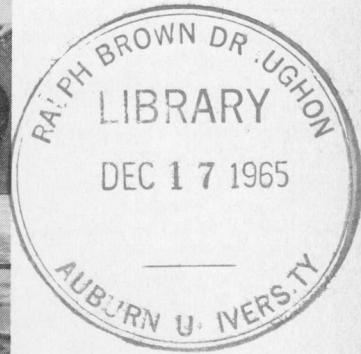


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# Homemaker Response to POULTRY PROMOTION



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*Cover* — Photo of in-store poultry display and overhead poster used in study of homemaker responses.

## SUMMARY AND CONCLUSIONS

Homemakers' behavioral characteristics were studied in relation to marketing practices to determine what factors brought about decisions to buy specific foods. Poultry was the commodity under study in this project conducted in Birmingham, Alabama.

Important or significant differences resulted from the in-store promotion. During the test period more poultry was sold in stores that had the mass display with animated appeals than in the control stores (without displays).

Stores in the lower income area of Birmingham showed a significant increase in sales. Little difference was found in the stores located in the middle and higher income areas.

Colored posters with animated appeals were used to get the attention of the homemaker. A significantly higher number of homemakers recalled seeing this type of promotional display.

Homemakers having a high school education or more, a per capita income of \$2,500 and above, and in the age bracket of 35 to 60 years, more often observed the in-store promotion display. In general, the intermediate homemaker age group was more readily influenced by available information than were the very young homemakers and those over 60.

Recipe books proved useful and popular. A significant number of homemakers in the higher education and income levels tried the recipes for poultry. Further use of poultry can be made by offering homemakers new and different recipes.

The homemakers' decision to buy poultry in a cut-up form, or in pieces or parts, was increased by store display, in-store reminder, and appearance of the meat.

More than one-third of the homemakers ranked low in marketing knowledge — 37 per cent medium, and only 28 per cent high. This indicates a need for informing homemakers about better marketing or buying practices.

While nutritional knowledge of homemakers is notably better than their marketing knowledge according to the scoring system used in this study, there is need for more information in many areas of nutrition, particularly as it relates to meat.

Both marketing and nutritional knowledge were significantly related to education, which indicates the importance of education in promotion. There is need for more consumer information, however, at all levels.

There is lack of knowledge concerning nutrients and the overall contribution poultry makes to the diet. To further inform the consumer would be of great value to the poultry industry as well as to the consumer.

Homemakers are seriously lacking in information about meat inspection and grades. This points up the need for further consumer education.

This study revealed that homemakers do observe easy-to-read educational information, such as posters with animated appeal.

The opinion many homemakers have of poultry needs to be changed. Poultry, although a highly popular food for many years in the South, should be promoted as an excellent meat selection among all income groups.

Frozen poultry, while accepted by many homemakers, needs further research directed at improvement of flavor and color.

Further information on food value, meal planning, food preparation, and food selection was requested by homemakers. This can be given the homemaker in promotion programs.

The greatest influence on consumer buying are food advertisements in newspapers.

Data from this study indicate that poultry producers and distributors can increase sales through an educational program on nutritive and economic values, and versatility of poultry on menus for all occasions. The food value of poultry as compared with other competitive meats needs to be emphasized. New forms of poultry on the market, such as ready-to-cook, small packages for the family of two, and food value information in addition to economy would be to the advantage of the poultry industry.

# Homemaker Response to POULTRY PROMOTION\*

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**A**GRICULTURAL producers and food marketing groups have become increasingly interested in whether demand for a food product can be increased through advertising and promotion, and whether demand for a product differs according to its place in the American diet. The study herein reported is concerned with an analysis of the effectiveness of in-store point of sale promotion for poultry.

Clearly defined research analyses that indicate the effectiveness of food promotion programs are relatively few in number and have been made with only a few commodities. For this reason drawing conclusions and guide lines for general use in promotion is difficult because of insufficient information. The research reported here represents a single phase of a regional research program designed to learn more about the effectiveness of promotion as related to various classes of food products. Emphasis in this research is primarily on the promotion potential of a food already well accepted by the public, but which could be produced and used to an even greater extent. It is known that more poultry is consumed if the price is reduced. It is equally well known that food markets cannot always lower the price. Therefore, an attempt is made in this study to test the effectiveness of other advertising media and to learn more about what catches the homemaker's attention and thereby provides a basis for recommending a particular type of promotion for a given product.

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\*\* The author gratefully acknowledges the cooperation of the Alabama Poultry Industry Association and the National Broiler Council, who furnished materials for the research study; the officials of Winn-Dixie Food Stores, who granted permission for the use of their stores in the study; and the managers who assisted with the in-store promotion displays and controls. Acknowledgement is also due members of SM-13 Technical Committee for their cooperation.

## PROMOTION TEST OBJECTIVES

The two specific objectives of this study were: (1) to determine the nature and characteristics of consumer responses to the selected food product (poultry) resulting from an exclusive meat promotional program through use of in-store display; and (2) to determine whether sales of poultry increased by mass display using two animated appeals directed to (a) stretching the food dollar, and (b) nutritional knowledge of the product.

## RESEARCH PROCEDURE

Birmingham, Alabama, a city with a population of 521,330 in 1960, was selected for the research study. Sixteen of the Winn-Dixie food stores were used in the study. Stores were paired for the pre- and post-study on the basis of low, medium, and high family incomes of consumers in the trading area as determined by the store management. Each group contained two low income, four medium, and two high income consumer level stores.

To obtain the initial samples, enumerators interviewed every third person who entered each store in a 60-day period until 400 names were listed. Every third name was taken from the master list for the three-part sample, one to be used for the pre-study, one for the post-study, and the third to be used for a reserve.

Interview schedules were obtained from 463 homemakers in the pre-study and 470 in the post-study by enumerator visits. The two groups were combined for basic information, and studied separately as it concerned effectiveness of the in-store promotion. Only homemakers in the post-study were subjected to the in-store (controlled) promotion.

Commodity sales in pounds and dollars were obtained from the 16 stores in a period of 2 weeks prior, 2 weeks during, and 2 weeks following the study.

Within the store during the promotion periods which extended 3 days (Thursday, Friday, and Saturday) for each of the 2 weeks, a young lady was stationed at the display to distribute leaflets that repeated the promotion theme and contained a number of good poultry recipes (Appendix C). Post-schedules were collected within 2 weeks after the last in-store promotion. Data were collected during July and August 1963.

## EFFECTIVENESS OF IN-STORE PROMOTION

The controlled in-store promotion, designed to measure effectiveness in consumer buying, consisted of a 12-foot mass display of poultry over which hung a three-panel poster. This was suspended from the ceiling displaying a color picture of fried chicken and the two appeals, stretching the food dollar and nutritional information. The poster was surrounded by colorful balloons that moved by air currents. To the back of the mass display, three large colorful poultry pictures were used.

