

Promotion & Marketing:

1. What marketing and promotion material do you want included from the list below?

	very important (please tick / check the relevant box below)	not important	not required
a) Eggs at Point of Sale	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Promotion of eggs beyond discount	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) Consumer related egg marketing (generic & value added)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) Seasonal egg marketing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) Cross merchandising	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2. What other information would be useful to you?

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Additional Information:

1. What additional information do you want? (please circle your choice below)

- a. Changes in regulations (legal) in main producing countries Yes No
- b. Annual Overview (changes in production and trade flows) Yes No

2. Would you like to have more information on the main economic parameters?

- a. Pullet cost Yes No
- b. Feed cost Yes No

2. Our proposal would be to have one high quality printed annual review with regular updates in the IEC newsletters and more detailed information available on the website.

Do you agree? Yes No

Comments / what other information do you want?

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2. Chick Placements

(please circle your choice below)

- 1. Do you still want this information? Yes No
- 2. Is the information currently provided relevant and helpful? Yes No
- 3. How often do you want this information per year? x 2 x 4 x 6
- 4. Our proposal would be to continue having the Chick Placements printed in the IEC Newsletters and also available electronically on IEC website.
Do you agree? Yes No

5. Do you still want Chick Placements available in printed format at each conference?

Comments

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