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CAL-MAINE FOODS INC. SWOT & PESTLE ANALYSIS

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Company Name : Cal-Maine Foods Inc.

Company Sector : Food Processing

Operating Geography : United States, North America, Global

About the Company :

Cal-Maine Foods, based in the United States, is the biggest manufacturer and distributor of shell eggs. It is headquartered in Ridgeland, Mississippi. It was founded by the late Fred R. Adams, Jr. in 1957. It operates mainly in southwestern, southeastern, mid-western and mid-Atlantic regions of the U.S. Shell egg production, grading, packaging, marketing, and distribution are the company's only operating segments. Hatching chicks, raising and maintaining pullet, layer, and breeder flocks, manufacturing feed, and producing, processing, packaging, and distributing shell eggs are all part of their integrated operations. It has also acquired various other brands since 1989. As of 2022, Cal-Maine Foods has acquired 22 brands. In addition to this, it has acquired the remaining 50% membership interest in the Red River Valley Egg Farm, LLC.

Cal-Maine Foods' USP lies in it being ranked 2nd in the Food-Meat Products industry group. The mission of Cal-Maine Foods is "to be the most sustainable producer and reliable supplier of consistent, high quality fresh shell eggs and egg products in the country, demonstrating a "Culture of Sustainability" in everything we do, and creating value for our shareholders, customers, team members and communities".

Revenue :

\$ 1.348 billion - FY ending May 29, 2021 (y-o-y reduction 0.2%)

\$ 1.351 billion - FY ending May 30, 2020

SWOT Analysis :

The SWOT Analysis for Cal-Maine Foods Inc. is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1. Integrated presence across major egg-producing and consuming US states. 2. Largest producer and distributor of shell eggs in the US. 3. Retained an influential market share via meaningful acquisitions. 4. Core product enjoys long lasting demand throughout all geography and demographics. 	<ol style="list-style-type: none"> 1. Almost 50% of sales are generated from a concentrated pool of 3 customers. 2. The company's ROI, ROE and EBITA have been decreasing since FY 2018.
Opportunities	Threats
<ol style="list-style-type: none"> 1. Specialty and organic eggs are a growing market segment. 2. Egg products-market represent an opportunity for diversification. 	<ol style="list-style-type: none"> 1. Increase in feed price will drive up cost of production. 2. Recent outbreak of avian flu in the US will affect production. 3. Growing culture of plant-based diets a threat to business. 4. Requirement of cage-free rearing will drive up costs significantly.

PESTLE Analysis :

The PESTLE Analysis for Cal-Maine Foods Inc. is given below:

<p style="text-align: center;">Political</p> <p>1. Russia banning fertilizer exports will affect the USA's agriculture.</p>	<p style="text-align: center;">Economical</p> <p>1. Inflationary pressures affecting the economy.</p> <p>2. Labor and packaging costs are increasing due to the pandemic.</p>
<p style="text-align: center;">Social</p> <p>1. Increase in preference for high protein diets will impact sales.</p> <p>2. Vegan egg products are one of most preferred items in retail stores.</p>	<p style="text-align: center;">Technological</p> <p>1. New technology aimed at stopping chicken culling is being used by some companies.</p> <p>2. Robotics is becoming common in the egg industry.</p>
<p style="text-align: center;">Legal</p> <p>1. Increasing legislation in favour of cage-free eggs.</p> <p>2. The Animal Legal Defence Fund wins case against FDA to release factory data of the poultry industry.</p>	<p style="text-align: center;">Environmental</p> <p>1. Increasing global warming adversely affects the poultry industry.</p>

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