## Homemakers' Response to In-store Promotion

Chi square analysis showed there were some significant differences in sales resulting from the in-store promotion. Effective-

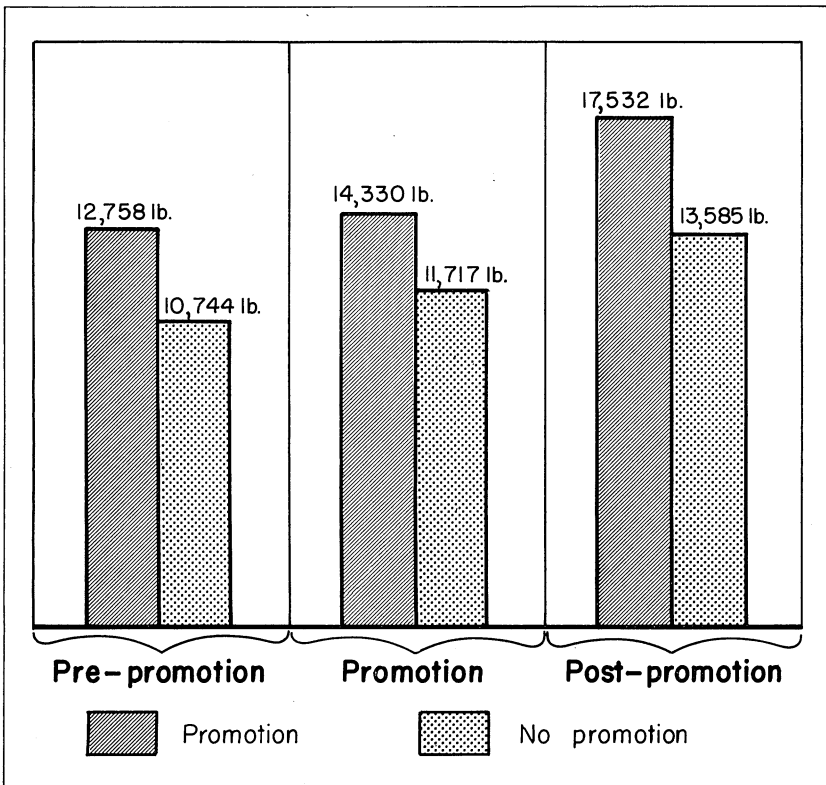


FIG. 1. Total pounds of poultry sold in test and control stores during the three periods under study, Birmingham, Alabama, 1963.

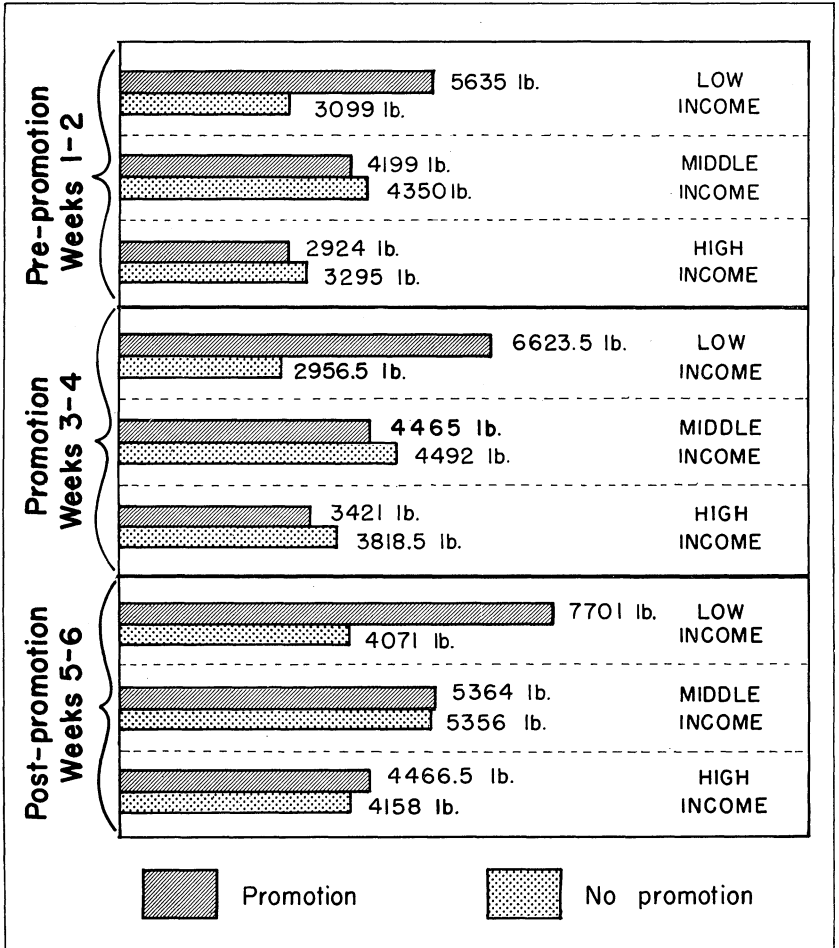


FIG. 2. Total pounds of poultry sold in test and control stores related to high-, middle-, and low-income families, Birmingham, Alabama, 1963.

ness of the promotion program differed from higher to lower income. There was significant difference in promotion compared with the controlled stores at a high level. Interaction of income and promotion was also significant at a high level, the lower income group being affected more by the promotional program than were the middle and high groups. There was no difference between the latter two income groups, Figures 1 and 2.



### Effectiveness of Posters

The effect of poster information on homemakers was studied to determine the value of this media for reaching the consumer. Forty-one per cent of the homemakers in the post-study who had been subjected to the in-store promotion recalled seeing the poultry display with the posters and the two animated appeals. The larger picture of chicken in color was remembered by 33 per cent of the homemakers, Appendix Table 1. Of those who saw the display, approximately 70 per cent remembered both the economy and high protein value statements, and about half recalled the low calorie statement.

The part of this display that actually appealed most to homemakers was with reference to the high protein value of poultry, as indicated in table.

<i>Display</i>	<i>Homemakers Pct.</i>
Poultry-high protein.....	36
Low calories.....	25
Stretching food dollar.....	18
General attractiveness.....	17
Did not recall.....	4

Homemakers indicated a strong reaction for food value in contrast to economy when asked which display appeal was more important in providing for the family.

<i>Animated Appeals</i>	<i>Homemakers Pct.</i>
Nutritional value of food.....	76
Stretching food dollar.....	24

More observant of the in-store promotion display were homemakers with a high school education and above, a per capita income of \$2,500 or more, and in the age bracket of 35 to 60, Appendix Table 2.

### Reasons for Buying Poultry

While family preference for poultry and economy were reportedly two main reasons why homemakers purchased poultry, significant differences were found between the pre- and post-studies. During the in-store promotion period, food value information was given on an animated poster in each test store. Nine per cent more homemakers in the post-study reported food value as an important consideration in buying poultry than was true of those in the pre-study. Seven per cent more selected

TABLE 1. HOMEMAKERS' REASONS FOR BUYING BROILERS, 933 HOMEMAKERS, BIRMINGHAM, ALABAMA, 1963

Reason for broiler use	Before promotion		After promotion	
	First mention	Second mention	First mention	Second mention
	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>
Preferred by family members.....	36	37	25	27
Price, economy.....	33	20	28	33
Food value.....	11	13	20	13
Can be cooked many ways.....	11	13	18	19
Easy preparation.....	6	11	6	18
Other, don't know.....	3	6	3	0

poultry because of variety in preparation. Food value and versatility were more often mentioned by homemakers following the promotion period and family preference less frequently, Table 1.

### Effectiveness of Recipes in Promotion

Recipe books for poultry were given to the homemakers at the mass display. These proved useful and popular. Fifty-four per cent of the homemakers reported receiving a copy and about 37 per cent had tried 1 to 2 recipes within the month following the promotional program. One half considered the recipe book excellent; 42 per cent thought it good. Homemakers using the recipes were mainly those having a high school education or above. Per capita income was importantly related to homemakers who tried the more complicated recipes. As income increased from the \$1,200 level, so did use of recipes and interest in collecting them.

### Frequency in Use of New Foods

It was assumed that information concerning the frequency homemakers made use of new foods would to some extent determine effectiveness of new recipes or different food combinations. Data revealed that frequency in use of new foods was related significantly to the per capita income of \$1,200 to \$2,499 in both the pre- and post-studies, diminishing to each extreme of under \$600 and \$3,200 or above. A higher percentage of homemakers having a high school education tried new foods. Homemakers having families of three to four members were more adventurous than those with larger or smaller families.

