children – A Calendar
 - > Medical Profession –
 - > Nutritionists -
 - > Egg Producers -
 - **Educational Material - Text -** Literature from the Canadian Egg Marketing Agency (CEMA) were reviewed and a number were seen as being of interest, although some adaptation would be necessary
 - > For Different Consumer Segments
 - Recipe Book - The Joy of Life for healthy women
 - Food Safety at home
 - Eggs For Your Baby
 - Eggs for the Young At Heart (Adolescents)

- The Superduper Egg Activity Sheet (Kids)
- Eggivities (Teacher's Guide)
- Egg Natures Treasure (Children)

> For Nutritionists

- Lowering your Blood Cholesterol
- Cholesterol Clues targeted to nutritionists

- **Educational Material - Website** - A website should be developed for Caribbean Egg Consumers and producers which provides them with resources to promote the consumption of eggs. Initially it should

- c. **Egg Producer Marketing** - Producers need to coordinate their own marketing activities with the generic promotion programs to support and maximise the return from both investments.

iii. **Distribution**

- a. Food Retailers – The industry needs to promote the better handling of eggs, in particular the management of temperature, by the food retailers.
- b. School Feeding Programs - Try to get eggs into school feeding programs to have children developing egg consumption habits.

iv. **Pricing**

- a. The CPA needs to explore programs to teach producers to price products more effectively.

2. New Product Development

While generic promotion can be led by association, individual producers need to explore opportunities to improve product offering.

New product development should focus on improved packaging which offers the consumer greater convenience and specialty egg and liquid egg products that provide value-added egg products that address consumer lifestyle and health issues and concerns while at the same time providing the manufacturer and retailer with better profit margins and build on generic marketing for shell eggs. There are several elements of new product development which need to be addressed by Caribbean producers

- b. **Brands** – Caribbean producers need to develop brands which speak to the market segment that they are targeting and help communicate the benefit they are bringing to that segment. Consideration should be given to the usefulness of both retailer and producer brands.
 - Health Conscious
 - Children
 - Sports People
- c. **Packaging and merchandising concepts** - Packaging brings several important benefits to shell egg products, including
 - Variety of sizes (eg 4, 6, 10, 12, 20) and formats to meet varying consumer needs
 - Protecting eggs, while in some cases allowing consumers to see the quality of eggs
 - Medium to communicate for branding, nutritional information and statutory labelling with consumers
 - Opportunity to include promotional messages and items into packaging
- d. **Speciality Shell Egg Products** - developed to address consumer lifestyle and health issues and concerns.
 - Organic
 - Vegetable Fed
 - Omega 3 and Low Cholesterol eggs
 - Free Range
- e. **Processed Egg Products**
 - Liquid eggs - provide consumers with a shell egg alternative which addresses a need for low cholesterol and fat intake.
 - Hardboiled Eggs - In brine and Gas flushed
 - IQF egg products - e.g. precooked and frozen omelettes and patties

F. Promote Industry Grading, Labelling and Food Safety Standards

Develop and promote product standards which support promotional and marketing programs at the regional level to be adopted at the national level. Develop programs to implement these at the national level in a planned and programmed fashion. The aim being to Improve and Guarantee good quality table eggs and repeat business from satisfied customers. Standards are needed for

- i. Grades and Labelling - Focus egg promotion programs on eggs which meet the Caribbean grading standards being developed by the CPA Working Group on Grades and Labelling Standards

- ii. Packaging - Focus egg promotion programs on eggs which meet the Caribbean grading standards being developed by the CPA Working Group on Grades and Labelling Standards
- iii. Egg Handling Practices (Storage and cold chain management) - Promote the Caribbean food safety standards and programs being developed by the CPA Working Group on Food Safety
- iv. Food Safety – Associations should implement the CARCOM On Farm Food Safety Program and to have participating producers use a seal on their products to convey their participation in the program.

