

VICTORIAN
EGG
MARKETING
BOARD

OFFICE
OF THE
CHAIRMAN

26th July, 1983

DJF/JV
Ref:25/39

Mr. K. Fitzgibbon,
Commercial Egg Producers
Association of Victoria,
STRATHFIELDSAYE 3551

Dear Mr. Fitzgibbon,

I refer to your letter dated 13th July 1983
requesting information on three questions:-

1. The prime surplus by grades for the last three months
of 1982/83 is as follows:-

<u>Period</u>	<u>Grade (000 dozen)</u>				
	<u>65</u>	<u>60</u>	<u>55</u>	<u>50</u>	<u>45</u>
4/4/83 - 30/4/83	49	106	69	55	75
2/5/83 - 28/5/83	96	204	3	63	48
30/5/83 - 30/6/83 (48 weeks)	222	179	(9)	28	7

2. Thank you for your suggestion that Peter Russell-Clarke
be used to promote eggs on an Australia-wide basis.

We are continually looking at nationally based marketing
because there are clear economies of scale in TV production
costs, in particular if we can find a suitable national theme.

It has proved difficult even when Peter Russell-Clarke was
employed by several State Boards (including Victoria) to
find areas where a TV campaign was suitable for more than
one State. In other words, when Victoria had developed
the Peter Russell-Clarke campaign over 5 years, a different
campaign was required compared to a State which was just
introducing Peter to the housewife. It may be possible
to utilize Howard Helmer, the 'American Omelette King' on
a national basis to promote eggs and this concept is being
investigated.

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3. Following a review of costs and income at Keysborough Grading Floor, and in consultation with other Grading Floors, producers were advised that there was a need for a consignment fee increase from \$3 to \$4; the last increase was two years ago.

The Board believed that other charges should not be increased despite the fact that grading fees have not been increased since July 1981.

Crystal Egg Co. has been seeking to increase their grading fee since losing throughput on the grading floor due to farm packing in their area. The Board refused their application. However, despite lengthy negotiations to contain charges, the company has seen fit to increase their service charges, a fee which the Board does not directly control.

I regret this action at a time when egg producers are unable to recoup their major costs such as feed, let alone other items which make up your cost of production.

I look forward to meeting your members at the August meeting with further discussion on these matters.

Yours faithfully,
THE VICTORIAN EGG MARKETING BOARD



D.J. FOSTER
CHAIRMAN