### When Decision to Buy Poultry Is Made

The decision to buy whole broilers was most often made before going to the store, whereas pieces or parts such as legs, thighs,

or breasts were most often an impulse purchase. The locale of the decision for purchase of major broiler forms is shown below:

<i>Broiler form</i>	<i>Purchase decision made</i>	
	<i>At home</i>	<i>In store</i>
	<i>Pct.</i>	<i>Pct.</i>
Whole.....	53	28
Cut-up.....	27	31
Parts.....	18	40
Miscellaneous.....	2	1

### *Factors affecting buying*

Factors most effective in influencing the homemakers' decision to buy poultry before entering the store included food advertisements in newspapers and habit. The decision to buy poultry after entering the store was significantly influenced by store displays, in-store reminders, and even more greatly, the general appearance of poultry and competing meats. Attractive displays were important in making sales, particularly for those who buy poultry parts.

<i>Influences on broiler purchases away from store</i>	<i>Promotion period</i>	
	<i>Before</i>	<i>After</i>
	<i>Pct.</i>	<i>Pct.</i>
Usually buy poultry.....	56	48
Food ads in newspapers.....	26	38
Food articles in newspaper.....	6	7
Programs or ads on radio or television.....	7	4
Miscellaneous influences.....	5	3

<i>Influences on broiler purchases within store</i>	<i>Promotion period</i>	
	<i>Before</i>	<i>After</i>
	<i>Pct.</i>	<i>Pct.</i>
Appearance of other meats.....	51	43
Attractive store display.....	19	25
Tie-in sale or price.....	5	26
Usually buy poultry.....	8	0
Miscellaneous reasons.....	14	5
In-store reminder.....	3	1

## FOOD KNOWLEDGE OF HOMEMAKERS

Assumption was made that the homemakers' previous marketing knowledge and nutritional knowledge would influence her food buying practices. For the purpose of classifying the homemaker in these two areas, questions were prepared to identify the extent of the homemaker's knowledge. A scoring procedure was designed by which homemakers could attain a score between 0 and 9, then ranked low, medium, and high for marketing knowledge. For nutritional knowledge, the homemaker could score

from 0 to 36. These scores were ranked to provide a range from 1 to 5. Seventy-three per cent of the homemakers ranked medium to low in marketing knowledge.

<i>Rank</i>	<i>Homemakers</i>	
	<i>Pre-study</i>	<i>Post-study</i>
	<i>Pct.</i>	<i>Pct.</i>
Low.....	36	33
Medium.....	34	40
High.....	30	27
TOTAL.....	100	100

Homemakers were better informed on nutrition than on buying, 62 per cent attaining a rank of 4 or over.

<i>Rank</i>	<i>Homemakers</i>	
	<i>Pre-study</i>	<i>Post-study</i>
	<i>Pct.</i>	<i>Pct.</i>
Rank 2.....	18	13
Rank 3.....	22	25
Rank 4.....	42	37
Rank 5.....	18	25
TOTAL.....	100	100

### Marketing Knowledge

All homemakers were asked about their knowledge of federal food inspection labels, meat and milk grades, sizes and grades of eggs, and comparison of package size and price. On the basis of a scoring system, homemakers were placed in low, medium, and high knowledge groups. About a third of the homemakers were in each of the three groups. Three-fourths of those with grade school education had little knowledge of the marketing practices studied, whereas three-fifths of those who were college graduates scored high in recognition. The relationship of marketing knowledge and years of education of the respondents is given in Table 2.

Per capita income of the homemaker was also related to mar-

TABLE 2. RELATIONSHIP OF EDUCATION OF THE HOMEMAKER TO MARKETING KNOWLEDGE SCORES, 910 HOMEMAKERS, BIRMINGHAM, ALABAMA, 1963

Education of homemaker, years	Marketing knowledge score		
	Low	Medium	High
	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>
Under 9 years.....	73	24	3
9-11 years.....	55	36	9
12 years.....	33	43	24
13-15 years.....	22	37	41
16 years or more.....	11	31	58
AVERAGE.....	34	37	29

keting knowledge. Fifty-seven per cent of the homemakers with a low score had a per capita income below \$1,200 per year. Forty-three per cent who ranked high in marketing knowledge had a per capita income of \$2,500 to \$3,199, Appendix Table 3.

### *Homemakers' knowledge of meat inspection symbol and grade*

When shown an outline drawing of the shield placed on federally inspected foods, 77 per cent of the homemakers in the pre-study and 86 per cent of those in the post-study remembered seeing such a symbol. A few homemakers thought it indicated other inspections or meat grades, but the remainder had no knowledge as to the purpose of the symbol.

Grades of meat are not well understood by homemakers. Less than a fourth knew two grades. More than half knew none.

<i>Meat Grades</i>	<i>Grades recognized by homemakers</i>
	<i>Pct.</i>
1 grade.....	10
2 grades.....	22
3 grades.....	11
4 grades.....	3
Did not know any.....	54

Homemakers between the ages of 35 and 44 with a per capita income of \$1,200 to \$2,499, were the best informed about the meat symbol and grades.

Level of homemakers' education did reveal a significant difference in knowledge of the U.S. meat symbol. As education level increased, so did recognition of the meat inspection symbol and an understanding of its meaning, Appendix Table 4. Homemakers with the higher educational levels also knew more meat grades, Appendix Table 5. No significant trend was established with other variables.

### *Factors governing homemakers' food selection*

Family preference was more often mentioned first as a factor in food selection. Price or economy was also frequently mentioned first. Nutrition or diet needs were seldom a factor in food selection among the homemakers under study, Table 3.

In all factors governing homemakers' purchases, per capita income affected food buying mostly at the level of \$1,200 to \$2,499. Homemakers in the lower educational levels were apparently

TABLE 3. FACTORS THAT INFLUENCE FOOD SELECTION, 933 HOMEMAKERS  
BIRMINGHAM, ALABAMA, 1963

Factors influencing food selection	Total mentions		First mention	Second mention	Third mention
	No.	Pct.	Pct.	Pct.	Pct.
Quality or quantity.....	693	27	24	32	18
Price.....	574	22	26	19	16
Family preference.....	428	17	33	9	4
Regular needs.....	109	4	3	6	3
Nutrition or diet.....	84	3	5	3	1
Variety.....	37	1	2	1	1
Miscellaneous <sup>1</sup> .....	661	26	7	28	36
NUMBER.....	2,586		931	920	735

<sup>1</sup> Examples: Food specials, trade stamps on foods, seasonal foods, time element for shopping.

more concerned about economy and price, whereas those with higher education were more anxious to buy according to family preferences.

Homemakers from families in which only the head of the house worked were more than twice as anxious to buy food according to family preference as were those from homes where both worked. All other major factors governing shopping were also of greater importance to the homemaker where only the head was employed, Appendix Table 6.

Marketing knowledge was found not to be related to family preference.

### *Poultry characteristics preferred*

One-half of the homemakers preferred broad breast broilers. Color, size, or weight affected the decision to buy poultry.

<i>Preferred characteristics</i>	<i>Homemakers Pct.</i>
Broad, full breast.....	49
Firm breast bone.....	14
Heavy layer of fat.....	3
Yellow skin.....	9
Particular size or weight.....	7
Other.....	11

Forty-seven per cent preferred to buy whole poultry, 28 per cent cut-up, and 25 per cent pieces or parts. Small families more often purchased poultry in pieces or parts.