G. Program Phasing

The program should be developed over the next 3 – 5 years which clearly lays out what the focus and activities will be and how their effectiveness will be measures. For example the following is proposed

Year	Focus	Activity	Measurement
Year 1 - 2003	Understand Consumer Increase Awareness	Educate Consumers Develop Standards	Consumer Research
Year 2 - 2004	Increase Awareness Understand Industry	Educate Consumers Generic Communication Educate Industry Improve Products & Standards	CTA Egg Industry Competitiveness Research
Year 3 - 2005	Increase Awareness/ Change Opinion Understand Professionals	Educate Consumers Generic Communication Educate Professionals Improve Products & Standards	Medical Profession/ Retailer Research
Year 4 - 2006	Increase Awareness/ Change Opinion Change Buying Behaviour Fine Tune Strategies	Educate Consumers Generic Communication Educate Retailers Improve Products & Standards	Consumer Research
Year 5 - 2007	Increase Awareness/ Change Opinion Change Buying Behaviour	Educate Consumers Generic Communication Improve Products & Standards	Medical Profession/ Retailer Research

Then an operational program needs to be prepared for each year which identifies events, target group and activities. For example the following is proposed for 2004

Month	Event	Target Group	Activities
January		Producers & Retailers	On Farm Food Safety Seminar In Store Egg Food Safety
February			
March	Easter Wk Promotion	Children	Coloured Eggs in Shops Cooking In Schools & Egg School Kits
April		Producers & Retailers	Grading/ Labelling/ Packaging Seminar CARICOM Egg Grades Posters
May			
June	Poultry & Egg Month	Consumer & Retailers	In Store Shelf Talkers Chicken & Egg Festival Egg Cooking Competition
July			
August	World Food Day	Producers	CPA Egg School
September	World Heart Day (16 th)	Health & Nutrition Professionals	Egg Nutrition & Health Seminar Direct Mail to Doctors/ Nutritionists
October	World Egg Day (10 th) Week	Consumers	In Store Promotion Shelf Talkers & Recipe Books News Paper Supplement Radio / TV Talk Shows
November			
December		Children	Distribution of Egg Calendars

H. Training & Technical Assistance

To support these activities the following training and technical support program is proposed

1. **Regional Table Egg School** - The CPA annual Caribbean Table Egg School should devote at least a day on egg promotion and marketing issues. Suppliers should be approached to support the program should be approached to support the school. The following were identified for early commitment

- Packaging (BKS Overtherm, Moldeaosandios)

- Breeder suppliers (Hyline, Bovan, Isa Merial) - please correct
- Pharmaceutical companies (Elanco, Roche, Phibro, Altech, include T&T names)

2. National Training Seminars - At the national level producers should host at least one annual seminar focused on promoting table egg consumption and training producers in egg marketing techniques. These seminars should be coordinated by the CPA so that the effort of the external egg specialists speaking at these events could be coordinated in a cost effective manner.

Expertise to develop and implement the plan should be sought from

- i. Egg Associations/ Promotional Boards
 - a. Canadian Egg Marketing Agency
 - b. American Egg Board/ UE Egg Nutrition Council
 - c. Latin American Poultry Association
 - d. European egg associations with similar programs
- ii. Technical Assistance Agencies
 - a. Canadian - CESO International
 - b. US - Partners of the Americas
 - c. IICA
 - d. CTA
- iii. Suppliers
 - a. BKS Ovatherm
 - b. Darnel

I. Program Budget & Funding

Funding mechanisms within the Associations based on the experience of the Barbados, Belize, Jamaica and Suriname poultry associations to raise funds from the following stakeholders

- o Cess on the sales of baby chicks to be collected from by the hatcheries
- o Cess on the sales of layer feeds to be collected by the feedmills
- o Contributions from egg packaging and breeder suppliers
- o Grants and / or technical support from agencies – FAO, IICA, CDE, CTA

J. Program Management & Industry Organisation

1. **Establish a Caribbean Poultry Association Egg Group** to coordinate egg promotion and marketing activities across the region to (i.) seek economies of scale in programs and to (ii.) coordinate technical expertise and funding from outside of the region. This group

should be formed at this workshop and should meet at least 3 times per year. The following were nominated (example only) to committee which is open to larger membership.

