



Farm Pride Eggs

551 Chandler Road
Keysborough
Victoria 3173

PO Box 141
Noble Park Vic 3174

Tel (03) 798 7077
Fax (03) 798 6163

7th May, 1991.

CIRCULAR NO.: 33/91

TO: (1) ALL PRODUCERS
(2) CRYSTAL, MURRAYVILLE & MILDURA

SUBJECT: CHANGE TO FREE RANGE PREMIUMS
EFFECTIVE: MONDAY, 20TH MAY, 1991.


The following changes to Free Range premiums will take effect from Monday, 20th May, 1991.

<u>Grade</u>	<u>¢/dozen Premium</u>	<u>¢/dozen Change</u>
67 gram	80¢	+ 10¢
61 gram	80¢	+ 10¢
55 gram	80¢	+ 10¢
49 gram	50¢	- 20¢

The Board's buying price for shell egg will decrease by 10¢/dozen on the same date so in effect the above changes for the 67 gram, 61 and 55 gram grades represent no change to producer's returns.

In an effort to increase sales of Free Range in the 49 gram grade, the premium is being reduced to 50¢/dozen and the price to major stores is also being reduced. It is expected that the result will be greater sales in 49's and availability of more premium in that grade to producers.

FARM PRIDE EGGS


IVAN MCKINNEY
Commercial Manager



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7th May, 1991.

CIRCULAR NO.: 30/91

TO: ALL PRODUCERS AND GRADING FLOORS

SUBJECT: CHANGE TO BOARD'S SHELL EGG BUYING PRICE
EFFECTIVE: MONDAY, 20TH MAY, 1991.

The Board's buying prices for first quality shell egg will be adjusted as follows, effective Monday, 20th May, 1991.

These prices are for shell egg delivered to Keysborough and do not include any packing material value

<u>Grade</u>	<u>Previous Purchase Price - ¢/dozen</u>	<u>Price Effective 20/5/1991 - ¢/dozen</u>	<u>Change</u>
67 gram	198	166	- 32
61 gram	164	141	- 23
55 gram	127	133	+ 6
49 gram	80	84	+ 4
43 gram	73	73	No change

Adjustments to Wholesale and Major Customer prices are being effected on the same date.

FARM PRIDE EGGS

IVAN McKINNEY
Commercial Manager

EGG FARMERS OF VICTORIA
Marketers of Farm Pride
& Mrs McKeachie's Eggs.



**THE VICTORIAN EGG
MARKETING BOARD**

551 Chandler Road,
Keysborough, Victoria 3173.
P.O. Box 141
Noble Park, Victoria 3174.
Telephone (03) 798 7077
Facsimile (03) 798 6163

CIRCULAR NO. 50/91

27th June 1991

To: ALL PRODUCERS, GRADING FLOORS AND DISTRIBUTORS

Re: WHOLESALE EGG PRICE REDUCTION
EFFECTIVE MONDAY 8TH JULY 1991

Due to market pressures the wholesale price of eggs will be reduced effective Monday 8th July 1991 as follows:

<u>Grade</u>	<u>Current Wholesale Price ex Floor ¢/doz.</u>	<u>Recommended Wholesale Price from 20/5/91 ¢/doz.</u>	<u>Change</u>
67's	195	183	- 12¢
61's	171	162	- 9¢
55's	163	154	- 9¢
49's	127	127	No change
43's	109	109	No change

THE VICTORIAN EGG MARKETING BOARD

J. VIPADI
Corporate Secretary

KEYSBOROUGH SHELL TRADING

WHOLESALE PRICE TABLE:

EFFECTIVE DATE: 8TH JULY, 1991

	67 GM	61 GM	55 GM	49 GM	43 GM Filler Pack
1 DOZEN PRICE					
Farm Pride Premium	1.83	1.62	1.54	1.27	1.09
Farm Pride Premium - HALF DOZEN	1.88	1.67	1.59	1.32	
Mrs. McKeachie's - FREE RANGE	2.90	2.69	2.61	1.88	
Mrs. McKeachie's - BROWN		2.02	1.94		
Mrs. McKeachie's - BARN LAID	2.45	2.24	2.16		
Googgs	2.41	2.20	2.12		
Googgs - HALF DOZEN			2.16		

