



egg report

Victorian Egg Marketing Board

Vol. 9 No. 1/2

January/February 1991

New Minister for Agriculture



Victorian Minister for Agriculture Ian Baker M.P

Mr. Baker was elected to Parliament in 1988. He became a Cabinet Minister in August 1990 when assigned the Property and Services portfolio.

He has a background as a Journalist and acted as Speech, Writer and Press Secretary for

various state and national party leaders. He was Assistant Editor for ABC News in Victoria for four years in the early 80's.

More recently Mr. Baker has been a public servant. He held many senior posts including Executive Director in the inquiry into the Victoria Worker's Compensation System and Director Insurance Policy and Management Branch, Victorian Department of Management and Budget 1985-1988.

Since entering Parliament Mr. Baker has served on various Economic Budget and Planning Committees. He was also the Chairman of the inquiry into Victorian Agricultural Research.

Victorian Egg Board Chairman Mr. Laurie McArthur has already held several meetings with Mr. Baker to discuss the various issues confronting the Victorian Egg Industry.

Breakfast in Britain

The small egg promotion for 49g and 55g eggs got a "lift" in January and February with consumers getting a chance to fly to London and breakfast at the Ritz.

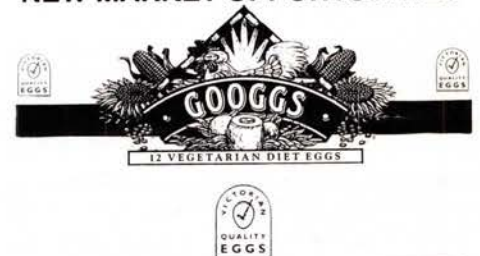
A joint promotion was conducted between Farm Pride, Buttercup Muffins and radio station KZ FM. The competition which involved consumers in matching a Union Jack from specially marked egg cartons with one from a Buttercup

Muffin pack and sending to KZ FM was supported with a modified Television advertisement and radio.

Farm Pride Marketing Manager Rick Thomas said "Promotions such as this add interest to our Brand and certainly helped lift sales of the smaller grades during the usual post Christmas slump. Buttercup our co-sponsor had a 100% sales increase during the promotion."

Farm Pride Eggs no Surprises

NEW MARKET OPPORTUNITIES



VEGETARIAN DIET EGGS

Googgs, the Board's new brand of Vegetarian diet eggs, have been successfully launched and supplies are now available to all producers and distributors from Keysborough.

Googgs are the newest addition to our range of speciality eggs. The Mrs. McKechie's range includes Free Range and Brown Eggs. These products cater for growth in the market as consumers are looking for speciality eggs as an alternative to standard eggs.

The marketing opportunities for Googgs goes beyond just supermarkets. They are particularly suited to speciality outlets such as health food stores, gourmet delis, chicken shops and markets. Don't forget to call on these on your next round.

Marketing Manager, Mr. Rick Thomas said "Consumers and Store Owners have shown there is a demand for this product. We need the Industry to support Googgs marketing and distribution to ensure that it is Victorian eggs that meet the market demand".

11th Annual Australian Egg Industry Conference

8th May 1991 Melbourne
Regent Hotel

"Options In the 1990's - What are the Alternatives?"

Options in the 1990's - what are the alternatives? This is the theme for the 11th Egg Industry Conference to be held on the 8th May 1991 at Melbourne's Regent Hotel.

Speakers from Australia, USA and Britain will highlight possible industry directions for retailing, packaging, products as well as marketing and advertising.

Board General Manager Mr. Alan Harrison said "We urge all producers to consider attending this conference. It covers many important issues confronting the Australian Egg Industry and should provide valuable information for producers when planning their own business strategies for the 1990's".

The Conference will be preceded by a Dinner on the 6th of May hosted by the Victorian Egg Marketing Board. There will also be farm visits and a Partners tour arranged.

For more information contact Jean Vipadi on **798 7077**.

Chairman: Morning Session - J. Craig.
Australian Egg Marketing Council

- 8.45am Welcome to Delegates.
John Craig, President AEMC.
- 8.50am Official Opening.
Minister for Agriculture and Rural Affairs. Hon. I. Baker MLA
- 9.05am Are alternative systems only a researcher's dream?
Arnold Elson, Specialist in Poultry Systems. ADAS. U.K.
- 9.50am Marketing in the 1990's The retailer's perspective.
Trevor Herd, General Manager Safeway, Victoria
- 10.15am The Rural Guideline and the small producer.
Jeff Eva, Regional Director Trade Practices Commission Vic.
- 10.40am Morning Tea
- 11.10am The role of Value added products - The way ahead!
Dan Gardner, U.S.A. Milton G. Waldbaum & Co. U.S.A.
- 11.50am Maximising profits on declining margins.
Dr Bruce McDaniel, Mac's Eggs Inc. U.S.A.
- 12.30pm Lunch