- | | |
|-----------------------|--------------------|
| ○ Belize | - Menno Dijk |
| ○ Jamaica | - Conley Salmon |
| ○ OECS (Grenada) | - Horace Hamiton |
| ○ Barbados | - Wendel Clarke |
| ○ Trinidad and Tobago | - Lyndon Noo Noo |
| ○ Suriname | - Subhas Ganpat |
| ○ Suppliers | - Johannes Lippitz |
| ○ Specialists | - Donald Mc Namara |

2. **Form national egg farmer associations** or egg committees within existing national poultry associations.

3. **Form Egg Industry Development Committees** to develop appropriate consumption improvement programs. These committees should consist of sector interest groups which will have a bearing on and benefit from industry development.

- Egg Producer
- Hatcheries
- Pullet Suppliers
- Feed Suppliers
- Government Ministries of Agriculture
- Government Ministries of Health
- Bureau of Standards
- Marketing resource people

4. **Management** - Either independently or together with the national broiler producers national association need to put in place management to drive the promotional / marketing programs forward. This management can include part time professional project managers.

Sylvie Chapron
 Ian Mc Fall
 Robert Best
 September 2003

**CONSUMER MARKET RESEARCH
FOR CARICOM TABLE EGG INDUSTRY
Consumer Usage & Awareness Survey**

Note: Modified by JEFA from CEMA Questionnaire and CPA which included questions on eating location, school meals, grading, safety, dieting, new products, packaging, labelling, supplier/ brand identification, to measure effectiveness of these CPA programs.

INTRODUCTION : *Good morning/afternoon/evening. My name is....from ABC Research Ltd. an independent market research company that does market studies to help companies improve their services to their customers. We are conducting a brief survey and would like to include your opinion.*

The person I need to speak with is the person in your household who does the grocery shopping.
(If 2 or more people share the task of grocery shopping choose the one who does it most often)

A. Are you the person who does the grocery shopping for the household?

Yes.....1 **CONTINUE**

No..... 2 **(ASK FOR PERSON WHO DOES THE SHOPPING OR TERMINATE)**

B. In which of these age groups does your age fall?

Under 18..... 0 **TERMINATE**

18-24..... 1

25-34..... 2

35-44..... 3

45-54..... 4

55-60..... 5

61-65..... 6

Over 65..... 7

C. Do you, or does anyone in your family work for a Market Research Company, Advertising Agency, Public Relations Company, News Media, Pastry or Egg Farming?

Yes..... 1 **TERMINATE**

No.....2

Q.1 Would you please tell me which of these products are normally consumed in your household.

- Soft drinks (Sodas)..... 1
- Frozen vegetables.....2
- Fresh fruits.....3
- Eggs.....4
- Cheese5
- Milk.....6
- Meat.....7

IF EGGS ARE NOT MENTIONED TERMINATE

Q.2 What is the first food that comes to mind when you think of.....

Rotate order

- Breakfast _____
- Lunch _____
- Dinner _____
- Snack _____

Q.3 How many times during a typical week do you look for a quick meal solution? For (**READ OUT AND RECORD NO. OF TIMES FOR EACH**)

- Breakfasttimes
- Lunch.....times
- Dinner.....times
- Snack.....times

Q.4 For these quick meals, what type of meals do you tend to serve for (**READ LIST AND CIRCLE ALL THAT APPLY**)

	Breakfast	Lunch	Dinner	Snack
Sandwiches.....	___	___	___	___
Cereal.....	___	___	___	___
Eggs.....	___	___	___	___
Packaged Soup.....	___	___	___	___
One-pot dishes.....	___	___	___	___
Hamburger Helper.....	___	___	___	___
Frozen prepared meals.....	___	___	___	___
Other.....(SPECIFY)				

Q.5 In the preparation of these quick meals, how often would you use eggs in your recipe?

All the time	Most of the time	Sometimes	Rarely	Never
1	2	3	4	5

Q.6 Thinking about all meals and snacks, about how many eggs would you **personally** eat in an average week, including weekends?

