

Easter Egg Marketing Study

EGG-LAND'S BEST CASE STUDY



A GREAT DISCOVERY LESSON on a popular brand



A GREAT activity to do before SPRING BREAK!



This is a DIGITAL ACTIVITY
(It can also be printed)



PERFECT FOR A SUB DAY!

NO PREP!



BUSINESS EDUCATION WITH *Denise Leigh*

NO PREP!

GREAT BEFORE SPRING BREAK!

Eggs...An Easter Tradition

What is Easter without colored eggs? Coloring hard boiled eggs during the Easter season has been many families' tradition for years. Deviled eggs, a popular Easter Dinner side dish, is another reason why egg sales go up during the Easter season. EB Eggs is an egg brand that uses interesting "packaging" for their eggs. Use this to learn more about this popular brand.



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After reading about what the company does at the farm and at the store, assure quality that your the go with this thing that This is necessary? Why or why not?



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What is unique about each of their eggs? Hint: It's part of their "labeling process"

Why does the company claim that they are the "country of 1 egg?"

What does the company do to prove their claim that Eggland's Best Eggs "stay fresher longer?"



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Using the resource link on the previous page, why was Eggland's Best Egg Brand created in 1992?

How do they assure that their eggs are (in their opinion) "superior" to other eggs?



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NO PREP!

ADDED FOR 2024

A discussion on backyard chickens to fight the cost of eggs...

The current economic climate has caused many people to seek out alternative sources of income. Whether you're struggling to make ends meet or simply looking for a way to earn extra cash, selling chicken eggs is a viable option. With the rise of backyard farming, more people are raising chickens for their own consumption and selling eggs as a side hustle.



[CLICK HERE](#) to read more about backyard chickens.

List 2 things learned from each section below...

Why Sell Chicken Eggs?

Getting Started

Competition and Selling Eggs

Regulation and Health Safety...

Conclusion...

Click on [this link](#) to discover effective egg marketing strategies.

How to Promote Your Egg Business

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Source: <https://www.backyardchickens.com/articles/how-to-start-selling-chicken-eggs-and-make-money-78411/>

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NO PREP!

****ADDED FOR 2025****

A discussion of the price of eggs in 2025 and what are the causes?

Egg prices....yikes!

Search the web to information on why eggs prices are up in 2025 and scarce in some parts of the country. Record 4 bits of information about your findings below.



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PREVIEW

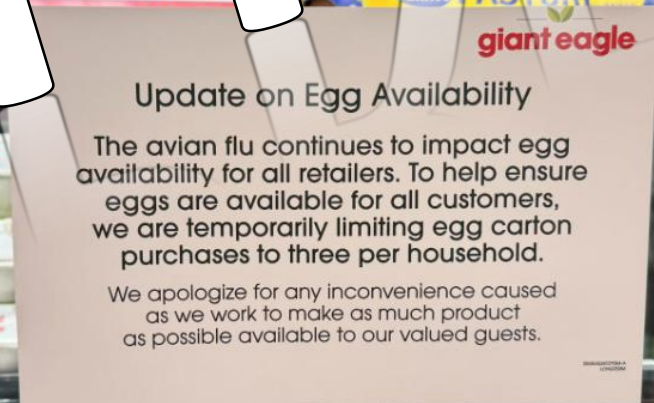
This sign was posted on the egg cooler at a Pittsburgh grocery store in March 2025.

Is this a reasonable request from the grocery store? What might happen if this is not posted? Explain...

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This is a perfect example of **SCARCITY**.

noun
the state of being scarce or in short supply; shortage. "a time of scarcity"



A great supply and demand lesson!

Teacher Testimonials



Another **great interactive** to break up lessons. They learn so much from these interactive activities. **Great conversations** take place in the classroom.



I used this during the week leading up to Easter Sunday. It was a **great activity** to have students complete to help understand the business side of the Easter holiday.



Another **fun resource** to use at the holidays! I assigned this to my business class the last 2 years before Easter break and it went great!



My students **enjoyed** this. I really like seasonal items to assign.



I loved this activity. It was a great supply and demand lesson as well as marketing. I love the critical thinking questions and seasonal marketing. I used this in Business Management and Entrepreneurship. **Great lesson.**

Hi! My name is Denise Leigh. I have been teaching Business Education for over 25 years! I love collaborating with business educators all over the world. I am a 2022 Pennsylvania Teacher of the Year Finalist and relentless lifetime learner and lover of everything education. Engaging students and connecting them to their world is my jam! Thank you for exploring my resources and sharing my passion for BUSINESS EDUCATION!

Denise Leigh is an expert on student-led instruction. She was featured on CBS Pittsburgh for her City Collaborative™ Project-Based Business Education (PBL) Classroom.

