



Chairman's Message

The Board's Marketing program is under review at each Board meeting. The August meeting heard reports from the Sub-Committee on National Marketing plans, also from Marketing Manager Geoff Shilton and the Board advertising agency Creative load, on the local market scene.

The Marketing Sub-Committee's report to the Board on National Marketing urged support for a campaign on the facts about cholesterol aimed at suburban General Practitioner's, dietitians, and Home Economists.

The Committee supported a National Nutritional Reinforcement Campaign through the print media. The objective of the campaign—to reassure positive attitudes about goodness, proteins, vitamins and mineral etc.

The Board has agreed to these recommendations, however, the Sub-Committee and the Board have rejected totally a proposed television campaign based on humorous commercials with a message about cholesterol. The Board believes you cannot sell a serious health message with a comical advertisement also the Board does not agree with the use of television at this stage in

the campaign over the cholesterol issue.

Geoff Shilton's marketing report to the August meeting showed how sensitive the market is with a surprising reaction to the recent publicity over the availability of 1/2 dozen packs.

The table below showing Trolley sales ex Keysborough demonstrates this point.

Week Ending	30th July 1988		6th August 1988	
61 Gram 1 Dozen	74,640	Dozen	62,280	Dozen
1/2 Dozen	3,640	Dozen 4.8%	8,760	Dozen 12.3%
Total	78,280		71,040	
55 Gram 1 Dozen	84,240	Dozen	70,560	Dozen
1/2 Dozen	17,745	Dozen 17.4%	17,805	Dozen 20.1%
Total	101,985	88,365		

average sale of 55 Gram 1/2 Dozen 1987/88 was 8% of turnover.

Big Egg Promotions will begin on the 22nd August with "shelf talkers" carrying the message "Bigger Eggs—Smaller Prices". Together with "off invoice" discount the Board hopes to shift some of the surplus 61 Gram over the next few months.

Good Foods

I have advised the Board that I am standing down as a director of Good Foods to allow Dr. David McKinna to take over as a Victorian Director.

I believe the Good Foods Board has been out of balance with four producers and only two businessmen not involved in the production side of our industry.

History of Australian Co-Operative ventures show they have often failed because they were top heavy with production people, Good Foods must be given every opportunity to be a success by having a balanced mix of production, marketing and business directors at the helm.

Don Foster

Poultry Scholarships

The Poultry Research Council which is supported by Producer contributions is inviting suitable persons to apply for a range of fellowships and awards.

The various scholarships on offer are of interest to students, employees of agriculture departments and research institutions, as well as producers or their employees.

The Poultry Research Council is calling for submission from suitable applicants for any of the following:

- *Junior Research Fellowships.* A stipend of \$15,000 per annum will be provided to allow candidates with a first degree at honours level from an Australian University to

train in research relevant to the poultry industry for a period of one to three years.

- *Post-Doctoral Fellowships.* Are available to applicants who have already made a significant contribution to poultry research after obtaining a doctorate. The fellowship supports research for one year at an Australian or overseas institution.
- *Extension Study/Training Awards.* Are available to research workers or extension officers to carry out approved study or work relevant to poultry extension services over a six to twelve month period.
- *Officer Development Awards.* Are

available to participants in any aspect of the egg industry. The award supports an overseas study tour of one to three months' duration to study topics of relevance to the Australian egg industry.

The Council may award grants in any of these categories, to be tenable after 1st July, 1989. Applications for the above awards need to be lodged by 30th September, 1988. Further details regarding awards can be obtained from the:-

Secretary,
Poultry Research Council,
P.O. Box Q160 0,
Queen Victoria Bld,
Sydney NSW 2000

Notes From The Board

The August meeting held on Wednesday 17th involved protracted discussions on Marketing and Administrative matters. However, one point which occupied a lot of the time in debate was the current surplus situation.

As indicated elsewhere in the Newsletter the Board after considering all alternatives has been left with no option but to recommend to the Poultry Farmer Licensing Committee that Issued Quotas be cut in an endeavor to bring production and consumption into equilibrium.

Other Items covered consideration of the reorganization required to the Boards Management Team to optimise the savings, but without jeopardizing efficiency, created by the retirement of two senior managers. This item is covered elsewhere in the Newsletter.