### *Frequency of serving poultry and method of preparation*

More than one-half of the homemakers studied served poultry once a week, and more than one-fourth served poultry two to

three times a week. There was a 5 per cent increase in poultry served two to three times a week in the post-study, as compared with the pre-study data.

<i>Frequency of serving poultry</i>	<i>Homemakers</i>	
	<i>Pre-study</i>	<i>Post-study</i>
	<i>Pct.</i>	<i>Pct.</i>
Once a week.....	55	51
2 to 3 times per week.....	25	30
Once each 2 weeks.....	15	15
Less frequently.....	5	4

### *Preferred method of preparation*

Fried chicken was the preferred method of preparation by about 68 per cent of the homemakers; broiling ranked second and baking third. The homemaker with a high school education or above is more versatile in her preparation of poultry in contrast to those of a lower education level. This was also evident among homemakers who had a per capita income of \$1,200 or more. Per capita income of more than \$2,500 did not greatly affect quantity of poultry purchased at one time. More than 60 per cent of all homemakers bought between 2 and 4 pounds of poultry each time they stopped.

### *Marketing price comparisons*

More than two-thirds of the homemakers reported making food price comparisons often to determine best buys. About 25 per cent made comparisons only occasionally. These data indicate a strong interest in stretching the food dollar.

<i>Frequency</i>	<i>Homemakers</i>	
	<i>Pre-study</i>	<i>Post-study</i>
	<i>Pct.</i>	<i>Pct.</i>
Often.....	74	65
Occasionally.....	21	29
Seldom.....	4	6
Never.....	1	0

To determine what meats homemakers considered high priced and did not buy often for that reason, a list of commonly used meats was given them to be circled. Beef steak was more often considered high priced and circled first, chicken breasts second, and pork chops third. Whole fryers were never considered a high priced meat, and poultry parts other than chicken breasts were seldom thought of as high priced, Table 4.

TABLE 4. MEATS CONSIDERED EXPENSIVE BY 895 HOMEMAKERS IN THE PRE- AND POST-STUDY, BIRMINGHAM, ALABAMA, 1963

Meats homemakers consider expensive <sup>1</sup>	Total mentions		First mention		Second mention		Third mention	
			Before	After	Before	After	Before	After
	No.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.
Round steak.....	544	33	70	53	0	0	0	0
Chicken breast.....	532	33	18	4	78	69	13	34
Pork chops.....	196	12	1	1	11	15	56	56
Hens.....	65	4	0	0	5	2	31	10
Chicken legs, thighs.....	55	3	1	1	6	14	0	0
None.....	117	7	5	20	0	0	0	0
Don't know.....	123	8	5	21	0	0	0	0
NUMBER.....	1,632		428	467	290	236	110	101

<sup>1</sup> No homemakers considered fryers an expensive meat.

### *Consumer reaction to frozen broilers*

The majority of homemakers were of the opinion that there was little or no difference in food value between fresh and frozen poultry. Slightly more than one-fifth thought fresh broilers had a higher food value. Fifteen per cent indicated they did not know. Many homemakers commented on the better flavor and color of fresh poultry.

<i>Food value</i>	<i>Homemakers</i>	
	<i>Pre-study</i>	<i>Post-study</i>
	<i>Pct.</i>	<i>Pct.</i>
Little difference.....	60	67
Fresh broilers have more.....	22	21
Frozen broilers have more.....	0	0
Don't know.....	18	12

### **Nutritional Knowledge**

Since it was thought that the nutritional knowledge of homemakers would influence their food buying practices, further study was made to gain insight with reference to extent.

Per capita income was significantly related to the homemaker's nutritional knowledge to a high level. This was also true of homemaker's education through the high school level and through age 60.

The nutritional knowledge of homemakers when related to nutritional rank or score revealed a significant upward trend in the post-study. As nutritional rank improved, so did knowledge of nutrients in poultry. Data from the pre-study were erratic, indicating less knowledge particularly as it applied to vitamin and



mineral content of poultry. Protein content was better understood by both groups studied. There was also a close correlation between education at the higher level and per capita income at the \$1,200 to \$2,500 level to homemakers' nutritional knowledge of poultry, Appendix Tables 7 and 8.

The homemakers between the age of 35 and 59 had a much greater knowledge of nutrition than did those under 35 and over 60 years of age, Appendix Table 9.

### *Protein in poultry versus other meats*

Homemakers' ranking of the protein value in poultry to three comparable foods indicated a lack of nutritional knowledge. Most homemakers apparently plan meals on other than a nutrition basis since many had no idea about the comparative protein values of a serving of meat, dried beans, milk, and poultry either before or after the store promotion program. More homemakers in the pre-study group believed that poultry was less nutritious than other protein sources. About half of each group did not have an opinion as to relative protein values. Percentages were uniformly higher among the post-study homemakers. In the promotion program, only the nutrition information that broilers were high in protein and low in calories had been stressed, Table 5.

As the level of education increased, homemakers were found to have a better knowledge of the protein content of meats and how different types compared. The protein content of poultry

TABLE 5. HOMEMAKERS' RANK OF POULTRY AND OTHER PROTEIN SOURCES IN MEAL PLANNING BEFORE AND AFTER PROMOTION, 933 HOMEMAKERS, BIRMINGHAM, ALABAMA, 1963

Comparable protein foods before and after promotion	Protein value of a serving of poultry		
	Don't know	Same	Less
	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>
<b>Beef</b>			
Pre-study.....	44	38	18
Post-study.....	48	52	0
<b>Dried Beans</b>			
Pre-study.....	46	24	30
Post-study.....	62	8	30
<b>Pork</b>			
Pre-study.....	49	14	37
Post-study.....	57	36	7
<b>Milk</b>			
Pre-study.....	55	35	10
Post-study.....	68	27	5

versus milk was better understood than poultry versus dried beans.

### *Homemaker's opinion of poultry*

Data also pointed up a lack of knowledge among homemakers with reference to nutrients, other values, and general opinion of poultry. Less than half of the homemakers knew chicken to be a good source of the B vitamins. The majority thought poultry to be a good meat for weight control. Practically all homemakers were of the opinion that broilers offered a wide variety of preparation. Only a third considered poultry as a typical meat for a family of high income. A significant improvement was observed in the post-study, which indicated a change could be made.

The educational level of homemakers was significantly related to nutritional knowledge and their general opinion of poultry at a high level. In the pre-study homemakers' knowledge of the B vitamins increased from 22 per cent to 51 per cent according to levels of education. Post-study data showed an increase of 16 per cent to 58 per cent. Poultry as a weight control meat was also better understood by homemakers in the higher educational levels, ranging from 61 per cent to 98 per cent in the pre-study and 44 to 95 per cent in the post-study. Information had been given homemakers during the in-store promotion program about poultry having high nutrition value and low calories. A highly significant difference was observed in homemakers' opinion of broilers as a good meat choice between the pre- and post-study of high income families. In the pre-study disagreement increased with education from 52 per cent to 73 per cent. Data from the post-study ranged from 28 per cent disagreement in the lower educational level to 52 per cent in the second level and down again to 29 per cent among homemakers of high education who considered poultry a good meat choice for high income families. Data indicate that some of the homemakers remembered information given at the point of sale, and, furthermore, that viewpoints could be changed, Appendix Table 10.

Higher nutrition knowledge was also found among homemakers with a greater per capita income, Appendix Table 11.

