

egg report

Victorian Egg Marketing Board

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May/June 1991

Microwave Competition whips up plenty of interest

Microwave Ovens must be high on many mum's wish list as we received close to 7,000 entries for our recent Mothers' Day competition in which four Panasonic Microwaves were given away as prizes.

Microwave Egg Poachers were won by 300 lucky people as consolation prizes. The competition was supported by all Victorian Egg Producers through on pack printing or special stickers on the carton.

Microwave recipe cards produced by Farm Pride and Panasonic have also proven popular. Our In-Store Demonstrators are currently demonstrating Microwave Rice Custard. A traditional recipe that is attracting many new fans through the speed it can be cooked in the Microwave.

Microwave oven winners were C. Varga Lilydale, A.Thai Noble Park, M.L. Croll Bunyip, E. Eichner Meadow Heights.



Rick Thomas and Patrick Oudin selecting some of the winners for the competition.

A.E.M.C. Conference

Melbourne played host to the recent Australian Egg Marketing Council Conference in early May. As always the Conference and its preceding meetings created the opportunity for much industry information exchange and a chance to catch up with old friends and foes.

The Conference itself was an outstanding success with a line up of high calibre speakers from Australia, America and Britain. Issues discussed were extremely pertinent to the current situation in Australia and included an excellent presentation on the latest developments in Alternative Production Systems by Arnold Elson. Packaging products and different marketing and public relations strategies between

England and USA were also addressed.

Of particular interest to the members of the audience that had found it to be a long week of social activities was the presentation by Dr. John Tickell on stress. His recommendation of A.F.D's (Alcohol

Free Days) however caused some consternation.

Also of note was the speech given at the official Conference Dinner by Dr. Neville Norman. His ability to make economics sensible was appreciated by the large audience.



Interstate guests enjoy the conference.

Cooked Peeled Eggs are now at Pizza Hut

For some time Farm Pride Products have been trialling the Pizza Hut salad bar system with Cooked Peeled Eggs. This has been a most difficult market to penetrate. Pizza Hut are food experts, their computer costing system analyses the exact cost for each hour of business in every store.

The testing began at Elsternwick in October last year using non cut Cooked Peeled Eggs. Whilst the sales for Farm Pride were fantastic the costs for Pizza Hut were horrific. We then had to abandon

the trials due to the Christmas holiday period, which was unfortunate as this would have been an excellent time for salad sales.

In February this year we began again this time at a country store and this exercise involved the Pizza Hut staff in slicing the eggs. Sales for Farm Pride were less, but costings for Pizza Hut were acceptable, less wastage, less damage.

Further testing in six city stores has been very successful. Salad bar usage of Cooked Peeled Eggs

is popular in every site but the Cooked Peeled Eggs are the most expensive items in the Pizza Hut salad bar.

The final decision for Farm Pride Cooked Peeled Eggs will be made in June. We believe it will be positive for both Pizza Hut and Farm Pride. (Pizza Hut also operate Sizzler Restaurants)

It is not a real salad without a Cooked Peeled Egg!!

PETER JACKMAN

Environment Week 1991

Each year for the past six years the Mornington Peninsula has hosted a week long Environmental Education display coinciding with the annual council tree allocation.

During this week approximately 3-4000 children visit the displays and take part in learning activities. This year the Victorian Egg Marketing Board's Consumer Education Department focussed on healthy eating and a balanced diet. Children visiting the Egg Board display participated in Egg activities and enjoyed delicious egg sandwiches prepared by Board Education Co-ordinators Tami McAdam and Penny Hardisty. Along with children visiting the displays approximately 2500 ratepayers visit Environment week to collect tree's.

Old Classic Wins New Fans

The May/June In-Store Demonstration promotion has been extremely successful. In support of the Win a Microwave for Mum competition, National have provided microwave ovens. The girls are tempting the shoppers taste buds with the classic Baked Rice Custard, cooked in microwave ovens.

Rice growers, V.D.I.A. and McCormicks have provided generous quantities of product to support this promotion.

The consumer Education Department is extremely proud of our three In-Store Demonstrators. They have created and maintained an excellent image with the consumer.

Producer Employee Wages

The Egg Industry Act sets out as a condition of appointment as a producer agent of the Board a requirement to comply with prescribed conditions. One of the prescribed conditions is that:

"a producer agent must apply the appropriate Industrial Award to any person employed by that producer agent to grade, test, stamp, mark or pack eggs". (Regulation 16 (b)).

After discussion with the V.F.F., Dept of Labour and other interested bodies, the Board at its meeting on 20.2.91 determined that the appropriate Award to apply for the prescribed condition would be the Storemen, Packers and Sorters Award. Copies of this Award are available from: Information Victoria, 381, Little Bourke Street, Melbourne. Tel. 03 651 4100.

Producer Agents should note that as this is a condition of appointment as a producer agent, Board officers are required to ensure that the condition is complied with.

Non-compliance is a breach of a P.A. condition rendering a producer agent liable to prosecution and if convicted a maximum fine of 50 penalty units applies.

If you require further information please contact the V.F.F or the Board's Statutory Administration Manager Jim Kennett.



Egg sandwiches were a hit at environment week



YOLK COLOUR - Natural Pigmenters Only

Farm Pride and all other Board Brand eggs are now required to have a minimum yolk colour of 10 on the Roche Colour Fan. This will increase to 11 on 1st November, 1991, and to 12 on 1st June, 1992.

ONLY NATURALLY SOURCED YOLK PIGMENTERS MAY BE USED

Farm Pride eggs and other Board brands are guaranteed free of "synthetic" yolk colourants and it is absolutely essential that this rule be strictly adhered to by all Producers.

