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UNIVERSITY OF IDAHO  
College of Agriculture

# Egg and Poultry Marketing Facilities in Retail Grocery Stores in Three Idaho Counties

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IDAHO Agricultural  
Experiment Station

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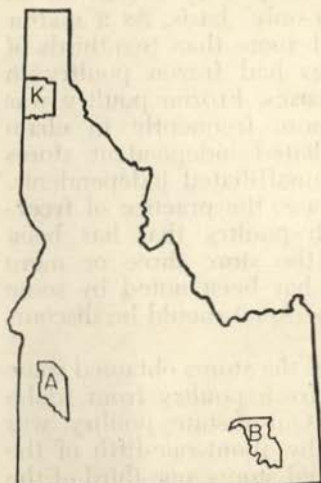
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Portions of this study were conducted as part of Western Regional Marketing Project WM-26, a cooperative study involving the Agricultural Experiment Stations in the Western region, and financed in part by funds appropriated under the Research and Marketing Act of 1946.

# Location of Grocery Stores and Characteristics of Surveyed Counties

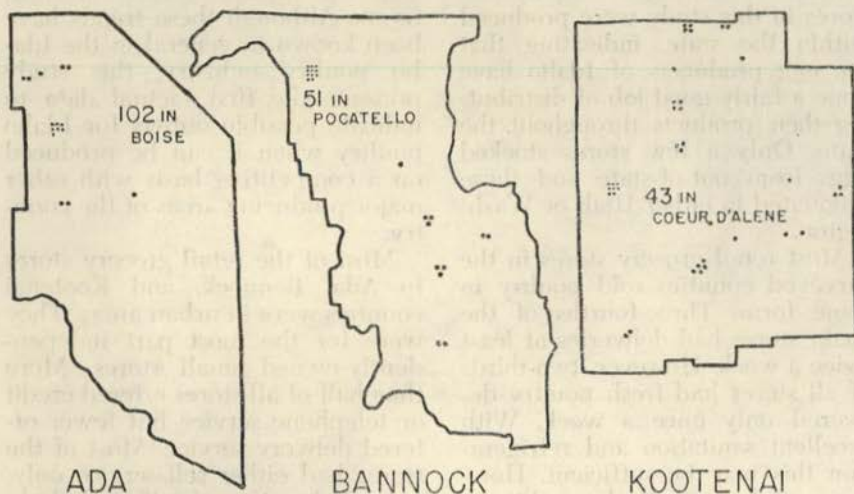


**Table 1.—Characteristics of surveyed counties relative to state.**

	State population 1950 %	State retail food stores <sup>o</sup> 1954 %	State sales retail grocery stores 1954 %	Number of stores surveyed
Ada .....	12.0	11.5	13.8	117
Bannock .....	7.1	7.0	8.2	71
Kootenai .....	4.2	6.6	4.7	81
All three counties	23.3	25.1	26.7	269

<sup>o</sup>Includes grocery, meat, fish, fruit and vegetable, confectionery, bakery products, and delicatessen stores.

**Location of the three counties in which study was made.**



**Except as indicated in cities of Boise, Coeur d'Alene and Pocatello, each dot represents a store included in the survey.**



## Summary and Conclusions

Almost every retail grocery store in Ada, Bannock, and Kootenai counties sold eggs. Most of the stores received deliveries twice a week. With proper refrigeration on the farm and during the entire marketing process this should be adequate to maintain good quality at the consumer level. However, only three-fourths of the stores in this survey refrigerated all eggs displayed. The other fourth either did not refrigerate any of the eggs displayed or refrigerated only part of the display. Moreover, many stores did not refrigerate their egg storage facilities. Such practices should be discouraged because they can result in the consumer receiving eggs of low quality.

Less than one-third of the stores stocked only graded eggs while about two-fifths offered only ungraded eggs. In rural areas almost two-thirds stocked only ungraded eggs.

Most of the eggs sold by the stores in this study were produced within the state, indicating that the egg producers of Idaho have done a fairly good job of distributing their products throughout the state. Only a few stores stocked eggs from out-of-state and these originated in either Utah or Washington.

Most retail grocery stores in the surveyed counties sold poultry in some form. Three-fourths of the chain stores had deliveries at least twice a week. However, two-thirds of all stores had fresh poultry delivered only once a week. With excellent sanitation and refrigeration this may be sufficient. However, under practical conditions, if stores are attempting to keep fresh poultry continuously available to the consumer, more frequent delivery is essential. If more frequent delivery of fresh poultry

is not feasible, it would appear advisable for those stores to stock only frozen poultry except on an "on-order-only" basis. As a matter of record, more than two-thirds of the stores had frozen poultry in display cases. Frozen poultry was found more frequently in chain and affiliated independent stores than in unaffiliated independents. In any case, the practice of freezing fresh poultry that has been held in the store three or more days (as has been noted by some of the checkers) should be discouraged.