<i>Opinions of poultry</i>	<i>Homemakers</i>	
	<i>Pre-study</i>	<i>Post-study</i>
	<i>Pct.</i>	<i>Pct.</i>
Broilers offer wide variety in preparation.....	99	100
Poultry good in weight control.....	81	81
Chicken good source of B-vitamins.....	39	42
Typical meat for family of high income.....	21	43

### *Preferred meats on the menu*

Poultry is selected more often for a week day family meal than any other meat because of family preference and economy. Chicken ranked importantly as a meat selected for a church friend. Reasons given included popularity of meat and advanced preparation to which chicken lends itself. For special family meals, particularly the husbands' birthday and important business friends, beef is more often selected according to this study. Reasons given by the homemakers included widespread preference for beef among all people and ease in preparation, specifically as it applied to steak and ground beef. Furthermore, in their opinion, beef, particularly steak, was more of a prestige food, Appendix 12. An increase of 4 per cent in use of chicken for a week day meal was reported in the post-study as shown below.

<i>Meats selected week day meal</i>	<i>Homemakers</i>	
	<i>Pre-study</i>	<i>Post-study</i>
	<i>Pct.</i>	<i>Pct.</i>
Chicken.....	32	36
Ground beef.....	17	29
Steak.....	15	11
<i>Special meal</i>		
Steak.....	40	35
Roast.....	17	17
Chicken.....	16	17

The nutritional knowledge of homemakers is related to marketing knowledge and, therefore to food purchasing practices. Those having higher scores in nutrition also had higher scores in marketing. These data indicate that nutrition education does have an effect on marketing practices.

## EFFECTIVENESS OF FOOD ADVERTISEMENTS

Sources of greater influence on consumer food buying are food store advertisements in newspapers, and articles about foods in the food section of the newspaper.

<i>Advertising media</i>	<i>Homemakers</i>	
	<i>Pre-study</i>	<i>Post-study</i>
	<i>Pct.</i>	<i>Pct.</i>
Food store ads in newspaper.....	53	42
Articles about foods in newspaper.....	13	18
In-store posters (colored).....	13	28

Homemakers considered radio and newsletters to be most important in giving them information about the purchase of food-specials or consumer news. Television and in-store information were also considered useful in food purchases, and to a lesser extent in food preparations and meal planning. Friends were the major source of information about food preparation through exchange of recipes. Meetings, pamphlets, magazines, and color illustrations were considered the best sources for learning meal planning. Magazines were also a source of information about meal planning and food preparation. Newspapers were considered an excellent source of all food information, Appendix Table 13.

Food source information of greatest influence in food buying and order of importance to homemakers are given in Appendix 14.

To determine what type of display posters are eye-catching to the homemakers, descriptions were requested. Those more often referred to included attractive appearance, ease of preparation, and appealing to appetite.

<i>Type of poster</i>	<i>Homemakers</i>	
	<i>Pre-study</i>	<i>Post-study</i>
	<i>Pct.</i>	<i>Pct.</i>
Attractive appearance.....	20	7
Ease of preparation.....	18	8
Recipes for popular foods.....	12	7
Appeal to appetite.....	11	18
Bright colors.....	9	6
Animated posters.....	8	28
Variety.....	7	11
Slogan with picture.....	6	7
Nutritive value.....	6	4
Low price.....	3	4

Each homemaker was asked how she preferred to get information about food purchasing, preparation, and meal planning. Newspapers were the most frequently mentioned source of food information, followed by magazines, friends, and television, as shown at top of page 21.

<i>Food information source desired</i>	<i>Percentage of total mentions</i>
Newspapers.....	22
Magazines.....	17
Friends.....	16
Television.....	14
Other means.....	8
Radio.....	7
Meetings.....	6
Pamphlets.....	6
Newsletters.....	2
In-store promotion.....	2

Of the 933 homemakers interviewed, 92 per cent mentioned newspapers as their most favored food information source. Percentages of mention of other information sources are:

<i>Food information source desired</i>	<i>Percentage of respondents who mentioned source</i>
Newspapers.....	92
Magazines.....	67
Friends.....	66
Television.....	57
Other means.....	31
Radio.....	28
Meetings.....	26
Pamphlets.....	25
Newsletters.....	9
In-store.....	8

### *Request for more food information*

About one-half the homemakers had no particular desire for more food information. More homemakers in the post promotions study were interested in learning about aspects of food use, but the average homemaker was satisfied with her present habits in meal planning and food preparations, as indicated below:

<i>Food information desired</i>	<i>Promotion period</i>	
	<i>Before</i>	<i>After</i>
No particular interest.....	48	55
Food value.....	22	16
Food selection.....	13	10
Meal planning, food preparation.....	12	8
All aspects of food.....	19	28

A significant increase of 9 per cent of the homemakers in the post- over the pre-study requested more information about food value, meal planning, food preparation and food selection. This request was more often made by the home-makers between the ages of 35 and 59, with a high school education and a per capita income of \$1,200 to \$2,500.

## APPENDIX A

APPENDIX TABLE 1. DISPLAY APPEALS RECALLED BY 192 HOMEMAKERS ABOUT IN-STORE BROILER PROMOTION DISPLAY, BY SUCCESSIVE MENTIONS, BIRMINGHAM, ALABAMA, 1963

Display appeals recalled	Total mentions		First mention	Second mention	Third mention
	No.	Pct.	Pct.	Pct.	Pct.
Large pictures of chicken.....	96	24	33	21	8
Stretching food dollar (economy).....	48	12	10	13	18
Nutrition value (nutrition).....	45	11	6	16	16
Variety of recipes.....	39	10	4	18	12
Low calories (nutrition).....	33	8	2	13	15
Balloons hanging around.....	31	8	6	7	13
Large chicken display.....	23	6	8	3	5
Person giving out recipes.....	16	4	2	6	6
Miscellaneous.....	66	17	29	3	7
NUMBER.....	397		192	120	85

APPENDIX TABLE 2. OBSERVATION OF IN-STORE DISPLAY BY 192 HOMEMAKERS AS RELATED TO EDUCATION, PER CAPITA INCOME, AND SOURCE OF FAMILY INCOME, BIRMINGHAM, ALABAMA, 1963

Recall display	Education of homemaker				
	Under 9 grades	9-11	HS grad.	Some college	BS or more
	Pct.	Pct.	Pct.	Pct.	Pct.
Yes.....	21	34	46	45	45
No.....	47	36	36	42	41
Vaguely*.....	32	30	18	13	15
	Per capita income, dollars				
	Under 600	600-1199	1200-2499	2500-3199	3200 or more
Yes.....	27	35	31	49	47
No.....	55	42	47	33	39
Vaguely*.....	18	23	22	18	14
	Age of homemaker				
	Under 25	25-34	35-44	45-59	60 or more
Yes.....	36	33	48	45	30
No.....	57	56	38	32	43
Vaguely*.....	7	11	14	23	27
	Source of family income				
	Home-maker only	Head only	Both	Other	
Yes.....	36	43	45	27	
No.....	50	40	36	44	
Vaguely*.....	14	17	19	29	

\* Vaguely = remembered display but not the message.

APPENDIX TABLE 3. RELATIONSHIP OF PER CAPITA INCOME TO MARKETING KNOWLEDGE SCORE, 923 HOMEMAKERS, BIRMINGHAM, ALABAMA, 1963

Per capita income, <i>dollars</i>	Marketing knowledge score		
	Low	Medium	High
	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>
Under 1,200.....	57	30	13
1,200-2,499.....	33	41	26
2,500-3,199.....	24	33	43
3,200 and over.....	24	39	37

APPENDIX TABLE 4. RELATIONSHIP OF EDUCATION OF THE HOMEMAKER TO KNOWLEDGE OF INSPECTION SYMBOL, 933 HOMEMAKERS, BIRMINGHAM, ALABAMA, 1963

Education of homemaker <sup>1</sup>	Recognized symbol	Meaning of symbol		
		Inspection label	Meat grades other than inspection	Don't know, no information
		<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>
Under 9 grades.....	48	16	0	84
9-11 grades.....	66	25	5	70
High school graduate.....	85	40	2	58
Some college.....	86	50	3	47
College graduate.....	96	78	3	19
NUMBER.....	759	412	23	323

<sup>1</sup> Does not include 28 homemakers who gave no information on education.