3% Issued Quota Cut

After consideration of a recommendation from the Board the Licensing Committee considered the surplus Egg production at 30th June 1988 and the continued rate of production up until 12th August 1988.

Significant improvements in productivity over the last few years, the decrease in shell egg sales and the downturn in import markets have combined to con-

tribute to a 4% surplus in 1987-88. As this surplus cannot be sustained by the Industry financially and as the continued rate of production mentioned above is being sustained there is no alternative but to cut quota further to achieve production/consumption equilibrium.

The Committee has therefore determined to cut Issued Quota by 3% effective from and

inclusive of 1st March 1989.

As the act requires that when issued quota is cut the first 1,000 hens quota owned by a licensee are exempt from the cut the figure effective for each licensee's new issued quota will be a different figure to the seasonal quota figure for the extra 3% which was effective from 26th September.

New quota figures operative from 1st March 1989 will be forwarded in the next few weeks.

Egg Quality Grading Prizes

In circular 79/87 of 9th September 1987, the Board announced the establishment of incentive prizes for the graders with the least number of grading points lost.

The Board is pleased to announce the prize winners in the Egg Quality Points Scheme for 1987/88.

The winner in Class 4A and 4 is J. Pummeroy who received \$500.00 and Quality Award Certificate, with second place and a Quality Award Certificate going to J. Briguglio. The Producer Agents listed below achieved *Quality Award Certificates* in this class:-

G. Schaunich	Roto Pty. Ltd.
Firmo Kayla Pty. Ltd.	P. Fioziopoulos
Lakeside Farms	M.&K. Szepe
Ciabotti & Napolitano	E. Schaunich

The winners in Class 3 are R.&M.E. Nuridin and V.&I. Piliakidis, "Equal First" each receiving \$375.00 and a Quality Award Certificate the Producer Agents listed below achieved *Quality Award Certificates* in this class:-

Fifth Zardoo Pty. Ltd	Greenvale Poultry Farmers
V.&M. Lilley	T.&P. Kousaplis & N.S. Blias
B.&H. Foote	R.G. & J.G. Davies
G.E. & B.A. Poulton	G.&M.S. Postregnia

Class 2 was won by G.J. & J.G. Burfurd who received \$500.00 and a Quality Award Certificate "Equal Second" were R.J. Barns and G.J. & H.M. Lockwood each receiving \$125.00 and a Quality Award Certificate. The

Producer Agents listed below achieved *Quality Award Certificates* in this class:-

G.&G. Carbone	Longerenong Agricultural College
D.I. & D.E. Clarke	A.J. Williams
R.&G. Dipierro	F.V. & L.M. Jackman
A.&C. Ioannou	

Class 1 and Door Sales were equal first between Birmingham Brothers and Glenoyd Poultry Farmers who each received \$375.00 and a Quality Award Certificate. The Producer Agents listed below achieved *Quality Award Certificates*:-

A.&R. Botti	Mornington Poultry Farmers
L.&G. Jennings	F.M. Gibson
R.&S. Wisniewski	A. Daniele
V.&P.D. Oswaldine	G.&I. Sdraulig

All winners and certificate recipients are to be congratulated for the high quality standard they have achieved and the low number of quality demerit points they have lost over the year.

The Board intends to continue the scheme this year as an incentive to Producer Agents to strive for highest quality eggs in the market place.

The Board would also take this opportunity to thank Smorgans, Visyboard and Van Leer the sponsors for the prize monies donated to the prize winners.

Jackie McGuire

FOR SALE

Grading Machine

Molba 6 Lane with Candler with 800 Plastic Egg Trays.

Urn

Electric, 50 Litre.

Cages

Chinex108—4 Chickens Per Cage, Good Condition, Ready to Use with Feed Trough, Water Feeder and Stand \$20.00 each.

Chicken Plucker

Drum—Multiplo.

Telephone: (03) 844 3663

Egg Industry Conference

The 1988 Conference was held recently in Brisbane. An excellent selection of speakers provided an educational and entertaining program. Dr. Joe Braysick, who is renowned for his 'Body Language' publication, launched the session with an address on the 'Dynamics of Change', he was motivating and entertaining. The remaining addresses were more technical, including the post deregulation situation in New Zealand, the future of the family farm, (an excellent presentation by Phil Ruthven of IBIS) the Canadian situation, an overseas study tour report, cholesterol and egg product development.

