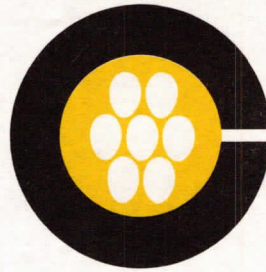


CRYSTAL EGG COMPANY

Authorised Agent
Victorian Egg
Marketing Board



Garsed Street Bendigo
Victoria 3550
Post Office Box 4
Phone (054) 431911

FAX: (054) 41 2615
RAG:gp:CEG
June 14, 1990

Mr. Ron Robins,
HARCOURT, Vic. 3453

Dear Ron,

Yesterday I attended a Marketing Meeting organised by the marketing member of the Board, Kate McAllister. It was a very fruitful meeting and consisted of members of the Board, the Board's marketing managers and the Board's major franchise holders.

I have to say I was a little disappointed that no ideas or comments were forthcoming from local producers when I asked for them prior to this meeting. Perhaps everyone is happy with the 2% sales increase which has created near shortages this calendar year.

The purpose of this letter is to seek your comments about the idea of adopting the current DARA Code of Practice by Farm Pride suppliers. I know that Denis Oakes spent a lot of time formulating the Code of Practice. The idea is that the Board might commence advertising the fact that all Farm Pride suppliers proudly follow rigidly the Code of Practice. By so doing, it is thought, the Farm Pride brand would be attacking the animal liberationists by getting in first. It is not anticipated that the Board would have inspectors running all over the place policing farms to ensure that they are following this Code. However, it would be required that farms who do supply eggs to the Farm Pride brand sign some form or in some way accept the responsibility of complying with the Code of Practice.

This idea was mooted by Alan Harrison in December last year, but it was rejected by the Board. Don Foster was one who did not support its introduction then, but he is now having second thoughts. At the meeting yesterday, we were asked for comments. I gained the feeling there would be some problems experienced by some producers who use black hens in complying with one provision relating to the weight of each hen. Apparently the Code requires that the maximum weight of hens per cage cannot exceed some limit, and black hens apparently weigh more. Some therefore could exceed the limit in weight.

In order that I can relay back to the Committee Bendigo's thoughts on whether or not Farm Pride suppliers could adopt the Code of Practice, I would appreciate CEPA considering the matter and advising me on your thoughts. It is not an issue for Crystal, but rather one for producers.

As the Committee will be meeting within two months, I would appreciate your reply by then.

Yours sincerely,

RICHARD A. GUY
Managing Director

c.c. Mr. Denis Oakes