Chairman: Afternoon Session - L.A. McArthur,
The Victorian Egg Marketing Board

- 2.00pm Alternative Life Style for the 1990's.
Dr John Tickell, Hyatt Regency, Coolum.
- 2.35pm The Egg Packaging "explosion" in the United Kingdom.
John Coles, Managing Director, Thames Valley Eggs, U.K.
- 3.15pm Afternoon Tea
- 3.45pm Is Public Relations more effective than advertising?
Jani Aronow, Vice President, Ketchum Public Relations, U.S.A.
- 4.20pm Closing Remarks — *John Craig, President AEMC*
- 4.30pm Conference Close.

Farm Pride Eggs - Quality Standards

The current television campaign to promote Farm Pride eggs emphasises the high quality standards of the Farm Pride brand and stresses the fact that there are no "nasty surprises" in Farm Pride eggs.

It is critical that all franchised Producer Agents pay particular attention to grading and ensure that the quality standards for Farm Pride are fully met. This campaign is aimed not only at increasing sales, but to firmly establish the Farm Pride brand as a premium quality label where quality and freshness

are guaranteed. It is vital that this promotion succeeds and that we have an accepted and established brand which will be able to face and resist competition from any quarter.

This campaign will heighten consumer awareness of quality and will have a negative impact if those quality perceptions are not met.

We expect all producer agents and grading floors to maintain our quality standards and protect the future of our industry.

IVAN McKINNEY
Commercial Manager

Coles 49g Egg Promotion

How to clear a surplus egg problem in three days.

The recent promotion by Coles Supermarkets that had 49 g. eggs sold for 99c was a test for the distribution system.

Coles Head Office rang on the Wednesday afternoon to get additional stocks for the promotion which began the following day.

Said Brand Manager Patrick Oudin. "Some stores had already received their usual order so additional deliveries had to be organized. We managed to speed the stock out to the majority of stores."

Tasty Tortilla

If you happen to be out and about in the next few weeks shopping and smell something delicious cooking in the store, chances are its Tortilla.

The Board's Instore demonstrators are currently showing how the simple tasty dish can be made in minutes. The Tortilla based on eggs and potatoes and flavoured with curry and cajun seasoning is very economical.

TORTILLA

4 Eggs beaten
2 large potatoes peeled and grated
1 Spanish onion finely chopped
1/2 Teaspoon curry powder
1/2 Teaspoon Cajun seasoning
Combine all ingredients in a medium sized bowl and mix well.

Lightly grease a non-stick pan and pour in the mixture cook over medium heat until tortilla is firm and golden brown underneath.

Turn out into a heated serving plate and cut into wedges. Serve hot or cold as a light snack or main meal with garden salad and crusty bread.



Demonstrator Leonie Hanna at a Safeway Store.



Cooking up a Class

The highly successful Evening Cooking Classes begin for 1991 with a series of demonstrations by some of Melbourne's best known cookery experts and authors.

East meets West on **Tuesday March 12th** when **Elizabeth Chong** will explain the secrets of Oriental cuisine. The classes book up early as they provide excellent value at just \$20 which includes a delicious supper. Special discount prices apply for groups and early bookings. Phone **798 7077** to book your place.

Beverley Sutherland - Smith presents a class on **Tuesday April 9th** that will include some of her favourite recipes from her most popular books.

Tuesday May 14th will see a demonstration by the delightful **Anne Creber**. Anne is not only a talented cook she also creates much of that delicious food you see in magazines and on television.

Don't forget to book early.

Europeans Eat Less Eggs

The increase in egg sales enjoyed by the Australian Egg Industry is not shared by our European counterparts as seen in this report from Poultry June/July 1990.

According to a ZMP survey, per capita egg consumption decreased by 10 in the EEC last year in comparison to 1988.

After the Salmonella scare in 1988 it was to be expected that egg consumption would be reduced in the U.K. In 1989 British per capita consumption was 198 eggs, 25 less than in 1988.

The British population is in the lead, but they are definitely not the only ones eating less eggs. The Germans eat 9 eggs less, the French 13, the Belgians 16, the Danes 10, and the Dutch 7. Of course the international egg trade is very concerned about this development.

It follows that egg production also decreased. And again, for obvious reasons, British figures were lowest. In 1989 production was 10% less than the previous year. Bearing in mind the important role British production plays in the EEC, it follows that EEC egg production was reduced.

