

# The Victorian Egg Marketing Board

Cnr. Chandler & Kirkham Roads, Keysborough, 3173



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17th August, 1982

ATH/GDB  
Ref: 24/460

Mr. K. Fitzgibbon,  
Secretary,  
Commercial Egg Producers'  
Association,  
STRATHFIELDSAYE, Vic. 3551

Dear Sir,

I have been asked by producer organizations to present the Board's income and expenditure statements in a more easily understandable form so that they can be published in the Newsletter and producers can be kept up-to-date not only with egg production and disposal statistics, but with our financial position.

The attached statements represent a first draft layout of the 1981/82 accounts and your organization's constructive comments would be appreciated.

Yours faithfully,  
THE VICTORIAN EGG MARKETING BOARD

ALAN T. HARRISON  
General Manager

1981/82

GROSS REVENUE

A. SALES

	<u>Million Dozen</u>	<u>\$</u>
Local Shell Egg Sales	43.2	61,642,613
Local Egg Product Sales	4.2	4,411,300
Exports	1.5	735,746
Interstate Sales	.8	809,891

B. BOARD LEVIES

C.E.M.A.A. Levy		4,736,287
Receipts Packing Material Charge		1,830,562
P.A. Contributions		1,099,630
Board charges on other production		2,116,789
		<u>77,382,818</u>

EXPENDITURE

A. COST OF SALES

Payments to Producers		71,534,188
Industry Distribution Costs		291,359
Packing material costs		1,179,573
Cartage		558,995
Egg Products and Export costs		<u>1,970,669</u>
		75,534,784
Increase in Stocks		(980,594)
		<u>74,554,190</u>
	Cost of Sales	

B. SELLING AND ADMINISTRATION COSTS

Distribution Expenses		182,820
Marketing Costs		1,657,575
Administration Expenses		<u>1,804,557</u>
		3,644,952
		=====

NET OPERATING DEFICIT IN THE YEAR

\$ 816,324  
=====

NOTE: The major items contributing to the administration and marketing expenses are:-

1. Administration

(i)	Interest on the overdraft	\$ 246,812
	Interest on long term loans (\$2.7 million)	278,636
(ii)	Administration Personnel Expenses:	
	- Salaries and wages	309,105
	- Superannuation	63,674
	- Holiday pay, sick pay	125,672
	- Payroll tax	43,366
	- Workers' Compensation	16,825
	- Car and travelling	32,823
	- Miscellaneous	47,832
	Total	<u>\$639,297</u> =====
(iii)	Inspectorial Expenses:	
	- Personnel Expenses	196,232
	- Vehicle and travelling Expenses	77,603
	- Legal Expenses etc.	18,646
	Total Expenses	<u>\$292,481</u> =====
(iv)	Postage and telephone and telex expenses	59,191
(v)	Power, light and heating	14,058
(vi)	Quality Department	83,596
(vii)	Research and Development	45,034
(viii)	Grading Floor	(Profit \$12,722)
(ix)	Computer:	
	- Personnel Expenses	135,767
	- Operating Expenses	190,308
		<u>\$326,075</u> =====

2. Marketing

- Personnel Expenses	\$247,000
- T.V. Advertising (including Production Costs)	600,000
- Radio Advertising	200,000
- Press Advertising	20,000
- Co-Operative Advertising (Paid to Retailers)	60,000
- Off-Invoice Specialling	150,000
- Vehicle and travelling	54,000
- Point-of-Sale material and other promotional material	100,000
- New Products and Market Research	100,000

EGG PRODUCTION AND DISPOSAL  
YEAR ENDED 30/6/1982

	65's M.DoZ.	%	60's M.DoZ.	%	55's M.DoZ.	%	50's M.DoZ.	%	45's M.DoZ.	%	2nd M.DoZ.	Useless %	TOTAL M.DoZ
Egg Production	10.24	20.1	14.94	29.4	14.35	28.2	7.05	14.0	2.47	5.0	1.64	.12	50.81
Shell Sales	7.32	17.0	13.37	31.0	13.56	31.5	6.55	15.5	2.12	5.0			43.18
Local Product Sales	1.5		.67		.3		.19		.16		1.37		4.19
Interstate Sales	.114		.206		.205		.122		.34		.25		.706
Surplus by Grades (After Interstate Sales)	1.164		.685		.285		.185		.157				2.476

Ungraded Consignments

P.T.O.

P.A. Sales

23.0

10.6

17.2

50.8 Million Dozen

V.E.B. STAFF - JUNE 1982

	<u>EXECUTIVES</u>	<u>STAFF</u>
Finance	5	22
Computer	1	6
<u>Marketing</u>	4	6
Factory	3	46
Grading and Selling Floor	3	43
Inspectors	2	12
	<u>18</u>	<u>135</u>

153

17.8.82