Most of the stores obtained some of their fresh poultry from Idaho sources. Out-of-state poultry was handled by about one-fifth of the unaffiliated stores, one-third of the affiliated stores, but by more than one-half of the chain stores. Since the latter were mostly larger stores, they probably represented a high percentage of total sales volume. This was especially true for fresh fryers. Although these trends have been known in general to the Idaho poultry industry, this study presents the first factual data to indicate possible outlets for Idaho poultry when it can be produced on a competitive basis with other major producing areas of the country.

Most of the retail grocery stores in Ada, Bannock, and Kootenai counties were in urban areas. They were for the most part independently-owned small stores. More than half of all stores offered credit or telephone service but fewer offered delivery service. Most of the stores had either self-service only, or a combination of self- and clerk-service. Apparently the small, independent stores were able to counteract the price advantage of the supermarkets by offering additional services.

# Egg and Poultry Marketing Facilities in Retail Grocery Stores in Three Idaho Counties

M. V. ZAEHRINGER AND E. A. SAUTER, JR.\*

## Introduction

### Why the Study Was Made

The study reported here was the first part of an investigation of marketing factors which affect consumer buying of eggs and poultry in Idaho. It was necessary in order to select an adequate sample of stores for a subsequent availability study. The survey provided information that was previously unavailable as to the general characteristics of grocery stores in Idaho.

### Where the Study Was Made

All of the retail grocery stores in three counties of Idaho were visit-

ed. The location of the grocery stores and the characteristics of the surveyed counties relative to the state are given in Table 1 (page 3).

### How the Study Was Made

During November and December, 1956, every grocery store in each of the three counties was visited by a trained checker who lived in the county. The information collected was obtained partly by personal interviews with the store managers and partly by surveying the store itself.

## Classifications Used in This Study

**Size of store:** Small—one or two employees; medium—three to six employees; large—seven or more employees.

**Ownership:** Chain store—one of a group of two or more stores operated by the same owner; affiliated independent—a voluntary member of a group of stores associated for purposes of cooperative buying, advertising, etc.; unaffiliated independent—a store which is the ONLY store operated by the owner.

**Location:** Urban—located in incorporated areas, in fringe settlements around an incorporated area, or in suburban areas; rural—stores not included in the above areas.

**Shopping area:** Downtown—the main shopping district of a town or city; neighborhood or secondary—areas where other stores are found, but not in the main shopping district; isolated—three blocks or more from any other kind of store.

\*Head, Department of Home Economics Research, and Assistant Poultry Husbandman, Agricultural Experiment Station, University of Idaho.



## Marketing Facilities for Eggs

### Retail Store Offerings of Eggs

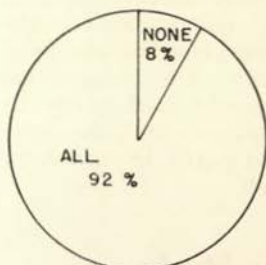
Eggs were stocked in almost every retail grocery store in Ada, Bannock, and Kootenai counties. The location of the store, type of shopping area, ownership of the store, or size of the store did not appreciably affect the carrying of eggs.

**Location of the Egg Display**—In most stores the egg display was

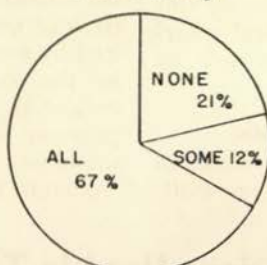
located either in the back of the store or against one of the side walls. Neither the location of the store nor the type of shopping area had much effect on the percentage of stores having egg displays in the various locations. Ownership and size of the store changed the pattern slightly in that no chain stores and no large stores had their egg displays in the front part of the store.