10 DOZEN BOX PRICE					
Googgs	24.10	22.00	21.20		
Googgs - HALF DOZEN			21.60		

OFFICIAL INDUSTRY PRICE					
15 DOZEN BOX PRICE					
Farm Pride Premium	27.45	24.30	23.10	19.05	16.35
Farm Pride Premium - HALF DOZEN	28.20	25.05	23.85	19.80	
Mrs. McKeachie's - FREE RANGE	43.50	40.35	39.15	28.20	
Mrs. McKeachie's - BROWN		30.30	29.10		
Mrs. McKeachie's - BARN LAID	36.75	33.60	32.40		

20 DOZEN CRATE PRICE					
Farm Pride Premium	36.60	32.40	30.80	25.40	
Farm Pride Premium - HALF DOZEN	37.60	33.40	31.80	26.40	
Mrs. McKeachie's - FREE RANGE					
Mrs. McKeachie's - BROWN		40.40	38.80		
Mrs. McKeachie's - BARN LAID	49.00	44.80	43.20		

120 DOZEN SHELF TROLLEY PRICE					
Farm Pride Premium	219.60	194.40	184.80	152.40	
Farm Pride Premium - HALF DOZEN	225.60	200.40	190.80	158.40	
Mrs. McKeachie's - FREE RANGE					
Mrs. McKeachie's - BROWN		242.40	232.80		
Mrs. McKeachie's - BARN LAID	294.00	268.80	259.20		

WHOLESALE PRICES ARE EX KEYSBOROUGH - FREIGHT EXTRA
 CRATE DEPOSIT \$8.00 EACH
 PALLET DEPOSIT \$15.00 EACH

Prepared by: M. Killeen

Date Issued:

26-Jun-91



THE VICTORIAN EGG
MARKETING BOARD

551 Chandler Road,
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Telephone (03) 798 7077
Facsimile (03) 798 6163

CIRCULAR NO. 35/91

7th May 1991

To: ALL PRODUCERS, GRADING FLOORS AND DISTRIBUTORS

Re: WHOLESALE EGG PRICE CHANGES
EFFECTIVE MONDAY 20TH MAY 1991

Due to an increase in the supply of large eggs the wholesale price of eggs will be adjusted effective Monday 20th May 1991 as follows:

<u>Grade</u>	<u>Current Wholesale Price ex Floor ¢/doz.</u>	<u>Recommended Wholesale Price from 20/5/91 ¢/doz.</u>	<u>Change</u>
67's	217	195	- 22
61's	184	171	- 13
55's	147	163	+ 16
49's	113	127	+ 14
43's	109	109	No change

THE VICTORIAN EGG MARKETING BOARD

ALAN HARRISON
General Manager

KEYSBOROUGH SHELL TRADING

WHOLESALE PRICE TABLE

EFFECTIVE DATE: 20th May, 1991

	67 GM	61 GM	55 GM	49 GM	43 GM Filler Pack
1 DOZEN PRICE					
Farm Pride Premium	1.95	1.71	1.63	1.27	1.09
Farm Pride Premium - HALF DOZEN	2.00	1.76	1.68	1.32	
Mrs. Mc Kechie's - FREE RANGE	2.97	2.73	2.65	1.83	
Mrs. Mc Kechie's - BROWN EGGS		2.11	2.03		
Googgs	2.53	2.29	2.21		
Googgs - HALF DOZEN			2.25		
10 DOZEN BOX PRICE					
Googgs	25.30	22.90	22.10		
Googgs - HALF DOZEN			22.50		
OFFICIAL INDUSTRY PRICE					
15 DOZEN BOX PRICE					
Farm Pride Premium	29.25	25.65	24.45	19.05	16.35
Farm Pride Premium - HALF DOZEN	30.00	26.40	25.20	19.80	
Mrs. Mc Kechie's - FREE RANGE	44.55	40.95	39.75	27.45	
Mrs. Mc Kechie's - BROWN EGGS		31.65	30.45		
20 DOZEN CRATE PRICE					
Farm Pride Premium	39.00	34.20	32.60	25.40	
Farm Pride Premium - HALF DOZEN	40.00	35.20	33.60	26.40	
Mrs. Mc Kechie's - FREE RANGE					
Mrs. Mc Kechie's - BROWN EGGS		42.20	40.60		
120 DOZEN SHELF TROLLEY PRICE					
Farm Pride Premium	234.00	205.20	195.60	152.40	
Farm Pride Premium - HALF DOZEN	240.00	211.20	201.60	158.40	
Mrs. Mc Kechie's - FREE RANGE					
Mrs. Mc Kechie's - BROWN EGGS		253.20	243.60		

