

egg report

Victorian Egg Marketing Board

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Googgs Go To Safeway

Googgs which are eggs produced from hens fed a vegetarian based diet will appear on Safeway store shelves in Metropolitan areas this week.

Distribution to country areas will begin in the New Year. Other major supermarket chains have expressed interest in carrying the product.

Googgs marketed under the Mother Hen's brand name have been packed in the see-through plastic one dozen cartons that are CFC free and also recyclable.

The attractive colourful label and the different packaging will mean Googgs will stand out at the store level. They have been packed in special 10 dozen outers which give retailers greater flexibility in their ordering.

The carton label highlights the new Tic Vic Quality symbol to reinforce that Googgs are locally produced quality eggs.

Mr. Rick Thomas, Farm Pride Marketing Manager, who is responsible for the launch of Googgs said, "we are always responsive to market needs. With the launch of Googgs we are meeting a market challenge." Producer Agents and Distributors are encouraged to service their own stores with Googgs.



Taste Testing Googgs: L-R Tami McAdam, Ivan McKinney, Pam Goudie.

Farm Pride Eggs No Surprises

The new Farm Pride Eggs advertising campaign is receiving a favourable response from consumers. The three different commercials each have a humorous twist that helps keep interest high.

The slogan – Farm Pride Eggs, No Surprises – builds on the quality image of the brand.

NEW LOOK CARTONS

As part of the Farm Pride advertising campaign; the Farm Pride Egg pack has been re-designed to further highlight:

- the Farm Pride Brand
- Victorian produced quality eggs through the addition of the Victorian Egg symbol.

This symbol which is available to all Victorian producers is a valuable addition as a significant number of consumers are concerned that their eggs are locally produced.

MAINTAINING EGG QUALITY IN HOT WEATHER

With the onset of the hot weather producers and distributors are reminded of the need for extra vigilance needed to maintain egg quality. High quality eggs are of great importance to consumers.

Eggs subjected to summer temperatures lose quality at an astonishing rate. It is recommended that eggs are collected more frequently during a heat wave. Coolrooms and trucks should be checked for efficiency.

Chairman's Message

Once more the Christmas Season is with us. The year 1990 has seen our industry function under the new Egg Industry Act and the commencement of the shake out of the N.S.W. Industry. It has been a momentous year. We have had to learn to market eggs in a new environment. 1991 will bring further opportunities for producers and marketers but to optimise upon those opportunities the industry must be united and cohesive.

The Board will be working to ensure that Victorian producers have the widest markets available for product and that Victorians eat the freshest, highest quality table eggs, that is, Victorian eggs.

May I thank you for the assistance you have given me and other Board Members over the past year. I trust that Christmas will bring peace, joy and good health to you and your family and 1991 be prosperous.

LAURIE McARTHUR

News from the Board

V.E.M.B. IMPORTANT FOR EGG INDUSTRY STABILITY

"V.E.M.B. is still the most important body for stability in the Victorian Egg Industry", says Egg Board member Don Foster at the recent Annual General Meeting.

Mr. Foster went on to say the major factor in a profitable egg industry was a central body co-ordinating the industry. Within the Board 3 areas are important. The Keysborough grading floor, the product factory and the central invoicing scheme.

ANNUAL GENERAL MEETING DISCUSSES CENTRAL INVOICE – EGG MARKETING

The major part of the Farm Pride Egg Marketing program in Victoria is the supply of Farm Pride eggs on trolleys to major supermarkets throughout the State on the Board's invoice.

This service covers all major supermarkets from Mildura to Bairnsdale and includes deliveries by the Board's Keysborough Sales Depot, Crystal at Bendigo and 20 producer agent Franchisees.

Central invoice sales in 1989/90 totalled 20 million dozen to 330 major supermarkets with 54% serviced by the Board's

The Keysborough grading floor gave the Board a hands on operation in the industry, with the egg supply being crucial to cover the Board's share of the market.

The products division offers producers a share in the expanding product market and puts a floor on egg pricing.

The central invoicing scheme provides a service to producers and large retail chains which assists in holding the market together.

Keysborough sales depot plus 46% serviced by Franchisees.

Future policy options for the Central Invoice system were debated extensively at the Board's Annual General Meeting on the 20th November.