### PERCENTAGES OF STORES REFRIGERATING THEIR EGG DISPLAY CLASSIFIED BY OWNERSHIP

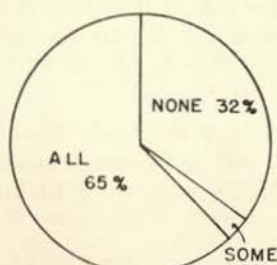
#### Ada County



Chain Stores

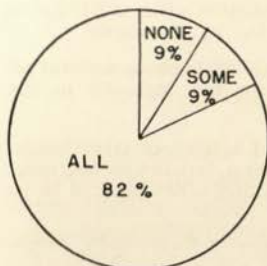


Affiliated Independents

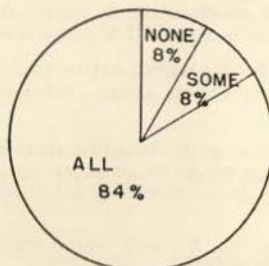


Unaffiliated Independents

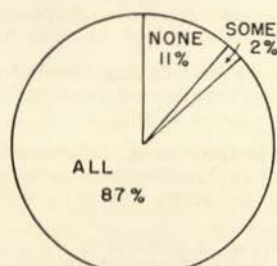
#### Bannock County



Chain Stores

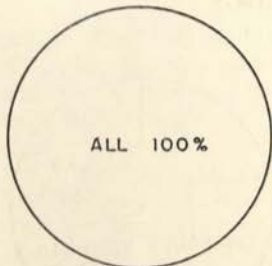


Affiliated Independents

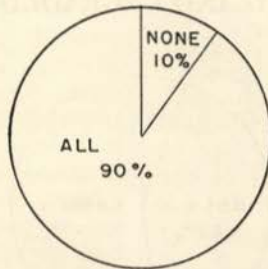


Unaffiliated Independents

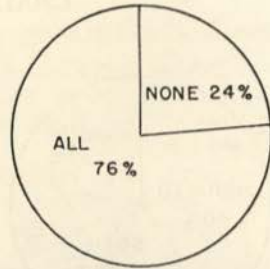
*Kootenai County*



Chain Stores



Affiliated Independents



Unaffiliated Independents

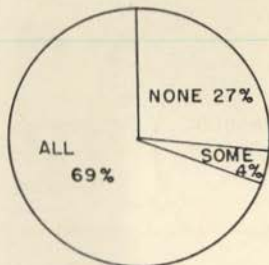
In Ada and Kootenai counties, as the stores became larger, more of them refrigerated their egg dis-

play; in Bannock county the reverse was true.

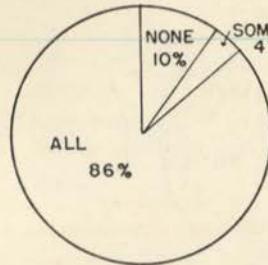
**Refrigeration of Eggs**—The majority of the stores refrigerated their egg displays although an appreciable percentage of the stores did not, and a few stores refrig-

ated only part of the eggs displayed. However, numerous stores did not refrigerate their eggs while in storage.

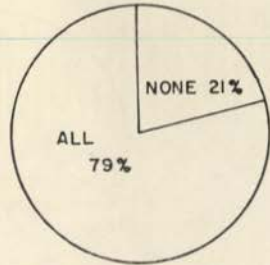
**PERCENTAGES OF STORES REFRIGERATING THEIR EGG DISPLAY\***



Ada County



Bannock County



Kootenai County

\*All—all eggs displayed in the store were in refrigerated cases.  
 Some—some of the eggs displayed in the store were in refrigerated cases but some were not under refrigeration.  
 None—no eggs displayed in the store were in refrigerated cases.

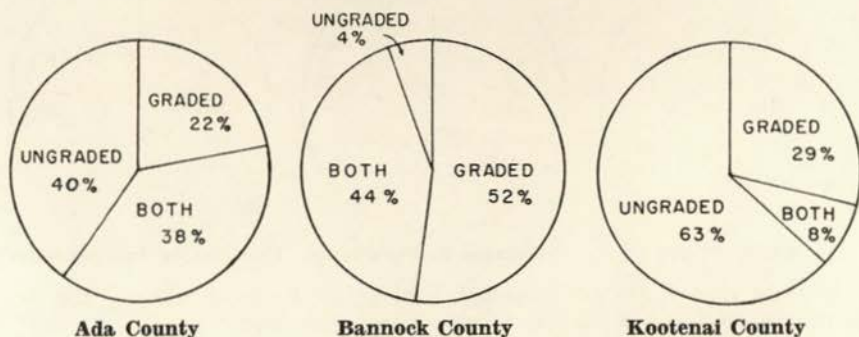
Stores in the downtown shopping areas refrigerated their egg display more often than did stores in other shopping areas. A few of the isolated stores in Ada and Bannock counties refrigerated only part of their egg display.

A higher percentage of the chain stores refrigerated their egg dis-

play than did the stores in the other ownership classes.

**Offerings of Graded and Ungraded Eggs**—Less than one-third of all stores offered graded eggs only; nearly two-fifths offered only ungraded. The rest handled both graded and ungraded eggs.

