



Eggbeat

SPRING 1988

8th Annual Egg Industry Conference: Brisbane 1988

The 8th Annual Egg Industry Conference was judged to be possibly the best of the series to date. They just seem to be improving—eggspontentially.

The Conference opened with a tongue-in-cheek video on Queensland featuring the only icon Queensland has produced to rival Sir Joh Bjelke-Petersen—the Sultan of Scrum, Wally Lewis. The video had all the more impact because Queensland had trounced NSW in a State of Origin clash the day before.

Joe Braysich, a well known motivator, kept things moving along at a cracking pace and his piece on body language and the clothes we wear had his audience in stitches. One or two well known industry figures slipped noticeably lower in their seats when Braysich's descriptions of what not to wear seemed to identify them too closely.

Phil Ruthven pulled off the near impossible in his address when he managed to present statistics without boring the audience.

The Conference had an international flavour thanks to the contribution of three speakers: Gib Shoultice from Canada; Andy Rhorer from the USA; and David Mears from New Zealand who delivered a particularly hard-hitting paper on the deregulation of his country's egg industry.

Other Australian speakers, Ian Peterson, Katherine Baghurst and Westbrook Haines, all delivered consistently interesting and informative papers.

As usual, Neil Inall summed up excellently and the final panel session was an interesting change from previous conferences.

Egg Industry Deregulation— The New Zealand Experience

"If you are looking down the barrel at a free market situation, prepare yourselves for mud-slinging, dirty tricks, corruption and retailer deceit."

With this, David Mears concluded a compelling address on the changes the New Zealand industry has undergone since partial deregulation in 1986. As governments in Australia continue to explore the possibilities of deregulation the New Zealand experience becomes all the more relevant.

Prior to April 1, 1986 the New Zealand egg industry had operated within a controlled market for almost 50 years. The market controls provided a measure of stability to the industry, confidence to invest in new facilities, more efficient utilisation of resources and subsequent benefits to the consumer.

"The effects of the 1986 changes have come as a shock to many, a warning to others, and for several, a signal to quit the industry," said Mears.

The Regulated System

Prior to the 1986 partial deregulation, the New Zealand egg industry was almost totally controlled. The New Zealand Poultry Board administered production, grading and