ERS-118

SHELL EGG MARKET STRUCTURE

IN FIVE EASTERN METROPOLITAN AREAS

U.S. DEPARTMENT OF AGRICULTURE•ECONOMIC RESEARCH SERVICE•MARKETING ECONOMICS DIVISION

PREFACE

This is the third of a group of studies on the movement of shell eggs into retail channels in large metropolitan areas of the United States. This study covers the New York, Philadelphia, Boston, Pittsburgh, and Baltimore markets. It is part of a broad program of research to obtain basic information on marketing channels, and to assist the Agricultural Marketing Service, U. S. Department of Agriculture, in appraising and improving its current poultry market news reports.

Personnel of the U. S. Department of Agriculture's Dairy and Poultry Market News Branch, AMS, provided valuable assistance in obtaining information necessary for completion of this study. Many business establishments contributed the information used as a basis for this research.

Previous publications in this group of studies on the movement of shell eggs into retail channels in large metropolitan areas of the United States are:

Pedersen, John R., Mitchell, William L., and Pritchard, Norris T. Movement of Shell Eggs into Retail Channels in the Chicago Metropolitan Area. U. S. Agr. Mktg. Serv., AMS-338, 12 p., Sept. 1959.

Pedersen, John R., and Mitchell, William L. Reporting Shell Egg Movements into Retail Channels in Four West Coast Cities. U. S. Econ. Res. Serv., ERS-30, 28 p., Sept. 1961.

The following publications contain data on market channels in 4 of the 5 metropolitan areas surveyed and discussed in this report:

Becker, C. A. Egg Marketing by Retail Stores in Pennsylvania. Pa. Agr. Exp. Sta. Bul. 561, 50 p., Jan. 1953.

Gerald, John O., and Pritchard, Norris T. Pricing Eggs at Wholesale in New York City. U. S. Dept. Agr. Mktg. Res. Rpt. 210, 31 p., Jan. 1958.

Manchester, Alden C. Price-Making and Price-Reporting in the Boston Egg Market. Harvard Studies in Marketing Farm Products, No. 7-H, 60 p., June 1954.

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DEFINITIONS OF TERMS

Commercial universe.--The whole group of firms located in the metropolitan area that move 100 or more 30-dozen cases of eggs a week to retail establishments without duplication--i.e., without reporting sales of the same eggs twice.

Firms.--Any one or all of the types of marketing establishments surveyed in this study, including the following:

(1) Cooperative food store chain.--A food chain of independently owned retail stores that own a wholesale distribution and purchasing center.

(2) Corporate food store chain.--A food chain with 3 or more retail stores that have incorporated and own a warehouse distribution center.

(3) Distributors' own retail stores, stands, and house-to-house routes.--Wholesale distributors' retail outlets for direct sales of eggs to consumers.

(4) Independent retail store.--A grocery store, or a poultry, meat, or fish market not affiliated with a food store chain.

(5) Institution.--A public association, such as a hospital, school, or home for the aged.

(6) Milk distribution company.--A firm that receives the major portion of its income from sales of milk products.

(7) Non-institutional outlet.--Individually owned eating establishment, such as a hotel, restaurant, or cafeteria.

(8) Voluntary food store chain.--A food chain of retail stores that are sponsored by an independent wholesale grocer.

(9) Wholesale egg distributor.--A firm which performs a variety of marketing functions and can be classified in more than one way. Most are jobbers of eggs since they buy in carlots or smaller units and candle, carton, and distribute to retail stores, restaurants, institutions, and consumers. A few are strictly wholesalers of the traditional type and do not sell eggs directly to retail establishments. Some are producer distributors. A number are distributors of cartoned eggs purchased directly from country assemblers. A few buy directly from producers and assemble, candle, carton, and distribute eggs to local retail outlets.

Net retail movement.--Total sales of shell eggs to all retail outlets by all responding firms without reporting sales of the same eggs by another responding firm.

Retail channels and outlets.--Aggregate of all firms in the metropolitan area that sell eggs to final consumers: Supermarkets, grocery stores, hotels, restaurants, cafeterias, institutions, milk distribution companies, house-to-house routemen, and small fish, meat, and poultry markets.

SUMMARY

The sale of shell eggs to the final consumer in 5 eastern markets (New York, Philadelphia, Boston, Pittsburgh, and Baltimore) was handled primarily by 3 types of firms in 1960: Retail food store chains, independent grocery stores, and wholesale distributors. Retail food store chains handled from 45 percent (in Philadelphia) to 60 percent (in Boston) of the net total retail sales of eggs by all types of retail establishments. Sales by the independent grocery stores ranged between 15 percent (in Boston) and 32 percent (in Pittsburgh). The wholesale distributors, besides moving a large portion of the shell eggs purchased by independent and food store chains, sold eggs to restaurants, hotels, cafeterias, institutions, and their own retail outlets, and to milk distribution companies.

The bulk of shell eggs sold by retail outlets were in cartons. Over 70 percent of the total net sales through retail outlets in the 5 markets were for shell eggs in cartons, as indicated in a survey during a sample month of 1959 (in New York) and 1960 (in other cities). In New York 72.8 percent of the eggs purchased by consumers were in cartons, compared with 70.8 percent in Philadelphia, 73.4 percent in Boston, 80.3 percent in Pittsburgh, and 72.9 percent in Baltimore.

The cartoning of shell eggs in terminal market areas remains a common practice. In these 5 markets, eggs put into cartons by area firms ranged from 19.9 percent (in Pittsburgh) to 73.1 percent (in Boston) of cartoned eggs sold through all retail outlets. Firms in New York, Philadelphia, and Baltimore placed into cartons 72.7 percent, 66.7 percent, and 64.2 percent, respectively, of the total cartoned eggs sold through all retail channels. The difference between total eggs sold through retail outlets in cartons and eggs put in cartons by local firms in each metropolitan area is the quantity of eggs received in cartons from country shippers and producers.

In New York, 854 firms handled shell eggs at some point in the marketing channels; in Philadelphia there were 155 firms; in Boston 134; in Pittsburgh 98; and in Baltimore 93. Most of these firms moved a rather small volume of eggs into retail outlets. For instance, when all volume duplication was eliminated in New York, only 30 firms reported moving 1,000 or more cases of shell eggs a week into retail outlets. In Philadelphia 10 firms reported moving 1,000 or more cases; in Boston there were 8 firms; 7 in Baltimore; and in Pittsburgh, only 5. This group of firms moved from 1,000 to 26,000 cases of eggs a week.

The findings reported here were obtained in a mail survey of all firms believed to be handling eggs in the 5 eastern metropolitan areas. Such data were essential to the development of volume movement reports for these areas. During 1961, weekly reports were published for the first time on movements of eggs into retail channels in the 5 areas. Most of these reports are based on data received weekly from all firms that move 100 or more 30-dozen cases of eggs a week into retail channels without duplicating movement of eggs reported by other firms. The firms that move this volume are the principal egg marketing firms in these areas and move the majority of all eggs purchased by consumers.

This commercial universe reported moving 94.8 percent of all eggs reported sold to consumers in the New York metropolitan area by all firms surveyed. The commercial universe of firms in Philadelphia moved 96.4 percent, in Boston, 94.7 percent; in Pittsburgh, 95.2 percent; and in Baltimore, 96 percent of reported shell egg sales to consumers by all firms surveyed.

In New York, 301 firms constituted the commercial universe. In Philadelphia there were 56 firms; in Boston, 41; in Pittsburgh, 36; and in Baltimore, 29 firms.

Weekly reports now cover major portions of the total movements of eggs into retail channels in 16 metropolitan areas. These data represent a large percentage of the total retail sales and consumption of eggs in each area per calendar week. Such reports provide timely, accurate, and useful information that the expanding poultry industry needs. They are issued by the U. S. Department of Agriculture's Dairy and Poultry Market News Branch every Wednesday and they are also widely published by various trade papers.

SHELL EGG MARKET STRUCTURE IN

FIVE EASTERN METROPOLITAN AREAS

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INTRODUCTION

This report presents detailed information on egg marketing channels in 5 eastern metropolitan areas. It also briefly describes the weekly reports of movement of eggs into retail channels as issued by U. S. Department of Agriculture's Dairy and Poultry News Branch.

To obtain the data necessary for describing the marketing channels in the 5 areas and for development of the weekly reports, all firms thought to be moving eggs commercially into retail channels were surveyed for information on the volume of eggs handled and marketing functions performed. To assure complete enumeration of all commercial type firms, we used 5 sources for names of firms: Directory of Supermarket and Grocery Chains, Directory of Wholesaler Sponsored Voluntary Chains and Retailer Owned Cooperative Chains, the Dairy Credit Book, the telephone directory for each metropolitan area, and market news reporters in each area.

The firms we intended to survey were wholesale distributors; corporate, voluntary, and cooperative food chains with 3 or more stores; milk distribution companies with 10 or more delivery routes; and restaurant chains with 3 or more outlets. 1/ Due to the use of a variety of lists of names to obtain complete coverage of all commercial firms, a number of small hucksters and independent retailers received survey questionnaires. Since these small hucksters and retailers purchased most of their eggs from larger commercial firms, most of their data represent duplicated movements. (See appendix table 21 for detailed information on firms to which questionnaires were sent).

The survey of the New York metropolitan area was initiated by the ERS of USDA in 1959. The Philadelphia, Boston, Pittsburgh, and Baltimore surveys were made in 1960. Three mailings and a followup telephone survey of nonrespondents were completed in each area. Following analysis of the survey data, Dairy and Poultry Market News reporters began collecting data for experimental weekly reports on movements of eggs into retail channels. These data were collected from firms in the commercial universe (Definitions of Terms, p. v). Such reports are currently being issued weekly by the Dairy and Poultry Market News Branch, Agriculture Marketing Service.

1/ Definitions which may help the reader are given on p. v.

MARKETING CHANNELS

Wholesale distributors supplied the major portion of eggs used by retail outlets in each metropolitan area. These distributors sold eggs to all 3 types of food store chains, independent grocery stores, hotels, restaurants, milk distribution companies, routemen, and other small retail outlets. In the initial month of the survey, the total sales to retail outlets in these 5 metropolitan areas varied as follows:

Area and date	Percent of net total movement
New York (October 1959)	61.5
Philadelphia (May 1960)	66.5
Boston (June 1960)	44.7
Pittsburgh (January 1960)	63.3
Baltimore (August 1960)	67.4

The remaining net sales of eggs into retail outlets were primarily direct purchases by corporate food store chains from country assemblers and shippers. A minor portion of the movements were direct purchases by milk distribution companies, voluntary and cooperative food store chains, and small retail outlets. These purchases were from country producers, assemblers, and shippers.

For many years small retailers have purchased eggs from country shippers and producers. Large food chains, on the other hand, have only recently begun to take delivery of eggs in substantial volumes from country shippers and large producers. These large supermarkets now handle more than 48 percent of the eggs purchased by consumers. Today, direct purchases and deliveries (mostly in consumer cartons) bypassing the entire wholesale market, travel through at least 1 and sometimes 3 fewer handlers than some years ago. Such changes in the egg marketing structure have been an important factor in improving the quality of eggs.

This section describes the structure of the shell egg markets in the 5 areas, as revealed by the 1959-60 surveys. The volume of eggs handled by the different types of firms and the size of firms within each type are discussed. The firms that perform the major marketing functions are pointed out. The various channels and outlets through which each type of firm sells eggs are covered. The firms which have the greatest influence on each market are discussed.

New York

The New York metropolitan area consists of the 5 boroughs of New York City; Nassau, Suffolk, Westchester, and Rockland Counties in New York State; and Bergen, Passaic, Essex, Hudson, Union, Middlesex, Morris, and Somerset Counties in New Jersey. Questionnaires were sent to 1,379 firms in this area. Appendix table 21 shows the type of response obtained.

Of the 908 firms that reported handling shell eggs, 854 firms provided the data requested:

Type of firm	No. of firms
Wholesale distributors	433
Corporate food store chains	60
Cooperative and voluntary food store chains	26
Milk distribution companies	175
Restaurant chains	16
Independent retail stores	144
Total	854

These firms reported handling 1,404,009 cases of shell eggs in October 1959. Twenty-one firms reported handling eggs but selling no eggs to retail outlets, and 210 firms were retail outlets that reported purchasing all their eggs from local metropolitan firms. The remaining 623 firms moved 852,176 cases of eggs into all types of retail channels (without duplication) in October 1959 (table 1 and table 22, appendix).

Table 1.--Net movement of shell eggs into specified retail channels, 623 survey firms, New York metropolitan area, October 1959

Retail Channel	Cases moved	Percentage
	Number	Percent
Corporate, voluntary, and cooperative food store chains	484,126	56.9
Independent retail stores	176,611	20.7
Milk distribution companies	30,027	3.5
Institutions	54,253	6.4
Noninstitutional eating places	73,530	8.6
Distributors' own retail stores, stands, and house-to-house routes	33,629	3.9
Total	852,176	100.0

Shell eggs were received from country shippers in 12 different States:

	Percent of total receipts
New Jersey	36.4
Pennsylvania	27.2
Minnesota	10.3
Iowa	10.2
New York	5.7
Wisconsin	3.8
Connecticut	2.8
Alabama	1.5
Georgia	0.8
North Carolina	0.7
Indiana	0.6
Virginia	1/
Total	100.0

1/ Less than 0.05 percent.

New Jersey shippers in the Lakewood, Vineland, and Toms River areas furnished 55 percent of the eggs shipped into the New York area from New Jersey. Origin of receipts data were available on 326,227 cases, or about 35 percent of the shell eggs received from country shippers.

Over 79 percent of the total eggs handled by the 854 firms were purchased from country shippers (908,739 cases) and producers (212,291 cases). Forty-four firms produced eggs (18,718 cases) which they sold through their own stores, retail stands, small dairies, grocery stores, and institutions. The remaining 264,261 cases were purchased from local metropolitan area firms. Eggs were purchased solely from local distributors by 309 firms. Of these firms 210 were retail establishments that purchased 51,604 cases of eggs, of which 35,518 cases were in consumer cartons. Ninety-nine local wholesale distributors bought all their eggs (80,045 cases) from other metropolitan area wholesale distributors.