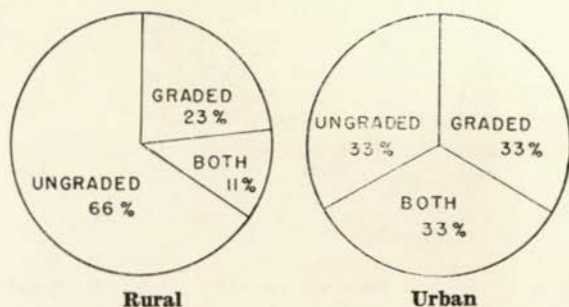
### PERCENTAGES OF STORES OFFERING GRADED AND UNGRADED EGGS



In rural areas, nearly two-thirds of the stores stocked only ungraded eggs. In urban areas, the stores were equally divided among those

that handled only graded eggs, those with only ungraded eggs, and those that offered both graded and ungraded eggs.

### PERCENTAGES OF STORES CARRYING GRADED AND UNGRADED EGGS CLASSIFIED BY LOCATION



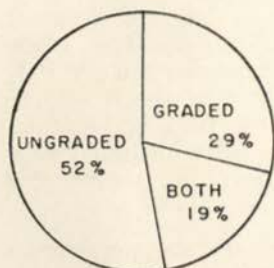
Ownership of the store was important in the handling of ungraded eggs exclusively. Every chain store in this study carried graded eggs, although a large percentage also handled ungraded eggs. Appreciable percentages of all other stores stocked only ungraded eggs.

Generally, as the size increased, the percentage of stores carrying only ungraded eggs decreased. However, in contrast to this, the percentage of stores carrying only graded eggs was lowest for the medium-sized stores.

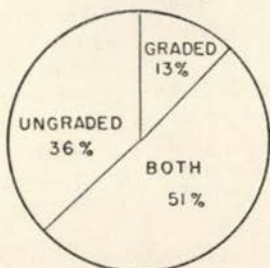


PERCENTAGES OF STORES CARRYING GRADED AND UNGRADED EGGS CLASSIFIED BY SIZE OF STORE

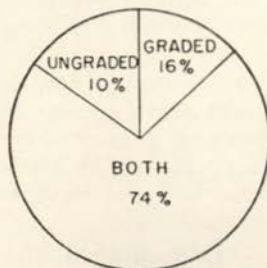
*Ada County*



**Small Stores**

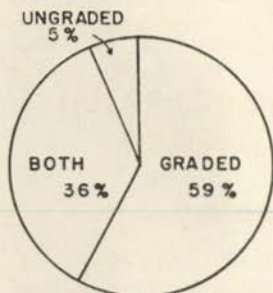


**Medium Stores**

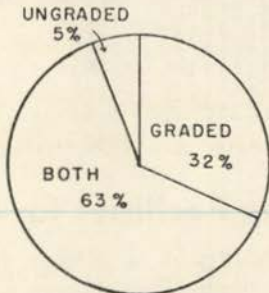


**Large Stores**

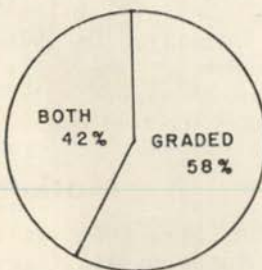
*Bannock County*



**Small Stores**

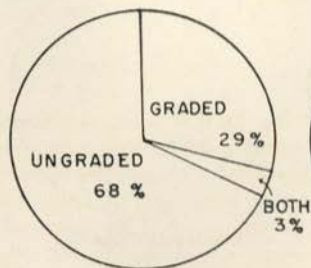


**Medium Stores**

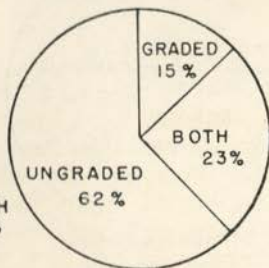


**Large Stores**

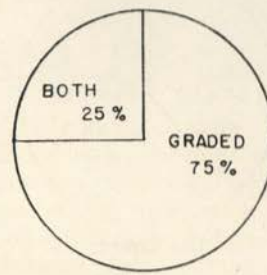
*Kootenai County*



**Small Stores**



**Medium Stores**



**Large Stores**

**Frequency of Delivery of Eggs**—Graded eggs were delivered to most stores at least twice each week. In Kootenai county, however, a high percentage of rural stores received delivery only once a week.

As a group, stores located in downtown shopping areas had delivery of graded eggs least often; stores in neighborhood shopping areas had the most frequent delivery.

Ownership had little effect on delivery of graded eggs except that all chain stores received graded eggs at least twice each week. Many received them at least three times a week.

The larger stores usually had more frequent delivery of graded eggs than small and medium stores.