The major debate centred on the question of whether the system would deliver a better service to the customer and retain the Victorian market for the Victorian industry if the proportion of Franchisee involvement was to be increased or decreased.

The clear decision of the meeting was to retain the present system which was supported by producers as promoting market stability with an important and substantial role for the Keysborough grading floor, and for direct delivering to supermarkets by Producer Franchisees.

BOARD MEMBER RESIGNS

Mike Taylor is the General Manager Rural Policy and Marketing Division of the Department of Agriculture and Rural Affairs and has been the Department's representative on the Victorian Egg Board since July 1987.

Mike is also currently Acting Chief General Manager of the Department and the increasing call on his time at the Department has led to his resignation from the Board on the 26th of November, 1990.

Mike's experience in the fields of finance, economics and marketing have been of great value to the Board over the past 3½ years and his resignation is a loss to the Victorian Egg Industry.

PROSECUTIONS

During the year 1990 a total of 12 individual producers were prosecuted for being found over quota. The fines imposed by the Courts varied considerably ranging from \$200 to \$2800.

In addition 4 shop keepers were prosecuted for selling unstamped eggs and a further 5 were prosecuted for using unstamped eggs in the preparation of food for sale.

A producer was also prosecuted for selling unstamped eggs, when he was not a producer agent. A prosecution has also been launched against an interstate producer for failing to mark his cartons in accordance with the Act.



Andrew Kovacs, Peter Carpenter at Annual General Meeting

WANTED TO BUY

UP TO 50 HEN QUOTA

PH. 053 54 7520

FOR SALE

STALLKAT EGG PACKER
PACKS INTO DOZENS OR FILLERS
IN GOOD CONDITION
WILL SUIT MOST EGG GRADERS

\$3950

Phone: Ron Carzino

054 23 2213

Finance Manager Appointed

Geoff Ellis has been appointed to head up the Board's Finance Division. He brings a wealth of experience to the position.

Beginning working life as an apprentice electrician with C.R.A. in Broken Hill, Geoff moved into computers and accountancy. He moved to Adelaide in 1974 and took up the position of Cost Accountant at the S.A. Milk Board. In 1980 he and his family re-located to Tasmania when Geoff was appointed General Manager of the Tasmanian Dairy Industry Authority.

Geoff joins us after four years as Manager of Finance and Administration for the Spastic Society which has 1300 employees and provides services to people with disabilities.

Geoff has ensured that his formal qualifications have kept pace with his work experience. He holds a Bachelor of Business in Industrial Relations and Human Resource Management, is a qualified Accountant and a Fellow of the Society of Certified Practising Accountants.

Geoff lives in Lower Templestowe where his wife Jenny is Schools Community Officer for the Doncaster Templestowe Network. They have 3 teenage children.



Geoff Ellis

Egg Quality Seminar

Egg Quality Standards were the topics for discussion at a Seminar held for Producer Agents at Keysborough on November 28th.

A team of Board personnel spoke on a variety of quality topics to generate better understanding by Producer Agents of the required quality standards.

Of particular interest to producers was the egg defect display which graphically demonstrated the difference between a defect that required action and that which was acceptable.

Similar quality seminars will be held in Central Gippsland, Bendigo and Ballarat in February. For more details contact Jim Kennett.



Tim Robinson and Jackie McGuire display new Egg Quality poster.

CAGES TO REMAIN IN TASMANIA

(Extract from Fowl News – Tasmania)

Cages for Hens are to remain – subject to finding a viable alternative and subject to consideration at the National level.

Cabinet has accepted the recommendation of the Working Party. The key finding is to 'develop and maintain a welfare related layer cage system'. The Committee found evidence of proper bird care under all systems but also instances of poor flock management under each. The aim is to ensure that all systems provide for the welfare of the hen rather than committing industry to a particular form of production. A code of practice will be legislated to achieve this end. Other recommendations include:

– Special licences up to 1,000 birds for free range production

- Pack labels to identify the form of production
- Cages should not be banned in Tasmania in isolation.

NEW SOUTH WALES SITUATION

(Extract from Fowl News Tasmania)

Deregulation in New South Wales and the \$15 per bird quota subsidy have been well documented. With the benefit of hindsight the \$15 could be best described as consolation for chaos! Fortunately at the time of deregulation there was a balance of supply and demand. Rather than immediate market turmoil the industry had a short honeymoon period before it progressed to confusion.