Table 2 groups the 854 responding firms by volume of eggs handled during October 1959. The wholesale distributors varied in volume handled from less than 100 cases of shell eggs to just under 16,500 cases. The 22 wholesale distributors that reported handling 10,000 cases or more of eggs in October

Table 2.--Volume of shell eggs handled by 854 wholesale and retail firms in the New York metropolitan area, October 1959

Cases handled	Wholesale distributors			Retail distributors: Corporate, voluntary, and cooperative food store chains			Retail distributors: Milk distribution companies			Retail distributors: Restaurant chains			Retail distributors: Independent retail stores		
	Firms		Volume handled	Firms		Volume handled	Firms		Volume handled	Firms		Volume handled	Firms		Volume handled
	No.	Pct.	Pct.	No.	Pct.	Pct.	No.	Pct.	Pct.	No.	Pct.	Pct.	No.	Pct.	Pct.
Less than 100 ..	32	7.4	0.2	12	14.0	0.2	129	73.7	11.7	3	18.75	1.1	105	72.9	31.2
100 to 399	115	26.5	2.6	24	27.9	1.6	31	17.7	19.2	7	43.75	14.3	1/39	27.1	68.8
400 to 799	99	22.9	5.3	13	15.1	1.8	2/12	6.9	23.5	3	18.75	16.1	---	----	----
800 to 1,199 ..	53	12.2	5.0	3	3.5	0.7	---	----	----	--	-----	----	---	----	----
1,200 to 1,599	32	7.4	4.4	11	12.8	3.7	---	----	----	--	-----	----	---	----	----
1,600 to 1,999	15	3.5	2.6	3/7	8.1	3.9	4/3	1.7	45.6	3/3	18.75	68.5	---	----	----
2,000 to 2,799	23	5.3	5.3	--	----	---	---	----	----	--	-----	----	---	----	----
2,800 to 3,599	16	3.7	4.7	5/4	4.7	4.2	---	----	----	--	-----	----	---	----	----
3,600 to 4,399	7	1.6	2.9	--	----	---	---	----	----	--	-----	----	---	----	----
4,400 to 5,199	6	1.4	2.9	--	----	---	---	----	----	--	-----	----	---	----	----
5,200 to 6,799	5	1.2	3.1	6/5	5.8	8.9	---	----	----	--	-----	----	---	----	----
6,800 to 8,399	8	1.8	6.1	--	----	---	---	----	----	--	-----	----	---	----	----
8,400 to 9,999	---	---	---	--	----	---	---	----	----	--	-----	----	---	----	----
10,000 and more	22	5.1	54.9	7	8.1	75.0	---	----	----	--	-----	----	---	----	----
Total	433	100.0	100.0	86	100.0	100.0	175	100.0	100.0	16	100.0	100.0	144	100.0	100.0

1/ Handled more than 99 but less than 1,500 cases.
2/ Handled more than 399 but less than 1,599 cases.
3/ Handled more than 1,599 but less than 3,200 cases.
4/ Handled more than 1,599 but less than 7,500 cases.
5/ Handled more than 2,799 but less than 4,300 cases.
6/ Handled more than 5,199 but less than 7,500 cases.

1959 represented 5.1 percent of the 433 wholesale distributors, but they handled 54.9 percent of the volume; the 246 firms that each handled less than 800 cases of eggs during the month, or 56.8 percent of the wholesale distributors, handled only 8.1 percent of the volume. The 86 food chains that responded showed a similar volume distribution. The 7 chains that each handled 8,000 cases or more of eggs in October 1959 represented 8.1 percent of the chains but handled 75.0 percent of the volume. The 63 small chains that handled less than 1,600 cases of eggs a month represented over 73 percent of the chains but only 8 percent of the volume.

Figure 1 shows the quantity of eggs that were reported moved into and through various channels and marketing firms in the New York metropolitan area during October 1959. Five different types of firms in the area purchased eggs directly from producers; these were wholesale distributors, food store chains, dairies, restaurant chains, and independent retail stores.

Over 72 percent of the net movement of 852,176 cases of eggs into retail outlets in October 1959 was reported as eggs sold in cartons. Country shippers supplied 24 percent of them and producers, 3 percent. The remaining 73 percent were cartoned by 401 local firms (table 3). The 301 firms that moved 100 or more cases per week into retail outlets without double counting cartoned over 95 percent of the 451,440 cases of eggs cartoned by all reporting firms.

In addition to the net movement of 852,176 cases of shell eggs distributed to consumers, the metropolitan area firms also sold 288,513 cases of loose eggs to egg breakers, exporters, egg distributors in other metropolitan areas, and brokerage firms. In the 5 areas surveyed, New York moved the greatest volume of eggs to firms outside its metropolitan area.

Wholesale Egg Distributors

Of the 854 egg handlers responding in the New York market, 433 firms were wholesale egg distributors. They received 17 percent of their total eggs directly from producers, 64 percent from country shippers, 2 percent from their own farms, and the remaining 17 percent from wholesale distributors and food chain stores within the area.

These firms moved 976,053 cases of eggs into various channels in October 1959. However, 21 firms did not move any eggs into retail outlets. The net movement of 523,982 cases of eggs into retail outlets was accomplished by 412 firms. The remaining 46.3 percent of the eggs handled by the 433 firms were moved as follows: 17 percent to city wholesale egg distributors, 1.4 percent to egg breakers, and 27.9 percent to other outlets outside the metropolitan area.

The 412 wholesale egg distributors that moved eggs into retail outlets handled over 61 percent of the total commercial movement of eggs into New York retail channels in October 1959. The distribution of these sales to the various retail outlets is shown in table 4 and table 23, Appendix.

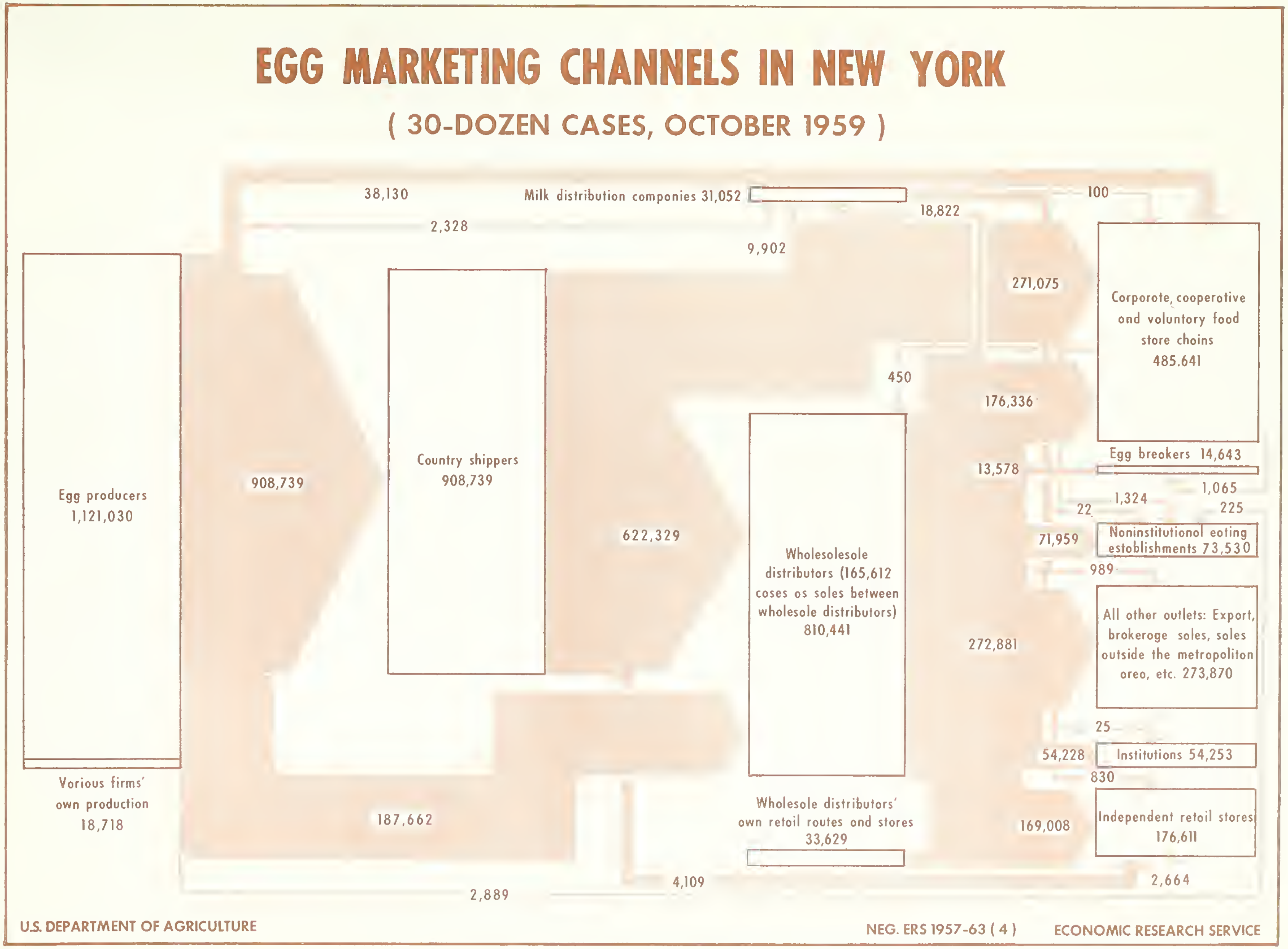

EGG MARKETING CHANNELS IN NEW YORK
(30-DOZEN CASES, OCTOBER 1959)
38,130
Milk distribution componies 31,052
100
2,328
18,822
9,902
271,075
Corporote, cooperotive ond voluntory food store choins 485.641
Egg producers 1,121,030
908,739
Country shippers 908,739
450
176,336
622,329
Wholesolesole distributors (165,612 coses os soles between wholesole distributors) 810,441
13,578
Egg breokers 14,643
1,324
1,065
22
225
71,959
Noninstitutionol eoting estoblishments 73,530
989
272,881
All other outlets: Export, brokeroge soles, soles outside the metropoliton oreo, etc. 273,870
25
54,228
Institutions 54,253
830
Vorious firms' own production 18,718
187,662
Wholesole distributors' own retoil routes ond stores 33,629
169,008
Independent retoil stores 176,611
4,109
2,664
2,889
U.S. DEPARTMENT OF AGRICULTURE
NEG. ERS 1957-63 (4)
ECONOMIC RESEARCH SERVICE

Table 3.--Volume of shell eggs handled in cartons and loose packs by 5 types of firms in the New York metropolitan area, October 1959

Method of handling	Type of firm: Wholesale distributors		Corporate food store chains		Voluntary and cooperative food store chains		Milk distribution companies		Independent retail stores		All receivers	
	Firms	Cases	Firms	Cases	Firms	Cases	Firms	Cases	Firms	Cases	Firms	Cases
Received in cartons from--												
Local wholesale distributors	17	3,910	10	19,753	8	2,601	93	17,274	32	1,298	160	44,836
Country shippers	30	37,929	34	91,416	7	9,096	37	8,521	15	1,366	123	148,328
Producers	13	3,484	5	13,229	2	2,797	17	853	9	450	46	20,813
Total 1/	54	45,323	52	124,398	15	14,494	139	26,648	52	3,114	312	213,977
Received loose in cases and--												
Put in cartons	286	213,149	14	220,476	11	8,660	29	3,122	61	6,033	401	451,440
Sold loose	395	717,581	7	4,499	7	1,828	22	1,867	50	2,956	481	728,731
Total 1/	433	976,053	60	349,373	26	24,982	175	31,637	144	12,103	838	1,394,148

1/ Horizontal total number of firms does not equal the vertical sum of the firms because firms buy eggs in cartons from more than one type of supplier and, in many instances, they also carton eggs.

Table 4.--Shell egg sales by wholesale distributors to retail outlets, 412 firms, New York metropolitan area, October 1959

Retail outlets	Cases sold	Percentage of sales
	Number	Percent
Corporate, voluntary, and cooperative food store chains	176,336	33.7
Independent retail stores	169,008	32.3
Milk distribution companies	18,822	3.6
Institutions	54,228	10.3
Noninstitutional eating places	71,959	13.7
Distributors' own stores, stands, and house-to-house retail routes ...	33,629	6.4
Total	523,982	100.0

Corporate Food Store Chains

Sixty-one corporate food store chains reported selling eggs. Sixty of these chains(1 did not supply volume information) received 349,373 cases of shell eggs in October 1959 (table 3). Over 35 percent of the eggs received were in consumer cartons, 15.9 percent cartoned by local distributors, 73.5 percent by country shippers, and 10.6 percent by producers. Only 14 corporate food store chains did their own candling and cartoning in the metropolitan area; 9 large chains cartoned more than 98 percent of the 220,476 cases of eggs placed by these 14 chains in their own brand name cartons.

Wholesale distributors supplied 16 corporate food store chains with their total quantity of eggs, or 18,243 cases. Three of these chains reported cartoning 331 cases and receiving 14,927 cases already cartoned. The remaining 2,985 cases were presumably sold as loose eggs to their retail customers.

More than 58 percent of the total eggs received by corporate food store chains were delivered to their warehouses. The other 42 percent were delivered directly to the individual stores in the metropolitan area.

Corporate food store chains reported purchasing 253,963 cases of shell eggs from country shippers, 34,521 cases from producers, and 60,789 cases from local wholesale distributors. As reported in the next section, Voluntary and Cooperative Food Store Chains, 11 chains purchased 3,245 cases from local wholesale distributors, and 15 other active chains reported purchasing 1,016 cases from local wholesale distributors. The wholesale distributors, however, reported sales of 176,336 cases of eggs to the corporate, voluntary and cooperative food store chains (Appendix, table 23). The difference of 111,286 cases was due either to (1) brokerage sales (by wholesalers to chains) that were classified as direct sales by the wholesalers but were classified as purchases from country shippers by the food store chains, (2) wholesaler's sales to food store chains outside the metropolitan area, (3) misinterpretation of the mail questionnaire by some firms, or (4) possible duplication of reported volume. For purposes of the flow chart (figure 1) on the New York marketing channels, the reported sales by wholesale distributors were used.

The corporate food store chains sold 98.7 percent of their eggs in cartons. A surplus of 450 cases was sold to a wholesale distributor, and 1,065 cases of low grade eggs were reported sold to local egg breakers.

Voluntary and Cooperative Food Store Chains

Thirty-five voluntary and cooperative food store chains reported selling eggs. Twenty chains reported buying their total supply of eggs from local wholesale distributors, but only 11 provided volume information. These 11 chains purchased 3,245 cases, of which 2,421 were in consumer cartons (table 3).

The other 15 active chains purchased more than 21,000 cases of eggs from 3 sources: 17,112 from country shippers, 3,609 from producers, and 1,016 cases from local wholesale distributors. More than 55.5 percent of these 21,737 cases were received in cartons.

Eleven chains reported cartoning 8,660 cases of eggs; however, 6,850 of these cases were cartoned by only 3 chains.

More than 65 percent of all eggs purchased by the voluntary and cooperative food store chains were delivered directly to individual stores.

Milk Distribution Companies

There were 197 active milk distribution companies selling eggs either through their house-to-house routes or their dairy stores. Twenty-two of these firms did not supply volume information but indicated that they were purchasing their eggs from firms in the metropolitan area.

The 175 responding companies purchased 31,637 cases of shell eggs in October 1959, of which 26,648 cases were in cartons. The cartoned eggs were purchased by 139 milk distribution companies; 17,274 cases from local distributors, 8,521 cases from country shippers, and 853 cases from producers (table 3). Twenty-nine milk distribution companies cartoned 3,122 cases of eggs. There were 103 firms that purchased all of their eggs--18,656 cases--from local distributors. All but 3 milk distribution companies reported handling less than 1,600 cases a month. More than 73 percent of the 175 firms, or 129 companies, reported handling less than 100 cases a month. Further breakdown of the purchases and sales of eggs by milk distribution companies is shown in figure 1.

