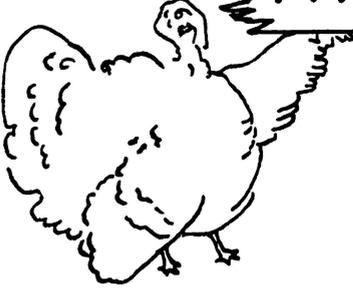


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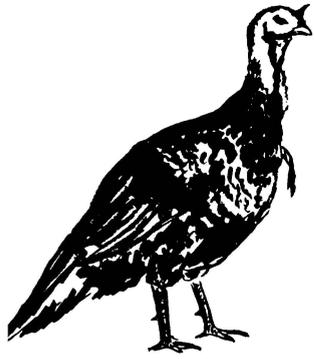
The Market Review of



PEEP AND MOO

Virginia Polytechnic Institute and the United States Department of Agriculture Cooperating:
Extension Service, L. B. Dietrick, Director, Blacksburg, Virginia

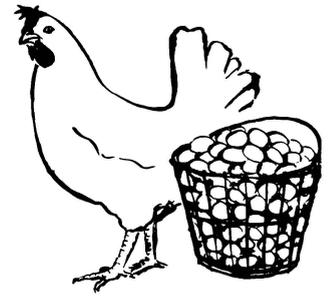
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MARKETING

turkeys broilers

eggs



October 1958

EGGTOBER Ever since the early cave-
man learned to eat eggs
of wild fowl, the egg has
been one of the most popular foods
for mankind. No other food of animal
origin is eaten and relished by so
many people the world over or served
in any greater variety of ways.

Eggs supply proteins of the highest
quality--proteins which furnish all
of the required amino acids, or body-
building nutrients so essential to
good health. Egg protein comes so
near to perfection that scientists
use it as a standard to measure the
value of protein in other foods.

The egg contains vitamins and minerals
essential to health. Its Vitamin A
helps us see well. Its Vitamin B
complex puts verve in our nerves. Its
Vitamin D and phosphorous team up
with calcium to build sturdy bones
and teeth. Its iron and copper put
a glow in the skin and a twinkle in
the eye.

Eggs are recommended for daily use
for people of all ages. They are one
of the earliest solid foods for
babies and an ideal food for children
and adults because they are rich in
protein, vitamins and minerals
essential to good health. No other

low-calorie food contains a greater
abundance of nutrients in such well-
balanced form as does the egg. Because
of this, eggs play an important role in
daily non-fattening meals and in reduc-
ing diets.

Research authorities have found that
working efficiency is increased by
consuming a hearty breakfast built
around two eggs. Yet, Mrs. Kathryn
B. Niles, Director of Home Economics
for the Poultry and Egg National
Board, states, "One-half of the
American population today is suffering
from 'light-breakfastitis', a condi-
tion resulting in mid-morning tired-
ness, nervousness, and inefficiency.
A large number are being robbed of
their morning efficiency because of
the badly mistaken notion that they
can get by to lunch on 'coffee'."
The "no-breakfast" or "skimpy-breakfast"
eaters just do not have the amount of
food energy or protein their body needs
to perform efficiently until lunch.

Those suffering from "light-breakfast-
itis" will be able to cure the malady
at a reasonable cost since egg prices
for the next several months will
probably average slightly lower than
during the same period the year
before. Homemakers will be able to
get bargains in low-cost, high protein

food values by purchasing eggs. If the treatment for "light-breakfastitis" calls for a gradual adjustment rather than an abrupt change, this can be accomplished by starting with a couple of small eggs for breakfast.

Small eggs are the first eggs produced by pullets. After a little practice the pullet is able to produce larger eggs until the desired size is reached. Because of the unusually large number of pullet chicks raised this year, small and medium eggs are more abundant than usual. They are also an exceptionally good buy.

Egg size should not be associated with quality but with price. Grade

A small and medium eggs are equal in quality, flavor, and cooking performance to Grade A large eggs. Small and medium eggs can be used in any recipe calling for "cup-measures" of eggs or in any recipe where egg volume can be slightly varied without affecting the results. Children usually are delighted with the smaller size. In fact, a child will often eat an entire small egg but leave part of a large egg on the plate. In preparing scrambled eggs, omelets, souffles, etc., 3 large eggs can be replaced with 4 small eggs with equal results. The table below can be used to determine the "best-buy" in egg sizes of eggs of the same quality.

When large eggs are priced at	Medium eggs are an equally good buy at	Small eggs are an equally good buy at	You pay per pound
cents	cents	cents	cents
80	70	60	53
76	67	57	51
72	63	54	48
68	60	51	45
64	56	48	43
60	53	45	40

If small or medium eggs are less than the price indicated they are a "better-buy" than large eggs; if more, they are not as good a buy as large. For example, if large eggs are priced at 72¢ a dozen and small eggs are priced at 45¢ a dozen, small eggs are the "best-buy". At these prices, large eggs cost 48¢ a pound while small eggs cost only 40¢ a pound. It makes cents to use the smaller size.

