

# MARKETING OF DESIGNER EGGS: A NEED FOR THE HOUR IN INDIA

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## INTRODUCTION

Customers are driving the market for a new category of food with potential health benefits much beyond those that have previously been established since they are constantly looking for newer items.

Changing the old product is one strategy for marketing the new one. Industry must focus on creating what the market needs rather than just supplying what it produces to survive in the more competitive global market environment. The growth of any industry depends on the creation of new products. Designer eggs are one of these novel products.

Diet is crucial for keeping good health. An egg arguably holds a distinctive place among the various foods that provide the body with important nutrients because it is a rich and well-balanced source of these nutrients, as well as several minerals and vitamins.

The most popular type of egg consumed is a chicken egg. Additionally, they include a variety of vitamins and minerals, such as retinol (vitamin A), riboflavin (vitamin B2), folic acid (vitamin B9), vitamin B6, vitamin B12, choline, iron, calcium, phosphorus, and potassium, as well as all of the essential amino acids for humans. They provide protein as a single food item. Functional foods provide the body with the protein it needs to create and repair bodily tissues. The majority of consumers believe that eggs are a nutritious food because of their superior nutrient profile, low cost, and versatility in meal preparation.

One of the main contributing factors is the high cholesterol level of eggs. This problem can be minimized by using enriched eggs or Nutritional Enhanced Eggs called Designer Eggs, Pre-Ovipositor Value Added Eggs, Health Promoting Designer Eggs, or Enriched  $\omega$ -3 Eggs. Designer eggs are ones whose contents differ from those of a conventional egg. It is possible to alter the composition of chicken eggs to make them healthier. By altering the chicken's food or the laying hens' immune systems, this designer egg is made without any harmful ingredients. Designer eggs are so essentially a perfect food and vitamin-supplemented product that provides advantages such as low cholesterol content, rich unsaturated fatty acids, the appropriate omega-6 to omega-3 ratio, cardiac benefits, etc. The process of creating designer eggs entails modifying the nutrients in poultry feed and boosting the vitamins and micronutrients in the egg.

## Various Varieties of Designer Eggs Include

1. Speciality Eggs
2. Vegetarian/Organic Eggs
3. Fertile Eggs
4. Free-Range Eggs
5. Pasteurized Shell Eggs

## Designer Egg Benefits

1. Reducing inflammation in both humans and animals

2. Reduces blood stickiness, which lowers the chance of blood clots and protects the arteries.
3. Lowers the likelihood of dying from heart disease.
4. The sensory qualities of designer eggs, such as their scent, flavor, aftertaste, and general appeal.
5. Improved immune response; • Normal development of the brain and retina.
6. The prevention and treatment of conditions include hypertension, allergies, Crohn's disease, and ulcerative colitis.

Since the pandemic, individuals have become more concerned with their health and are willing to accept items that are high in nutrients. Children under the age of five who live in India are underweight in 44% of cases. Anemia affects 52% of married women and 72% of babies. They need a healthy diet. The specially formulated eggs will provide more nutrients at a lower cost than existing approaches. Unfortunately, neither Indian consumers nor Indian marketers are focused on raising awareness of or promoting designer eggs in their country.

The adoption of these enriched eggs will grow as more people become aware of the health advantages of omega-3 fatty acids, lower cholesterol content, and other minerals. The development of designer eggs using ingredients that are easily accessible locally could provide chicken producers in India with the chance to participate in a new business that could boost their marketability and financial gains. This might also result in offering individuals novel, nutritious dietary options. The poultry industry's future depends not only on providing an endless supply of eggs but also on producing more eggs with improved nutrition. Therefore, marketers should motivate the poultry farmers to make "designed eggs" in the future. Therefore, it is crucial to encourage the consumption of designer eggs through education outreach initiatives and intense distribution.

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