Restaurant Chains

Sixteen restaurant chains reported handling 9,861 cases of eggs in October 1959. These 16 responding firms received eggs from 3 sources: 8,312 cases from local distributors, 1,324 cases from country shippers, and 225 cases from producers. The wholesale distributors reported selling 71,959 cases of eggs in October 1959 to all types of noninstitutional eating establishments; that is, hotels, restaurant chains, independent restaurants, and public cafeterias (table 23).

Independent Retailers

Although the survey was not intended to include independent retailers, 146 of the responding firms were in this group. They classified themselves as independent door-to-door routemen; meat, fish, and poultry markets; and retail grocery stores. Though small in individual volumes handled, collectively these firms reported buying 12,103 cases of eggs during the month of October 1959 (2 firms did not supply volume data). However, none of them reported moving 100 cases a week into retail channels without duplicating the count of other firms. Surprisingly, only 5,330 cases of eggs were purchased from local distributors, of which only 1,298 cases were in cartons. Country shippers supplied 4,103 cases, with 1,366 in cartons. Producers furnished 2,593 cases, with 450 cases in cartons. A few firms produced 71 cases, which were sold on house-to-house routes.

Sixty-one of these firms cartoned 6,033 cases. These cartoned eggs and the eggs received in cartons totaled 9,147 cases. The remaining 2,956 cases of eggs were sold loose in paper bags, individually, in half cases, or whole cases.

Philadelphia

The Philadelphia metropolitan area consists of Bucks, Chester, Delaware, Montgomery, and Philadelphia Counties in Pennsylvania and Burlington, Camden, and Gloucester Counties in New Jersey. Questionnaries were sent to 250 firms in this area. Appendix table 21 shows the type of response obtained.

There were 155 firms that reported handling shell eggs:

Type of firm	Number of firms
Wholesale distributors	76
Corporate food store chains	9
Cooperative and voluntary food store chains	7
Milk distribution companies	38
Restaurant chains	8
Independent retail stores	17
Total	155

These firms reported handling 323,925 cases of shell eggs in May 1960. Three wholesale distributors reported handling shell eggs but selling no eggs to retail outlets, and 50 firms were retail outlets that purchased all their eggs from local metropolitan firms. The remaining 102 firms moved 211,822 cases of eggs into all types of retail channels (without duplication) (tables 5 and 22).

Table 5.--Net movement of shell eggs into specified retail channels, 102 survey firms, Philadelphia metropolitan area, May 1960

Retail channel	Cases moved	Percentage
	Number	Percent
Corporate, voluntary, and cooperative food store chains ...	96,885	45.8
Independent food stores	39,278	18.5
Milk distribution companies	27,092	12.8
Institutions	6,873	3.2
Noninstitutional eating places	24,928	11.8
Distributor's own retail stores, stands, and house-to-house routes	16,766	7.9
Total	211,822	100.0

Shell eggs were received from country shippers in 11 different states during May 1960 in the following proportions:

	Percent of total receipts
Pennsylvania	52.9
New Jersey	15.3
Maryland	7.2
Iowa	7.0
Ohio	4.4
Georgia	4.3
Tennessee	3.1
Virginia	2.5
Illinois	1.6
Minnesota	1.5
New York	0.2
Total	100.0

Origin of receipts data were available on 48 percent of the 125,345 cases of eggs received from country shippers.

Over 76 percent of the total eggs handled by the 155 firms were purchased from country shippers (125,345 cases) and producers (123,267). Four firms produced their own eggs (2,430 cases), which they sold directly through small grocery stores, milk distribution companies, institutions, and their own retail stands, or house-to-house routes. The remaining 72,883 cases were purchased from wholesalers in the metropolitan area. Fifty firms purchased eggs only from local distributing firms. Of these 21,529 cases of eggs, 3,920 cases were purchased in loose 30-dozen cases by restaurant chains, small grocery stores, and a few milk distribution companies. Most of the remaining 17,609 cases were purchased in cartons by 7 food store chains and 23 dairies.

Each of 10 firms purchased 10,000 or more cases of eggs in May 1960. Six were wholesale distributors and 4 were corporate food store chains. These 10 firms handled over 58 percent of the total receipts of shell eggs reported handled by all 155 responding firms. Of the 76 active wholesale distributors, the 6 largest handled 52.1 percent of the total volume, while the 39 smallest firms (handling less than 800 cases a month) handled only 6.2 percent of the volume (table 6). Of the 16 active food store chains, 6 each handled 4,000 or more cases of eggs during May 1960, which represented 96.8 percent of the total volume received by food store chains.

Eggs were either received in cartons or put into cartons by 111 firms. In the metropolitan area, 60 firms cartoned 100,078 cases of eggs during May 1960. Of the 56 firms that moved 100 or more cases per week into retail channels, 48 cartoned over 91 percent of the 100,078 cases. There were 49,895 cases of eggs received in cartons from country shippers and producers (table 7). Most of the eggs received in cartons were delivered directly to individual grocery, food chain, and dairy stores.

Wholesale Distributors

Wholesale distributors are still quite important in the Philadelphia metropolitan area. Within the last 15 years, most of them have moved either into the new wholesale market or out into the suburbs. In May 1960, 76 wholesale distributors reported receiving 206,049 cases of eggs from all sources. This was 63 percent of the total receipts by all 155 firms in this study.

These 76 wholesale distributors purchased 48 percent of their eggs from producers; from country shippers, 38 percent; and from local wholesale distributors, 13 percent. The remaining eggs were produced on their own farms. Only 42 of these 76 active firms moved 100 or more cases a week into retail channels, but they handled over 86 percent of the total eggs received by all wholesalers (table 23, Appendix).

During May 1960, 46 wholesale distributors cartoned 76,652 cases of eggs. This is over 76 percent of the total 100,078 cases cartoned by all metropolitan area firms. Wholesale distributors received 1,432 cases of eggs in cartons from country shippers and 720 cases from producers (table 7).

The 73 wholesale distributors that moved eggs into retail outlets handled over 66.5 percent of the total commercial movement of eggs into retail channels

Table 6.--Volume of shell eggs handled by 155 wholesale and retail firms in the Philadelphia metropolitan area, May 1960

Cases handled	Wholesale distributors			Retail distributors: Corporate, voluntary, and cooperative food store chains			Milk distribution companies			Restaurant chains			Independent retail stores		
	Firms		Volume handled	Firms		Volume handled	Firms		Volume handled	Firms		Volume handled	Firms		Volume handled
	No.	Pct.	Pct.	No.	Pct.	Pct.	No.	Pct.	Pct.	No.	Pct.	Pct.	No.	Pct.	Pct.
Less than 100 ...	8	10.5	0.3	5	31.2	0.2	17	44.7	5.2	3	37.5	5.8	12	70.6	23.3
100 to 399	17	22.4	1.9	1/5	31.2	3.0	10	26.3	10.6	2/5	62.5	94.2	3/5	29.4	76.7
400 to 799	14	18.5	4.0	-	----	---	4/8	21.1	35.2	-	----	----	-	----	----
800 to 1,199	9	11.8	4.2	-	----	---	--	----	----	-	----	----	-	----	----
1,200 to 1,599 ..	3	3.9	2.1	-	----	---	--	----	----	-	----	----	-	----	----
1,600 to 1,999 ..	5	6.6	4.2	-	----	---	--	----	----	-	----	----	-	----	----
2,000 to 3,599 ..	5	6.6	7.2	-	----	---	3	7.9	49.0	-	----	----	-	----	----
3,600 to 5,199 ..	6	7.9	12.8	-	----	---	--	----	----	-	----	----	-	----	----
5,200 to 5/6,799	6/3	3.9	11.2	7/6	37.6	96.8	--	----	----	-	----	----	-	----	----
10,000 and more .	6	7.9	52.1	-	----	----	--	----	----	-	----	----	-	----	----
Total	76	100.0	100.0	16	100.0	100.0	38	100.0	100.0	8	100.0	100.0	17	100.0	100.0

1/ Handled more than 99 but less than 2,000 cases.
2/ Handled more than 99 but less than 1,600 cases.
3/ Handled more than 99 but less than 800 cases.
4/ Handled more than 399 but less than 1,200 cases.
5/ Too few firms handled between 6,800 and 9,999 cases to be significant.
6/ Handled more than 6,000 but less than 9,700 cases.
7/ Handled more than 5,199 but less than 29,000 cases.

Table 7.--Volume of shell eggs handled in cartons and loose packs by 5 types of firms in the Philadelphia metropolitan area, May 1960

Method of handling	Type of firm											
	Wholesale distributors		Corporate food store chains		Voluntary and cooperative food store chains		Milk distribution companies		Independent retail stores		All receivers	
	Firms	Cases	Firms	Cases	Firms	Cases	Firms	Cases	Firms	Cases	Firms	Cases
Received in cartons from--												
Local wholesale distributors...	9	1,287	7	33,810	5	1,725	27	5,769	3	334	43	42,925
Country shippers	7	1,432	5	38,641	-	-----	5	7,914	1	61	19	48,048
Producers.......	1	720	-	------	1	561	3	558	1	8	7	1,847
Total 1/......	9	3,439	9	72,451	5	2,286	33	14,241	5	403	61	92,820
Received loose in cases and --												
Put in cartons...	46	76,652	2	22,517	2	56	5	376	5	477	60	100,078
Sold loose......	71	125,958	1	38	3	552	5	543	10	807	90	127,898
Total 1/......	74	206,049	9	95,006	7	2,894	38	15,160	17	1,687	147	320,796

1/ Horizontal total number of firms does not equal the vertical sum of the firms because firms buy eggs in cartons from more than one type of supplier and, in many instances, they also carton eggs.

The distribution of these sales is shown in table 8.

Table 8.--Shell egg sales by wholesale distributors to retail outlets, 73 firms, Philadelphia metropolitan area, May 1960

Retail outlet	Cases sold	Percentage of sales
	Number	Percent
Corporate, voluntary, and cooperative food store chains....	35,568	25.2
Independent food stores...........	38,767	27.5
Milk distribution companies........	18,162	12.9
Institutions......................	6,853	4.9
Noninstitutional eating places.....	24,802	17.6
Distributor's own retail stores, stands, and house-to-house routes.........................	16,766	11.9
Total	140,918	100.0

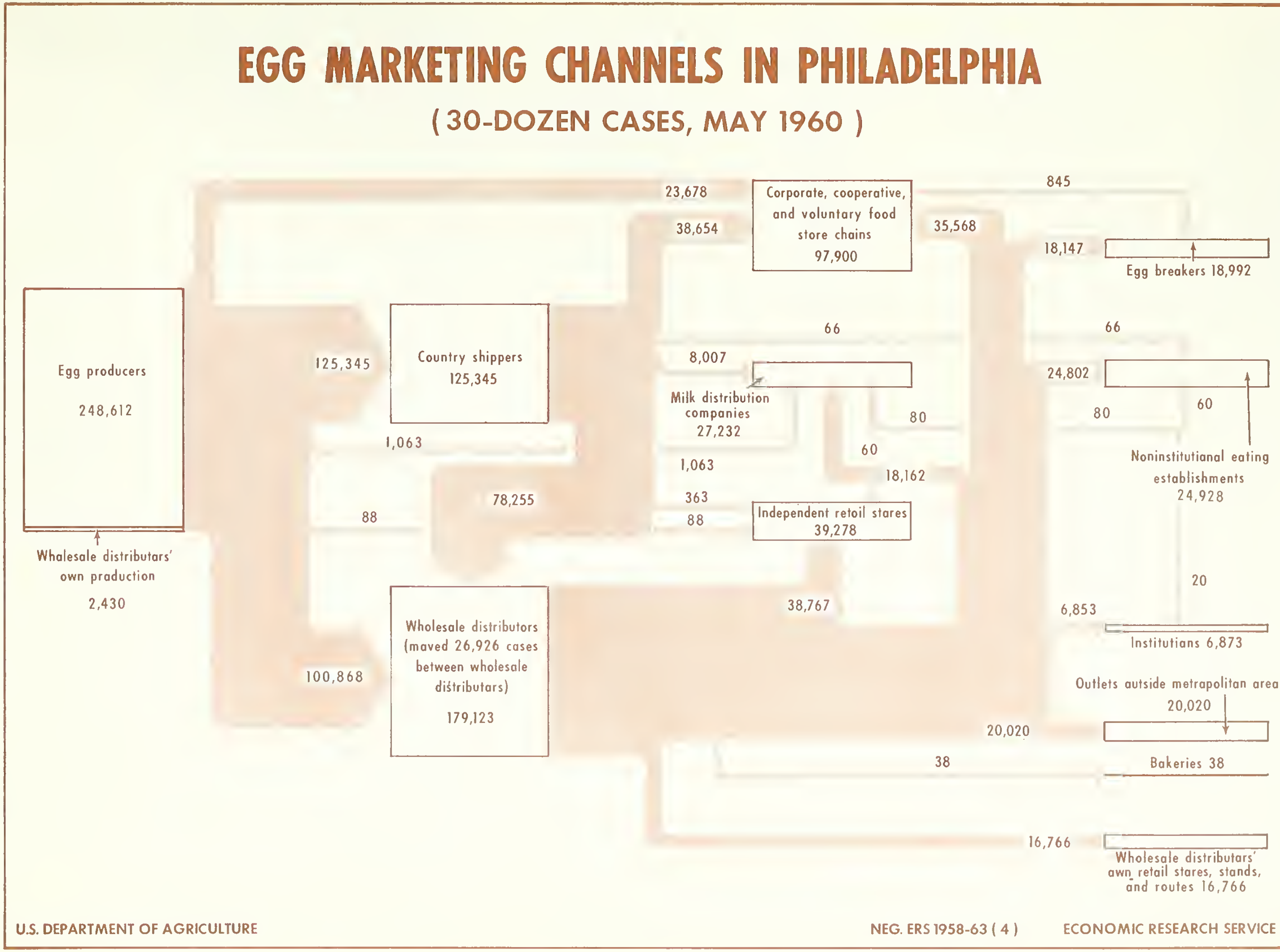
Figure 2 shows the marketing channels used by the wholesale distributors. These distributors provide an important service by supplying a continual flow of shell eggs to independent grocery stores, restaurants, hotels, dairies, and institutional outlets. In May 1960, they also supplied 5 corporate food store chains with 33,835 cases of eggs.

Corporate Food Store Chains

Nine active corporate food store chains reported receiving 95,006 cases of shell eggs from all sources in May 1960. Country shippers supplied 38,654 cases, local wholesale distributors, 33,835 cases, and 22,517 cases were purchased direct from producers. Over 76 percent of the eggs received by corporate food store chains were in consumer cartons, 40 percent from country shippers. Two chains candled and cartoned 22,517 cases in their own warehouses. Therefore, 99.9 percent of all sales by corporate food store chains were in consumer cartons (table 7). The other one-tenth of a percent was sold to local egg breakers.

