

egg report

Victorian Egg Marketing Board

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March/April 1991

Country Kids Health

Cracka travelled to Maffra to participate in the launch of a new health program to promote healthy eating to Country kids.

The launch was attended by thousands of children and their parents who enjoyed their hardboiled eggs for lunch and took home some of the Board's great recipes for kids.

Cracka was the star of the show, much in demand for photographs by news crews, and even starred on television.

Education Co-ordinator for the Board, Tami McAdam said "Participation in these events ensures that people are reminded that eggs really are a healthy food, particularly for kids and also perfect for packed lunches."



Salmonella Hits the Headlines

The recent increase of food poisoning in Melbourne gained media coverage in the press and on television. It highlighted several concerns for the Egg Industry, as it raised in consumers minds the question of the safety in eating eggs - all eggs.

Loss of Consumer confidence in a food's safety - whether that concern is justified or not - takes a great deal of time, money and commitment to regain. The situation in England is a very clear example.

In the instance of one of the Melbourne food poisoning cases it appears that cracked eggs were the likely vehicle for the Salmonella, not Salmonella in an intact egg as in the English situation.

Continued overleaf

Win a Microwave for Mum

Win a Microwave for Mum is the theme of a promotion for Victorian Eggs. This promotion which is available to consumers via Victorian Egg cartons has already received hundreds of entries.

Consumers collect three specially marked pack tops and go into a draw to win one of four Panasonic Microwave ovens or one of our 300 consolation prizes of a Trend Microwave Egg Poacher.

A Television commercial is on air to promote Microwaving of Vic. eggs and the competition.

Farm Pride has supported the competition with 1.6 million printed cartons, shelf talkers and recipe inserts with Panasonic and Trend.



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If Salmonella was introduced through the use of cracked eggs, it spotlights the recklessness of certain producers in regard to their own and the industry's long term future.

The practice of selling or even giving away cracked eggs or inadequately pasteurised egg products is one that has the potential for fatal consequences for the end consumers of those products and the Egg Industry as a whole.

An egg with a clean, intact shell is a safe and wholesome food. The Board routinely tests shell eggs for the presence of Salmonella. To date we have found no trace. These test results were very beneficial in reassuring Health Officials to the safety of eggs in general.

However - penetrate the shell of an egg and its effective shelf life reduces from several weeks, down to, in some cases, several hours. Any bacteria can now enter the shell and find an ideal environment to multiply.

It is recognised that poor food handling and preparation techniques have much to do with most food poisoning cases, now add cracked eggs or inadequately pasteurised egg pulp into the scenario.

Producers should be aware that when the media makes a report - no matter how accurate in apportioning the blame - many consumers will hear just the word - eggs.

Farm Pride - Higher Yolk Colour Standards for all Board Brand Eggs

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

The Board has decided to lift this minimum yolk colour standard for all Board brand eggs to a minimum of 12 on the Roche fan by mid-1992.

The first increase will be on 1st May 1991. As from that date the

new minimum for all Board brand eggs will be 10 on the Roche scale. This standard will be required for all first quality Board brand eggs whether packed on farm or delivered to the Board.

It is planned to lift yolk colour again to 11 on the Roche scale on 1st November, 1991, and to 12 on the 1st June, 1992.

Producers attention is drawn to two Circulars:

CIRCULAR NO.25/91

Grading of Eggs for Egg Product Manufacture

Producers of Egg Products are advised that it is an offence under the Egg Industry Act (and the relevant Regulations) to manufacture, sell, use in the preparation of food to be sold, or supplied to another, egg products which are derived from ungraded, unmarked and untested eggs as set down by the Act and Regulations.

This has the effect of requiring all manufacturers of egg products to use only graded, stamped or marked eggs (as required by the Regulations) for various classes of eggs in the manufacture of their product. Where any breach of this requirements is detected prosecutions will be issued without further warning.

As the Industry must be in a position to ensure that eggs and egg products are safe and acceptable to the consuming public it is imperative that the Regulations are adhered to.

The Victorian Egg Marketing Board

R. E. Keedle
Deputy General Manager

CIRCULAR NO.26/91

Sale of "Manufactured Quality" Eggs in Shell

The only two quality classes of eggs which can be sold as shell egg are first and second quality (A and B Class).

Manufacturing quality (C class) eggs cannot be sold as shell egg. The definition of sell includes:

- (a) agree to sell
- (b) offer or expose for sale
- (c) have in possession for the purpose of sale
- (d) barter or exchange
- (e) cause or permit to be done any act referred to in (a) (b) (c) or (d)

Available from the Board are the Regulations setting out the quality standards and marking requirements for graded eggs.

These Regulatory requirements will be enforced and where breaches of the Regulations are detected prosecutions will be issued without further warning.

The Industry must ensure that eggs sold to consumers are unquestionably safe for human consumption; it is therefore in everyone interests to ensure that the quality standards for shell eggs are upheld.

The Victorian Egg Marketing Board

R. E. Keedle
Deputy General Manager

Breakfast in Britain Winner

The recent joint Farm Pride, Buttercup and 3KZ promotion saw an excited Lynne Halligan of Mentone drawn as the winner of a trip to England to breakfast on eggs and muffins at the Ritz Hotel.