APPENDIX TABLE 5. RELATIONSHIP OF EDUCATION OF THE HOMEMAKER TO KNOWLEDGE OF MEATS GRADES, 910 HOMEMAKERS, BIRMINGHAM ALABAMA, 1963

Knowledge of meat grades	Education of homemakers				
	Under 9 grades	9-11 grades	High school graduate	Some college	College grad. or more
	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>
One correct.....	2	8	9	15	11
Two correct.....	7	15	22	28	33
Three correct.....	1	2	8	17	25
Four correct.....	0	0	1	3	10
Don't know.....	90	75	60	37	21

APPENDIX TABLE 6. RELATIONSHIP OF INCOME SOURCE TO MAJOR FACTORS GOVERNING FOOD BUYING\*, 931 HOMEMAKERS, BIRMINGHAM, ALABAMA, 1963

Factors governing food buying	Income source			
	Homemaker	Male head	Both	Other
	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>
Family preference.....	38	33	35	31
Economy or price.....	38	22	34	29
Quantity or quality.....	12	27	18	20
Miscellaneous reasons.....	0	7	7	6
Nutrition or diet.....	6	6	2	5
Regular needs.....	3	3	3	6
Variety.....	3	2	1	3
NUMBER.....	32	540	232	127

\* First mention only.

APPENDIX TABLE 7. NUTRITIONAL KNOWLEDGE OF HOMEMAKER RELATED TO EDUCATION, 910 HOMEMAKERS, BIRMINGHAM, ALABAMA, 1963

Nutrition score	Education of homemakers									
	Under 9		9-11		High school graduate		Some college		BS or more	
	<i>Pre Pct.</i>	<i>Post Pct.</i>	<i>Pre Pct.</i>	<i>Post Pct.</i>	<i>Pre Pct.</i>	<i>Post Pct.</i>	<i>Pre Pct.</i>	<i>Post Pct.</i>	<i>Pre Pct.</i>	<i>Post Pct.</i>
2.....	48	40	35	17	17	11	7	4	1	7
3.....	17	33	25	51	23	28	28	16	16	7
4.....	28	23	25	17	42	37	46	45	57	48
5.....	7	4	15	15	18	24	19	35	26	38

APPENDIX TABLE 8. NUTRITIONAL KNOWLEDGE OF HOMEMAKER RELATED TO PER CAPITA INCOME, 924 HOMEMAKERS, BIRMINGHAM, ALABAMA, 1963

Nutrition score	Per capita income of homemakers									
	Under 600		600-1,199		1,200-2,499		2,500-3,199		3,200 or more	
	<i>Pre Pct.</i>	<i>Post Pct.</i>	<i>Pre Pct.</i>	<i>Post Pct.</i>	<i>Pre Pct.</i>	<i>Post Pct.</i>	<i>Pre Pct.</i>	<i>Post Pct.</i>	<i>Pre Pct.</i>	<i>Post Pct.</i>
2.....	69	27	30	33	18	10	6	11	10	5
3.....	19	46	23	33	20	25	20	23	27	19
4.....	6	18	32	27	39	39	55	37	48	42
5.....	6	9	15	7	23	26	19	29	15	34

APPENDIX TABLE 9. NUTRITIONAL KNOWLEDGE OF HOMEMAKER RELATED TO AGE, 921 HOMEMAKERS, BIRMINGHAM, ALABAMA, 1963

Nutrition score	Age of homemaker									
	Under 25		25-34		35-44		45-59		60 or more	
	<i>Pre Pct.</i>	<i>Post Pct.</i>	<i>Pre Pct.</i>	<i>Post Pct.</i>	<i>Pre Pct.</i>	<i>Post Pct.</i>	<i>Pre Pct.</i>	<i>Post Pct.</i>	<i>Pre Pct.</i>	<i>Post Pct.</i>
2.....	33	0	19	14	18	8	13	16	27	13
3.....	29	7	17	21	22	27	24	24	19	29
4.....	24	57	39	35	40	41	49	33	36	37
5.....	14	36	25	30	20	24	14	27	18	21



APPENDIX TABLE 10. RELATIONSHIP OF HOMEMAKER'S EDUCATION TO NUTRITION AND PURCHASING KNOWLEDGE ABOUT POULTRY, 933 HOMEMAKERS, BIRMINGHAM, ALABAMA, 1963

Nutritional and purchasing knowledge about poultry	Education of homemakers									
	Under 9 grades		9-11 grades		High school graduates		Some college		College grad. or more	
	<i>Pre Pct.</i>	<i>Post Pct.</i>	<i>Pre Pct.</i>	<i>Post Pct.</i>	<i>Pre Pct.</i>	<i>Post Pct.</i>	<i>Pre Pct.</i>	<i>Post Pct.</i>	<i>Pre Pct.</i>	<i>Post Pct.</i>
<b>Poultry has B vitamins</b>										
Don't know.....	76	84	72	76	58	61	44	37	48	42
Agree.....	22	16	26	24	39	38	50	62	51	58
Disagree.....	2	0	2	0	3	1	6	1	1	0
<b>Poultry weight control meat</b>										
Agree.....	61	44	65	57	84	85	82	93	98	95
Don't know.....	39	56	33	43	15	15	16	7	2	5
Disagree.....	0	0	2	0	1	0	2	0	0	0
<b>Broilers good meal choice high income families</b>										
Disagree.....	52	28	53	52	52	47	62	41	73	29
Agree.....	26	39	16	26	19	39	29	54	19	55
Don't know.....	22	33	31	22	29	14	9	5	8	16
<b>Cut-up broilers economical</b>										
Disagree.....	41	39	30	43	45	56	63	59	59	50
Don't know.....	50	56	65	48	47	38	30	30	35	42
Agree.....	9	5	5	9	8	6	7	11	6	8

APPENDIX TABLE 11. RELATIONSHIP OF HOMEMAKER'S PER CAPITA INCOME TO NUTRITIONAL AND PURCHASING KNOWLEDGE ABOUT POULTRY, 923 HOMEMAKERS, BIRMINGHAM, ALABAMA, 1963

Nutritional and purchasing knowledge about poultry	Per capita income of homemakers, dollars							
	Under 1,200		1,200-2,499		2,500-3,199		3,200 or more	
	<i>Pre Pct.</i>	<i>Post Pct.</i>	<i>Pre Pct.</i>	<i>Post Pct.</i>	<i>Pre Pct.</i>	<i>Post Pct.</i>	<i>Pre Pct.</i>	<i>Post Pct.</i>
<b>Poultry has B vitamins</b>								
Don't know.....	70	72	59	58	61	48	45	56
Agree.....	29	27	38	42	36	52	52	43
Disagree.....	1	1	3	0	3	0	3	1
<b>Poultry weight control meat</b>								
Agree.....	66	51	81	81	91	94	89	93
Don't know.....	31	49	19	19	7	6	11	7
Disagree.....	3	0	0	0	2	0	0	0
<b>Poultry offers variety</b>								
Agree.....	99	99	98	100	100	99	100	100
Don't know.....	0	1	2	0	0	1	0	0
Disagree.....	1	0	0	0	0	0	0	0
<b>Broilers good meal choice for high income families</b>								
Disagree.....	55	42	52	44	58	46	69	30
Don't know.....	31	27	28	12	14	17	8	13
Agree.....	14	31	20	44	28	37	23	57
<b>Cut-up broilers economical</b>								
Disagree.....	32	41	42	52	59	56	63	58
Don't know.....	66	54	49	39	30	41	30	34
Agree.....	2	5	9	9	11	3	7	8