Voluntary and Cooperative Food Store Chains

Respondents of 31 firms were voluntary or cooperative grocery chains, but only 7 of these handled eggs. The others handled only dried and canned goods, paper products, and other nonperishable items. The 7 chains reported handling


EGG MARKETING CHANNELS IN PHILADELPHIA
(30-DOZEN CASES, MAY 1960)
Egg producers
248,612
Wholesale distributors' own production
2,430
125,345
Country shippers
125,345
1,063
88
78,255
100,868
Wholesale distributors (moved 26,926 cases between wholesale distributors)
179,123
23,678
38,654
Corporate, cooperative, and voluntary food store chains
97,900
35,568
845
8,007
Milk distribution companies
27,232
66
80
60
18,162
1,063
363
88
Independent retail stores
39,278
38,767
18,147
Egg breakers 18,992
66
24,802
80
60
Noninstitutional eating establishments
24,928
20
6,853
Institutions 6,873
Outlets outside metropolitan area
20,020
20,020
38
Bakeries 38
16,766
Wholesale distributors' own retail stores, stands, and routes 16,766
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2,894 cases of eggs during May 1960. Local distributors supplied 1,733 cases of eggs to 5 chains, and 3 chains received 1,161 cases of eggs from producers. Of the eggs received by these 7 grocery chains, 79 percent were in consumer cartons and a negligible amount were put into cartons by 2 chains.

Milk Distribution Companies

The 38 milk distributors responding purchased 15,160 cases of eggs in May 1960. Country shippers supplied 8,007 cases; local wholesale distributors, 6,090 cases; and producers, 1,063 cases. Over 94 percent of their total receipts were in cartons. Only 5 milk distribution companies reported cartoning eggs--a negligible quantity (table 7). Eighty cases of eggs were sold by 1 dairy to restaurants, hotels, and institutions. Dairies handled eggs mainly as a service item for their door-to-door milk customers. The volume of eggs handled by them was relatively small, as only 3 firms handled more than 2,000 cases during May 1960 (table 6).

Restaurant Chains

The 8 restaurant chains reporting served 3,129 cases of eggs during May 1960. Only 66 cases of eggs were received from country shippers; 3,063 cases were purchased from local wholesale distributors.

Independent Retail Stores

There were 17 small specialty retail stores or markets that reported handling 1,687 cases of shell eggs during May 1960. They purchased 88 cases from producers, 363 from country shippers, and 1,236 cases from local distributors. They sold, in consumer cartons, 880 cases. Firms in this group classified themselves as independent retailers, butter and egg stores, hucksters, and live poultry and egg markets.

Boston

The Boston metropolitan area consists of: All of Suffolk County, Mass.; Cambridge, Everett, Malden, Medford, Melrose, Newton, Sommerville, Waltham, and Woburn cities, and Arlington, Ashland, Bedford, Belmont, Burlington, Concord, Framingham, Lexington, Lincoln, Natick, North Reading, Reading, Stoneham, Sudbury, Wakefield, Watertown, Wayland, Weston, Wilmington, and Winchester towns in Middlesex County, Mass.; Beverly, Lynn, Peabody, and Salem cities, and Danvers, Hamilton, Lynnfield, Manchester, Marblehead, Middleton, Nahant, Saugus, Swampscott, Topsfield, and Wenham towns in Essex County, Mass.; Quincy city and Braintree, Brookline, Canton, Cohasset, Dedham, Dover, Holbrook, Medfield, Milton, Needham, Norfolk, Norwood, Randolph, Sharon, Walpole, Wellesley, Westwood, and Weymouth towns in Norfolk County, Mass.; Duxbury, Hanover, Hingham, Hull, Marshfield, Norwell, Pembroke, Rockland, and Scituate towns in Plymouth County, Mass.

Questionnaires were sent to 220 firms in this metropolitan area. Appendix table 21 shows the type of response obtained.

Of the 135 firms that reported handling shell eggs, data from 134 firms were obtained.

Type of firms	Number of firms
Wholesale distributors	66
Corporate food store chains	13
Cooperative and voluntary food store chains	3
Milk distribution companies	24
Restaurant chains	24
Independent retail stores	4
Total	134

These 134 firms reported handling 206,549 cases of 30-dozen eggs in June 1960. Of these, 99 moved 156,276 cases into retail channels without double counting (table 9). Only 2 firms sold no eggs into retail channels and the other 33 retailers, dairies, small distributors, and restaurant chains bought all their eggs from these 99 firms.

Table 9.--Net movement of shell eggs into specified retail channels, 99 survey firms, Boston metropolitan area, June 1960

Retail channel	Cases moved	Percentage
	Number	Percent
Corporate, voluntary, and cooperative food store chains	93,824	60.0
Independent food stores	23,200	14.8
Milk distribution companies	12,870	8.2
Institutions	9,940	6.4
Noninstitutional eating places	13,705	8.8
Distributor's own retail stores, stands, and house-to-house routes	2,737	1.8
Total	156,276	100.0

Shell eggs were received from country shippers in 10 different states during June 1960 in the following proportions:

	Percent of total receipts
Maine	40.3
Connecticut	19.3
Massachusetts	10.9
Illinois	8.1
New Hampshire	5.6
New York	4.8
Iowa	4.6
Vermont	4.2
Minnesota	1.2
Rhode Island	1.0
Total	100.0

Origin of receipts data were available on 90,726 cases, or about 99 percent, of the eggs received from country shippers.

In this area, 38 firms reported receiving 76,378 cases of eggs direct from producers, and 9 firms distributed 2,594 cases of eggs from their own production. The remaining 36,006 cases were moved from local wholesalers to other firms in the Boston egg market.

In the Boston area 35 firms purchased all of their eggs--9,687 cases--from local distributors. These firms were primarily small jobbers, hucksters, restaurant chains, dairies, and relatively small supermarkets. The larger firms purchased most of their eggs in trucklots from country shippers. Those that had candling and cartoning facilities purchased regularly from producers. An additional 33 large firms purchased a small portion of their eggs from local wholesale distributors for fill-in purposes due to special sales, low receipts from their regular suppliers, or an increase in demand from their steady customers. Figure 3 shows the distribution of eggs in the Boston metropolitan area.

In this area, 6 firms purchased 10,000 or more cases of eggs during June 1960. These firms received over 53 percent of the total receipts by all 134 active respondents. Of the 66 wholesale distributors, 43 handled less than 800 cases a month, and their combined volumes were about 11 percent of wholesale distributors' total receipts. The wholesale distributors averaged smaller in volume handled than in Philadelphia and New York, but the food store chain volume appeared to be larger (table 10).

In the Boston metropolitan area, 43 egg handlers cartoned 83,817 cases, or 53.6 percent of the net movement of eggs into retail channels by all 99 firms. During the month of June 1960, 18 firms reported receiving 20,482 cases of eggs in cartons from country shippers (table 11). Over 10,400 cases of cartoned eggs were received from producers by 4 corporate chains and 4 large milk distribution companies.

EGG MARKETING CHANNELS IN BOSTON

(30-DOZEN CASES, JUNE 1960)

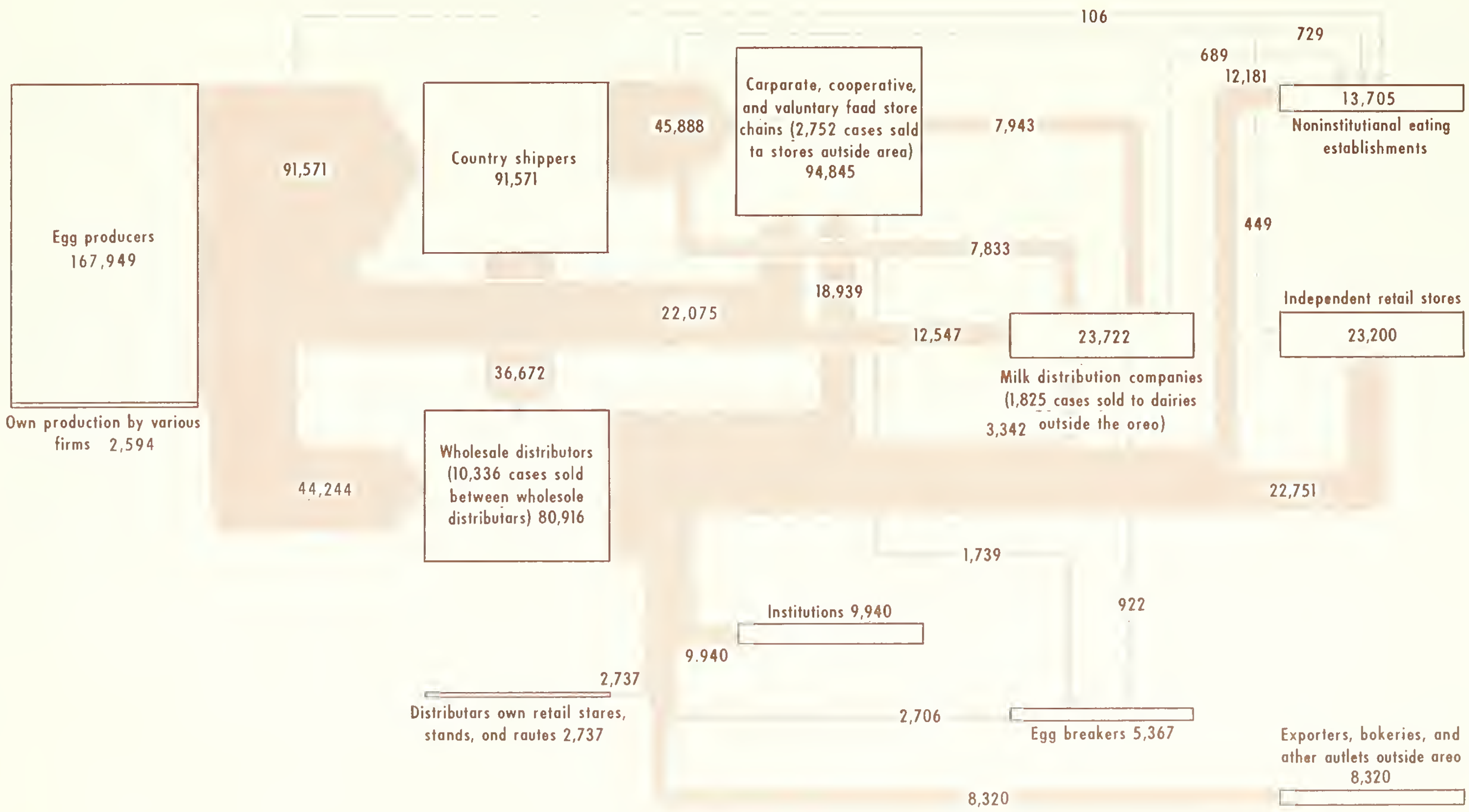

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Table 10.--Volume of shell eggs handled by 134 wholesale and retail firms in the Boston metropolitan area, June 1960

Cases handled	Wholesale distributors			Retail distributors											
				Corporate, voluntary, and cooperative food store chains			Milk distribution companies			Restaurant chains			Independent retail stores		
	Firms		Volume handled	Firms		Volume handled	Firms		Volume handled	Firms		Volume handled	Firms		Volume handled
	No.	Pct.	Pct.	No.	Pct.	Pct.	No.	Pct.	Pct.	No.	Pct.	Pct.	No.	Pct.	Pct.
Less than 100	12	18.2	0.7	1/6	37.5	1.4	14	58.4	2.4	17	70.8	12.8	2/4	100.0	100.0
100 to 399	22	33.4	5.3	-	----	---	5	20.8	4.2	3	12.5	14.1	-	-----	-----
400 to 799	9	13.6	5.2	-	----	---	3/5	20.8	93.4	4/4	16.7	73.1	-	-----	-----
800 to 1,199	5	7.6	5.2	-	----	---	-	----	----	-	----	----	-	-----	-----
1,200 to 1,599	4	6.1	6.2	-	----	---	-	----	----	-	----	----	-	-----	-----
1,600 to 1,999	3	4.5	5.3	-	----	---	-	----	----	-	----	----	-	-----	-----
2,000 to 6,500 5/ ..	8	12.1	30.1	7	43.8	27.2	-	----	----	-	----	----	-	-----	-----
9,000 and more	3	4.5	42.0	3	18.7	71.4	-	----	----	-	----	----	-	-----	-----
Total	66	100.0	100.0	16	100.0	100.0	24	100.0	100.0	24	100.0	100.0	4	100.0	100.0

1/ Handled more than 50 but less than 500 cases.
2/ Handled more than 20 but less than 625 cases.
3/ Handled more than 399 but less than 19,000 cases.
4/ Handled more than 399 but less than 1,199 cases.
5/ No firms reported handling between 6,500 and 9,000 cases.

Table 11.--Volume of shell eggs handled in cartons and loose packs by 5 types of firms in the Boston metropolitan area, June 1960

Method of handling	Type of firm											
	Wholesale distributors		Corporate food store chains		Voluntary and cooperative food store chains		Milk distribution companies		Independent retail stores		All receivers	
	Firms	Cases	Firms	Cases	Firms	Cases	Firms	Cases	Firms	Cases	Firms	Cases
Received in cartons from--												
Local wholesale distributors....	6	460	8	12,340	3	3,286	11	3,006	1	25	29	19,117
Country shippers.	4	1,289	3	6,825	1	4,551	10	7,817	-	--	18	20,482
Producers........	-	-----	4	1,348	-	-----	4	9,055	-	--	8	10,403
Total 1/.......	10	1,749	10	20,513	3	7,837	20	19,878	1	25	44	50,002
Received loose in cases and--												
Put in cartons...	36	34,995	3	48,758	-	-----	4	64	-	--	43	83,817
Sold loose.......	60	54,508	5	9,793	-	-----	4	3,500	4	669	73	68,470
Total 1/.......	66	91,252	13	79,064	3	7,837	24	23,442	4	694	110	202,289

1/ Horizontal total number of firms does not equal the vertical sum of the firms because firms buy eggs in cartons from more than one type of supplier and, in many instances, they also carton eggs.

Wholesale Egg Distributors

In June 1960, 66 wholesale distributors, most of them located outside of Boston proper, received and moved 91,252 cases of eggs into various channels. The net total movement of 69,890 cases into retail outlets was accomplished by 64 firms (table 12). The remaining eggs were moved as follows: 11 percent to city wholesale egg distributors, less than 1 percent to egg breakers, and 11 percent to other outlets outside the metropolitan area.

Table 12.--Shell egg sales by wholesale distributors to retail outlets, 64 firms, Boston metropolitan area, June 1960

Retail outlet	Cases sold	Percentage of sales
	Number	Percent
Corporate, voluntary, and cooperative food store chains....	18,939	27.1
Independent food stores...........	22,751	32.6
Milk distribution companies........	3,342	4.8
Institutions......................	9,940	14.2
Noninstitutional eating places.....	12,181	17.4
Distributor's own retail stores, stands, and house-to-house routes..........................	2,737	3.9
Total........................	69,890	100.0

The 66 wholesale distributors surveyed received 46.2 percent of their eggs directly from producers, 40.2 percent from country shippers, 11.3 percent from suppliers within the area, and 23 percent from their own production. About 2 percent of their receipts were purchased in cartons by 10 wholesalers, and 38.3 percent of all wholesalers total receipts were cartoned by 36 wholesale distributors.