WHOLESALE PRICES ARE EX KEYSBOROUGH - FREIGHT EXTRA

CRATE DEPOSIT \$8.00 EACH

PALLET DEPOSIT \$15.00 EACH

Prepared by: M. Killeen

Date Issued:

6th May, 1991

KEYSBOROUGH SHELL TRADING

WHOLESALE PRICE TABLE

EFFECTIVE DATE: 20th May, 1991

	67 GM	61 GM	55 GM	49 GM	43 GM Filler Pack
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CRATE DEPOSIT \$8.00 EACH

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Prepared by: M. Killeen

Date Issued:

6th May, 1991



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CIRCULAR NO. 35/91

7th May 1991

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THE VICTORIAN EGG MARKETING BOARD

ALAN HARRISON
General Manager



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Fax (03) 798 6163

26th February, 1991.

CIRCULAR NO.: 11/91

TO: ALL PRODUCERS

SUBJECT: HIGHER YOLK COLOUR STANDARDS FOR ALL BOARD BRAND EGGS - EFFECTIVE, 1ST MAY, 1991.

The Board has decided to lift the minimum yolk colour standard for all Board brand eggs. This will be done progressively over the next 12 months.

The current minimum yolk colour standard is 9 on the Roche colour fan.

As from the 1st May, 1991, the minimum standard for all Board brand eggs will be 10 on the Roche colour fan. This standard will be required for all first quality eggs whether packed on farm or delivered to the Board after 1st May, 1991.

Franchisees at a meeting at Keysborough on 7th February considered the suggestion to raise yolk colour standards and recommended that it be done progressively.

It is the Board's intention to raise the yolk colour to a minimum of 12 on the Roche fan by mid-1992 and promote Board brands on their higher colour and the use of only natural pigmenters.

FARM PRIDE EGGS

IWAN MCKINNEY
Commercial Manager



CIRCULAR NO. 9/91

TO: ALL PRODUCERS
RE: FREE RANGE AND BARN EGGS
DATE: 25TH FEBRUARY 1991

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PROMOTION OF MRS McKECHIE'S EGGS

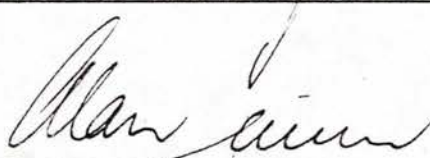
The Board has decided to launch Barn Eggs under the Mrs McKeachie's brand in May 1991 and to promote Mrs McKeachie's Free Range and Barn Eggs strongly in 1991/92.

Due to the higher production costs involved, prices for both Free Range and Barn Eggs will be at a premium and it will be vital that the integrity of the Mrs McKeachie's brand is fully protected and that the consumer has complete confidence in the product.

For this reason it has been decided that:

- (1) Preference will be given to sourcing Mrs McKeachie's Free Range and Barn Eggs from farms which have only one type of production method. Where it is necessary to obtain supply to meet demand in the short term from mixed farms, Free Range and Barn Eggs must be graded and packed "off farm".
- (2) All producers of Mrs McKeachie's Free Range and Barn Eggs will be checked on a regular basis to ensure production methods comply with the Mrs McKeachie's guarantee to consumers.
- (3) All producers and packers of Mrs McKeachie's brands will be required to provide a monthly statement of production and sales to the Commercial Purchasing Manager, Laurie Chappell.

THE VICTORIAN EGG MARKETING BOARD


ALAN HARRISON
General Manager