APPENDIX TABLE 12. MEAT CHOICES FOR SPECIFIC OCCASION MEALS BY 933 HOMEMAKERS, BIRMINGHAM, ALABAMA, 1963

Meal occasion	Meat choice					
	Chicken		Beef roast		Steak	
	<i>Pre Pct.</i>	<i>Post Pct.</i>	<i>Pre Pct.</i>	<i>Post Pct.</i>	<i>Pre Pct.</i>	<i>Post Pct.</i>
Week-day family meal.....	32	36	14	3	15	11
Husband's birthday.....	19	13	18	17	40	35
New couple at church.....	44	47	19	13	4	3
Business friend.....	16	9	38	38	30	38
	Pork chops		Hamburger		Cold cuts	
	<i>Pre Pct.</i>	<i>Post Pct.</i>	<i>Pre Pct.</i>	<i>Post Pct.</i>	<i>Pre Pct.</i>	<i>Post Pct.</i>
Week-day family meal.....	9	4	17	29	13	17
Husband's birthday.....	4	6	3	3	16	26
New couple at church.....	4	2	10	16	19	19
Business friend.....	3	1	4	4	9	10

APPENDIX TABLE 13. HOMEMAKERS' PREFERRED SOURCE FOR SPECIFIC FOOD INFORMATION, 933 HOMEMAKERS, BIRMINGHAM, ALABAMA, 1963

Food information source	Specific food information						
	Food purchase	Food preparation	Meal planning	Purchase and preparation	Purchase and meal planning	Preparation and meal planning	Purchase, preparation and meal planning
	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>
Radio.....	92	1	3	2	2	0	0
Newsletter.....	80	9	4	1	6	0	0
Television.....	50	3	5	15	15	2	10
In-store.....	45	26	23	4	1	1	0
Friends.....	5	50	10	10	2	15	8
Meetings.....	12	25	50	1	4	7	1
Pamphlets.....	11	15	59	1	3	11	0
Other ways.....	4	11	50	2	7	20	6
Magazines.....	1	27	9	2	1	54	6
Newspapers.....	15	1	0	4	11	1	63

APPENDIX TABLE 14. FOOD SOURCE INFORMATION OF GREATEST INFLUENCE IN FOOD BUYING, 933 HOMEMAKERS,  
BIRMINGHAM, ALABAMA, 1963

Food information source	Food source in order of importance					
	Most important	Second most important	Third most important	Fourth most important	Fifth most important	Sixth most important
	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>
Food store ads in newspaper.....	47	27	11	5	2	2
Colorful posters in store.....	20	11	2	2	0	0
Articles on foods in newspaper.....	16	20	19	9	5	6
Special food ads of a single food in newspaper...	5	10	13	7	6	3
Food programs on TV.....	3	7	10	11	7	5
Food ads on TV.....	3	5	12	13	10	6
Neighbors & friends.....	2	4	5	11	17	20
Food store displays.....	1	5	5	9	9	10
Food ads in magazines.....	1	2	6	9	12	12
Labels on foods on display.....	1	4	6	5	7	5
Food programs on radio.....	0	1	3	5	3	3
Food ads on radio.....	0	2	4	8	5	2
Recipes distributed at store.....	0	1	1	2	4	10
Tasting samples at store.....	0	1	2	4	5	4
Pamphlets.....	0	0	2	2	6	11

## APPENDIX B

### Family Information

Family characteristics in the pre- and post-surveys were similar. Differences were studied by chi-square tests and found not to be of significance.

Approximately 82 per cent of the families in the study were white, and 18 per cent were Negro. Average annual income of families was \$7,000 and per capita income \$2,200. In almost 25 per cent of the families studied, both the homemaker and head of the household worked. The average household size was 3.4 members.

The homemakers, principally under study, were in the age brackets of: 20 per cent under 34, 28 per cent 35 to 44, 36 per cent 45 to 59, and 16 per cent 60 and over.

Forty-three per cent of the homemakers had a high school education, and one-third had some college work, a B.S. degree or more. Less than 10 per cent had below an eighth grade education.

APPENDIX B TABLE 1. FAMILIES IN PRE- AND POST-STUDIES CLASSIFIED BY RACE

Item	White		Negro		Total	
	No.	Pct.	No.	Pct.	No.	Pct.
Pre-study.....	383	83	80	17	459	100
Post-study.....	386	82	84	18	462	100

APPENDIX B TABLE 2. FAMILIES IN PRE- AND POST-STUDIES CLASSIFIED BY AGE OF HOMEMAKER

Item	Under 25		25-34		35-44		45-59		60		Total	
	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.
Pre-study.....	21	5	75	16	129	28	167	36	67	15	459	100
Post-study.....	14	3	63	13	133	29	174	38	78	17	462	100

APPENDIX B TABLE 3. FAMILIES IN PRE- AND POST-STUDIES CLASSIFIED BY EDUCATION OF HOMEMAKER

Item	Under 9		9-11		High school		Some college		B.S. degree		More than B.S. degree		Total	
	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.
Pre-study.....	46	10	57	12	203	44	68	15	78	17	7	2	459	100
Post-study.....	43	10	47	10	199	44	76	17	80	18	6	1	451	100

APPENDIX B TABLE 4. FAMILIES IN PRE- AND POST-STUDIES CLASSIFIED BY INCOME SOURCES

Item	Homemaker only		Head of household only		Both		All other		Total	
	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.
Pre-study.....	18	4	274	59	120	26	51	11	463	100
Post-study.....	14	3	269	57	110	24	77	16	470	100

APPENDIX B TABLE 5. FAMILIES IN PRE- AND POST-STUDIES CLASSIFIED BY HOUSEHOLD SIZE

Item	2 Persons		3 Persons		4 Persons		5 Persons		6 Persons		7 Persons		8 or more persons		Total	
	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.
Pre-study.....	166	36	108	23	92	20	53	12	24	5	9	2	9	2	461	100
Post-study.....	177	38	107	23	95	20	54	12	25	5	5	1	6	1	469	100

APPENDIX B TABLE 6. FAMILIES IN PRE- AND POST-STUDIES CLASSIFIED BY PER CAPITA INCOME

Item	Under \$600		600-899		900-1199		1200-1799		1800-2499		2500-3199		3200 and over		Total	
	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.
Pre-study.....	16	4	35	8	45	10	102	22	88	19	69	15	102	22	457	100
Post-study.....	11	2	33	7	30	6	111	24	106	23	79	17	97	21	467	100

APPENDIX B TABLE 7. FAMILIES IN PRE- AND POST-STUDIES CLASSIFIED BY FAMILY INCOME

Item	Under \$2000		2000-2999		3000-3999		4000-4999		5000-5999		6000-7999		8000-9999		10,000-14,999		15,000 or more		No information		Total	
	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.
Pre-study.....	16	3	30	6	46	10	51	11	55	12	79	17	115	25	53	12	12	3	6	1	463	100
Post-study.....	13	3	24	5	41	8	42	9	75	16	114	24	107	23	43	9	8	2	3	1	470	100

## APPENDIX C

Purpose of the recipe leaflet distributed to homemakers as they came to the poultry displays in the cooperating stores was to provide information and a variety of uses. Poultry was featured from the standpoint of popularity, nutrition, and economic value. Recipes selected included prize winners from a contest sponsored by the Alabama Poultry Industry Association. Given here are several of the recipes from the handout leaflet.