Corporate Food Store Chains

The 13 responding food store chains purchased 79,064 cases of eggs during June 1960. Over 19.7 percent of their receipts were purchased from wholesalers; 52.3 percent, from country shippers; and 27.3 percent, directly from producers; and less than 1 percent came from their own farms. Of the eggs purchased in cartons by 10 chains, 12,340 cases came from wholesale distributors, 6,825 were from country shippers, and 1,348 cases were from producers. Only 3 chains reported cartoning eggs (table 11). The food store chains sold 1,739 cases to local egg breakers and 2,752 cases to firms outside the metropolitan area, the remaining volume going into their own retail stores.

Voluntary and Cooperative Food Store Chains

Of the voluntary and cooperative food store chains surveyed 9 handled only dry groceries. The independent stores in these groups purchased most of their eggs from wholesale distributors. Three chains reported moving 7,837 cases of cartoned eggs to and through their stores. Only 1 chain received eggs from country shippers but all 3 chains purchased some eggs from local firms.

Milk Distribution Companies

Sales of eggs were reported by 24 milk distributors. They stated that they received 12,547 cases of eggs from producers, 7,833 cases from country shippers, and 3,062 cases from local wholesale distributors. Only 5 firms received more than 400 cases of eggs a month, but their volume represented over 93 percent of the total handled by milk distribution companies. There were 9 companies that received all their eggs from local wholesale distributors. Over three-fourths of the dairy companies' receipts were in cartons.

Restaurant Chains

Twenty-five restaurant chains reported selling eggs. Twenty-four of these 25 chains purchased 3,425 cases of eggs from local wholesale distributors, 729 cases from country shippers, and 106 cases from producers.

Independent Retail Stores

In June 1960, 4 independent retail stores sold 694 cases of shell eggs. Two-thirds of their receipts were from country shippers, and the remaining one-third came from small local wholesale distributors. Only 25 cases of these eggs were purchased and sold in cartons.

Pittsburgh

The Pittsburgh metropolitan area consists of Alleghany, Beaver, Washington, and Westmoreland Counties in Pennsylvania. Questionnaires were sent to 137 firms in this area. See Appendix, table 21 for the response obtained.

Of the 101 firms that reported handling shell eggs, 98 firms provided the data requested:

Type of firm	Number of firms
Wholesale distributors	46
Corporate food store chains	12
Cooperative and voluntary food store chains	10
Milk distribution companies	11
Restaurant chains	7
Independent retail chains	12
Total	98

These 98 firms reported buying and selling 122,822 cases of shell eggs in January 1960. There were 31 firms that reported purchasing all their eggs from 67 local metropolitan firms. These 67 firms moved 102,744 cases of eggs into all types of retail channels without duplication in January 1960 (table 13). More than 51 percent of the total reported retail movement of eggs went through food store chains, and 32 percent were sold through independent retail stores. The remaining 17 percent was distributed to institutions, restaurants, hotels, milk distribution companies, and on house-to-house delivery routes (fig. 4).

The origin of eggs from country shippers, as indicated by 71.3 percent of total shipments into this area and their proportionate percentages are listed as follows:

	Percent of total receipts
Ohio	51.0
Pennsylvania	16.1
Minnesota	14.8
Indiana	13.5
Iowa	3.9
Maryland	.7
North Carolina	1/
Total	100.0

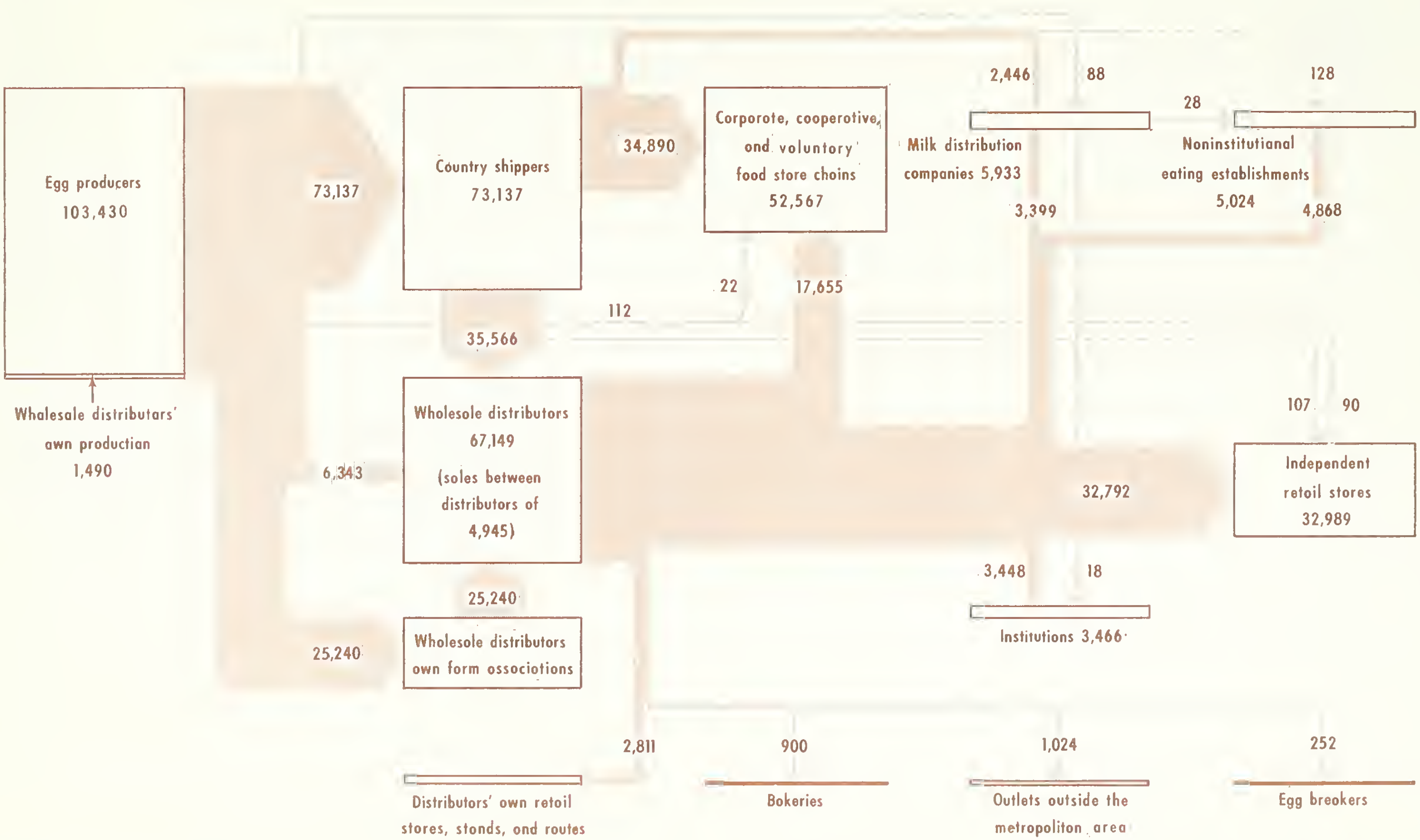
1/ Less than 0.05 percent.

Table 13.--Net movement of shell eggs into specified retail channels, 67 survey firms, Pittsburgh metropolitan area, January 1960

Retail channel	Cases moved	Percentage
	Number	Percent
Corporate, voluntary, and cooperative food store chains	52,567	51.2
Independent food stores	32,989	32.1
Milk distribution companies	5,887	5.7
Institutions	3,466	3.4
Noninstitutional eating places	5,024	4.9
Distributor's own retail stores, stands, and house-to-house routes	2,811	2.7
Total	102,744	100.0

EGG MARKETING CHANNELS IN PITTSBURGH

(30-DOZEN CASES, JANUARY 1960)



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More than 84 percent of the total eggs handled by the 98 firms were purchased from country shippers (73,137 cases), distributors' own farm associations (25,240 cases), and producers (5,053 cases). A total of 5 metropolitan area firms produced and distributed 1,490 cases. The remaining 17,902 cases were purchased from local metropolitan area firms. Eggs were purchased solely from local distributors by 31 firms. These 31, all being retail establishments, purchased 5,737 cases of eggs, of which 4,256 were in consumer cartons.

Table 14 shows the size distribution by the 98 responding firms in the Pittsburgh area. The wholesale distributors varied in volume of eggs handled from less than 100 cases to just under 22,000 during January 1960. The 3 wholesale distributors that reported handling 4,400 cases or more in January 1960 represented 6.5 percent of the 46 firms, but they handled 45.9 percent of the volume; whereas, the 27 firms that handled less than 800 cases a month, or 58.8 percent of the wholesale distributors, handled only 12.8 percent of the volume.

The 22 food store chains that responded showed a wide distribution. They ranged from handling less than 100 cases a month to just under 21,000 cases. The 6 largest chains that handled 2,000 or more cases in January 1960 represented 27.3 percent of the chains, but they handled 94.9 percent of the volume. The 10 small chains, handling less than 100 cases a month, represented 45.4 percent of the firms and 1.5 percent of the volume. See table 14 for further size distribution by corporate, voluntary, and cooperative food store chains, milk distribution companies, restaurant chains, and independent retail stores.

Over 80 percent of the net total movement of 102,744 cases of eggs through retail channels were reported sold in cartons in January 1960. Country shippers supplied 79.6 percent of the cartoned eggs; producers, 0.5 percent; and 33 local distributors cartoned the remaining 19.9 percent (table 15).

Wholesale Distributors

In the Pittsburgh metropolitan area there were 46 wholesale distributors handling eggs. These firms purchased 72,094 cases of eggs during January 1960. Forty percent, or 29,087 cases, of these eggs were purchased in cartons; whereas the wholesalers cartoned 15,620 cases (table 15). Producers supplied 4,853 cases of eggs: 35,566 cases were purchased from country shippers; 25,240 cases, from member producer cooperatives; 1,490 cases, came from their own production; and the remaing 4,945 cases were sold between the distributors themselves.

Forty-six firms moved 64,973 cases of eggs into retail channels (table 16). The wholesalers sold 252 cases to egg breakers, 900 cases to bakeries, and 1,024 cases to other outlets outside the metropolitan area.

Corporate Food Store Chains

The 12 active corporate food store chains handled 43,790 cases of eggs during January 1960. They purchased 43,455 cases of eggs in cartons and car-

Table 14.--Volume of shell eggs handled by 98 wholesale and retail firms in the Pittsburgh metropolitan area, January 1960

Cases handled	Wholesale distributors			Retail distributors: Corporate, voluntary, and cooperative food store chains			Milk distribution companies			Restaurant chains			Independent retail stores		
	Firms		Volume handled	Firms		Volume handled	Firms		Volume handled	Firms		Volume handled	Firms		Volume handled
	No.	Pct.	Pct.	No.	Pct.	Pct.	No.	Pct.	Pct.	No.	Pct.	Pct.	No.	Pct.	Pct.
Less than 100 ..	2	4.3	0.1	10	45.5	1.5	3	27.3	1.4	1/7	100.0	100.0	1/12	100.0	100.0
100 to 399	12	26.1	3.4	2/6	27.3	3.6	3/8	72.7	98.6	-	-----	-----	--	-----	-----
400 to 799	13	28.4	9.3	-	----	---	-	----	----	-	-----	-----	--	-----	-----
800 to 1,199 ...	7	15.2	9.3	-	----	---	-	----	----	-	-----	-----	--	-----	-----
1,200 to 1,599 ..	4/3	6.5	6.2	-	----	---	-	----	----	-	-----	-----	--	-----	-----
1,600 to 1,999 ..	-	----	---	-	----	---	-	----	----	-	-----	-----	--	-----	-----
2,000 to 3,599 ..	6	13.0	25.8	5/3	13.6	23.0	-	----	----	-	-----	-----	--	-----	-----
3,600 to 5,199 ..	6/3	6.5	45.9	-	----	----	-	----	----	-	-----	-----	--	-----	-----
5,200 and more ..	-	----	----	3	13.6	71.9	-	----	----	-	-----	-----	--	-----	-----
Total	46	100.0	100.0	22	100.0	100.0	11	100.0	100.0	7	100.0	100.0	12	100.0	100.0

1/ Handled more than 20 but less than 399 cases.
2/ Handled more than 100 but less than 799 cases.
3/ Handled more than 100 but less than 2,800 cases.
4/ Handled more than 1,200 but less than 1,999 cases.
5/ Handled more than 2,000 but less than 5,400 cases.
6/ Handled more than 3,600 but less than 22,000 cases.

Table 15.--Volume of shell eggs handled in cartons and loose packs by 5 types of firms in the Pittsburgh metropolitan area, January 1960

Method of handling	Type of firm											
	Wholesale distributors		Corporate food store chains		Voluntary and cooperative food store chains		Milk distribution companies		Independent retail stores		All receivers	
	Firms	Cases	Firms	Cases	Firms	Cases	Firms	Cases	Firms	Cases	Firms	Cases
Received in cartons from--												
Local wholesale distributors	2	531	7	8,645	5	484	5	1,888	7	442	25	11,990
Country shippers	13	28,192	5	34,800	2	150	6	2,421	1	37	27	65,600
Producers	3	364	1	10	-	---	3	35	-	---	7	409
Total 1/	17	29,087	11	43,455	7	634	9	4,344	8	479	52	77,999
Received loose in cases and--												
Put in cartons	24	15,620	1	335	4	262	4	211	1	12	33	16,440
Sold loose	44	27,367	-	---	2	93	3	74	7	433	56	27,967
Total 1/	46	72,074	12	43,790	10	989	11	4,629	12	924	91	122,406

1/ Horizontal total number of firms does not equal the vertical sum of the firms because firms buy eggs in cartons from more than one type of supplier and, in many instances, they also carton eggs.

toned 335 cases (table 15). From country shippers and producers, 6 chains purchased 34,820 cases of eggs.

Table 16.--Shell egg sales by wholesale distributors to retail outlets, 46 firms, Pittsburgh metropolitan area, January 1960

Retail outlet	Cases sold	Percentage of sales
	Number	Percent
Corporate, voluntary, and cooperative food store chains	17,655	27.2
Independent food stores	32,792	50.5
Milk distribution companies	3,399	5.2
Institutions	3,448	5.3
Noninstitutional eating places	4,868	7.5
Distributor's own retail stores, stands, and house-to-house routes	2,811	4.3
Total	64,973	100.0

Milk Distribution Companies

The 11 responding milk distribution companies handled 4,629 cases of eggs, of which 2,095 cases were from local distributors. The milk distributing companies purchased 4,344 cases in cartons, and they cartoned 211 cases. They sold 18 cases to institutional outlets and 28 cases to restaurants.

Independent Retail Stores, Voluntary and Cooperative Food Store Chains

Twelve independent retail stores and 10 chains reported handling 1,913 cases of eggs which were purchased from local wholesalers, producers, and country shippers. Volume information was not available from 2 chains that reported buying eggs from local distributors. Therefore, all but 289 cases of eggs reported as going to and through the voluntary, cooperative, and independent food store chains were purchased weekly from the wholesale distributors.

Restaurant Chains

There were 7 restaurant chains that reported selling eggs. They purchased 268 cases of eggs from local distributors and 128 cases from country shippers. The wholesale distributors reported selling 4,868 cases of eggs to all types of noninstitutional eating places.

