



FEED AND FARM COST SURVEY TO BE CONDUCTED IN VICTORIA

One of the major tasks that the Board has is to keep the factors which affect egg prices under review.

As producers would be aware, The Egg Industry Stabilization Act 1983, amended Section 48 of the Marketing of Primary Products Act to allow the Governor in Council to determine criteria for the fixing of wholesale egg prices and it specifically mentioned feed prices and other farm costs.

The Board has decided to proceed with an independent cost survey using a firm of Chartered Accountants to improve the information available when it has to review egg prices.

There are 120 farms with over 5,000 hens in Victoria and a significant number of farms in this category will need to be surveyed. Particular emphasis will be placed on farms in the range of 10,000 to 20,000.

The Board will consult with all producer organizations at the earliest possible date after Easter to explain the proposal in more detail and to seek the co-operation of producers in the conduct of the survey itself.

All the information collected will, of course, be completely confidential to the accounting firm involved and only a

summary of the results will be made available to the Board.

For the past 12 months, the Standing Committee on Agriculture has had a Working Party investigating ways of making egg prices more related to market prices. In general this Working Party has indicated that equalization schemes have kept egg prices too high. One proposal which has received support is that egg prices should be reduced until quota has no value and there is no surplus. Another proposal envisages a quota pooling scheme where prices tendered for quota will be used as an indicator of the profitability of the Industry.

Against this background, the Board believes that it is very important that independently collected information on farm costs be available as well as information on the value at which quota is being traded through the quota tender scheme and egg prices in other States so that Victorian egg prices can be correctly determined.

It is expected that the survey will be completed by the 1st September 1984, and that it will be updated on an annual basis.

DON FOSTER

AUSTRALIAN EGG BOARD TO BE WOUND UP

The Annual Meeting of the Australian Egg Marketing Council was held in Perth on the 5th April and one of the major subjects discussed was the proposed new export arrangements when the Australian Egg Board is wound up on the 30th December 1984.

Now that all States are moving to a smaller export surplus (this year Victoria's surplus will be less than 1% of total requirements) there is no longer a requirement for a separate national egg export body and the Agricultural Council has decided to wind up the A.E.B. at the end of the year.

From the 1st January 1985, a Committee will be formed consisting of exporting members of the Australian Egg Marketing Council to control any exports of eggs or egg products. Membership of this Committee will gradually reduce as more States eliminate their export surplus.

ALAN HARRISON

CLEARANCE SALE

In order to clear all stocks of T-shirts and Windcheaters, a special clearance offer is being made as follows:

Windcheaters
\$9.00 each
T-shirts
\$3.00 each

While stocks last, a **FREE** cap will be given with every windcheater sold.

It is anticipated that all stocks will be cleared in the next couple of weeks.

For further information and to place an order, contact:

Patrick Oudin on 798 7077.

JOINT BOARD MEETING

On 27th March 1984, the members of The South Australian Egg Board and the members of The Victorian Egg Marketing Board met together to discuss subjects of mutual interest on the Egg Industry in both States.

For the discussions on joint marketing proposals, Ms Sue Park, The New South Wales Egg Corporation's Marketing Manager, joined the Meeting.

With New South Wales, Victoria and South Australia all now using the same advertising agency, (Masius), and the same talent, (Peter Russell-Clarke), co-ordinated marketing and strategy plans concentrating on the working housewife and the nutritional value of eggs were discussed to see if a joint marketing programme was possible in 1984/85.

The joint Meeting also discussed Industry research funding, market research, experience with grade price adjustments designed to match supply with demand, seasonal quota cuts and the amendments to South Australian licensing legislation which will make hens subject to quota at 22 weeks of age.

The South Queensland Egg Board has decided to change the weights for egg grades from May 1984, and replace the existing 4 grade structure with 3 major grades:

- 45gm to 52gm – Medium (red carton)
- 52gm to 59gm – Large (blue carton)
- 60gm to 67gm – Extra Large (yellow carton).

Both Boards expressed interest in this programme and will be watching developments in the Queensland market, to see



Front row (left to right): Ray Fuge, Don Foster, Joyce Yeoman, Alan Harrison, David Olifent.
Back row (left to right): John Harvey, John Simpson, David Heuzenroeder, Ken Gardner, Fred Wrigley.

if the new grade structure improves grade availability and results in increased sales.

At the closure of the meeting, both Don Foster and Ray Fuge expressed the view that the joint Meeting had been very worthwhile, with a very useful exchange of views and information and foreshadowed further such meetings in the future.

ALAN HARRISON

SMURF PROMOTION

Traditionally, the sales of eggs fall in the immediate post-Christmas period, and there is always a need to create a new excitement to encourage consumers to think "eggs" during this period.

One method to create such excitement is to involve children. This was proven during 1982/83, when we successfully promoted Sport Billy and Plant-a-Herb, and increased sales during that period.

This year's promotion, which commenced on 16th January 1984, again involved children as it featured Smurf merchandise.



A range of six Smurf shrinkies was inserted in all 55 gram eggs for a period of ten weeks. In addition, there was an on-pack offer publicised by four different labels. As part of the offer, the children were invited to send away proof-of-purchase seals to receive, free, a specified Smurf item. Because of the difference in value of the products, different numbers of proof-of-purchase seals were required. The items offered and the corresponding number of proof-of-purchase seals required were as follows:

Harmonica	4
Walking Smurf	6
Door Sign	8
Lunch Box & Thermal Jar	12

The children were not required to send money. The promotion was run in conjunction with BP, who paid the production costs of the television commercial and provided artwork for the labels and shrinkies. In addition, they provided the Smurf merchandise at discounted prices.

