



## Chairman's Message

1989 is shaping up to be one of the toughest years on record for the Egg Industry.

The major problem facing the Egg Industry is the uncertainty created by the current discussions in NSW over the future of hen quota and the Egg Marketing Corporation. Within two to three months the NSW position should become clearer with the NSW Government anxious to move quickly one way or the other to resolve the quota problems created by rebel egg producers.

The Good Foods Company can be a key player in the NSW saga if the Government decides to de-regulate.

The Company could be in a position to offer NSW Producers an alternative in both grading and distribution.

The NSW situation has created

short term problems for the Victorian Egg Board as we were moving towards the possibility of joint advertising and promotion for eggs with NSW. Both Boards will need to fill Marketing Manager positions this year. A Marketing Manager to cover both territories is a possibility.

The other area of concern is the National Marketing Programme which will be curtailed temporarily because of the NSW situation.

World wide marketing people agree that the publicity of the Salmonella and Cholesterol issue is the major double factor for the down turn in egg consumption.

Publicity is in place to combat this, however Victoria may have to spend more of its state budget in this area because of the withdrawal of funds from NSW.

### State Marketing

The Board spent 75% of its time at the January meeting dealing with marketing, looking at a new strategy—designed to give the egg a specific theme rather than the current approach—to tackle segments of the market. The general view was that the Board did not have the funds to tackle one or two segments and that the campaign should focus its direction to that section of the market represented by the two-parent household with children and in the 26-40 age bracket covering all the socio economic groups.

Further consideration of this policy will take place at the February meeting.

Don Foster

## The Retail Game

The *Safe way* into the *New World* of retailing eggs.

Innovation and product niches is the key to survival for the 1989's.

Last year our trolley sales in retail dollars was worth over \$35 Million. The major share is handled by the 2 top retailers Safeway and New World with the smaller claims having small equivalent stakes.

### Niche products

Egg farmers recognise the need for such niche products and currently have two on the market.

*Free Range Eggs* had a retail value of \$1.1 Million last year. *Brown Eggs* had a retail value of \$1.6 Million.

Although they only represent

approx 5% of our retail dozen sales they actually accounted for 8% retailer dollar sales.

### Image

In the past we have had a poor image with the retailers, we were always seen as the big nasty monopoly with no lateral and innovative thinking.

*Continued on page 2*

Continued from page 1

This has changed, we are now a supplier they like to deal with. We have been able to achieve this through increased liaison with the buyers, we are now proactive with our information rather than reactive.

In November a major presentation to Coles was undertaken to improve egg sales.

This meeting provided invaluable information both for us the supplier, and also the retailer.

We are now working with the sales and computer departments to re-look at our current ordering, distribution and delivery system.

These include:

1. 60 dozen trolley shelves,
2. providing stores with previous 3 weeks order figures,
3. ordering by shelves instead of trolleys,
4. change of delivery days (greater emphasis on Thursday and Friday deliveries).

Use of off-invoice to generate sales increase of the grade in surplus will continue through the year.

## The Eyes and Ears

The importance of accurate information is the key to survival. Whether it is incoming or outgoing information the reps provide that vital link needed in business.

They provide feedback between us and the retailer at store level.

The reps provide us with information regarding:

- Quality
- Distribution
- Consumer
- Marketing
- New Products

With the use of our computer generated reports we are now able to provide retailers with accurate sales information.

This information helps the stores get a better feel of where they are

and how they are performing.

1. in comparison to their competitors,
2. within their own organisation,
3. to the state/industry average.

This in turn helps the reps to:

1. increase space allocated to eggs in store,
2. improve the allocation of the eggs in store,
3. provide better displays,
4. educate staff in the importance of having the correct balance of stock at all times.

We in turn receive from the reps a weekly report that provides us with a breakdown of the grade distribution out on the floor.

There is an old saying "business is like riding a bicycle. Either you keep moving or you fall down".

Unless we have the right information on where we are going we may either find ourselves on a dirt track leading to nowhere or end up on a dead end street.

# Eggs Ready For Anything

Have you noticed the phones have been ringing? That is the response to marketing's summer promotion 'When you've got eggs in the fridge you're ready for anything.' The calls are initiated by our 'Sports' oriented TV commercials and cooking segments.