Baltimore

The Baltimore metropolitan area consists of the city of Baltimore and Anne Arundel, Baltimore, Carroll, and Howard Counties in Maryland. Questionnaires were sent to 123 firms in this area. Appendix table 21 shows the type of response obtained. In this area 93 firms reported receiving 129,757 cases of eggs in August 1960 from all sources. These 93 firms were:

Type of firm	Number of firms
Wholesale distributors	53
Corporate food store chains	7
Cooperative and voluntary food store chains	4
Milk distribution companies	11
Restaurant chains	15
Independent retail stores	3
Total	93

Twenty-nine of the 93 firms purchased all of their eggs--6,932 cases--from local wholesale egg distributors. Shell egg receipts came from 3 types of egg handlers: 23,534 cases from local wholesale distributors, 85,131 cases from country assemblers and shippers, and 21,092 cases from egg producers.

Country egg assemblers and shippers in 11 different States and distributors in New York City and Washington, D. C., shipped eggs into the Baltimore area in the following proportions:

	Percent of total receipts
Pennsylvania	24.6
Minnesota	24.6
Iowa	15.9
North Carolina	12.3
Maryland	5.2
New York City	4.2
Illinois	3.4
Virginia	3.3
Mississippi	1.8
Arkansas	1.8
Ohio	1.8
Washington, D. C.	1.1
West Virginia	1/
Total	100.0

1/ Less than 0.05 percent.

Information on the source of supply and suppliers were obtained on 78 percent of the 85,131 cases of eggs purchased from country shippers. Over 75 percent of the reported receipts from country shippers came from the States of Pennsylvania, Minnesota, Iowa, and North Carolina.

Of the 93 active egg handlers in Baltimore, 4 reported purchasing 10,000 or more cases of eggs during August 1960. These 4 firms received over 45 percent of the eggs received by all 93 firms. Five of the 53 active wholesale distributors received 63.5 percent of all receipts (table 17). Thirty-five of the wholesale distributors handled less than 800 cases of eggs a month.

A net movement of 87,062 cases of eggs into retail channels in August 1960 was reported by 61 firms. More than 46 percent of the total retail movement was sold through food store chains, and 29 percent was sold through independent grocery stores (table 18). About 13 percent of the sales to retail channels went to restaurants, hotels, cafeterias, and other public eating places. The remaining 12 percent was sold through dairies, institutions, and local distributors own stands and house-to-house routes (table 22).

Table 18.--Net movement of shell eggs into specified retail channels, 61 survey firms, Baltimore metropolitan area, August 1960

Retail channel	Cases moved	Percentage
	Number	Percent
Corporate, voluntary, and cooperative food store chains..	40,320	46.3
Independent food stores..........	25,478	29.3
Milk distribution companies......	3,336	3.8
Institutions....................	4,515	5.2
Noninstitutional eating places...	11,180	12.8
Distributors' own retail stores, stands, and house-to-house routes........................	2,233	2.6
Total.......................	87,062	100.0

In the metropolitan area, 32 firms cartoned 40,719 cases of eggs during August 1960 (table 19). Twelve firms reported buying 22,658 cases of cartoned eggs direct from country shippers and 1 firm bought 76 cases of cartoned eggs from a producer. Sales of eggs in cartons represented 72.8 percent of the net total retail movement of shell eggs.

Wholesale Egg Distributors

The 53 wholesale distributors reported purchasing 84,174 cases of eggs in August 1960. Of these, 5 firms were produce distributors who marketed their own production of 1,040 cases. The remaining receipts of eggs were purchased from country shippers, 58,414 cases; from local producers, 17,788 cases; and 6,932 cases from egg distributors in the metropolitan area (fig. 5). In August 1960, 28 wholesale distributors cartoned 20,506 cases of eggs.

Table 17.--Volume of shell eggs handled by 93 wholesale and retail firms in the Baltimore metropolitan area, August 1960

Cases handled	Wholesale distributors			Retail distributors: Corporate, voluntary, and cooperative food store chains			Retail distributors: Milk distribution companies			Retail distributors: Restaurant chains			Retail distributors: Independent retail stores		
	Firms		Volume handled	Firms		Volume handled	Firms		Volume handled	Firms		Volume handled	Firms		Volume handled
	No.	Pct.	Pct.	No.	Pct.	Pct.	No.	Pct.	Pct.	No.	Pct.	Pct.	No.	Pct.	Pct.
Less than 100	13	24.5	0.7	1/4	36.4	1.7	4	36.4	9.4	2/15	100.0	100.0	3	100.0	100.0
100 to 399	14	26.4	3.0	-	----	---	3	27.2	20.2	--	-----	-----	-	-----	-----
400 to 799	8	15.1	4.6	-	----	---	3/4	36.4	70.4	--	-----	-----	-	-----	-----
800 to 1,199	4	7.5	4.4	4/4	36.4	11.2	-	----	----	--	-----	-----	-	-----	-----
1,200 to 1,599	3	5.7	5.0	-	----	----	-	----	----	--	-----	-----	-	-----	-----
1,600 to 1,999	3	5.7	6.9	-	----	----	-	----	----	--	-----	-----	-	-----	-----
2,000 to 4,400	3	5.7	11.9	-	----	----	-	----	----	--	-----	-----	-	-----	-----
4,400 and more	5	9.4	63.5	3	27.2	87.1	-	----	----	--	-----	-----	-	-----	-----
Total	53	100.0	100.0	11	100.0	100.0	11	100.0	100.0	15	100.0	100.0	3	100.0	100.0

1/ Handled more than 40 but less than 400 cases.
2/ Handled more than 10 but less than 800 cases.
3/ Handled more than 399 but less than 1,200 cases.
4/ Handled more than 799 but less than 1,600 cases.

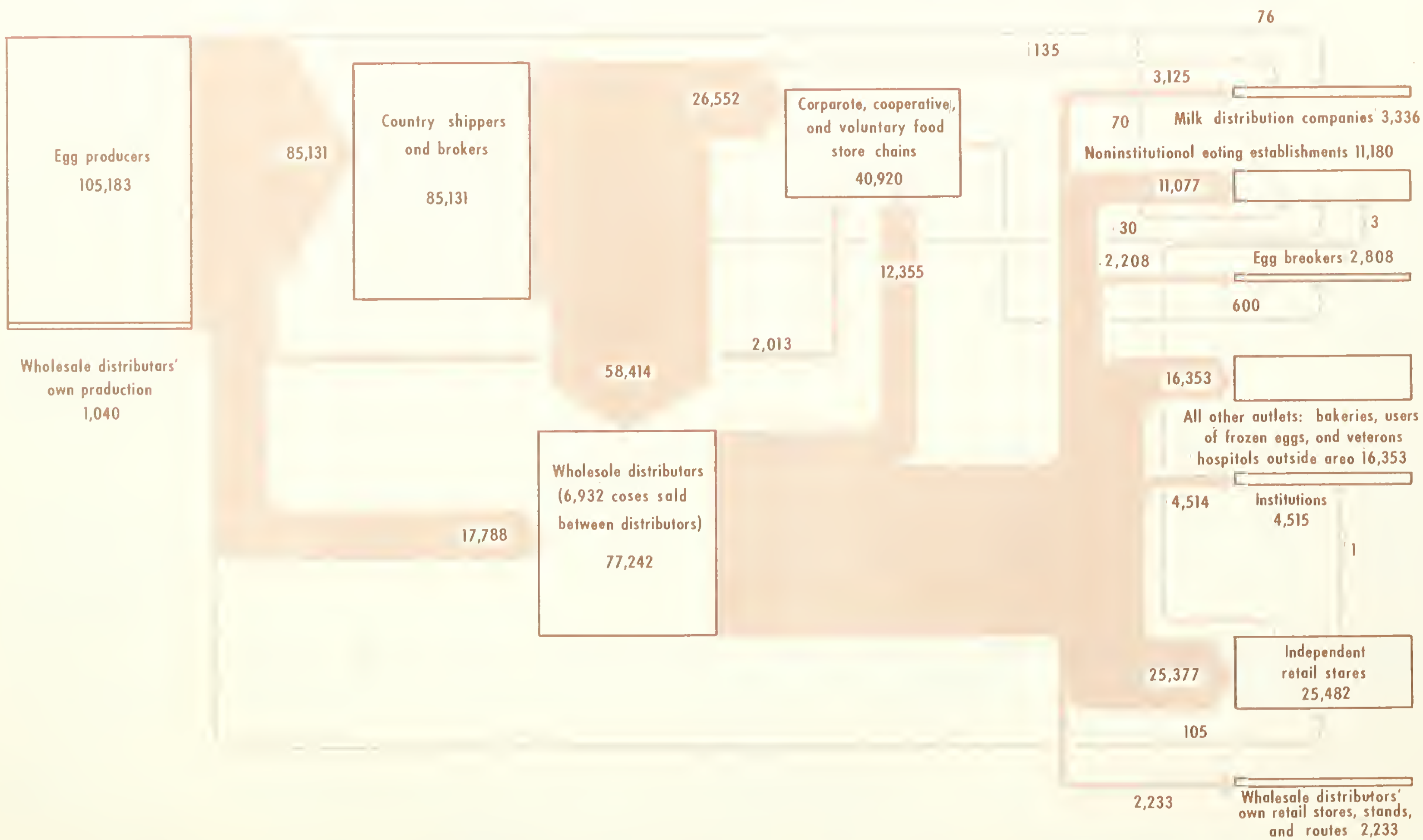
Table 19.--Volume of shell eggs handled in cartons and loose packs by 5 types of firms in the Baltimore metropolitan area, August 1960

Method of handling	Type of firm											
	Wholesale distributors		Corporate food store chains		Voluntary and cooperative food store chains		Milk distribution companies		Independent retail stores		All receivers	
	Firms	Cases	Firms	Cases	Firms	Cases	Firms	Cases	Firms	Cases	Firms	Cases
Received in cartons from--												
Local wholesale distributors....	5	1,549	4	9,890	4	2,465	10	3,119	2	30	25	17,053
Country shippers.	7	14,727	3	7,436	1	405	1	90	-	--	12	22,658
Producers........	-	------	-	-----	-	-----	1	76	-	--	1	76
Total 1/.......	12	16,276	6	17,326	4	2,870	11	3,285	2	30	35	39,787
Received loose in cases and--												
Put in cartons...	27	20,506	2	20,124	-	-----	1	45	1	44	32	40,719
Sold loose.......	51	47,392	1	600	-	-----	-	--	3	61	55	48,053
Total 1/.......	53	84,174	7	38,050	4	2,870	11	3,330	3	135	78	128,559

1/ Horizontal total number of firms does not equal the vertical sum of the firms because firms buy eggs in cartons from more than one type of supplier and, in many instances they also carton eggs.

EGG MARKETING CHANNELS IN BALTIMORE

(30-DOZEN CASES, AUGUST 1960)



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There were 12 wholesalers who received 16,276 cases of eggs in cartons, of which 14,727 cases were purchased from country shippers. Table 20 shows the volume of eggs moved by 50 of the wholesalers to various retail outlets. Three of the 53 wholesale distributors did not move eggs into retail outlets. Other sales by wholesale distributors were 25,493 cases to institutions, bakeries, military establishments, and other wholesale distributors in and outside of the metropolitan area (fig. 5). Some were sold as frozen egg products.

Table 20.--Shell egg sales by wholesale distributors to retail outlets, 50 firms, Baltimore metropolitan area, August 1960

Retail outlet	Cases sold	Percentage of sales
	Number	Percent
Corporate, voluntary, and cooperative food store chains...	12,355	21.1
Independent food stores...........	25,377	43.2
Milk distribution companies.......	3,125	5.3
Institutions......................	4,514	7.7
Noninstitutional eating places....	11,077	18.9
Distributor's own retail stores, stands, and house-to-house routes.........................	2,233	3.8
Total........................	58,681	100.0

Corporate, Voluntary, and Cooperative Food Store Chains

The 11 food store chains reported purchasing 40,920 cases of shell eggs from 3 sources: 12,355 cases from local distributors, 26,552 cases from country shippers, and 2,013 cases direct from producers. There were 6 reporting chains that purchased all of their eggs, or 3,038 cases, from local distributors, and 3 chains did not purchase any from local firms.

All but 600 cases of eggs received by food store chains were sold as cartoned eggs. The 12,355 cases of eggs purchased from local wholesale distributors were in cartons, and 7,841 cases from country shippers were in cartons (table 19). These cartoned eggs were delivered direct to the individual stores. Only 2 food store chains reported cartoning 20,124 cases of eggs during August 1960. The remaining 600 cases of loose eggs were sold to egg breakers.

Milk Distribution Companies

The 11 responding milk distribution companies reported receiving 3,330 cases of shell eggs during August 1960. All but 211 cases, or 94 percent of all eggs, were received from local wholesale distributors in cartons. Only 1 dairy reported cartoning eggs.

Restaurant Chains

The 15 restaurant chains using eggs in their establishments reported purchasing 1,198 cases during August 1960. They bought 70 cases from producers, 30 cases from country assemblers, and 1,098 cases from local wholesale distributors.

Independent Grocery Stores

The 3 responding retail stores purchased and sold through their own stores 135 cases of eggs (including 3 to a next-door restaurant and 1 to an institution) in August 1960. They bought 30 cases of eggs from local distributors and 105 cases from producers. They sold 61 cases over the retail counter as loose eggs.

DEVELOPMENT AND USES OF NEW SHELL EGG VOLUME REPORTS

The new reports on Egg Movement into Retail Channels were developed in an effort to obtain the total measurable volume of shell eggs that move weekly into retail channels, whether to chain or independent grocery stores, restaurants, hotels, institutions, dairies, or home delivery routes, or as direct sales to consumers. The main objective was to develop a weekly report that could feasibly measure accurate and representative movements of shell eggs into the marketing channels closest to the ultimate consumer.

Methodology

To develop this weekly report, as previously explained, questionnaires were mailed to all firms presumed to be egg handlers in the metropolitan areas of New York, Philadelphia, Boston, Pittsburgh, and Baltimore. Essentially seven different types of firms were surveyed. Complete coverage of all firms believed to handle eggs in each metropolitan area was necessary to determine with full accuracy the size and type of firms moving eggs into retail channels.

From the answers to the questionnaires, a commercial universe of firms was established. This universe consists of all firms that move 100 or more 30-dozen cases of eggs a week into retail channels without duplicating the count of eggs reported by other firms. This was the minimum size volume used for reports of weekly movement of eggs into retail channels in Chicago, Los Angeles, San Francisco, Portland-Vancouver, and Seattle. and it has the important practical advantages of including most of the eggs moved into retail channels and of restricting the number of firms to a manageable number for reporting purposes.

This commercial universe includes wholesale distributors, cooperative, voluntary, and corporate food store chains, and milk distribution companies. They are the principal egg marketing firms which make the major pricing decisions in these metropolitan areas and move the majority of all eggs purchased by consumers. Appendix table 22 shows for each of the 5 areas, the number of eggs moved by the firms in the commercial universe during the initial month of each survey as compared with the number moved by all survey firms moving eggs into retail channels. In New York, (Appendix, table 22) firms of this size accounted for 94.8 percent of the net movement of eggs into retail outlets by firms surveyed in the initial month of the survey. In Philadelphia the percentage was 96.4, in Boston 94.7, in Pittsburgh 95.2, and in Baltimore 96.