## Barbecued Chicken

2 broiler-fryer chickens halved or quartered	1 stick oleo
Salt and pepper	$\frac{1}{4}$ c. vinegar
1 can (8 oz.) tomato sauce and 1 can water	2 T. lemon juice
	1 T. prepared mustard
	2 T. brown sugar

Sprinkle chicken with salt and pepper. Combine remaining ingredients in saucepan and heat.

**OUTDOOR GRILL METHOD:** Place chicken, skin side up, on grate set 8 to 12 inches from heat. Brush chicken with barbecue sauce. Cook slowly until tender, turning and basting occasionally. Allow 1 to 1 $\frac{1}{4}$  hours cooking time. Pieces should be fork tender.

**OVEN BROILER METHOD:** Place chicken skin side down on foil-lined broiler pan; brush with barbecue sauce. Broil  $\frac{1}{2}$  hour on each side in 350° F. oven, brushing occasionally with barbecue sauce. Serves 4 to 8.

## Brunswick Stew

2 broiler-fryers, 2 $\frac{1}{2}$ lb. each	$\frac{1}{2}$ lb. bacon, ham, or salt pork, coarsely cut
5 c. water	1 t. Tabasco
4 t. salt	$\frac{1}{4}$ t. ground pepper
2 $\frac{1}{2}$ c. kernel corn	$\frac{1}{4}$ t. ground thyme
2 c. chopped onion	$\frac{1}{4}$ c. butter or margarine
2 $\frac{1}{2}$ c. fresh or frozen okra	3 T. flour
3 $\frac{1}{2}$ c. tomatoes	1 green pepper, chopped
4 c. fresh or frozen lima beans	

Place chickens, breast down, in large kettle. Add water and salt. Bring to boil. Skim any froth from surface. Reduce heat and simmer 45 min. or until meat is ready to come off bones. Remove bones and skin. Add all ingredients except butter or margarine, flour, and green pepper. Simmer about 1 hour, stirring occasionally to prevent sticking. Blend butter or margarine and flour. Add to stew and stir constantly until liquid is uniformly thickened. Simmer 10 min. to cook flour. Add green pepper and season to taste. Serve very hot in bowls or soup plates. Yield: 4 quarts.



### Chicken Curry

- |                               |   |
|-------------------------------|---|
| 1. chutney                    | 5. Hard cooked eggs (5), chopped separately |
| 2. coconut                    | 6. crumbled bacon                           |
| 3. chopped almonds or peanuts | 7. chives and green onion                   |
| 4. chopped green pepper       | 8. sliced mushrooms, sauteed in oleo        |

One 5-lb. chicken — cook with celery and onion, cool in stock. Remove meat from bone. Chop 4 medium onions, brown in 5 T. oil, add 5 T. flour and cook until light brown. Add 1 qt. chick stock,  $\frac{1}{4}$  c. raisins, 1 c. crushed pineapple,  $\frac{1}{2}$  lemon and simmer 15 min. Add  $\frac{1}{2}$  c. light cream, 2 to 4 T. curry powder moistened to paste with cold water. Add chicken cut into bite-size pieces, salt. Simmer to cream consistency. Serve with rice and condiments as listed above.

### Chicken Pie

- |   |                                 |
|---|---------------------------------|
| 3 cups boiled chicken cut in small pieces | $\frac{1}{2}$ cut grated cheese |
| 4 hard cooked eggs                        | $\frac{1}{2}$ t. salt           |
| 1 can cream mushroom soup                 | $\frac{1}{4}$ t. pepper         |
| $\frac{3}{8}$ can water                   | 1 recipe biscuits               |

Roll biscuit dough one-half inch thick, cut biscuits 1 inch in diameter. Bake 7 min. at 425° F. Using 9 × 9 × 2 glass baking dish, place one-half chicken in bottom of dish. Top with sliced eggs, and place remaining chicken on the eggs. Mix other ingredients together, pour over meat and eggs. Cover with miniature biscuits. Bake in 325° oven until biscuits are golden brown. Pie can be stored in refrigerator and baked later. (Left-over turkey may be used in the place of chicken.)

### Chicken Tetrazzini

- |  |  |
|--|--|
| 3 c. diced chicken or turkey cooked      | 1 t. salt  |
| $\frac{1}{2}$ c. sliced canned mushrooms | $\frac{1}{4}$ t. pepper                                |
| $\frac{1}{2}$ c. thinly sliced onions    | $\frac{1}{2}$ t. poultry seasoning                     |
| $\frac{1}{4}$ c. butter or margarine     | 8 oz. package spaghetti or noodles, cooked and drained |
| $\frac{1}{4}$ c. flour                   | $\frac{1}{2}$ c. shredded aged cheese                  |
| 2 c. broth or bouillon                   |  |
| 1 c. light cream                         |  |

Brown mushrooms and onions in butter lightly. Stir in flour, add broth and cream. Add salt, pepper, and poultry seasoning. Cook, stirring frequently until mixture boils. Place a layer of cooked spaghetti in a buttered 2-quart casserole. Cover with a layer of diced chicken or turkey and layer of sauce. Repeat. Finish with a layer of spaghetti. Sprinkle cheese on top. Bake in 400° oven for 20 min. or until bubbly. Yield: 6 servings.

## Country Captain

8 chicken breasts or 2 fryers	$\frac{1}{2}$ c. water
<b>Sauce:</b>	1 T. Worcestershire sauce
	1 T. brown sugar
$\frac{1}{2}$ c. fat or salad oil	$\frac{1}{4}$ c. parsley, chopped
2 medium onions, diced	2 t. curry powder
2 green peppers, minced	1 t. dry mustard
2 No. 2 cans tomatoes	1 clove garlic
	$\frac{1}{2}$ c. currants

Flour and brown chicken. Place in casserole or baking pan. Make sauce by sauteing onions and green peppers in oil or fat. Add all other ingredients, salt to taste, and cook mixture until smooth. Pour over chicken and cook in 350° oven until tender (about 1 hr.). About 15 minutes before serving add currants. Serve chicken and sauce over rice. Serves 8.

## Fried Chicken Supreme

8 medium chicken breasts or 2 fryers, cut into serving pieces	Cooking oil to almost cover chickens
Flour	$\frac{1}{2}$ t. onion salt
$\frac{1}{2}$ t. red pepper	$\frac{1}{2}$ t. salt

Season chicken with salt, red pepper, and onion salt. Flour well. Heat oil in electric fry pan to 400° F. Place pieces of chicken in oil and brown well on all sides. Drain on paper towels, pour off oil, reduce heat to 300° F. and replace chicken. Cover lid and bake 30 to 40 minutes. Serves 8.

## Lemon Broiled Chicken

1 3-lb. broiler-fryer cut in serving pieces	Juice of $\frac{1}{2}$ lemon
Salt, pepper, and paprika	2 t. salad oil
	1 t. tarragon

Sprinkle chicken with salt, pepper, and paprika. Line broiler pan with aluminum foil. Turn temperature control to moderate (350° F.) and broil 3 to 4 inches from heat, or set control for "broil" and place broiler pan 7 to 8 inches from heat. Place chicken, skin side down, on pan. Combine lemon juice, salad oil, and tarragon; brush  $\frac{1}{2}$  mixture over chicken. Broil 30 minutes, brushing occasionally with pan drippings. Turn chicken and brush with remaining lemon-herb mixture. Broil 15 to 30 minutes longer, brushing occasionally. To test for doneness, pieces should be fork-tender. Yield: 6 servings.