The Advertisements feature sporting personalities Simon O'Donnell, Bob Shearer and Susan MacNamara. The response from the public has been; jamming the switchboard (with an average of 40 calls per day,) requesting the recipe cards which include innovative egg recipes. You can pick up your copy of the recipe cards from reception or marketing.

## Club Pasta Carbonara

Serves 4-6

300g pasta  
2 tablespoons chopped parsley  
4 rashers bacon chopped  
100 grams parmesan cheese grated  
2 eggs  
freshly ground black pepper  
2 tablespoons cream or yoghurt

1. Cook pasta as directed on packet. Meanwhile cook bacon lightly.
2. Beat together the eggs, cream or yoghurt, parsley and half the cheese.
3. Drain cooked pasta and return it to pan. Add bacon and stir in egg mixture.
4. Heat gently stirring until the eggs scramble to a creamy consistency. Season and serve on a large plate, garnished with remaining cheese. Serve with hot crusty bread.

### For Sale

Pullets,  
Teagal Black/Red  
Hatch Date 2nd  
September  
Hatch Date 21st  
October

Reasonable Price  
Telephone  
(03) 509 2646  
After 8 p.m.

### For Sale

12R Staalkat Egg Grader  
Geared to 60 Cases per hour  
6 Auto Packing Lanes  
With In Line Closing and Date Stamping  
For Further Particulars Ring:  
056 25 1839

# Poultry Research Council

The following is a summary of information from a recent Poultry Research Council Newsletter.

## Research Suggested After U.S. Study Tour.

On his return from a recent PRC-supported study tour of the USA, Rowly Horn, of the NSW Department of Agriculture and Rural Affairs, suggested research or demonstration projects in several areas as a result of his findings.

- i. Work at the University of Georgia has indicated that poultry have the ability to efficiently transfer heat through their feet. Layers perching on three inch PVC pipe carrying cool water in summer do not appear to suffer from heat stress. Warm water may be put through the pipes in winter. This method of regulating body temperature is best suited to birds on deep litter but it could be adapted for use in cages. The idea has been referred to local research workers for consideration.
- ii. Computer programmes developed in the U.S. as tools for management planning, trouble shooting and advisory work could readily be adapted to Australian conditions. The PRC is currently funding the NSW Department of Agriculture and Rural Affairs for some management simulation models for the Australian Egg Industry. The U.S. models will be helpful.

Other areas where research might assist Australian producers include the relationship between egg weight and cost of production and the cost/benefit of feeding low-cost rations during the last two weeks of lay.

## Consumption Study Completed

A study by Dr Katrine Baghurst of the CSIRO's Division of Human Nutrition for the Poultry and Chicken Meat Research Councils has been completed. The study analysed data on the intake of egg and poultry items from four different cross-sections of

Australian society. For two of the samples, biomedical data (including weight, blood pressure and fitness) was also available and was related to consumption levels of the dietary items.

A study of ten-year-old children and their parents provided the following details of egg and poultry consumption:

	Grams per day		
	Mothers	Fathers	Children
Omelettes and egg-based pies	4	4	3
Boiled eggs	5	5	5
Fried eggs	4	8	4
Roast chicken	14	14	7
Barbecued chicken	4	5	2
Boiled or steamed	2	2	1

Overall the studies showed that there is little effect of varying levels of dietary cholesterol in the form of eggs or poultry on blood cholesterol or other biomedical measures.

## National Poultry Housing Project

This project, jointly funded by PRC and CMRC, was delayed due to a Victorian Government freeze on recruitment, but at a meeting held in Sydney during September, it was agreed that the project should proceed as planned. Robert Smart, a mechanical engineer with experience in structural design, monitoring greenhouse environments, thermal performance and data logging, has been appointed Project Engineer.

The project is expected to take two and half years and will provide:

- i. Accurate field data on the environmental conditions found in existing poultry houses throughout Australia.
- ii. Cost/benefit analyses to help farmers with investment decisions such as whether to upgrade or replace existing buildings.
- iii. Practical information on matters such as insulation, fans and

foggers and the location and design of buildings.

An order has been placed for 36 Australian-made data loggers. Meanwhile a data logger has been obtained on loan to gain experience in installation, calibration and data extraction.