_____ Total eggs.

Q.7 Thinking about all meals and snacks, about how many eggs would your **household** eat in an average week including weekends?

_____ Total eggs.

Q.8 Of these _____ (# of eggs from Q.6) how many eggs would you **personally** eat in an average week, including week ends for....

Breakfast _____ # of eggs

Lunch _____ # of eggs

Dinner _____ # of eggs

As a snack _____ # of eggs (**SHOULD ADD UP TO TOTAL IN Q.6**)

Q.9 Of these _____ (# of eggs from Q.7) how many eggs would your **household** eat in an average week, including weekends for **(READ OUT)**

Breakfast _____ # of eggs

Lunch _____ # of eggs

Dinner _____ # of eggs

Snacks _____ # of eggs **(SHOULD ADD UP TO TOTAL IN Q.7)**

Q.x Is your child fed at school by the school feeding company?

Yes

No

Q.x Thinking about preparing school meals for your children, about how many days per week do you feed them eggs?

_____ Days

Q.10 What one day during the week do you cook eggs most of the time? **(ONLY ONE RESPONSE)**

Monday..... 1

Tuesday.....2

Wednesday..... 3

Thursday.....4

Friday.....5

Saturday.....6

Sunday.....7

No special day8

Q.11 Are eggs used most typically for _____ (meal) as _____? **(READ OUT)**

Breakfast Lunch Dinner

The main course.....1.....2.....3

As a side dish.....1.....2.....3

As an ingredient in a recipe.....1.....2.....3

Q.12 Which of the following **most** influences your decision to use eggs? **(READ LIST AND CIRCLE ONLY ONE)**

- When the recipe calls for eggs.....1
- Because it is a quick meal solution.....2
- Because someone in the household requests them.....3
- Because I want to make them.....4
- Because of the nutritional value..... 5

Q.12a Who in the household **most** influences the choice of eggs as a meal option? **READ LIST (ONLY ONE RESPONSE)**

- You..... 1
- Spouse..... 2
- Children..... 3
- Others
in household.....4

Q.13 In what forms do you usually eat eggs? What other forms? Any other forms? **(DO NOT READ LIST CIRCLE FIRST MENTIONED THEN ALL OTHERS)**

	<u>First mentioned</u>	<u>Other mentioned</u>
Scrambled	1.....1	
Fried	2.....2	
Poached	3.....3	
Soft boiled	4.....4	
Hard boiled	5.....5	
Egg salad	6.....6	
Omelette	7.....7	
Quiche	8.....8	
As an ingredient in other dish	9.....9	
Other.	10.....	(SPECIFY)

Q.x How many days a week do you eat eggs away from home

- One
- Two
- Three
- Four
- Five

If 1 or 2 circled ask

Q.15 Why is your **household** eating.....eggs now?
(PROBE FULLY AND RECORD VERBATIM)

Q.16 How important to you is the nutritional value of the food you choose to eat? Would you say it is.....**(READ LIST SELECT ONLY ONE RESPONSE)**

- Very important.....1
- Somewhat important.....2
- Not very important..... 3
- Not at all important.....4

Q.17 Which of the following food do you consider best for your health in terms of 1st and 2nd best? **(READ OUT AND CIRCLE ONLY ONE UNDER 1ST CHOICE AND ONE 2ND CHOICE).**

	<u>1st choice</u>	<u>2nd choice</u>
Fish.....	1.....	1
Poultry	2.....	2
Beef.....	3.....	3
Eggs.....	4.....	4
Cheese	5.....	5

Q.18 What do you think is the acceptable number of eggs for a person to eat in an average week?
_____ # of eggs per average week

Q.19 Why do you think that this is an acceptable number? What other reasons? Any other reasons?
(RECORD VERBATIM AND PROBE)

Q.20 Over the past few years has your opinion about the amount of.....(**READ OUT NUTRITIONAL ELEMENT**) in eggs become

Nutritional element	More <u>positive change</u>	No	Less <u>positive don't know</u>	Unsure
Cholesterol.....	1.....	2.....	3.....	9
Fat.....	1.....	2.....	3.....	9
Protein	1.....	2.....	3.....	9
Vitamins and Minerals.....	1.....	2.....	3.....	9

Q.21 Has anyone in your household including yourself been told by a doctor that they can't eat eggs?