EGGS AND YOUR HEART The level of cholesterol in the blood has been associated with the incidence of heart disease. Cholesterol is a fatlike material found in blood,

nerve-tissues, and other parts of the body. The exact function of this material is not known though it is believed to play an important physiological role in the body. Foods of animal origin contain cholesterol which has

caused some people to mistakenly restrict or avoid the consumption of such foods. Thus, eggs, because of their high content in cholesterol and relatively high fat content, have received unfavorable publicity as a cause of heart disease. Fear has been instilled in many people who have been eating eggs for years with no noticeable adverse effects.

Although egg yolk contains a high cholesterol content, the current opinion is that the cholesterol intake is not a major factor in the human storage of cholesterol. According to Dr. Eugene H. Stevenson, Assistant Secretary, Council on Foods and Nutrition, American Medical Association, "It is the opinion of nutrition authorities today that the low cholesterol diet has very little practical significance. It has been shown that the amount of cholesterol in the body is independent of the amount of cholesterol ingested with food." Dr. C. G. King, Executive Director, The Nutrition Foundation, Inc., supports this view with, "Most of the recent investigations have tended to show that cholesterol, furnished in a moderate use of animal protein foods, including eggs, meat, fish, and milk, does not constitute a major factor in the human storage of cholesterol. Instead the body constantly makes cholesterol and disposes of it in quantities sufficiently above the content of a good well-balanced diet, so that the pre-formed dietary cholesterol is not a major factor. Consuming excess calories and other related variables appear to be more important." Other reports of similar nature continue to appear.

However, the final answer is still to come. Dr. O. L. Kline, Director of Research, Division of Nutrition,

Department of Health, Education, and Welfare, Food and Drug Administration, sums up conflicting interpretations of preliminary reports: "It is too soon to draw final conclusions from the many preliminary reports that have been published. It does appear that the level of fat in the diet rather than any particular fatty constituent is of importance in influencing the fatty depositions that are found in pathological conditions. However, we must wait for final conclusions for the scientists to have a better basis for opinion of these problems."

In view of present opinions concerning eggs as they affect your heart, it would seem unwise to stop eating eggs because of the cholesterol and fat picture while ignoring the important nutrients found in eggs. It has been shown that the daily consumption of up to eight eggs has not significantly affected the blood cholesterol level.

Let's eat two eggs for breakfast!!

Harold W. Walker

Harold W. Walker
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EGG PRICES - Average from August 15, 1958 to September 15, 1958^{1/}

Market Area	U. S. Grade A			Grade B	Grade C
	Large	Medium	Small	Large	Large
- cents per dozen -					
Harrisonburg	49.8	34.3	20.0	35.6	20.0
Richmond	51.2	36.6	21.3	39.6	25.9
Roanoke	48.9	35.8	21.0	35.7	20.0

^{1/} Unweighted average. Additional payments of 1 - 4 1/2 cents per dozen made by some buyers on special arrangements for quality and quantity.

BROILER PRICES - Average from August 15 to September 15, 1958

Market Area	Ave. ^{1/} Price	Weekly Summary of Purchases in Shen-Valley Area		
		Week Ending	No. Birds Purchased	Weighted Ave. Price (cents)
Shenandoah Valley	16.2	8/22	not reported	
Del-Mar-Va	17.1	8/29	1,001,600	16.80
West Virginia	16.9	9/5	839,000	15.16
North Carolina	16.1	9/12	1,201,650	15.65
North Georgia	16.1	Total	3,042,250*	15.9*

^{1/} Unweighted average.

*Exclusive of the week of August 22nd.

Average Virginia Poultry Feed Prices and Feed/Price Ratio

Date	Price Per 100 Pounds			Feed-Price Ratios ^{1/}		
	Laying Mash	Broiler Growing Mash	Turkey Growing Mash	Egg	Broiler	Turkey
	- dollars -					
September 15, 1957	4.65	5.00	5.00	12.8	3.5	6.0
August 15, 1958	4.85	5.20	5.30	11.9	3.3	6.3
September 15, 1958	4.75	5.20	5.20	13.0	3.0	6.2

^{1/} Number of pounds of feed equal in value to one dozen of eggs, one pound of broiler live weight, or one pound of turkey live weight.

Dairy



Section

October 1958

INCOME AFFECTS THE CONSUMPTION OF SOME PRODUCTS MORE THAN OTHERS

We usually think of income as having a major effect on the consumption of dairy products. This is true for some products but less true for others. The chart on the next page shows the relative consumption of several dairy products at different levels of income for the U.S. It might be well to study this chart and note some of its implications.

We observe first that the consumption of fluid cream and butter increases most rapidly as the income per family goes up. Those families with incomes averaging about \$9,000 a year consumed at least twice as much fluid cream and butter as those earning only \$3,500 a year. These products may be considered somewhat as luxury items.

The consumption of two products--cheese and ice cream--is only moderately greater at higher income levels. We might have expected income to have a greater influence on the consumption of ice cream, a product consumed primarily for enjoyment or taste satisfaction rather than for its nutritional content.