Movements of eggs into retail channels without duplication means that the same eggs are not counted twice in the weekly reports. For example, the restaurant chains reported purchasing most of their eggs from local wholesale distributors. These wholesale distributors report each week their total sales to all retail establishments, including sales to restaurant chains. If the restaurant chains were asked to report their sales each week, the weekly report on movements of eggs into retail channels would contain many cases of eggs that were reported by both types of firms.

To avoid double counting, only the eggs purchased by restaurant chains from country shippers and producers located outside the metropolitan area should be reported as retail sales. In all instances in this survey, however, restaurant chains purchased less than 100 cases a week from firms outside the metropolitan area. None of these chains, therefore, are included in the firms reporting weekly data.

Data for the report were collected weekly on mailed questionnaires that contained explicit instructions for each reporting firm. The instructions were precise and clear so that each firm would know what to report without causing duplication. The market reporters used these individual reports in establishing an estimated total volume of eggs moved into retail outlets by the universe of firms. The previous publication describing the 4 West Coast reports contains more detail on the procedures used in developing these weekly reports. (See listing on p. iii).

This type of weekly reporting is being furnished the egg industry in 16 cities with hopes of establishing it in 2 additional cities.

However, during the experimental collection phase in Boston (Atlanta, Kansas City, and St. Louis), a number of the firms in the established universe would not cooperate in this endeavor to provide helpful marketing information. Therefore, a report was released on the matched-plant basis which cannot reliably be compared, over a period of time, with the more accurate and useful estimated total movement reports issued in 12 other large consuming areas. An accurate comparison cannot be made because :(1)When data are collected and issued on a matched-plant basis, each plant that reported last week must also report this week or its data cannot be used for this week's comparison, whereas in the estimated-total report, all firms in the commercial universe influence the weekly report, because any week a nonresponding firm's data are missing, they are accurately estimated for that week; and (2) weekly matched-plant data cannot be added together to obtain month-to-month comparisons or moving average information unless all plants report each week, whereas the estimated-total data can be added together to achieve meaningful results.

The weekly reports provide egg producers, assemblers, shippers, distributors, and retailers with volume movement information that helps them establish realistic prices from week to week. The report also could provide them with an accurate basis for comparing their sales with the total sales by members of the universe. Therefore, if the report in Boston, Atlanta, Kansas City, and St. Louis could be established on the estimated-total basis, like the 12 reports now being published in other markets, each would provide excellent marketing information, helpful to the entire egg industry.

This system of reporting estimated-total movements of eggs into retail channels, if initiated in other metropolitan areas, would provide weekly estimates that could be added together to obtain comparisons for various periods of time (a) for individual cities, (b) among cities, and (c) for an approximate national commercial movement of eggs into retail channels that cover all reporting cities. For instance, if the reports were to be established in the 25 largest metropolitan areas which now have Dairy and Poultry Market News offices, the volume would include approximately 40 percent of the total estimated consumption of shell eggs in the United States.

The volume of shell eggs moved by the commercial universe in these 5 eastern metropolitan areas ranged from 54 percent of the estimated consumption in Pittsburgh to 88 percent in Boston. Additional details concerning the commercial universe in each of these 5 metropolitan areas follow.

New York

The commercial universe of 301 firms in the New York metropolitan area that handle 100 or more cases of shell eggs a week reported moving 808,131 cases of eggs into retail channels during October 1959. This was 75 percent of the average estimated consumption of eggs by the 14,759,429 persons in the area.[2] Of the 433 wholesale distributors, 255 sold enough eggs to retail outlets to qualify for this commercial universe. Of the 60 responding corporate and 26 voluntary and cooperative food store chains in the area, 28 and 10, respectively, qualified for the commercial universe. The remaining 48 chains purchased 2,953 cases of eggs from country shippers, 229 cases from small producers and 22,185 cases from local wholesalers. Therefore, most of the eggs purchased by the 48 chains would be reported by 2 or more firms (since the wholesale distributors were to report the volume of all sales to food store chains). Of the 175 milk distribution companies that sold eggs, 72 purchased some from firms outside the metropolitan area, but only 8 of these bought 100 or more cases a week.

[2] Estimated consumption is established on the 1960 population estimate of 14,759,429 for the New York metropolitan area and the October 1959 and June 1961 national per capita consumption rate of 26.2 and 22.4 shell eggs, respectively.

In June 1961, when the first weekly report was published, 284 firms still qualified for the commercial universe. Between October 1959 and June 1961, 17 firms went out of the egg distribution business. Of these, 15 firms had been distributing 100 to 300 cases to retail outlets weekly. During the 4 weeks ending in June 1961, the 284 firms reported moving 701,300 cases of shell eggs into retail channels. This is over 76 percent of the average estimated consumption for that month in the New York metropolitan area.

A household food consumption survey in 1955 showed that consumers in the northeast region of the United States consumed six-tenths of an egg less per person per week than the United States average.[3] Therefore, reported retail movements by the commercial universe of firms during June 1961 may cover more than the consumption estimate of 76 percent. This will also be true in the comparisons made for the other 4 cities in this report.

The remaining movement to consumers, or 24 percent of the estimated consumption, was distributed by small producer-distributors of eggs in New Jersey, Pennsylvania, and New York, house-to-house routemen, and hucksters of all types, and through individual small egg, poultry, and fish specialty shops. Sales by these individuals were primarily direct to the consumer. Sales were also to institutions, and to small industrial and public cafeterias.

During the experimental reporting stage, problems developed among the large wholesale distributors who also were qualified brokers. These firms, primarily located in the old downtown market, were concerned with following the instructions on the questionnaires that were being used for weekly data collection. In this questionnaire, the wholesale-distributors were asked to report all sales to food store chains, and the food store chains were asked to omit their direct purchases from local wholesale distributors. However, these wholesaler-brokers stated that 90 percent of their sales to food store chains were strictly brokerage sales, that is, they never handled the eggs physically through their establishments. Therefore, the instructions on the questionnaires for distributors and food store chains, were corrected. The wholesalers should not report sales of eggs to food store chains with 5 or more individual stores, and the chains were requested to report their total movement of eggs into retail channels, regardless of where the eggs were purchased. Changing these instructions resulted in removing some of the wholesale distributors from the commercial universe and adding an equivalent number of food chains that purchased most of their eggs from local wholesale distributors. Food store chains with less than 5 stores normally sell less than 100 cases of shell eggs a week and buy from a local wholesale distributor; therefore, they do not qualify for the commercial universe in the New York metropolitan area.

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[3] Sherr, Harry. The Household Market for Poultry Products in the United States. U. S. Agr. Mktg. Serv., AMS-340 (9) February 1961, table 6, page 22 (reprinted from The National Food Situation, April 1958).

Philadelphia

The 56 firms that reported moving 100 or more cases of eggs per week into retail channels without duplication, moved 204,248 cases of eggs into retail channels during May 1960, or 67.7 percent of the estimated consumption of eggs by the 4,342,897 persons in the Philadelphia metropolitan area.[4] Of the 76 wholesale distributors, 44 sold enough eggs to retail outlets to qualify for the defined universe. Of the 9 responding corporate and 7 voluntary and co-operative food chains in the area, 5 and 1, respectively, qualified for the commercial universe. The remaining 10 food store chains purchased only 414 cases from country shippers and producers and 16,050 cases from local wholesale distributors. Most of the eggs purchased by these 10 chains, therefore, would be duplicated in the reports received from the wholesale distributors who report their total sales to retail outlets each week.

Of the 38 milk distribution companies that bought and sold shell eggs, 11 purchased some eggs from country shippers and producers, but only 6 of these were large enough to qualify for the commercial universe.

When weekly data collection was initiated in March 1961, there were only 51 commercial firms: 40 were wholesale distributors, 4 were corporate food chains, 1 was a voluntary food chain, and 6 were milk distribution companies; 5 had gone out of the egg distribution business. When the weekly report was released, these 51 firms had moved into retail channels 238,400 cases of eggs, or 76 percent of the estimated consumption for that month. Some of these 51 firms picked up the customers that in May 1960 were being serviced by the 5 firms that went out of business. Also, a large country assembler-distributor closed its doors during this period, and most of its sales are now handled by local distributors. The share of estimated consumption covered by the report of movement of eggs into retail channels was 75.5 percent in May 1961 and 74.1 percent in October 1961. [5]

The reported 204,248 cases of eggs moved into retail channels by 56 firms in May 1960 represented 96.4 percent of the total net reported movement of 211,822 cases by the 102 firms that purchased eggs direct from producers or country shippers or both, table 22, Appendix.

Boston

Only 41 of the 134 respondent firms qualified for the commercial universe. They reported moving 147,989 cases of eggs in June 1960 into the area's retail

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[4] The estimated consumption of eggs is based on the 1960 population estimate of 4,342,897 for the Philadelphia metropolitan area and a national average per capita consumption rate of 25.0 shell eggs during May 1960.

[5] The national average estimated consumption of shell eggs in March 1961 was 26.0, in May 1961 it was 24.3, and in October 1961 it was 24.7.

channels. This volume is 88.6 percent of the area's estimated consumption of shell eggs.[6] Of the 66 active wholesalers, 29 were large enough to qualify for the commercial universe. Of the 16 food store chains responding, only 9 qualified for the defined universe. The 7 nonqualifying chains purchased only 576 cases of eggs from firms outside the metropolitan area. Three of the 24 milk distribution companies were large enough in their retail sales volume to qualify for the commercial universe of 41 firms.

The 29 wholesale and producer-distributors in the universe moved 64,435 cases; the 9 corporate, co-operative, and voluntary food store chains moved 66,366 cases, and the remaining 17,188 cases were handled by the 3 milk distributing companies. The 9 food store chains purchased 9,400 cases from wholesale distributors. The cases were reported as retail movements by these distributors in an attempt to obtain the greatest volume of movement without any duplication.

The weekly report during the months of May and October 1961 represented 68.8 and 69.4 percent of the estimated consumption of shell eggs in the Boston metropolitan area.[6] If all firms in the commercial universe would co-operate, the report's coverage would increase by at least 20 percent. This omission could cause the weekly report to show a negative change from the previous week when actually there might have been an increased movement of eggs into retail channels. The reverse, also, could happen. The report, therefore, may not always measure the true aggregate movement by all firms that are members of the commercial universe, and it loses much of its effectiveness as a reliable indicator of retail sales.

Pittsburgh

Only 36 firms moved an average of 100 or more 30-dozen cases of eggs per week into retail channels without duplication in the Pittsburgh metropolitan area. Of these 36 firms, 29 were wholesale distributors, 6 were corporate food store chains, and the 1 remaining firm was a milk distribution company. These 36 firms received 110,646 cases of eggs and moved a reported 97,752 cases into retail channels in January 1960. This movement into retail channels represented 54.2 percent of the total estimated consumption of eggs in the area during January, but accounted for 95 percent of the total commercial movement of eggs into retail channels by all firms surveyed.[7]

During October 1961 and February 1962, the commercial universe of reporting firms moved 50.6 percent and 52.2 percent of the estimated shell egg

[6] The estimated consumption of shell eggs is based on the 1960 population estimate of 2,589,301 for the Boston metropolitan area and the June 1960 estimated per capita consumption of 23.1 shell eggs. The estimated monthly per capita consumption for May and October 1961 were 24.3 and 24.7 shell eggs, respectively.

[7] Estimated consumption is established on the 1960 population estimate of 2,405,435 for the Pittsburgh metropolitan area and the January 1960, October 1961, and February 1962 national per capita consumption rate of 27.0, 24.7, and 23.2 shell eggs, respectively.

consumption in the Pittsburgh metropolitan area. 7/ This low percentage of the total consumption of eggs in Pittsburgh by these 36 commercial firms is below the coverage obtained in all other cities surveyed. In the metropolitan area of Pittsburgh are a great number of house-to-house peddlers and small producers who distribute their own production of eggs to restaurants, hotels, independent retail stores, and direct to the consumer. Data were not obtained from these small distributors because (1) a list of such firms was not available, (2) the survey objective was to obtain and report the commercial movement of eggs into retail channels, not the total movement of eggs to consumers in the area, and (3) collection of data directly from these numerous small distributors would be very expensive if the coverage of the report were to be increased to any extent.

Baltimore

In the Baltimore metropolitan area, 24 egg distributors and 5 food chains were large enough to qualify for the commercial universe. This group of firms moved 83,572 cases of eggs into the area's retail channels in August 1960 which is 71.7 percent of the estimated consumption.8/ The volume reported by this sample of firms is highly representative of the actual movements to all types of retail outlets shown for the entire survey (table 22, Appendix).

These 24 wholesale distributors and 5 food store chains that are members of the defined universe range in average retail movements from 100 to 3,500 cases per week. The 24 wholesale distributors moved into retail channels about 67 percent of the net total movement.

Using and Maintaining the Weekly Report

Table 24, appendix, provides a summary of the volume of eggs moved weekly into retail channels in the year ending in May 1962. The data in table 24 can be used in the following ways: (1) The weekly data can be added for each city to obtain a movement figure for all cities per week or month; (2) the data for an individual city can be averaged to obtain 4- or 6-week moving averages; (3) week-to-week, month-to-month, or year-to-year comparisons can be made for each city or for all the cities combined; (4) individual firms can compare their weekly movements into retail outlets with the aggregate movements, (a number of firms are actively doing this); and (5) percentage change in the current week can be compared with the same week a year earlier. These data can also be used to compare various holiday-week movements from year to year or within each year.

The following sample illustrates how the use of the data obtained from the commercial universe of egg handlers in each area could be improved.

8/ The estimated consumption figure is based on the August 1960 national average per capita consumption rate of 24.3 shell eggs and a population estimate of 1,727,023.

Movement of Shell Eggs into Retail Channels for the Week Ended September 29, 1962

Area	Volume in cases		Percentage change from--	
	Current Week	Previous Week	Previous Week	Last Year
Baltimore	18,000	19,300	-7	-6
Birmingham	6,800	7,100	-4	1/
Chicago	54,400	59,500	-9	-3
Detroit	39,100	39,900	-2	1/
Los Angeles	92,500	91,100	+2	+12
New Orleans	11,000	11,400	-4	1/
New York	155,600	158,400	-2	-7
Philadelphia	45,300	46,700	-3	-10
Pittsburgh	19,200	20,400	-6	-2
Portland-Vancouver	7,700	7,300	+5	-1
San Francisco	50,500	53,000	-5	-19
Seattle	15,100	19,300	-22	+4
Total	515,200	533,400	-3	-4
4-week moving average	527,400			
Atlanta 2/	11,400	10,900	+5	1/
Boston 2/	30,100	28,700	+5	+10
Kansas City 2/	8,000	7,800	+3	1/
St. Louis 2/	10,200	11,000	-7	1/

1/Not available.
2/Based on a matched-plant comparison and not wholly on an estimated total for the commercial universe.

