

POULTRY

—POWERED BY—

PEANUTS



ECONOMIC ANALYSIS

A survey of 1,264 respondents determined consumer willingness to pay for premium eggs enriched with monounsaturated fatty acids (MUFA) and beta-carotene (Vitamin A precursor) from hens fed an unblanched high-oleic peanut diet.

CONSUMER PREFERENCE - EGG YOLK COLOR

Results indicated consumers preferred darker-yellow yolks over pale-yellow, with orange yolks being the most favored.

Respondents who viewed video-based nutrition materials were willing to pay 39-63 cents per dozen more for darker yolks, while those who received text-based materials were willing to pay 18-20 cents more.

CONSUMER PREFERENCE - NUTRITIONALLY ENRICHED EGGS

Without nutrition education materials, video or text respondents showed a negative willingness to pay for MUFA-enriched eggs. However, when provided with video-based nutrition education, they preferred nutrient-enriched eggs, showing a willingness to pay 23 cents per dozen more for MUFA-enriched eggs and 61 cents more for beta-carotene-enriched eggs.

