

XV Immediate Results & Long Term Opportunities

The results were consistent with all three products that were the focus of the study. Each product saw an increase in sales over the historic norm or, in the case of new products showed a noticeable advantage over similar products where a comparison could be easily drawn.

Bell & Evans Chicken – As the most mature of the three studied products the impact on sales of the Bell & Evans product may provide the most interesting results. In this regard there was a definite increase in the sales of Bell & Evans that went beyond just the product sampled. Bell & Evans experienced an increase across all products. The analysis of these results suggests that the increase in sales of other cuts were motivated by consumers interested in the product but not willing to pay the premium price for the boneless breasts.

Pennsylvania Simply Sweet Onions – As one of the new products that were a part of the study sales of the Simply Sweet sales were compared to the Vidalia. In the same period of 2001 Clemens Family Markets sold approximately \$20,000 in Vidalias. For 2002 \$23,000 of the Simply Sweet were sold as compared to just over \$6,000 in Vidalias.

Country Time Farm Pork – Sales of Country Time Farms hot dogs were dramatic. A new product it was featured at Food Source's University City store, located in the heart of the University of Pennsylvania campus. Over the three weeks when the study was conducted over 70 lbs were sold, according to store management were significant for a new product that had no advertising or coupon support. Also significant is that sales were sustained throughout the three week trial though on-premise samplings were conducted over only two weekends.

What is significant is that the retailers were willing to continue carrying the new products Country Time Farm's hot dogs and the Pennsylvania Simply Sweet Onion.

Country Time Farm has decided to withdraw the hot dogs for the present as maintaining the distribution was difficult given their current situation. Armed with the results from this initial study Pennsylvania Preferred is working with Country Time Farm on a marketing plan that will attract a distributor. The plan will include promotions and coupons to support the launch sometime in late spring of 2003.

Cross Creek Farms distributor Four Seasons' Produce has agreed to take additional quantities of the Simply Sweet in 2003 and increase the distribution beyond the stores that were part of the initial test. At present they are working on increasing acreage devoted to raising the onion from 6 to 30 to support the increased order.