HIGH INCOMES DO NOT INSURE HIGH FLUID MILK CONSUMPTION

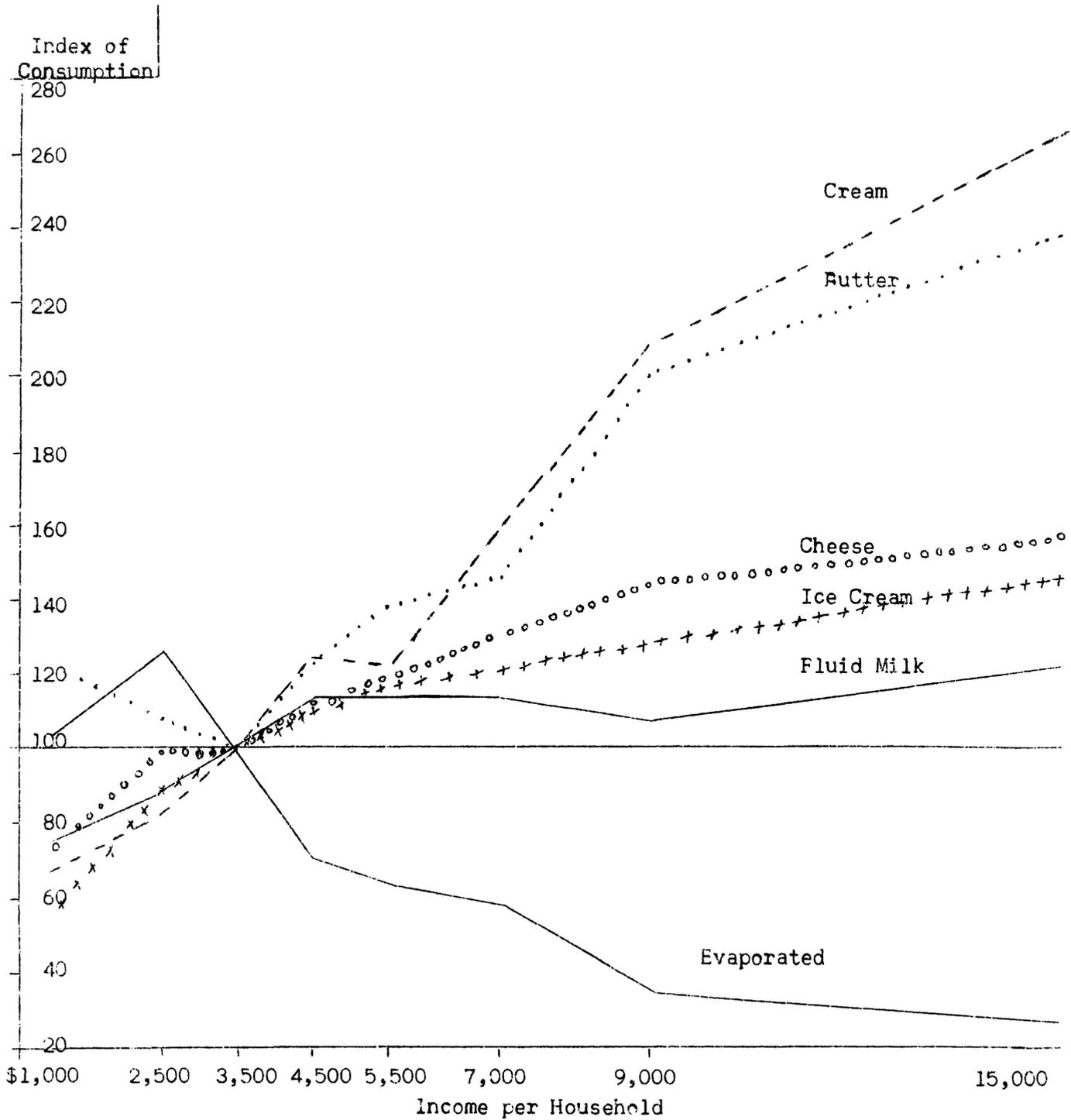
From our chart for the U.S. we observe that for families earning \$4,500 or more, the level of income has little effect upon the amount of fluid milk

consumed. At the lower end of the income scale the amount of income has a significant effect. A recent study indicates that income has an important effect in the South up to at least the \$9,000 income level, although this effect is less at high income levels. This study points out that an increase in income of 10% results in a 2 to 3% increase in fluid milk consumption.

The relationships we have noted have some implications for the industry's efforts to promote the consumption of dairy products and for milk in particular. Should we continue to promote milk consumption on the traditional basis of nutritional content? If so, should it be directed primarily to those in the lower income brackets where consumption is relatively low? Even though convinced of the nutritional requirements, these groups may not increase consumption materially because of the lack of income. The higher income groups provide a greater potential for increased sales. The problem of obtaining greater consumption in these groups may be one of creating the desire to consume beyond the minimum nutritional requirements. Promotional efforts with such groups might well be aimed at making milk a desired and fashionable refreshment drink.

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Economics

Index of Per Capita Consumption of Dairy Products by
Non-Farm Families at Different Levels of Income, US, 1955



Source: Food Consumption of Households in the United States, USDA Report 1, 1955.