In general, the delivery of ungraded eggs was similar to the pattern for graded eggs. Downtown stores received ungraded eggs of-

tener than graded. Some chain stores received ungraded eggs only once each week.

**Sources of Eggs**—Practically all of the stores in Ada and Bannock counties carried eggs from Idaho sources. In Kootenai county only about four-fifths of the stores obtained their eggs from Idaho sources. However, these included relatively large stores and represented a sizeable sales volume.

The types of shopping areas made little difference in the percentages of stores carrying only Idaho eggs. More chain stores than independent stores carried out-of-state eggs exclusively. This was true also of large stores as compared to smaller stores.

All out-of-state eggs in retail grocery stores during this survey originated in either Utah (Ada and Bannock counties) or Washington (Kootenai county).

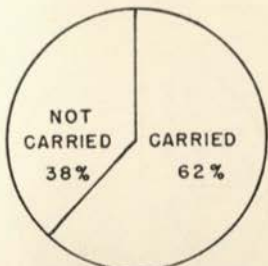
## Marketing Facilities for Poultry

### Retail Store Offerings of Poultry

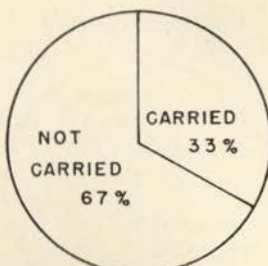
Approximately 80 percent of all grocery stores in this survey carried poultry in some form.

Although most urban stores carried poultry, less than one-half of the rural stores carried this product.

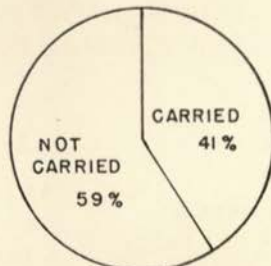
### PERCENTAGES OF RURAL STORES CARRYING POULTRY



Ada County



Bannock County



Kootenai County

The type of shopping area where the store was located had little effect on the merchandising of poultry.

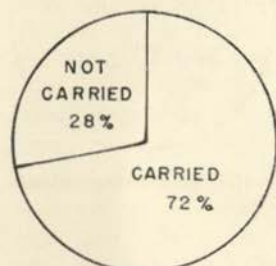
Few stores in isolated areas stocked poultry.

Poultry was carried by all chain

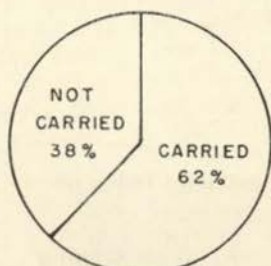
stores and by most of the affiliated independents, whereas only three-fourths of the unaffiliated independent stores handled poultry.

Nearly all of the large and medium sized stores had poultry but it was found less frequently in smaller stores.

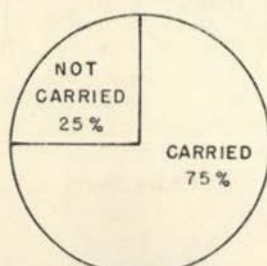
### PERCENTAGES OF SMALL STORES CARRYING POULTRY



Ada County



Bannock County



Kootenai County

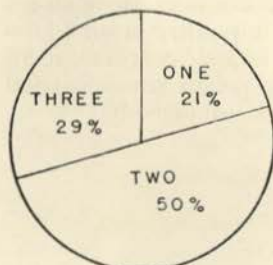
**Location of Poultry Display** — The fresh poultry display, like the egg displays, tended to be on the sides or in the back of the store, although a few of the urban stores had the fresh poultry display in the front of the store.

The type of ownership of the various stores appeared to have little effect on the location of the poultry displays within the stores. Small stores had the poultry display in front more often than larger stores.

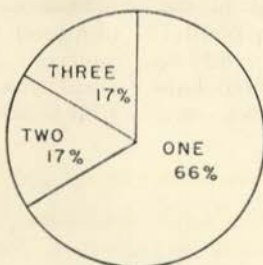
**Frequency of Delivery of Poultry**—About two-thirds of the stores had fresh poultry delivered once a week. The percentages did not vary greatly between rural and urban stores or among stores in the different types of shopping areas. However, both ownership and size of the stores were factors in frequency of delivery of fresh poultry. Most chain stores had delivery of fresh poultry two or more times a week.

