

EGG FARMERS OF VICTORIA

The Victorian Egg Marketing Board trading as Egg Farmers of Victoria



20th February 1991

CIRCULAR NO. 7/91

TO: ALL PRODUCERS

RE: PRODUCING LARGE EGGS MAKES MORE PROFITS

In the normal year big eggs are in short supply from February to May.

The result is a very profitable price for producers where eggs are 55gm and above, but negative for eggs less than 55gms. This is illustrated by the Board's current buying price.

| <u>Grade</u> | <u>¢/dozen</u> | <u>¢/kg</u> |
|--------------|----------------|-------------|
| 49 | 80 | 128 |
| 55 | 138 | 198 |
| 61 | 157 | 204 |
| 67 | 183 | 221 |

The Board recognises that it is important to continue to promote 49gm eggs strongly over this period. Recent promotions with Coles and Safeway have been quite successful in encouraging sales of small eggs, but these promotions are only successful because of price discounting and the fact remains that the premium prices from now until May will be for 67gm and 61gm eggs.

Producers should consider any action which increases the proportion of large eggs produced.

While there is a range of expert opinion on how this objective can be achieved, a few points on which all experts agree are:

1. Extra attention on getting the body weight of your birds right as they come into lay is very important.
2. Use the best quality feed - high protein and high levels of lysine, methionine and linoleic acid. There is strong evidence that lifting the percentage of linoleic acid to 1.3% of the diet improves egg size.
3. Getting the birds into lay early is not important. It is better to delay the onset of lay and concentrate on getting egg size up early in the laying cycle.

There are a number of experts in the Industry who can be consulted on the finer points associated with the achievement of larger egg size. Expert advice is available from the Department of Agriculture and Rural Affairs, (including Dr Greg Parkinson on (03) 333 1200) hatcheries and feed companies.

EGG INDUSTRY LICENSING COMMITTEE

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31 January 1991

CIRCULAR NO.LC\1\91

TO: ALL QUOTA HOLDERS

SUBJECT SEASONAL QUOTA RESTRICTION

The Committee at its meeting on 22/1/91 determined the period 1/3/91 to 31/7/91 to be a seasonal Quota Restriction Period and that the restriction shall be 10%.

This has the effect of:

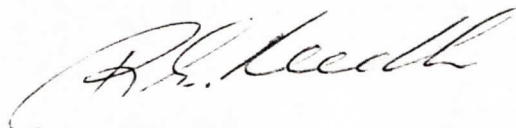
- (1) Restoring hen quotas to those producers who received the increase in Issued Quota to the same level as applied this time last year prior to Issued Quota increase on 1.3.90.
- (2) Leaves those quota holders owning but not able to utilise for the Restricted Period, the 10% quota increase issued March 1990 to counteract the national egg shortage.

The declared restriction takes into account current shell egg sales, projected shell egg sales, (particularly up to Easter) and current V.E.M.B projected intake for manufactured eggs. Any changes to these figures may require adjustments to the declared restriction period and/or percentage.

Producers are reminded that while the Committee makes every effort to give as much notice as possible of changes to quota levels, the Egg Industry Act requires that the Committee gives not less than 21 days notice of reduction in the quota level.

Quota holders will be forwarded their individual quota entitlements within the next 7 days.

THE EGG INDUSTRY LICENSING COMMITTEE



R.E. KEEDLE
Secretary