The Quality Department will continue to test eggs to ensure correct yolk colour and to ensure that no synthetic yolk pigmenters are being used.

Any Producer found to be using synthetic colouring would be in clear breach of the Farm Pride Franchise Agreement and would no longer remain in the Farm Pride system.

Producers who source feed supplies from interstate should ensure that these specifications are being met.

Egg Quality Education Unit

Egg Quality is of key importance to consumers. 98% of all consumers open the egg carton to check the eggs before they buy. They look for shape, cleanliness and to eliminate cracks. When they get the eggs home they are still as concerned about the quality. Most consumers will forgive a small blood or meat spot but anything more major will turn them off eggs.

Even heavy egg users will severely reduce egg consumption after a blood egg. For those unlucky enough to strike more than one - our follow up of quality complaints have shown that most of these people eliminate eggs from the diet altogether.

In recognition of the importance of quality to consumers and therefore to the Egg Industry, the Board's Quality Department have organised a Mobile Quality Training Unit.

This Unit will be used for on farm training of grading personnel to develop the skill levels and understanding of producer and staff in ways to reduce and eliminate quality problems.

Information about the Education Unit can be obtained from Tim Robinson on 798 7077.

New Advertising Agency Appointed

Following pitches from four Advertising Agencies, Prahran based agency Clifton Court Smith was awarded the Egg Board Account. Said Statutory Marketing Manager Corinne Petterson. "Clifton Court Smith have a strong strategic planning ability which we felt was required in the present climate. They are also experienced with working with Statutory Authorities and Primary producer co-operatives as well as handling sensitive and controversial issues through their work for other clients such as Rivianna and the Forestry Industry".

New communication campaigns are being feverishly developed to ensure that Victorian Eggs and Egg producers remain a prominent force in the market.

Broadmeadows Special School Visit

Just prior to Mothers' Day we had a request from Broadmeadows Special School for an Egg Decorating Workshop. The children at this school are intellectually handi-capped and the teachers aim to eventually integrate them into the work place.



Children enjoy Egg Decorating Workshop.

Class Adds an Extra Dimension

Anne Creber, well known Food Consultant presented A Tempting Spread of dishes from her beautiful cook book duo Oils and Vinegars. Anne shared her vast knowledge and love of food with recipes that add an extra dimension to every day living.

The audience was very responsive with Anne's unique

warmth. Many stories of Anne's early childhood experience of food and her latest tours of Tasmania and Thailand were shared. A very tasty light supper of savoury foods from Riviana and beverages from Debortoli wine and Pacific Beverages, complemented the generous samples of the dishes prepared.

FOR SALE

AQUA MAGIC 60 EGG WASHING MACHINE

4 X 4 FT BRUSHES

GOOD ORDER \$6,500

PHONE (059) 625 496

NEW COOKING CLASS SERIES

EGGS READY FOR ANY OCCASION WINTER 1991 COOKERY CLASSES

Tuesday June 11th

Desserts and Finishing Touches
The grand finale to any meal

Tuesday July 16th

Guy Grossi of Tooraks Cafe Grossi
presents a menu of dishes most favoured
by patrons of his Restaurant.

Tuesday August 13

Dietmar Sawyere of the Regent Melbourne
will present 'Eurasian' cuisine a blending of cultures.

Tuesday September 10th

Louise Fergusson of Fergussons Winery in the Yarra Valley
will present Entrees and Desserts in true country style.

For bookings phone 798 7077

Cost: \$20 per person for each class
(Group and Producer discounts available)

Classes begin at 7.30 p.m

551, Chandler Road Keysborough.

Supper and Refreshments provided.

WARM POTATO SALAD WITH HERBED OMELETTE SHREDS

1 kg baby red potatoes, scrubbed but unpeeled
4 spring onions, finely chopped
1 cup blanched snow peas, cut into thin strips
1 small red pepper, cut into thin strips
1/2 cup herbed mayonnaise (see recipe)
3 eggs
1 1/2 tablespoons chopped mixed herbs eg. chives, parsley, dill, thyme salt and pepper.

Boil the potatoes in lightly salted water until just tender (about 10 minutes). Cut each potato in half, cool slightly. Combine potatoes, spring onions, snow peas, red pepper and mayonnaise.

To prepare omelette, lightly whisk eggs, mixed herbs and a pinch of salt and pepper together. Pour into a preheated, greased frying pan. Turn pan to allow omelette mixture to cover base of pan in a thin layer. When omelette has set carefully run a spatula around base to loosen. Flip over and cook remaining side. When cooked remove from pan and roll up (like a swiss roll). Slice into thin shreds.

Serve warm potato salad with herbed omelette shreds.

HALVED EGGS WITH TAPENADE FILLING

Boiled eggs, shelled and halved

TAPENADE

6 anchovy fillets, soaked in a little milk
200g can tuna in oil, drained
12 black olives, pitted
1/2 cup extra-virgin olive oil
2 cloves garlic, chopped
6 capers, rinsed and drained
2 teaspoons lemon juice
1 teaspoon mild mustard
freshly ground black pepper
dash of brandy (optional)

Drain the anchovy fillets, rinse and dry. Roughly chop the anchovies and place into the bowl of a food processor with all of the other ingredients. Blend until the Tapenade is well combined but not too smooth.

Carefully remove the yolks from each of the eggs. Place in a bowl along with some tapenade (allow 1 tablespoon of Tapenade for every 2 eggs you use). Mash the yolks together with the Tapenade to produce a smooth filling.

Carefully spoon the filling back into each egg half. Top with a sprig of fresh herb and serve.