Between April and July 1990 pullet sales were reported to have increased by 15-20%. August to November pullet sales were projected to increase around 10-15% (on the previous year). The cumulative effect, allowing also for additional moulted birds, is mass over-production. Memories of pre quota over supply problems have been unfortunately short. Recent N.S.W. events highlight the problems which producers are experiencing:

- At one stage the Co-operative advised members that no more eggs could be received and recommended that they be sold to non-member outlets.
- Around 15 million dozen surplus eggs are reported to be in storage. This calculates at around 8 weeks supply, therefore any consumer lucky enough to receive a fresh egg has been the subject of poor stock rotation.
- Distributors have reported receiving eggs for re-sale which have been held in cool storage for weeks.
- Retail margins have been reported to have increased from around 5½% to 20%.
- Producer returns have dropped well below production costs, the lowest wholesale price reported is 27 cents per dozen, or around \$1 under the marginal cost of production. The \$15 per bird quota compensation paid by the N.S.W.

Continued over page

from previous page

Government would erode over 12 months if sales recoveries averaged 70 cents per dozen under cost, a real possibility.

– Producers could be forced to resort to cheaper second grade feed and risk bacterial contamination as has occurred overseas.

– It is understood that testing for bacteria and chemical residue content is no longer undertaken in N.S.W.



*Merry Christmas
and a Happy New Year
from the Egg Report*



WHITE CHRISTMAS CAKE

Makes 1 x 20cm cake

1¼ cup white rum
100g sultanas
100g dried apricots, chopped
100g dried peaches, chopped
100g pears, chopped
50g glace pineapple, chopped
50g glace ginger, finely chopped
60g glace cherries, halved
185g butter

1½ cups castor sugar
250g cream cheese, softened
4 eggs, beaten
½ cup pecans, chopped
¼ cup shredded coconut
2 cups plain flour
1½ teaspoons baking powder
½ cup almond meal

Soak the fruit in the white rum 30 minutes to 1 hour. Cream the butter, sugar and cream cheese together until mixture is light and fluffy.

Gradually add the eggs to the creamed mixture and mix well after each addition. Stir through the macerated fruit, pecans, shredded coconut and mix well to combine.

Finally, stir through the plain flour, baking powder and almond meal, mix until well combined. Spoon mixture into a 20cm square tin that has been double lined with Glad Bake paper. Decorate top with extra cherries and pecans. Bake in the lower half of a slow oven 150°C for 3-3½ hours. Remove from oven and cool in the tin. Brush with white rum. Wrap with Alfoil and place into a freezer bag, remove, air and store in a cool dry place for up to 3 weeks or freeze for up to 6 months.

JEWELLED CHRISTMAS CASSATA

Serves 8-10

200g combined dried fruits
(eg: sultanas, raisins,
glace pineapple, apricot &
cherries), roughly chopped
4 tablespoons rum
300mls cream
100g white marshmallows, roughly chopped

5 eggs, separated
100g castor sugar
125g unsweetened chestnut puree
125g cooking chocolate
300mls cream extra, whipped
100g slithered almonds, toasted

Soak the prepared fruits in rum for 1-2 hours. Place the cream in the top of a double saucepan and heat over a low heat until hot. Combine the egg yolks and sugar lightly and gradually pour over the hot cream, whisking continuously. Return to the double saucepan and allow to cook until the custard thickens and coats the back of a spoon. Do not allow the mixture to boil.

Add the chestnut puree and chocolate and stir well until melted and the custard is quite smooth. Allow to cool. Mix in the rum soaked fruits and finally fold in whipped cream, stiffly beaten egg whites, almonds and marshmallows. Line a 1 litre pudding basin with foil. Pour in the mixture, wrap and freeze. Unwrap the pudding and store in the refrigerator immediately prior to serving.

EGG NOG

Serves 4

500mls chilled milk
2 eggs
1 tablespoon brandy
1 tablespoon Advocaat
½ teaspoon cinnamon
nutmeg (optional)
cloves (optional)
½ teaspoon vanilla
125mls reduced cream

Blend with crushed ice until well combined. Pour into chilled cocktail glasses and serve garnished with a sprinkle of nutmeg and cloves.