The response to the promotion was overwhelming, and far in excess of expectations. At the cut-off-time, a total of 110,844 coupons were redeemed (5%) and 15,046 items were sent out.

The offer turned out to be a little too generous, and if future promotions of this style are conducted, we now know that success can be achieved with a less substantial offer.

GEOFF SHILTON,

BOARD STAFF ORGANISATION

PART TWO

TECHNICAL DIVISION

The Board's Technical Manager, Mr Glenn Abbott, has a Degree in Biotechnology and a Diploma in Management, and has been with the Board for seven years.

The Technical Division is responsible for maintaining correct manufacturing procedures and product quality in the Egg Products plant. Other main responsibilities are for all food technology aspects of the Industry which include new product development, technical assistance to egg product users, and management of the Egg Products laboratory.



Glenn Abbott

The qualifications of staff within this Division include Microbiology, Biochemistry, Food Technology and Applied Chemistry.

Susan Bearzot, a graduate in Microbiology, as Laboratory Manager supervises the day-to-day operations of the Egg Products Laboratory. The Laboratory carries out chemical and microbiological analyses of eggs and egg products.



Susan Bearzot



Joy Goode

Joy Goode, also a graduate in Microbiology, is the NATA signatory for Salmonella testing and is the Assistant Laboratory Manager.

Virginia Roberts, a graduate in Food Technology, is responsible for new product development and technical assistance to egg product users.



Virginia Roberts

EXPANSION OF SERVICES PROVIDED BY THE TECHNICAL DIVISION

Protein Tests on Poultry Feed

The Egg Industry Laboratory is now able to determine the level of protein in poultry feeds as an independent service to producers.

We can offer a prompt, confidential analysis report on samples submitted and while wheat and prepared meals can be analysed, individual feed ingredients such as meat meal, barley, lucerne, etc., can also be tested. The Kjeldahl technique, which is considered to be a very accurate test for nitrogen in the form of protein, will be used.

A testing fee of \$20 per sample will be charged and we can provide results 48 hours after receiving samples. The service will be reviewed after a three months' trial period, depending on response from producers.

Producers wishing to use this service should contact Glenn Abbott, Technical Manager, Egg Farmers of Victoria.

Energy Tests on Poultry Feed

The initial response from producers on protein analysis has been good with most producers expressing additional interest in their need to have energy values determined in poultry feeds.

We have decided to investigate whether the laboratory could provide this service. While energy values can be determined by biological tests, a more practical laboratory method is to use chemical analysis.

The apparent energy available for the birds' metabolism can be determined from an equation which uses analysis results for fat, crude protein, starch and sugar. This is the method which would be used by the Board's Laboratory.

To assist the laboratory to determine whether a service to analyse for energy values in poultry feeds is required, would producers who are interested in this please contact the Technical Manager, Glenn Abbott.

It is considered that the analysis cost for energy value would be \$50 - \$60 per sample.

GLENN ABBOTT

VICTORIAN EGG PRODUCTION AND DISPOSALS

Wayne Bischoff

*A.B
037957077*

39.2 Weeks Ended 31/3/1984

	1983/84	1982/83	%
DOZENS			
PRODUCTION			
Ungraded Receivals at Grading Floors	14,088,000	15,608,000	- 9.7
Pack-to-Order Receivals at Grading Floors	9,050,000	9,445,000	- 4.2
Packed directly by Producer Agents	13,954,000	13,774,000	+ 1.3
Total Recorded Production	37,092,000	38,827,000	- 4.5
SALES			
Sales by Grading Floors	18,476,000	18,543,000	- 0.4
Sales by Producer Agents to Distributors	5,860,000	4,827,000	+ 21.4
Sales by Producer Agents to Retailers	8,094,000	8,947,000	- 9.5
Total Shell Sales	32,430,000	32,317,000	+ 0.3
Total Surplus	4,685,000	5,194,000	- 9.8
Local Product Sales (equivalent dozens)	4,262,000	3,663,000	+ 16.4
Nett Export Surplus (excluding useless)	423,000	1,531,000	- 72.4

FLOCK ANALYSIS REPORT

PERIOD 17

COUNT DATE 16.2.84

Number of Hens	Number of Producers	Total Hens	% of Total
21 - 40	50	1,698	.08
41 - 75	44	2,497	.11
76 - 250	76	10,966	.50
251 - 500	31	11,377	.52
501 - 1000	32	23,273	1.07
1001 - 2000	47	64,955	2.98
2001 - 5000	60	194,160	8.90
5001 - 10000	69	511,491	23.45
10001 - 20000	35	523,941	24.02
Over 20000	21	836,650	38.37
TOTAL	465	2,181,008	100.00

VICTORIAN EGG MARKETING BOARD SCHEDULE OF RETURNS DUE

COMMONWEALTH HEN LEVY

PRODUCER AGENTS

Period No.	Count Date	Last Day for Payment	Period No.	2 Weeks Ended	Last Day For Payment
22	26.4.84	10.5.84	22	29.4.84	10.5.84
23	10.5.84	24.5.84	23	13.5.84	24.5.84
24	24.5.84	7.6.84	24	27.5.84	7.6.84
25	7.6.84	21.6.84	25	10.6.84	21.6.84
26	21.6.84	5.7.84	26	24.6.84	5.7.84