### NUMBER OF DELIVERIES PER WEEK OF FRESH POULTRY PERCENTAGES OF STORES CLASSIFIED BY OWNERSHIP

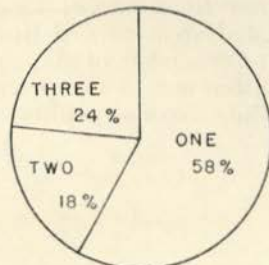
#### Ada County



Chain Stores

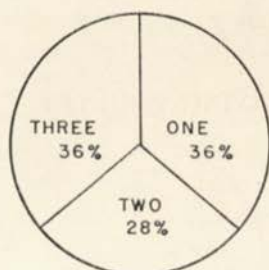
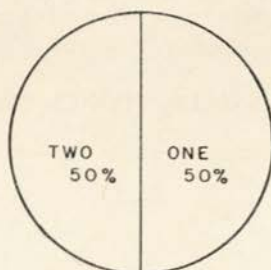
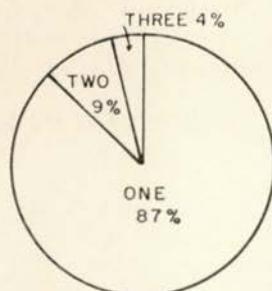
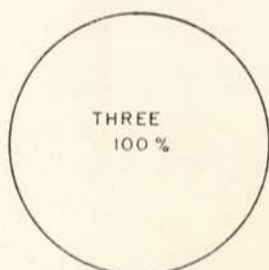
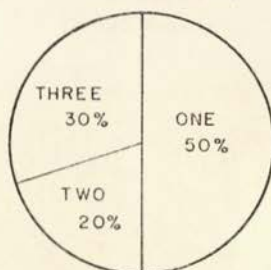
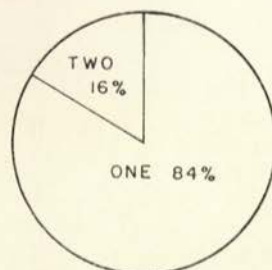


Affiliated Independents



Unaffiliated Independents



*Bannock County***Chain Stores****Affiliated Independents****Unaffiliated Independents***Kootenai County***Chain Stores****Affiliated Independents****Unaffiliated Independents**

Large stores had more frequent deliveries of fresh poultry than did medium sized or small stores.

**Frozen Poultry** — Most of the stores in the three Idaho counties surveyed had frozen poultry in display cases. Fewer rural than urban stores carried frozen poultry.

As a whole, the type of shopping area made little difference except that fewer stores located in isolated areas carried frozen poultry.

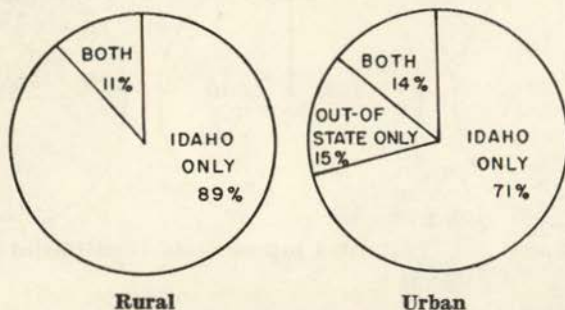
Ownership of the store made a difference in the percentage handling frozen poultry. Over one-

third of the unaffiliated stores had no frozen poultry as compared with only a few of the affiliated independents and chain stores.

A similar trend was found when the stores were compared on a basis of size. The percentage of the stores having frozen poultry cases increased as the size of the stores increase.

**Sources of Poultry**—Most stores obtained their poultry from Idaho sources. A larger percentage of rural than of urban stores carried Idaho poultry exclusively.

### PERCENTAGES OF STORES RECEIVING POULTRY FROM IDAHO AND OUT-OF-STATE SOURCES CLASSIFIED BY LOCATION



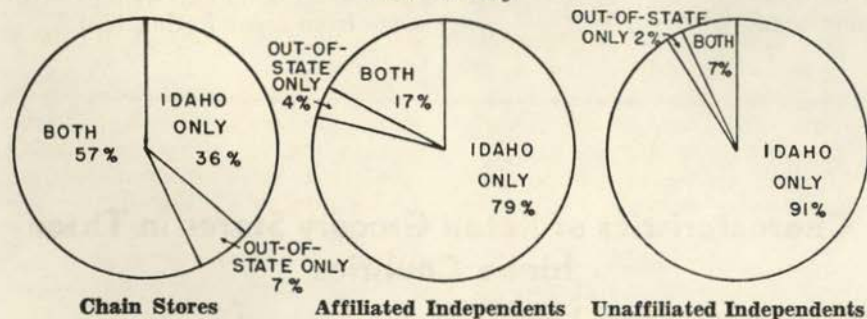
The size of the store was important in the percentage of stores handling out-of-state poultry, particularly from the standpoint of sales volume. Less than one-fourth of the small and medium sized stores had any out-of-state poultry, whereas, one-half of the large stores handled some poultry from other states. Stores in this latter group represented a particularly

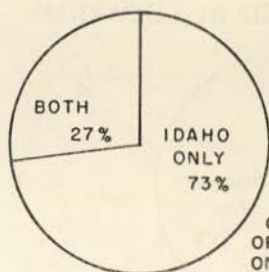
large percentage of the total sales volume.