## Success of Exotic Diseases Seminar

The recent two-day seminar was organised by the Australian Poultry Industries Association and the NSW Department of Agriculture and Rural Affairs and was attended by 57 veterinarians and other industry professionals from Australia, New Zealand and Indonesia. Apart from local authorities, speakers included internationally known experts from England, Ireland and the US whose attendance was financially supported by the PRC and CMRC.

The more important matters dealt with included:

- i. Outbreaks of Newcastle disease and avian influenza can be controlled and eradicated if there is prompt diagnosis, quick action and close co-operation between industry and government.
- ii. Vaccines such as V4 are extremely effective in controlling outbreaks of Newcastle disease.
- iii. Waterfowl and wild birds can be an important source of infection of commercial poultry by exotic viruses.

*Continued on page 4*

# Victorian Egg Production and Disposals

## 24 Weeks to 17/12/88

000 Dozen

	1988/89	1987/88	%
<b>Production</b>			
Ungraded Receivals at Grading Floors	7,241	8,570	-15.5
Pack-to-Order Receivals at Grading Floor	5,359	5,782	-7.3
Packed directly by Producer Agents	9,839	9,086	+8.3
<b>Total Recorded Production</b>	<b>22,439</b>	<b>23,438</b>	<b>-4.3</b>
<b>Sales</b>			
Grading Floor Sales to Distributors	775	1,067	-27.4
Producer Agents Sales To Distributors	4,011	3,890	+3.1
Distributors Sales to Retailers	4,786	4,957	-3.4
Grading Floor Sales to Retailers	8,193	9,434	-13.2
Producer Agents Sales to Retailers	5,935	5,046	+17.6
<b>Total Sales In Shell</b>	<b>18,914</b>	<b>19,437</b>	<b>-2.7</b>
Local Products Sales (equivalent dozens)	3,487	3,222	+8.2
<b>Total Sales including Products</b>	<b>22,401</b>	<b>22,659</b>	<b>-1.1</b>
Net Variation from Local Requirements (including farm pulp and interstate purchases and sales but excluding useless).	(38)	779	

## Flock Analysis Report

As at 1/7/1988

Quota Breakdown	Producers	Quota	% of Total
1-20	8	140	.01
21-40	11	3251	.01
41-75	14	877	.03
76-250	52	8,367	.32
251-500	46	17,294	.66
501-1,000	30	22,494	.86
1001-2,000	35	52,169	1.99
2001-5,000	43	136,496	5.21
5001-10,000	50	380,838	14.53
10,001-20,000	45	622,440	23.74
20,001-30,000	18	430,574	16.42
30,001-40,000	8	285,065	10.87
40,001-50,000	4	174,215	6.65
50,001 and over	7	490,373	18.70
<b>Total</b>	<b>371</b>	<b>2,621,667</b>	<b>100</b>

Continued from page 3

iv. Over-restrictive control on movement of poultry and poultry products could cost the industry more than the actual disease.

Anyone interested in obtaining a copy of the proceedings should contact Dr Ian Bell at the Poultry Section, Central Veterinary Laboratory, Glenfield, NSW 2167 or by phone on (02) 605 1511.

### More Research on Shell Quality

Following a PRC sponsored special seminar on egg shell quality in July the Council has decided to support three more projects in the area. They are:

i. *Practical Feeding and Management Strategies to Reduce Egg Shell Damage*, to be conducted by Bob Hughes of the SA Department of Agriculture. Telephone (08) 258 1244.

\$18,840 in 1988-89

ii. *The Effect of Mineral Salts in Drinking Water on Egg Production and Shell Quality*, Professor Derick Balnave of the University of Sydney. Telephone (046) 55 2300.

\$26,846 in 1988-89

iii. *The Physiological Basis of the Effect on Egg Shell Quality of Electrolytes in Drinking Water*, Dr Juliet Roberts of the University of New England.

Telephone (067) 73 3592.

\$16,293 in 1988-89

These projects will complement the work on zeolites being undertaken by Mike Evans at UNE and field studies being conducted in NSW by Dr Tom Scott.

### For Sale

1. Rollermill
2. Augers Grids and Troughs
3. Truck Dump Pit
4. Under Floor Auger
5. Sprockets, Chains and Electric Motors

Tamarix Pty. Ltd.  
Lot 1 Chapel Road,  
Keysborough  
Telephone: 798 2853