- Yes..... 1 **CONTINUE**
- No..... 2 **SKIP TO Q.23**

Q.22 Why can't they eat eggs? **PROBE FULLY (DO NOT READ LIST)**

- They have a cholesterol problem/High cholesterol..... 1
- Allergies..... 2
- Eczema..... 3
- Other (**SPECIFY**)..... 4

Qx. Are you or anyone in your household currently on a high protein or low carbohydrate diet ?

- Yes..... 1
- No..... 2 **SKIP TO Q15**

Qx. Does the person on this diet eat (READ LIST) because of this high protein or low carbohydrate diet? (SELECT ONE)

- More eggs than before the diet..... 1
- The same amount of eggs than before the diet... 2
- Less eggs than before the diet..... 3

Q.23 Of the last 10 eggs used, how many of them were used for cooking and how many were used for baking?

_____ # of eggs for cooking

_____ # of eggs for baking

(SUM MUST BE 10)

Q.24 How interested would you be in seeing some new.....**(INSERT MEAL)** recipes with eggs used as an ingredient?

	Extremely Interested	Interested	Somewhat interested	Not interested	D/K
Breakfast.....	1.....	2.....	3.....	4.....	5
Lunch.....	1.....	2.....	3.....	4.....	5
Dinner	1.....	2.....	3.....	4.....	5
Snacks	1.....	2.....	3.....	4.....	5
Salads.....	1.....	2.....	3.....	4.....	5
Dessert.....	1.....	2.....	3.....	4.....	5

Q.24a Again, how interested would you be in seeing some new recipes with eggs used as a meal solution?

	Extremely Interested	Interested	Somewhat interested	Not interested	D/K
Breakfast.....	1.....	2.....	3.....	4.....	5
Lunch.....	1.....	2.....	3.....	4.....	5
Dinner	1.....	2.....	3.....	4.....	5
Snacks	1.....	2.....	3.....	4.....	5
Salads.....	1.....	2.....	3.....	4.....	5
Dessert.....	1.....	2.....	3.....	4.....	5

Q.25 I am now going to read you a list of factors that you might or might not feel describes eggs. As I read each factor please rate it on 1-5 point scale when 1 means that it does not describe eggs at all and 5 means the factor describes eggs very well. Let's begin (**READ LIST ENTER ONE NUMBER FOR EACH STATEMENT**)

Does not describe eggs at all	1	2	3	4	5 Describes eggs very well
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Eggs

- L7 Taste really good....._____
- L7 Are enjoyed by the whole family....._____
- L7 Are a good source of protein....._____
- L7 Are nutritious and good for you....._____
- L7 Are easy to prepare....._____
- L7 Are good substitute for meat....._____
- L7 Have too much fat in them....._____

- L7 Have too much cholesterol in them....._____
- L7 Can be eaten anytime of day....._____
- L7 Are an important part of a good diet....._____

Qx How do you feel about eating eggs that are not fully cooked? Are you (READ LIST AND SELECT ONE)

- Very concerned..... 4 go to 13cii all other go to Q13d
- Somewhat concerned..... 3
- Not very concerned..... 2
- Not at all concerned..... 1

Qx . Why are you concerned with eating eggs that are not fully cooked? (PROBE FULLY AND RECORD VERBATIM)

Q.27 How often do you purchase eggs?

Less often than once a week	a week	Once	weeks	Every 2 weeks	Every 3 month	Once a	Less often than once a month	Not sure
1	2	3	4	5	6	7		

Q.28 How many eggs do you have on hand now? (RECORD IN COL 1.)

Q.28a How many eggs do you usually buy at a time? (RECORD COL 2.)