The type of ownership of the store also affected the sources of poultry stocked by the grocery store. As a whole, only about one-fifth of the unaffiliated stores had any out-of-state poultry as compared with almost one-third of the affiliated stores and over one-half of the chain stores.

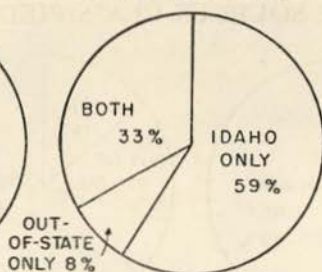
### PERCENTAGES OF STORES RECEIVING POULTRY FROM IDAHO AND FROM OUT-OF-STATE SOURCES CLASSIFIED BY OWNERSHIP

#### Ada County

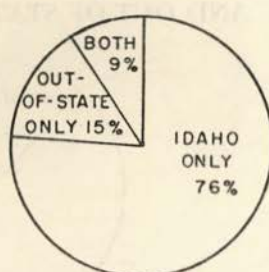


*Bannock County*

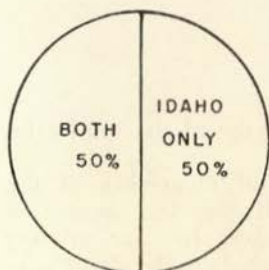
Chain Stores



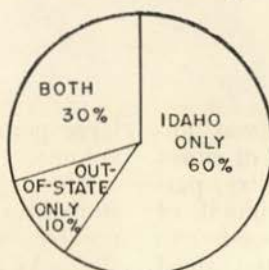
Affiliated Independents



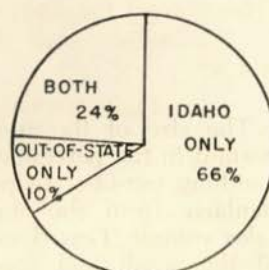
Unaffiliated Independents

*Kootenai County*

Chain Stores



Affiliated Independents



Unaffiliated Independents

The type of shopping area in which the store is located had a marked effect on the percentage of stores handling poultry from Idaho sources. Stores in downtown shopping areas were more inclined to handle out-of-state poultry than were stores in other types of shopping areas.

All poultry from out-of-state sources handled by stores in Kootenai county came from the Pacific coast. Rural stores in Ada and Bannock counties did not stock out-of-state poultry. The stores in urban areas in these counties obtained out-of-state poultry largely from Intermountain sources with some from areas farther east.

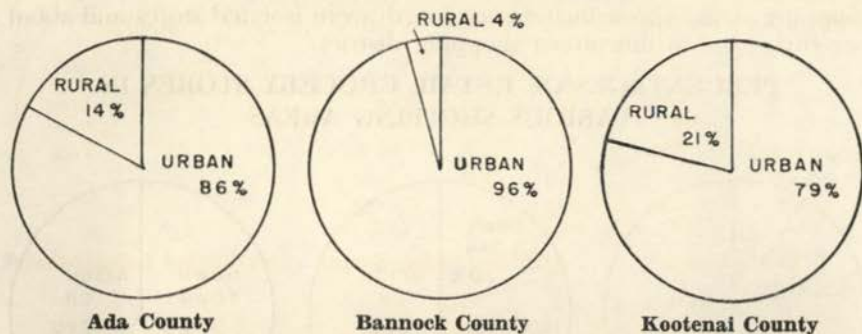
## Characteristics of Retail Grocery Stores in Three Idaho Counties

### Where the Stores Were Located

Most of the retail grocery stores were in urban areas.



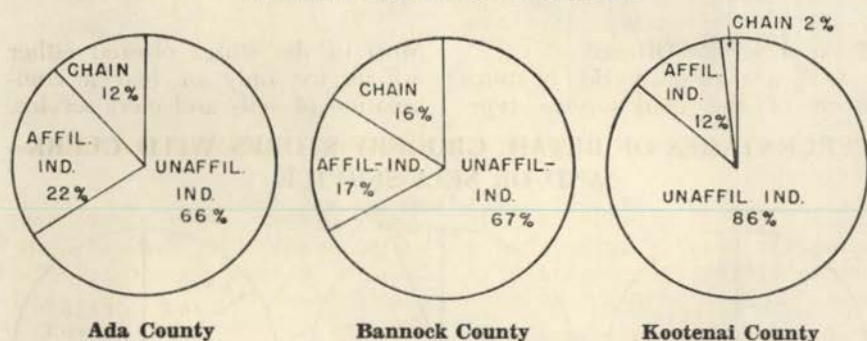
### PERCENT DISTRIBUTION OF RETAIL GROCERY STORES CLASSIFIED BY LOCATION



### Who Owned the Stores

The stores in all three counties were predominantly independent stores.

