



'Eggsciting'

'Eggstraordinary', 'eggsciting' and 'eggactly right' were some of the comments from the many thousand of peninsula primary school students that visited the Egg Farmers tent as part of Mornington Environment Week. Students, teachers and parents participated in a cooking activity, received information about eggs and the egg industry and marvelled at the decorated Egg display.

Children at the Egg Display for Environment Week.



Egg Industry at the Crossroads

President of the Egg Producers group of the Victorian Farmers Federation Mr Malcolm Peacock expressed disappointment at the poor attendance of producers at the Annual General Meeting at Keysborough.

Mr Peacock thanked the sponsors, Egg Farmers of Victoria and Barastoc for their generous support and went on to say 'I am surprised and disappointed that more producers were not present as the industry is at the crossroads.'

He continued 'Farmers need to become more involved because of the many issues in a state of flux at the moment. Marketing, Welfare, Research and the role of DARA in disease are all vital issues for farmers to confront.'

The New Act Ten Months Down The Track

Extracts from a speech presented by the Victorian Egg Boards Chairman Mr Laurie McArthur at VFF Annual General Meeting.

Ten months down the track from the new Act and a new Board. We have a Board that is both radical and conservative.

Radical in its determination to contain its costs—staff, operating, advertising, data and AEMC costs and costs throughout the products division.

Radical in marketing with new purchase agreement for shell egg that require specified grade splits.

The Board is conservative in its determination that activities should

return a 12% return on investment on a stand-alone basis. This has lead to the Board offering Producers \$1.40 per kilo for product eggs. A price at which the Board can make a profit.

A price determination for shell eggs is being finalised for presentation to the Prices panel. Whatever the result of VEMB/Price Panel discussion, the Board sees that long term the Victorian Shell Egg Price will be related to that ruling in N.S.W.

A large differential in prices is not sustainable.

Egg Farmers will have a profitable year and some of that profit will be returned to Producers. A payment

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has already been made to producers supplying the products division.

The Board does not see its role as making lots of money, but as being an efficient part of the Egg Industry and a good citizen for Victoria.

Review and Planning

The Board is beginning the review and planning stages of the old and new financial year. The Statutory levy has been reduced from 7¢ to 5¢. The Board believes further savings are possible in 1990-1991 from *further efficiency* flowing from decisions made.

The question is—which would be the more beneficial alternative—a return to producers or an increased advertising budget to generally promote our product.

The discussion of two long term issues may be appropriate for the VFF group.

The first Issue is the *Egg Industry Legislation*. In the semi-deregulation of our legislation, the lynch-pin is the provisions for quota and producers may need to

formulate a policy regarding its future.

Factors beyond our control would need consideration are:

- 1) State of NSW Industry and National Market.
- 2) Reviews and changes that may take place in other states.
- 3) Potential for new players in the game.

The evaluation of delivery of service from the present structure will be an important factor in your consideration.

The Act-Section 60 prescribes a Review of quota provisions. The review commences *before 31 March 1994*. Ministers and government come and go and it may be of benefit to the industry to have a detailed proposition supported by a united industry to put to Government. This may be difficult and time consuming but not impossible and a well balanced review of the Act could follow.

The second issue of vital importance to many is the resolution of the debate on husbandry.

The opponent of the cage system are getting media exposure. I have found that when a matter becomes a public issue, irrespective of the known facts, unless superior strategies are employed, the group with the perceived political clout will achieve their aims entirely. But a wise, well prepared group under attack can direct the debate to a satisfactory position.

On the issue of husbandry the industry must:

- a) Evaluate the present position.
- b) Identify the preferred option.
- c) Identify the most probable outcome.
- e) Work for the best outcome against the above.

Set goals—lead the the debate—obtain the best result.

The arguments can be reduced. Public opinion can be retained. It requires planning, intelligence and a dash of cunning.

Farm Pride Eggs Marketing

With a more competitive market for eggs it was recognised that brand identification for eggs would become increasingly important. This was one of the reasons the brand name Farm Pride Eggs was reintroduced with a very attractive and distinctive logo. The new branding has been extremely well received.

The brand is seen as an effective way to create awareness with consumers and to highlight Victorian eggs, yet many producers are not making the best use of the resources available to promote the Farm Pride name.

Farm Gate signs are a visible promotional tool and new Farm Pride decals are available to update your existing sign. Every producer is encouraged to put up the new signs.

Producers with delivery vehicles larger than 16ft can also make use of the striking truck decals.

To order your new signs ring the Shell Egg Marketing Department on (03) 798 7077.



New Consumer Information Cards.

Consumer Information Cards

Consumer information cards are available for distribution via cartons or direct to your customers.

One card is promoting Farm Pride Eggs and is packed with great information about eggs and in particular the Egg a Day is Okay Message.

The second card is for Mrs. McKeachie's Free Range Eggs reassuring consumers that they have bought the genuine product.

To obtain supplies of the new card phone Shell Egg Marketing on (03) 798 7077.

Egg Nutrition Quiz

Test your knowledge. Answers are on next page. If you are unsure of the answers write to Egg Farmers for our Nutrition Kit.

