

Cont.

C.E.P.A. SOUTH BENDIGO BRANCH SECRETARY JOAN HEARD.

Wicks Rd.,
Maiden Gully 355 I
Nov. 8th. '83.

The Secretary.

V.E.M.B.

Keysborough.

Dear Sir,

A combined meeting of Bendigo and South Bendigo branches of the C.E.P.A. moved that we contact you expressing our disappointment and decline of confidence in our Publicity and Sales Department.

We believe the current wave of enthusiasm for micro-wave ovens and the resulting advertising campaigns at country shows, should have been used to our advantage.

Eggs can now be poached or scrambled attractively using this form of cooking, as well as being used in cakes and other dishes.

Our request that eggs be made available together with our own publicity pamphlets, for such demonstrations, was refused.

Country T.V. publicity is regarded as uneconomic, and even a low cost operation such as this was denied.

It is our belief that opportunities must be seized when the time is right and although the show demonstrations are over, micro-wave cooking is the present trend and our Publicity and Sales Department should be aware of this and acting now.

Yours faithfully

J. Heard. (Sec.)

EGG FARMERS OF VICTORIA

The Victorian Egg Marketing Board trading as Egg Farmers of Victoria



25th November, 1983

ATH/JV
Ref:25/166

Mrs. Joan Heard,
Secretary,
Commercial Egg Producers Association,
South Bendigo Branch,
Wicks Road,
MAIDEN GULLY 3551

Dear Mrs. Heard,

re: Your letter November 8th, 1983

The Board's Home Economist is currently developing a range of dishes for micro-wave cooking and we agree that this is an area that must be supported with today's lifestyle. Easily prepared convenience-type egg dishes are a very important factor in lifting egg consumption.

When we have developed a full range of recipes and recipe ideas for micro-waves, we will ensure that country areas are allocated their share of the material available.

It is important, however, to ensure that this programme is properly planned and co-ordinated on a total State basis to obtain the best results. We will certainly be having negotiations with micro-wave oven distributors about joint activities as part of the overall plan.

It was suggested by members of your Executive that the Board supply eggs free-of-charge to a demonstrator of micro-wave ovens who was using a percentage of her time to demonstrate that eggs can be cooked in various ways in a micro-wave oven.

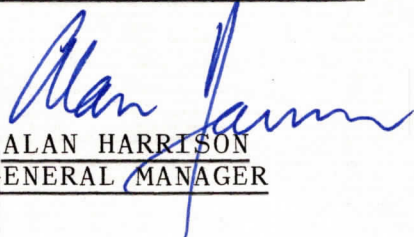
A judgement was made that supplying free eggs would not further increase the number of egg cooking methods during the demonstrations, bearing in mind that the oven manufacturer's main aim would be to highlight the wide range of food (including eggs) that can be cooked.

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The Board is currently reviewing its total advertising programme in the long term and this review will include participation in country media. I will advise your organization as soon as the details are finalized.

Thank you for your suggestions on ways to improve our marketing results. Everyone in the Industry is part of the marketing team and ideas are always welcome.

Yours faithfully,
EGG FARMERS OF VICTORIA


ALAN HARRISON
GENERAL MANAGER