

AUSTRALIAN COUNCIL OF EGG PRODUCERS

Report of the Poultry Welfare Meeting at the CEMAA Office in Sydney
Held on Monday 30 May 1983

Chaired by Ralf Hohl. Warren Starrick and Peter Carpenter represented ACEP. Various CEMAA members present. Peter Lazar and Peter Ireland of PPR in attendance.

Review of Hobart Welfare Workshop and Media Training Session

Generally felt to be successful.

As could be expected, some proposed media spokesmen found to be unsuitable to receive further training, and will therefore retire from the scheme. Replacements to be sought because of the necessity to have substitutes in case the chief spokesman unavailable.

A further three day workshop for spokesmen is to be conducted by PPR next October (to coincide with the ACEP meeting). The cost of \$4,000 to be met by CEMAA. Industry organizations to bear cost of travel and accommodation.

Spokesmen to be reminded that:

- (i) They must not seek publicity, but only respond when the circumstances warrant it.
- (ii) They must only act on matters concerning poultry welfare and not other egg industry matters.

ACEP'S Role Warren made the point that it would be better if the industry bore the brunt of the welfare attack, rather than the marketing organizations. This way CEMAA and the Boards could get on with their job of promoting eggs without being compromised. This point was accepted as logical by the meeting, but disregarded because CEMAA wished to retain its hold over the welfare issue. Interestingly, CEMAA came under fire within a week for indulging in activities countering Animal Liberation (See press clippings).

Audio-Visuals PPR has produced two, one aimed at farmers and the other at the general public. They received a mixed response from the meeting. It was decided to further test the community directed audio-visual through service clubs, schools etc. to better evaluate their suitability.

Codes of Practice: The Australian Code of Practice has been finalized but not released. CEMAA is to make good quality copies for distribution to the industry. Estimated cost \$1200.

Proposed Program for Next Twelve Months by PPR

Estimated Cost

Consultancy Fees	\$5,000 x 12 months =	\$60,000
Estimate on production items		32,000
Contingency Fund		5,000
TOTAL		97,000

A more detailed estimate of the cost was sought. Standing Committee of CEMAA was to consider the more detailed submission the next day.

Items included in the program are:

A Producer Campaign, aimed at encouraging farmers to smarten up the appearance of their farms to improve the industries image.

A Schools Campaign, including written material, audio-visual presentations and school visits to farms aimed at putting our point of view about the welfare issue.

A Politicians Campaign to once again put our point of view across

A Community Groups Campaign involving farmer spokesmen in presentations to interested groups such as service clubs, the C.W.A. etc.

The Monitoring of Animal Liberation Groups and making contact with them to gauge the extent of their feelings.

A Media Campaign aimed at achieving a more balance coverage of poultry welfare matters

Attitude Awareness Research find find out what public opinion is and the level it is at.

Peter Carpenter

Egg marketer should stay neutral on battery hens

Please write

letters of no more than 300 words. Show your name and address.

from Professor P. Singer,
president of Animal
Liberation

Your report on the plans of the Council of Egg Marketing Authorities (31/5) reveals a scandalous situation. The council is conducting a propaganda campaign in support of factory farm eggs, and has approached a public relations company for assistance.

This is despite the fact that the council recently confessed that its own public survey had indicated that 85 per cent of the public believe birds would be happier running around on the ground rather than in a cage.

The council gets its money under Government legislation, from a levy, the ultimate cost of which is borne by consumers. Its proper job is to assist the marketing of eggs, not to take sides on behalf of one type of egg producer against other egg producers.

It would do better to make an attempt to ensure that the growing demand for free-range eggs is met by free-range farmers, who are having difficulty getting enough quota to keep the hens they need.

I hope all your readers will show their opposition to the deplorable tactics of the council by supporting Boycott Battery Eggs Week.

Buy free range eggs from your local health food store, or go without.

PETER SINGER,
Melbourne



A Battery Wife

preferring exemption from awards is inaccurate in important respects.

It is not true that "Mr Macken could not say why Xavier, one of the State's most prestigious Catholic boys' colleges, wanted to be exempt from the board".

Immediately after the hearing on 27 May when two conciliatory and arbitration boards were established, with Xavier exempt from both, your reporter asked me the reasons for the decision of Xavier staff.

I gave her four reasons, asking these be not for attribution to me for professional reasons: your reporter appeared to understand what this means and agreed to report what I said on that basis.

In the circumstances I should repeat what I said to your reporter

NEWS DIARY

Ethics of a scrambled e

THE EGG must surely be the most controversial subject of the late 20th century.

The pro-lifers are complaining about the ethics of in vitro fertilised ones and Professor Julius Sumner Miller is in deep chook manure for dropping an egg into a milk bottle to sell chocolates.

Now lovers of egg, be it fried, boiled, scrambled, nogged or benedict, can join the controversy by taking part in International Don't Eat A Battery Egg Week starting on Saturday.

The Animal Liberation people have leaped into this one and printed 10,000 bumper stickers. They plan to push chicken rights as much as the Greenies pushed the No Dams stickers.

Next Saturday, friends of the chicken will invade the City Square to hand out hard boiled free range eggs while a batch of supporters disguised as large chooks are imprisoned in a battery cage. The following Saturday, egg sellers at the Victoria Market can expect a flying visit from the animal liberationists.

The Council of Egg Marketing Authorities of Australia plans to ignore International Don't Eat A Battery Egg Week. "Some of these campaigns tend to be run by people with extreme views that do not have the support of the public at large," the council's executive officer, Ian Stewart, tells us.



DAMIEN MURPHY

However, the council is concerned enough at the animal liberationists crowing to have worked with the Commonwealth Department of Animal Health in drawing up a model code for raising eggs. The council also has approached a public relations company to discuss the growing opposition to intensive poultry farming.

The council devoted the entire first issue of its new publication 'Egg Brief' to coping with animal welfare groups. The issue contained a possible answer to the problem of trying to decide the difference between a battery egg and a free egg: "A free range chicken (and egg) is one which roams the countryside, eating fresh greens and taking no chemicals. To find a true free range chicken, one would probably have to travel to a national park in Nepal."

Egg marketer should stay neutral on battery hens

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It is despite the fact that the council recently confessed that its public survey had indicated that 85 per cent of the public would be happier eating free range birds around on the ground than in a cage.

The council gets its money from Government legislation, a levy, the ultimate cost of which is borne by consumers. Its job is to assist the market with eggs, not to take sides on behalf of one type of egg producer over other egg producers.

It could do better to make an effort to ensure that the growing demand for free-range eggs is met by free-range farmers, who are having difficulty getting enough to keep the hens they need. We all your readers will show their opposition to the deplorable actions of the council by supporting the Don't Eat A Battery Eggs Week.

Free range eggs from your health food store, or go to the market.

PETER SINGER,
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