1. Brown Eggs have darker yolk colours than white shelled eggs
True
False
2. Recent research has shown that eggs contain less cholesterol than previously thought.
True
False
3. Complete this motto — Eggs Ready
4. The chicken grows from the germinal disc.
True
False
5. The cholesterol level in eggs is 1-5g, 200-250mg, 160-190mg
Circle correct answer.
6. The white thing attached to the side of the yolk is a chicken leg growing.
True
False
7. Any blood in an egg indicates that a chicken is growing.
True
False
8. Brown shelled eggs come from free range chooks.
True
False
9. The majority of the fat in an egg is saturated.
True
False
10. A person with normal blood cholesterol levels can have:
2 eggs, 4 eggs, 7 eggs per week
Circle correct answer.
11. Darker brown shelled eggs are lightly dyed to get them that dark.
True
False
12. Egg white has more cholesterol than the yolk.
True
False
13. Complete this motto —An a day is O.K.
14. It is diets high in fats that lead to high blood cholesterol levels.
True
False
15. Eggs are a good source of calcium.
True
False
16. What is the only Vitamin missing from an Egg?
17. Eggs are considered low in fats.
True
False
18. Eggs are high in cholesterol.
True
False
19. Nutritional value is dependant on the colour of the yolk.
True
False
20. The National Heart Foundation recommends that dietary cholesterol is restricted to 300mg. per day for people with a blood cholesterol problem.
True
False
21. Eating eggs gives you heart disease.
True
False

Easy Low Fat Living

Reducing Fats in the diets is the most effective way of reducing blood cholesterol levels. This recipe is one of our Easy-low-fat living series. Bon Appetit.

Spinach and Mushroom Strudel.

Ingredients:

- 1-2 Bunches of spinach
- 300g mushrooms, sliced
- 1 bunch spring onions, finely chopped
- 1 clove garlic, crushed
- 1/4 teaspoon dried oregano
- 200g lowfat Ricotta Cheese
- 2 tablespoons flour

- 1 egg beaten
- 6 sheets fresh phyllo pastry
- 1 egg extra beaten
- 1/4 cup low fat plain yoghurt
- 1/4 cup grated mini chol. cheese

Method

Wash spinach well and remove stalks. Place spinach mushrooms, spring onions, garlic and oregano into a large covered frying pan. Cook over a high heat until spinach begins to wilt. Drain and set aside to cool.

Place ricotta cheese, flour and egg in a mixing bowl and beat until well combined.

Stir the egg mixture through the prepared vegetable and season with black pepper.

To assemble:

Beat the extra egg and yoghurt together with two tablespoons water. Brush a little of the mixture over each sheet of phyllo and place one on top of the other.

Place the filling into the centre of the pastry fold in ends and roll up to enclose filling. place the package onto a tray lined with bake sheet and brush with remaining egg mixture. Sprinkle the top with the mini chol cheese. Bake in the top half of a preheated oven 200C for 25-30 minutes or until crisp and golden. Remove when cooked and allow to stand five minutes. Slice diagonally and serve hot or cold.

Free Range Egg Production Seminar

The Victorian Egg Marketing Board will conduct a:

Half Day Seminar

on

Free Range Egg Production

Date: Thursday 26 July 1990

Time: 2.00 p.m. to 5.30 p.m.

Location: The Bendigo Club, 22

Park Street,

Bendigo.

Registration Fee: \$30.00

Cover notes and afternoon tea.

Topics include: Marketing, Free Range Health, Nutrition, Legal, Housing, Code of Practice.

Register by writing and enclose cheque payable to the Victorian Egg Marketing Board.

Free Range Egg Production Seminar

Victorian Egg Marketing Board

P.O. Box 141,

Noble Park, Vic. 3174

Registrations Close Friday 13 July.

Easy Low Fat Living Cooking Classes

Promote these classes with your customers as a great way of learning about eggs and healthy eating.

Next classes are:

Wednesday 11 July, 9.30–11.00 a.m.

Tuesday 17 July, 7.00–8.30 p.m.

Tuesday 31 July, 9.30 – 11.00 a.m.

Tuesday 14 August, 1.00 – 2.30 p.m.

Cost is \$4.00 per person and includes samples, recipes and coffee before the class.

To book send cheque to:

Easy Low Fat Living Classes,

P.O. Box 141,

Noble Park, Vic. 3174

Include your name, address and phone number.

Equipment For Sale

MOBA 4000 Egg Grader—

22,000 Egg per hour. Eleven Lanes, fully automatic. Auto Loader packers etc. Square Model—Dimensions 30ft by 30ft square. Set up in working order for inspection. Very good condition. Phone (03) 742 1545.

Feed Milling Plant—

6 x 65 ton Silos, and 7 x 12 ton silos. Augers, Motor etc. 1 Horizontal Feed Mixer fully automatic, weights 7 ton per hour 1 Roller Mill and accessories.

Surplus Feeders Choretime augers—

eggomatic packers. 1 x Khull washer 3 lane.

Accumulator—

6 or 3 lane accumulator and accessories.

All enquiries Phone (03) 742 1545.

Hen Quota For Sale

Quota for Sale	Phone
100	(053) 972 130
421	(057) 633 286
75	(053) 857 266
74	(059) 428 337
157	(085) 778 498
97	(054) 956 233
18	(053) 974 260
173	(053) 899 216
83	(054) 369 225

Quiz Answers

1. F	12. F
2. T	13. Egg
3. for Anything	14. T
4. T	15. F
5. 160-190mg	16. Vit C
6. F	17. T
7. F	18. T
8. F	19. F
9. F	20. T
10. 7 eggs/week	21. F
11. F	