Even without the Salmonella affair, production would have been lower. The six major producing countries all showed lower figures; the U.K. 10.5% down, Spain 7.2%, France 2.8%, Italy 2.1%, West Germany 1.9%, and the Netherlands 1.2%.

Table 1 EC Egg production (in millions)

	1987	1988	1989	'89 vs '88
France	14,670	15,450	15,020	- 2.8 %
United Kingdom	13,635	13,360	11,985	-10.5 %
West Germany	12,142	12,032	11,884	- 1.9 %
Italy	10,804	11,212	11,450	- 2.1 %
Spain	11,675	11,780	10,930	- 7.2 %
Holland	11,055	11,088	10,870	- 1.2 %
Belgium/Lux	2,883	2,768	2,720	- 1.8 %
Greece	2,567	2,507	2,565	+ 2.3 %
Portugal	1,531	1,566	1,620	+ 3.3 %
Denmark	1,275	1,323	1,375	+ 3.2 %
Ireland	687	669	640	- 4.3 %
EEC	83,134	83,755	81,059	- 3.2 %

Table 2 Per capita consumption

	1987	1988	1989
France	254	268	250
United Kingdom	231	223	198
West Germany	268	262	253
Italy	196	193	195
Spain	301	303	296
Holland	189	190	183
Belgium/Lux	228	216	200
Greece	251	251	252
Portugal	148	153	156
Denmark	242	240	230
Ireland	198	189	180
EEC	234	234	224

Mis-use of Retail Trolleys

The Board has a large capital investment in retail trolleys for major supermarket customers, and is purchasing another 200 new trolleys this financial year. As well, the Board has a long-term refurbishing programme in place for 400 older trolleys to be rebuilt each year.

It is vital to this whole system that there is no mis-use of these retail trolleys and that trolleys are only supplied to those supermarkets which have been approved by the board as trolley stores.

A recent stocktake of retail trolleys highlighted the following problems:

1. Trolleys used in stores for purposes other than egg sales e.g. used as display stands for pot plants and other products.
2. Trolleys in retail outlets other than approved supermarkets e.g. fruit and vegetable shops, butchers, markets, etc.
3. Producers who are not part of the trolley system having trolleys sitting idle on their farms.
4. Producers with trolleys in excess of the quantity allocated to them.
5. Damaged trolleys left on farms and not returned to the Board for repair.

The Board is taking immediate steps to have all these trolleys recovered and returned to the Board.

Board inspectors will be looking out for instances of trolley mis-use when visiting farms and retail outlets. In future, any costs involved with recovering mis-used trolleys will be charged to the responsible party.

In summary, we ask that everyone involved co-operates to ensure that these abuses cease and that this valuable resource is properly used at all times.

IVAN McKINNEY
Commercial Manager

Egg-Shells Save Elephants

It is hoped that a process that turns egg shells into a compound with similar characteristics to ivory will slow and even halt the slaughter of elephants for their tusks.

The process, in its developmental stages overseas, creates material with the same porous properties that makes ivory so suitable for piano keys. The compound can be carved and also used for jewellery and ornaments.

FOR SALE

2 Italian Egg Pulping Machines
2,000 eggs/hour
Working order - **\$1,000 each**
For more details
Ph. (03) 739 1460

HEN QUOTA

Wanted to Buy or Lease
Upto 1,000 hen quota
Top price paid
Telephone: Peter **053 461 333**

FOR SALE

Egg Grader
FMC 463
GRADES UPTO 18,000 EGG/
HOUR
PLENTY OF SPARES
PHONE: PETER (03) 798 2946

Modifying Fat Leads to Violence

Men with lower cholesterol have a greater than average chance of death from accident, suicide or violence according to a U.S. study, reports the Australian Doctors Weekly. The Researchers said further study was needed and that recommendations for lower cholesterol levels should be targeted to those at risk from coronary heart disease as opposed to the population in general.

*Extract from November 1990
Eggsplain*

Collective Bargaining and Shared Responsibility is the only way to Achieve Stability in the Egg Industry

The imminent financial and production pressures which now face the Queensland and Australian Egg Industries provide an opportunity for egg producers in all states to reassess their attitude towards a "free market" versus an "orderly marketing system".

The N.S.W. deregulation experiment has been a dismal failure for producers in that state and much if not all of their \$15 has been wasted in covering their losses over the past 12 - 18 months.

It is estimated that there is approaching 1 MILLION DOZEN eggs in storage in N.S.W. - both 'on farm' and at all the grading floors.

I understand 15 doz. boxes of 55g eggs have been sold recently for as low as \$4/box (ie 26.6 cents/dozen) —**This exposes the fallacy that Individual Producers can self regulate and adequately and quickly respond to market signals when industry controls are removed. - But haven't we documented this situation all over the world before?**