The next Conference will be held in Tasmania, most likely at the Wrest Point Casino.

Egg Shampoo

It is well known that eggs can be an adequate alternative to the many commercial varieties of shampoo. The I.E.C. Newsletter provides the following recipe:-

"Egg Shampoo: (To condition and cleanse hair, particularly for frequently washed hair when detergent based shampoos leave hair dry). Wet hair and massage in two beaten egg yolks. Leave for 10 minutes before rinsing off. For dandruff sufferers 10 mls of cider vinegar should be added to the egg yolks."

Early Retirement of Senior Executives

Gordon Hudson

will retire on the 28th October 1988.

Gordon Hudson has been the Board's operations manager responsible for all purchasing, transport and the Boards Keysborough and Ballarat grading and selling operations since 1980.

Gordon commenced work in the egg industry 38 years ago with Val Royals Grading floor in Flinders Lane and became manager of the floor in 1953. When the Board purchased Val Royals business in 1967 Gordon joined the Board as plant supervisor at Port Melbourne.

Early in 1968 Gordon went to Ballarat for six months as the relieving manager of the Boards Grading and Selling floor. On his return to Melbourne Gordon was promoted to Production Controller responsible for purchasing and exports. In 1980 Gordon joined the senior management team as Operation Manager.

Over the last few years Gordon has also contributed to the egg industry through his involvement with the Poultry Industry Golf and Tennis Day and the Victorian Poultry Industry Dinner Committees.

Gordon's experience and dedication to the job will be missed.

Gordon and his wife Betty plan to retire to Coolam on the Sunshine Coast.

All at the Board wish them a happy and healthy retirement.

Geoff Shilton

will retire on the 4th October 1988.

Geoff joined the Board in August 1974 as marketing Manager. Geoff was instrumental in the appointment of Monahan Damien and Adams as the Boards Advertising agency and Peter Russell Clarke as the egg presenter on 1976. These changes lead to one of the best periods of Sales

growth that Victoria has had from 36 million dozens in 1976-77 to 42.4 million dozen in 1979-80.

Geoff also introduced the Trolly concept which won the Hoover Marketing Award.

Before joining the Board Geoff was involved with marketing for nearly 20 years with the Nicholas Organization.

In those days the marketing career path with Nicholas required Geoff and his wife Beryl and their four children to move around Australia and they lived in Perth, Sydney and Melbourne.

Geoff and Beryl have developed an interest in growing Protea and they have about 1,000 bushes at their property at South Cranbourne.

They are still deciding whether to retire to the beach or stay with the Proteas and closer to their four children and seven grand children.

All at the Board wish Geoff and Beryl a happy retirement.

Egg Quality Show competition Prize Presentation

The presentation of the prizes for the Royal Agricultural Show Egg Quality Competition will take place at V.A.S.A. Building in McGregor

Street, Show Ground at 11.00 a.m., on Thursday 15th September 1988. Prize cheques and certificates for the winners of the Producer Agents

Yearly Quality Points Scheme will also be presented.

All producers are cordially invited to attend the presentation.

Australian Egg Marketing Council

Mr. Mark Moncrieff, A.E.M.C. President for the past two years, did not seek re-election at the last Annual Meeting. The West Australian Chairman, Mr. John Craig, is the new Chairman of Council. Congratulations to Mr. Craig who becomes the first non producer to hold the Chair. Malcolm Peacock (Victoria) replaced Lindsay Bell (Western Australia) as Vice President.

FOR SALE

MACHINERY

Roller Mill and Electric Motor
Augers Scale Trough,
Grids and Troughs,
Truck Dump Pit Underfloor
Augur Sprockets,
Chains Electric Motors.

TAMARIX PTY. LTD.

Telephone: (03) 798 2853

ATTENTION ALL FARMERS

SILOS

QUALITY FARM SERVICES
Manufacturers of Grain and
Feed Silos 5 to 80 cu.m.
Cattle, Sheep, Pigs, Poultry etc.

You can't import quality in a
product, you can only build it in.

**FOR THE BEST PRICE IN
VICTORIA CALL**

(059) 71 3441

FRANKSTON

A.H. (03) 781 4420

Delivery arranged. Also on site
supply and servicing anywhere
in Victoria.