	<u>Col. 1</u>	<u>Col. 2</u>
Fewer than 6 eggs.....	1.....	1
6 eggs/half dozen.....	2.....	2
7-11 eggs.....	3.....	3
12eggs/ a dozen.....	4.....	4
18 eggs.....	5.....	5
24 eggs.....	6.....	6
30 eggs.....	7.....	7
More than 30 eggs.....	8.....	8

Q.29 Where do you usually buy your eggs? (READ LIST ONLY ONE RESPONSE)

- Supermarket.....1
- Convenience store.....2
- Direct from farm.....3
- Wholesaler.....4

- Farmers Market/ Road side vendor.....5
- Other.....6
- Specify

Q.x How often do you buy a eggs from a particular brand or supplier ? **(READ LIST ONLY ONE RESPONSE)**

- Always.....1
- Often3
- Sometimes2
- Never.....4
- Other5

Q.x How often do you buy a eggs that are graded (eg Ex-Large, Large, Medium Small) ? **(READ LIST ONLY ONE RESPONSE)**

- Always.....1
- Often3
- Sometimes2
- Never.....4
- Other5

Q.x Would you pay more for larger eggs ? **(READ LIST ONLY ONE RESPONSE)**

- Yes.....1
- No2
- Other (Note Response).....3

Q.x Which at type of packaging do you buy most? **(READ LIST ONLY ONE RESPONSE)**

- Paper Egg Flats.....1
- Paper Egg Boxes.....2
- Coloured Plastic Boxes.....3
- Transparent Plastic Boxes.....4
- Paper/ Plastic Bags5
- Other6

Qx Do you typically read the nutritional information listed on food products? (SELECT ONE ONLY)

Yes.....1
No.....2

Qx To what extent does the nutritional information provided on labels influence your decision whether or not you buy a food product? (READ LIST AND SELECT ONE)

A great deal..... 4
Somewhat..... 3
Not at all.....2
Not very much..... 1

Qx Have you ever purchased..... (READ ALL SELECTED IN Q22g)?

Organic Eggs.....1
Free Range Eggs2
Specialty Shell Eggs such as Omega-3/ Low Cholesterol Eggs..... 3
Liquid Eggs.....4
Other (List)5

Q.30 Is the purchase of eggs a planned purchase, or are eggs something you pick up once you are in the store? (READ AND SELECT ONE)

Planned/ eggs on list.....1
Not on list/ pick up as needed.....2

Q.31 In your view, do eggs represent.....(READ LIST ONLY ONE RESPONSE)

Excellent value for money.....1
Good value for money.....2
Fair value.....3
Poor value for money.....4

DEMOGRAPHICS

Q.32 And now just a few final questions for classification purposes. Are you currently employed outside the home part-time, full-time or not at all?

Part-time.....1
Full-time.....2

Not at all.....3

Q.33 What is your marital status? Are you...**(READ LIST)**

Married (or common-law)1
 Single (never married)2
 Divorced/separated.....3
 Widowed.....4
 (REFUSED)5

Qx What is the highest level of education that you have completed? **(READ LIST)**

Primary school..... 1
 Secondary school..... 2
 University..... 3
 A post graduate degree..... 4
 Other..... 5
 (REFUSED)..... 6

Q.34 Now I would like to ask you a few questions about your household. How many people are there in your household that fall into each of the following age ranges, including yourself? **(READ LIST)**

55 years and older.....
 25-54 years.....
 18-24 years.....
 13 to 17 years.....
 2 to 12 years.....
 under 2 years.....
 Total.....

Q.35 And in which category does your total annual household income before taxes belong? **(READ LIST)**

1 - 5,000 per month.....1
 5,001 - 10,000.....2
 10,001 - 20,000.....3
 20,001 - 30,000.....4
 30,001 - 50,000..... 5
 50,001 - 75,000.....6
 75,001 - 100,000..... 7
 100,001 - 150,000..... 8
 Over 150,000..... 9

Q. 36 **GENDER**

Female.....1

Male.....2

Q.7 **SOCIO ECONOMIC GROUP**

ABC1.....1

C2.....2

DE.....3

Qx Just in case my supervisor wants to verify my work on this interview, do you mind if I record your name and address?

RESPONDENT NAME: _____

RESPONDENT ADDRESS: _____

And is your phone number _____

End.