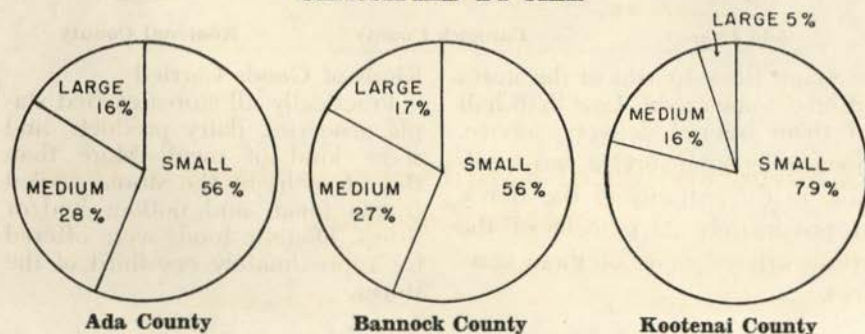
### PERCENTAGES OF RETAIL GROCERY STORES CLASSIFIED BY OWNERSHIP



### Size of the Stores

A large proportion of the stores were small stores.

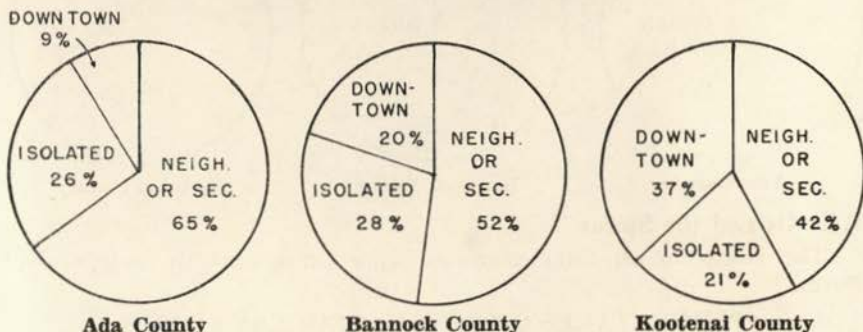
### PERCENTAGES OF RETAIL GROCERY STORES CLASSIFIED BY SIZE



### Types of Shopping Areas

More than half of the stores were in neighborhood or secondary shopping areas. Approximately one-fourth were isolated stores and about one-fifth were in downtown shopping districts.

#### PERCENTAGES OF RETAIL GROCERY STORES IN VARIOUS SHOPPING AREAS

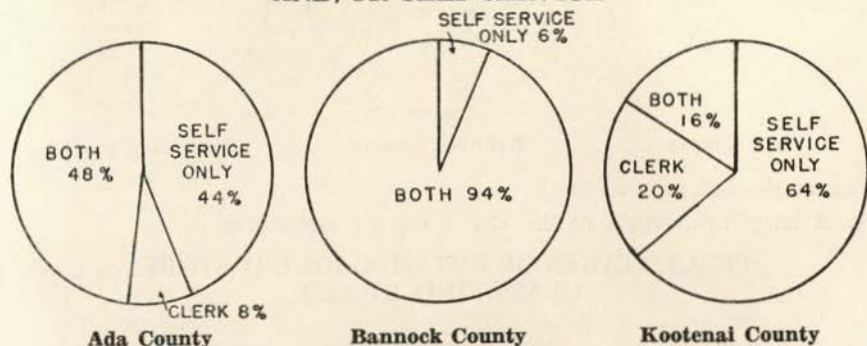


### Type of Service Offered

Only a small proportion of stores were of the clerk-service type.

Most of the stores offered either self-service only or had a combination of self- and clerk-service.

#### PERCENTAGES OF RETAIL GROCERY STORES WITH CLERK-AND/OR SELF-SERVICE



About three-fourths of the stores offered some credit. Less than half of them offered delivery service. Some telephone service was available in the majority of the stores. Approximately 20 percent of the stores offered none of these services.

### Kinds of Goods Carried

Practically all stores carried staple groceries, dairy products, and some kind of meat. More than three-fourths of the stores carried frozen meat, and notions and/or drugs. Dietetic foods were offered by approximately one-third of the stores.