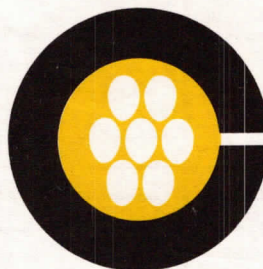


CRYSTAL EGG COMPANY

Authorised Agent
Victorian Egg
Marketing Board



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Phone (054) 431911

FAX: (054) 41 2615
RAG:gp:CEG
May 24, 1991

*Mr. Ron Robins,
President, CEPA,
HARCOURT, Vic. 3453*

Dear Ron,

I have thought a great deal about the decision of the CEPA not to accept the application for membership of Loddon Valley Eggs Pty. Ltd. Naturally I acknowledge it is the right of the CEPA to admit whom they like. I have no problem with that.

I have my own opinions about the reasons conveyed to Steven Musgrove as to why the decision was made. I thought we had gone way past that point of suspicion between CEPA and Crystal. It appears not.

From where I sit, Crystal and CEPA mutually depend on each other to such a great extent that that should overwhelm any petty suspicions.

Having said all that, it's not the main purpose of my letter. My concern is as follows.

The Bendigo egg industry, of which Loddon Valley Eggs Pty. Ltd. constitutes between 25% to 30%, has always been aggressive and effective in its political lobbying. I believe, and I am sure you agree with me, that we have been able to exert an influence far greater than our size would warrant, and may this continue.

CEPA should be aware that Loddon Valley Eggs will be very active on committees and with lobbying whenever the opportunity arises. It will be expressing as forcefully as it can its opinions on all matters, and doing whatever it believes will improve the future of the farm. No-one could expect it to do otherwise.

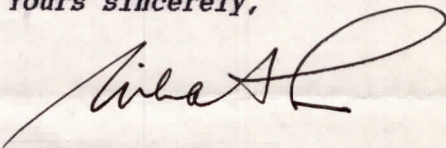
Now that CEPA has elected not to include Loddon Valley Eggs amongst its members, there is a possibility that a divergence of opinion on some issue could arise between Loddon Valley Eggs and CEPA. If such divergence of opinion was expressed to a politician, say the Minister for Agriculture, then he will conclude that Bendigo is undecided, and one opinion will negate the other. Our impact and our influence will reduce rapidly to zero.

This therefore is my concern. I think it vital that CEPA and Loddon Valley Eggs keep each other informed (it must be a two-way street) on all lobbying matters so that one doesn't express an opinion contrary to the other before some consultation had taken place between the two groups. If we still disagree after some consultation, then so be it, but we should know that before we confront any Minister.

I am sure your members are aware of their political clout and influence, and want to see it maintained. As the farm at Bridgewater is now very much part of the Bendigo industry, more so than it ever was, its voice will be heard. That voice should be the same as the one coming from CEPA.

I look forward to receiving your comments on this issue in due course. We will achieve much more for our local industry by working together than in opposition.

Yours sincerely,

A handwritten signature in dark ink, appearing to read 'Richard A. Guy', with a large, stylized flourish at the end.

RICHARD A. GUY
Managing Director