

The Victorian Egg Marketing Board

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Head 14/2/83



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2nd February, 1983

ATH/JV
Ref: 24/622

Mr. K. Fitzgibbon,
Secretary,
Commercial Egg Producers'
Association of Victoria,
STRATHFIELD SAYE 3551

Dear Mr. Fitzgibbon,

I refer to your letter dated 20th December 1982 on a number of matters related to the Industry.

1. Please find attached 3 copies of the report on the experimental trial recently carried out in Gippsland on Brown Eggs.

The Board will be meeting representatives of the three producer organizations to discuss this subject in the next few weeks.

2. It is already Board policy that correctly dry cleaned eggs are classified as Class 'A' (if they meet the other standards required) and that (apart from eggs washed under permit) wet cleaned eggs are classified as Class 'B'.
3. The Board believes that the Industry has continued to shorten the average egg handling time so that we are now averaging only two or three days between point of lay and delivery to retailer.

It is also fair to say continued effort in this area should improve this figure even further. Without affecting this aim, the Board has decided that a 28 day 'use by' date gives all sectors of the Industry more flexibility to cope with emergencies such as holidays, strikes etc. without ever having to compromise in any way on the 'use by' date which is applied each day at grading floors and farms.

4. Present Health Act requirements for commodities which have a short durable life (less than 90 days) require that those commodities shall be stored in a condition which would maintain the expected durable life commensurate with the 'use by' dates placed upon the commodity. In the case of eggs, this is 28 days from date of pack.

Under this Legislation, retailers of the commodity are required to store the produce in question in this manner and it is incumbent upon the packer to print the method of storage to

maintain its shelf life on the outer container.

The Board has therefore decided that in the case of our produce, the words "stored in a cool place" are now being printed on the one dozen cartons and will be encumbent upon stores to live up to this requirement when storing eggs. Board sales staff and inspectors will be advising retailers of this requirement.

While this legal requirement is being policed by the local Health Surveyor under the Health Commission Regulations, it would be advisable for you to recommend to your members that they point these requirements out to their customers in a friendly and diplomatic manner so that the store is aware of the requirements before they have the local Health Surveyor approach them officially.

5. The prime object of 'off invoice' discounts is to sell a large amount of a particular grade of egg in a very short time.

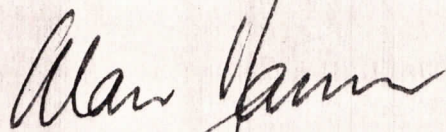
During 1982, we set out to sell extra 60 gm as our forecasts showed that this grade would be the most in surplus. During a fourteen week period, we had nine weeks when eggs were promoted and the Board is satisfied with the results of this campaign.

Comparing the fourteen week period of 1982 with the same weeks of 1981, sales increased by 286,018 dozen or 7.7%.

In the future, the 'off invoice' campaign will still be an important marketing tool but we intend to develop other types of campaigns (such as the "Sport Billy" campaign currently operating) to provide a broader range of marketing tools.

We hope the above comments have answered the points raised in your letter.

Yours faithfully,
THE VICTORIAN EGG MARKETING BOARD



ALAN T. HARRISON
GENERAL MANAGER

Encs.