This promotion was very successful in promoting eggs. Buttercup were thrilled, as their Muffin sales went up by a massive 100% during the promotion.

Jewel goes Interstate

The Jewel discount Supermarket chain which has 26 Victorian Stores have decided to stock only eggs from N.S.W in its 16 Metropolitan and Geelong Stores for a trial period of 4 - 6 weeks.

Dudley Farms are supplying a "No Name" generic pack and a branded Dudley Day Lay pack.

Jewel Management have refused to stock Board Brands during the trial. This decision may be reconsidered if they receive an adverse consumer reaction. Farm Pride will continue to supply Jewel country stores.

Remind all your friends and acquaintances that shop in Jewel to protest to the Store Manager that they cannot buy Farm Pride Eggs.

Farm Pride are closely monitoring the situation and are currently evaluating strategy options.

The Annual Poultry Industry Presentation Dinner

Friday, 7th June, 1991,
from 7:00p.m. at the
Southern Cross Ballroom
131 Exhibition Street, Melbourne.

Presentations to the 1991
AWARD WINNERS
plus
another exciting night of top
class live entertainment
sponsored by
Visy Board Pty. Ltd.

Tickets: \$45.00.

Note: Concessional room rates available from
Southern Cross

\$140 (double) or
\$150 (double including breakfast)

Details and Reservations:

Ivan McKinney (03) 798-7077
Bob Hyndman (03) 282-0889
Chris Turner (059) 71-1105

Cook up a Book

The delightful Ann Creber will share her love of food with recipes that add an extra dimension to Everyday Living at a special cooking class in the Auditorium at Keysborough on May 14th at 7.30 p.m.

Ann is a popular food author with many great books to her credit. She is also a leading food stylist responsible for making the food in T.V. commercials and cook books look so yummy.

Producers are offered a special discount rate so why not have a terrific night out.

To book phone: 798 7077

Get Well Soon

Is the message from all your former colleagues at the Board to Allan Blackburn. Allan is presently recuperating at home in Ballarat after a lengthy stay in hospital for a hip replacement operation. Allan was Manager of the Ballarat depot for many years until his retirement in 1990, but still likes to keep in touch with egg industry affairs and enjoys his copy of this publication. Get well soon Allan - hope to see you up and around again before long.

Win a 2 week Study Tour of Denmark's Poultry Industry

This year's Annual Poultry Industry Presentation Dinner will be held at Southern Cross Ballroom on Friday, 7th June, 1991. We are happy to announce that Lindholst (Australia) Pty. Ltd. are kindly sponsoring the

"Linco Victorian Poultry Award" for outstanding commitment to a facet of the Poultry Industry with the winner receiving the award of a 2 week study tour to Denmark.

Applicants have to have been employed for a minimum of 12 months in the Poultry Industry and be under 30 years of age on 1st January, 1991. Entry is easy - just

fill in the official entry form and write a short essay on why the applicant should be chosen to go to Denmark.

The winner will be announced at the Poultry Industry Dinner on 7th June, 1991.

Entry forms are available from the Victorian Egg Marketing Board. Contact I. McKinney
Victorian Farmers Federation
Victorian Chicken Meat Council.

Come on young producers and staff - let's get a few entries in from egg producers and give someone the benefits of winning this fabulous award.

IVAN MCKINNEY

Board Takes Positive Steps to Reduce Insurance Premiums

At a recent review of the Board's Insurance Policies, it was decided that drivers of Board vehicles participate in a one day advanced training course. For a small outlay the potential benefits for the Board are considerable. Ultimately, with a lower level of claims experienced the Board's insurance premium will reduce considerably.

In addressing other types of insurance, the Board looks at claims history and where practical,

self-ensures via a high excess. Which once again reduces the premium payable.

The Board's insurance brokers, Sedgwick James Ltd. are an international organisation and they would welcome any questions relating to insurance that farmers may have. If any one is interested in pursuing this, please feel free to contact Bruce De Lacy who can put you in contact with the appropriate people at Sedgwick James Ltd.

“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 798 7077.

FOR SALE

LYNDALE MULTI LOADER
BETWEEN ROW MANURE
LOADER

ONLY 716 HOURS
GOOD CONDITION \$ 19,500
ONO

O52 861 400

Summary of talk by
Professor Scholtyssek
at Annual General Meeting
November 1990 available

COST: \$5.00

Contact: Lynette 798 7077
Ext.234

11th Annual Australian Egg Industry Conference

8th May 1990 Melbourne Regent Hotel

“Options In the 1990’s - What are the Alternatives?”

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
- 10.15pm The Rural Guideline and the small producer.
Jeff Eva Regional Director Trade Practices Commission Victoria
- 10.40am Morning Tea
- 11.10am The role of value added products - The way ahead!
Dan Gardner, U.S.A.
Milton G. Waldbaum & Co. USA

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, UK
- 3.15pm Afternoon Tea
- 3.45am 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.

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