

Telephone 054395316

Postal Address  
Strathfieldsaye Road,  
STRATHFIELDSAYE. 3551

10th May, 1988.

M/s Jean Vipadi,  
The Secretary,  
Victorian Egg Marketing Board,  
P.O. Box 141,  
NOBLE PARK. 3174

Dear Jean,

(1) Following a meeting of the Commercial Egg Producers' Association on Monday 9th May, I have been instructed to write requesting an increase in price of all grades of eggs. At a time when costs are still rising, (S.E.C. charges are to rise shortly) we need a reasonable return to stay viable.

The release of the Minister's statement on Egg Marketing last week, in which he supports the retention of the Board's powers with the exception of setting the prices of eggs, this is to be left to a 3 man Tribunal. This legislation will not be introduced until later in the year so producers of all sizes need help immediately or many of us will be forced out of the industry.

I bring to your attention your latest advertising which states Victorian eggs are the cheapest in Australia this gives you room to adjust prices straight away.

(2) Our Association suggests to the Victorian Egg Marketing Board that advertising expenses incurred for the wholemeal egg promotion should be paid for by wholemeal egg producers not by all members of the industry.

Producers of this area have been disappointed by their exclusion from the wholemeal egg program, particularly when the metropolitan producers are receiving wholemeal premium from the same strain of birds.

Hoping these matters can be dealt with without delay,

Yours sincerely,

K. Fitzgibbon,  
SECRETARY