In the weekly report of Egg Movement into Retail Channels, the volume of eggs moved into each type of retail outlets, as a proportion of the total volume moved by firms in the commercial universe, was within 2 percent of the proportion reported in the same categories by all firms in the initial survey of the 5 areas (table 22, Appendix). For example, the volume of eggs sold through all food store chains in New York, in the initial survey, was 56.9 percent of the total retail movements; in the weekly report, this movement to food store chains was 59.4 percent of the total weekly movements, or 2.5 percent greater than in the initial survey. In these 5 cities, the differences in total movements through food store chains ranged from 1.5 to 3.0 percent larger in the weekly report than in the initial survey. Differences in movements through other outlets were generally less than 1.5 percent. Therefore, based on a selected universe of firms, the weekly reports are influenced by the chainstore movements to a greater extent than was indicated in the initial survey of the entire market. This 1.5 to 3.0 percent weighting factor is within tolerable limits.

To maintain or improve the current accuracy and representativeness of these weekly reports, periodic telephone or mail surveys should be made of all firms handling eggs in each market. These surveys should provide information on (1) new egg-handling firms that become established in the metropolitan area, (2) current small-volume egg-handling firms that grow and become eligible for the commercial universe, and (3) currently reporting egg handlers who change their source of supply, which results in duplication in reporting. Firms that meet the qualifications of the defined commercial universe should immediately start reporting volume movements each week.

Finally, development of a report on the movements of eggs into retail channels in 25 or more large metropolitan areas would give a good indication of weekly consumption of eggs on a national basis. Such a report, plus the Weekly Commercial Egg Movement report [9], could indicate relative volumes of movements both into and out of commercial marketing channels. That is, the two reports together would give useful indications of current egg supply. Such current information could be valuable in making decisions on prices at all market levels, including prices to farmers, and on related marketing policies and practices.

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[9] The Weekly Commercial Egg Movement report is issued every Wednesday. Copies may be obtained by writing to the Dairy and Poultry Market News Branch, Dairy Division, Agricultural Marketing Service, U.S. Department of Agriculture, Washington 25, D. C.

APPENDIX

Table 21.--Firms to which questionnaire was sent, response by type of firm, 5 eastern metropolitan areas, 1959-1960

Item	Wholesale distributors	Corporate food store chains	Cooperative and voluntary food store chains	Milk distribution companies	Restaurant chains	Independent retail stores	Total
	Firms	Firms	Firms	Firms	Firms	Firms	Firms
NEW YORK, OCTOBER 1959							
Firms that handle shell eggs	433	60	26	175	16	144	854
Firms eliminated:							
Handle no eggs	55	4	12	114	--	---	185
Out of business	89	3	1	8	--	---	101
Duplicated name	73	7	2	---	1	---	83
Egg breakers (no retail movement)	12	--	--	---	--	---	12
Egg brokers (no physical handling)	4	--	--	---	--	---	4
Moved outside survey area	6	--	--	---	--	---	6
Not located	67	--	1	12	--	---	80
Did not give information on volume	18	1	9	22	2	2	54
Total	757	75	51	331	19	146	1,379
PHILADELPHIA, MAY 1960							
Firms that handle shell eggs	76	9	7	38	8	17	155
Firms eliminated:							
Handle no eggs	18	--	24	13	--	---	55
Out of business	20	1	1	1	--	1	24
Duplicated name	3	--	--	1	--	---	4
Egg breaker (no retail movement)	1	--	--	---	--	---	1
Egg brokers (no physical handling)	2	--	--	---	--	---	2
Not located	7	--	--	---	--	2	9
Total	127	10	32	53	8	20	250
BOSTON JUNE 1960							
Firms that handle shell eggs	66	13	3	24	24	4	134
Firms eliminated:							
Handle no eggs	11	--	9	1	7	---	28
Out of business	20	1	--	2	--	4	27
Duplicated name	4	1	1	6	2	---	14
Egg breaker (no retail movement)	1	--	--	---	--	---	1
Egg broker (no physical handling)	1	--	--	---	--	---	1
Moved outside survey area	1	--	1	1	--	---	3
Not located	11	--	--	---	--	---	11
Did not give information on volume	---	--	--	---	1	---	1
Total	115	15	14	34	34	8	220

Table 21.--Continued

Table 21.--Firms to which questionnaire was sent, response by type of firm, 5 eastern metropolitan areas, 1959-1960--continued

Item	Wholesale distributors	Corporate food store chains	Cooperative and voluntary food store chains	Milk distribution companies	Restaurant chains	Independent retail stores	Total
PITTSBURGH, JANUARY 1960							
Firms that handle shell eggs..	46	12	10	11	7	12	98
Firms eliminated:							
Handle no eggs.............	2	--	3	5	--	---	10
Out of business............	6	3	3	2	--	2	16
Duplicated name............	1	--	--	---	--	1	2
Egg breakers (no retail movement)................	3	--	--	---	--	---	3
Egg brokers (no physical handling)................	3	--	--	---	--	---	3
Not located................	1	--	--	---	--	1	2
Did not give information on volume................	---	--	2	1	--	---	3
Total....................	62	15	18	19	7	16	137
BALTIMORE, AUGUST 1960							
Firms that handle shell eggs..	53	7	4	11	15	3	93
Firms eliminated:							
Handle no eggs.............	7	--	3	1	5	---	16
Out of business............	9	1	--	---	--	---	10
Duplicated name............	2	1	--	1	--	---	4
Total....................	71	9	7	13	20	3	123

Table 22.--All survey firms moving eggs (without duplication) into retail channels, compared with firms in the commercial universe, 5 eastern metropolitan areas, initial month of survey, 1959-60

Area, date, and reporting group	Firms reporting1/	Retail channels												Net movement into retail channels	
		Corporate, voluntary, and cooperative food store chains		Independent retail stores		Milk distribution companies		Institutions		Noninstitutional eating places		Distributors' own retail stores, stands, and house-to-house routes			
	Number	Cases	Percent	Cases	Percent	Cases	Percent	Cases	Percent	Cases	Percent	Cases	Percent	Cases	Percent
New York, Oct. 1959:															
All firms	623	484,126	56.9	176,611	20.7	30,027	3.5	54,253	6.4	73,530	8.6	33,629	3.9	852,176	100.0
Commercial universe	301	480,193	59.4	157,820	19.5	25,062	3.1	53,123	6.6	66,427	8.2	25,506	3.2	808,131	100.0
Philadelphia, May 1960:															
All firms	102	96,885	45.8	39,278	18.5	27,092	12.8	6,873	3.2	24,928	11.8	16,766	7.9	211,822	100.0
Commercial universe	56	96,611	47.3	35,197	17.2	26,755	13.1	6,686	3.3	23,326	11.4	15,673	7.7	204,248	100.0
Boston, June 1960:															
All firms 2/	99	93,824	60.0	23,200	14.8	12,870	8.2	9,940	6.4	13,705	8.8	2,737	1.8	156,276	100.0
Commercial universe 2/	41	93,188	63.0	20,502	13.9	11,899	8.0	9,676	6.5	11,442	7.7	1,282	0.9	147,989	100.0
Pittsburgh, Jan. 1960:															
All firms	67	52,567	51.2	32,989	32.1	5,887	5.7	3,466	3.4	5,024	4.9	2,811	2.7	102,744	100.0
Commercial universe	36	52,406	53.6	30,779	31.5	4,623	4.7	3,343	3.4	4,484	4.6	2,117	2.2	97,752	100.0
Baltimore, Aug. 1960:															
All firms	61	40,320	46.3	25,478	29.3	3,336	3.8	4,515	5.2	11,180	12.8	2,233	2.6	87,062	100.0
Commercial universe	29	40,080	47.9	23,873	28.6	3,061	3.7	4,303	5.1	10,533	12.6	1,722	2.1	83,572	100.0

1/Includes wholesale distributors, food store chains, milk distribution companies, and restaurant chains.
2/Data were collected from 98 and 40 firms, respectively. One firm did not furnish data, but its volume was estimated for this comparison.

Table 23.--Shell egg sales by wholesale distributors to retail channels, by 2 reporting groups, 5 eastern metropolitan areas, for a specified month in 1959-60

Area, date, and reporting group	Wholesale distributors reporting	Retail channels						Total sales to 6 outlets	
		Independent food stores	Corporate, voluntary, and cooperative food store chains	Milk distribution companies	Institutions	Noninstitutional eating places	Distributors' own stores, stands, and house-to-house retail routes	Quantity	Percentage of net total movement by all firms 1/
	Number	Cases	Cases	Cases	Cases	Cases	Cases	Cases	Percent
New York, Oct. 1959									
All firms.........	412	169,008	176,336	18,822	54,228	71,959	33,629	523,982	61.5
Commercial universe	255	157,388	175,685	17,571	53,107	66,405	25,506	495,662	61.3
Philadelphia, May 1960:									
All firms.........	71	38,767	35,568	18,162	6,853	24,802	16,766	140,918	66.5
Commercial universe	44	35,197	35,538	18,098	6,686	23,326	15,673	134,518	65.9
Boston, June 1960:									
All firms.........	64	22,751	18,939	3,342	9,940	12,181	2,737	69,890	44.7
Commercial universe	29	20,502	18,879	3,332	9,676	10,764	1,282	64,435	43.5
Pittsburgh, Jan. 1960:									
All firms.........	46	32,792	17,655	3,399	3,448	4,868	2,811	64,973	63.3
Commercial universe	29	30,779	17,606	3,288	3,343	4,484	2,117	61,617	63.0
Baltimore, Aug. 1960:									
All firms.........	50	25,377	12,355	3,125	4,514	11,077	2,233	58,681	67.4
Commercial universe	24	23,873	12,115	3,061	4,303	10,533	1,722	55,607	66.5

1/ See table 22, movements into retail channels by all firms surveyed.

Table 24.--Reported weekly movement of shell eggs into retail channels and percentage change from previous week, 5 metropolitan areas, June 1961 through May 1962

Week ending	New York: Cases	New York: Change from previous week	Philadelphia: Cases	Philadelphia: Change from previous week	Boston 1/: Cases	Boston 1/: Change from previous week	Pittsburgh: Cases 2/	Pittsburgh: Change from previous week	Baltimore: Cases	Baltimore: Change from previous week
	1,000	Percent	1,000	Percent	1,000	Percent	1,000	Percent	1,000	Percent
1961										
June 3	183.3	+1	49.9	+1	26.2	0	--	--	21.2	+9
10	190.7	+4	50.5	+1	25.7	-2	--	--	18.9	-12
17	163.9	-14	49.3	-2	26.1	+2	--	--	18.6	-2
24	163.4	0	49.7	+1	26.5	+2	--	--	18.2	-2
July 1	173.5	+6	52.4	+5	26.6	0	--	--	19.7	+8
8	157.5	-11	52.0	-1	25.9	-2	--	--	19.3	-2
15	163.6	+4	49.8	-4	25.9	0	--	--	19.0	-2
22	167.7	+2	49.4	-1	26.5	+3	--	--	19.6	+3
29	163.6	-2	48.9	-1	26.9	+1	--	--	19.0	-3
Aug. 5	153.9	+1	48.0	-2	25.6	-5	--	--	18.9	-1
12	158.9	+3	49.5	+3	27.7	+8	--	--	19.7	+4
19	153.3	-4	47.7	-4	26.4	-5	--	--	18.4	-7
26	154.1	+1	47.2	-1	26.1	-1	--	--	19.8	+8
Sept. 2	163.1	+6	48.8	+3	28.0	+6	--	--	19.8	0
9	156.0	-4	48.3	-1	26.3	-6	--	--	19.1	-4
16	163.1	+5	49.3	+2	26.4	0	--	--	19.9	+4
23	165.1	+1	51.2	+4	26.8	+2	--	--	19.8	0
30	166.6	+1	50.2	-2	27.0	+2	--	--	19.1	-4
Oct. 7	166.8	0	50.6	+1	27.6	+3	18.6	+2	20.3	+6
14	167.7	+1	49.0	-3	27.3	-1	18.4	-1	19.4	-4
21	163.4	-3	49.1	0	27.5	+1	19.2	+4	18.6	-4
28	166.1	+2	50.0	+2	28.3	+3	18.8	-2	17.4	-6
Nov. 4	173.4	+4	51.5	+3	29.3	+4	19.9	+6	18.1	+4
11	157.3	-9	50.0	-3	28.2	-4	18.9	-5	18.6	+3
18	168.1	+7	50.7	+1	29.3	+4	19.5	+3	20.1	+8
25	164.2	-2	50.3	-1	31.3	+7	20.9	+7	18.4	-8
Dec. 2	168.9	+3	51.7	+3	28.0	-11	21.1	+1	21.9	+19
9	169.7	0	3/	3/	30.4	+9	22.1	+5	21.0	-4
16	174.0	+3	54.5	3/	29.5	-3	23.4	+6	20.9	0
23	177.9	+2	55.4	+2	31.3	+6	25.3	+8	23.7	+13
30	177.0	-1	56.2	+1	29.0	-9	22.0	-13	20.6	-13
1962										
Jan. 6	173.0	-2	51.4	-9	28.5	-2	20.2	-8	20.6	0
13	170.8	-1	50.6	-2	28.6	0	20.9	+5	20.3	-1
20	168.9	-1	51.3	+1	30.9	+8	21.6	+3	21.6	+6
27	160.3	-5	50.0	-3	27.7	-10	19.2	-11	20.1	-7
Feb. 3	163.9	+2	50.1	0	28.2	+2	18.9	-2	19.1	-5
10	173.0	+6	50.5	+1	28.8	+2	21.3	+13	19.8	+4
17	164.2	-5	50.2	-1	31.7	+10	20.4	-4	19.5	-2
24	170.3	+4	49.9	-1	29.5	-7	19.5	-4	19.4	-1
Mar. 3	168.7	-1	50.8	+2	30.0	+1	20.4	+5	19.0	-2
10	170.2	+1	52.3	+3	31.2	+4	20.4	0	21.0	+11
17	171.7	+1	53.8	+3	32.1	+3	21.4	+5	20.7	-1
24	171.1	0	51.6	-4	29.6	-8	22.0	+3	20.3	-2
31	174.0	+2	51.1	-1	29.7	0	24.0	+9	19.2	-5
Apr. 7	173.0	-1	51.9	+2	30.1	+1	22.9	-5	19.7	+3
14	178.2	+3	53.4	+3	31.1	+3	25.4	+11	20.7	+5
21	227.0	+27	71.4	+26	38.1	+23	51.4	+102	30.6	+48
28	146.1	-36	49.0	-31	29.2	-23	19.0	-63	17.9	-42
May 5	166.6	+14	48.1	-2	29.1	0	18.8	-1	18.3	+2
12	183.4	+10	47.3	-2	30.1	+3	18.9	+1	17.4	-5
19	160.7	-12	46.2	-2	29.3	-3	19.3	+2	19.0	+9
26	159.8	-1	48.5	+5	28.8	-2	21.9	+13	17.5	-8

1/Prepared on a matched-plant basis.
2/Series not reported until date of first entry.
3/Unable to release a report because of incomplete data.