

EGG FARMERS OF VICTORIA

The Victorian Egg Marketing Board trading as Egg Farmers of Victoria



Our Ref:ATH/lj/27/138

20th October, 1987

Mr. H. McMaster,
Executive Officer,
Australian Council of Egg Producers,
P.O. Box 160,
Queen Victoria Building,
SYDNEY 2000

Dear Hugh,

I refer to your letter of 19th October, 1987, requesting information on the likely future programme of Good Food Products Australia Pty. Ltd.

Your request was discussed at a full meeting of the Board of the above company on the evening of the 19th October, 1987, and I have been asked to convey to your members the following timetable which was unanimously agreed too by the Directors of the Company.

1. A Proprietary Limited Company known as Good Food Products Australia Pty. Ltd. has now been formed with N.S.W. Egg Corporation having a 55% shareholding and the Victorian Egg Marketing Board 45%. (Related to quota) The legal documents required have been signed and executed by both Boards.

The Company has 6 Directors.

Ken Baxter	Chairman
Mark Moncrieff	
Peter Feldmeyer	
Don Foster	
Alan Harrison	M. Director
Peter Carpenter	

2. South Australia and Tasmania have been invited to join the company. Tasmania has agreed to join and South Australia has indicated strong interest. If both join the shareholding will be

N.S.W.	VIC.	S.A.	TAS.
49	39	10	2

An additional Director will be appointed if the company has 4 State shareholders.

3. The initial objective of Good Food Products Australia Pty. Ltd. is to combine the egg products manufacture and marketing activities of all participating States.

c.c. Board Members
Producer Organizations
State Egg Board General Managers
Senior Executives

...2/.

4. The company's operations will be phased in as follows:-
- (a) Phase I - Initially employing marketing staff - Peter Schutz has already been appointed as Marketing Manager - and purchasing all egg products from participating States for resale domestically and for export. All products will be packaged in Good Food Products brands.
 - (b) Phase 2 will be purchasing eggs from participating States, employing all production staff and leasing equipment required at all manufacturing locations.
 - (c) Phase 3 - The purchase of egg products manufacturing equipment from shareholders.

This stage will require complementary legislation in all participating States and this can only occur after at least 12 months successful operation of stage 2(b) and after further consultation with Industry and Government.

- (d) The marketing of premium shell egg brands by the company will be considered at an appropriate stage after the successful marketing of egg products has been demonstrated by the joint venture. It should be emphasized that premium shell brands could be marketed by Good Food Products Australia within the orderly marketing schemes operative in each participating State.
5. It is the objective of all participating States to encourage the retention of State orderly marketing schemes and production controls.
6. If deregulation does occur in the future in any State, the company will be in a position to offer shares to producers on the basis of quota holding as at an agreed date and to market eggs and products Nationally and on export markets on behalf of shareholders. The details are difficult to define more accurately at this stage because it will require further consideration of legal and financial advice and full consultation with Industry and Government in all participating States.

I would be pleased to attend your meeting on the morning of the 26th October, 1987, to answer further questions if this would assist your members.

Yours faithfully,
GOOD FOOD PRODUCTS AUSTRALIA PTY. LTD.


ALAN HARRISON
Managing Director