

Labertouche Free Range Farm

From: "Lamascot" <lamascot@pentu.com.au>
To: "Labertouche Free Range Farm" <diron@dcsi.net.au>
Sent: Friday, 16 May 2003 5:50 PM
Attach: Berwick Free Range SEP 10.pdf Advertiser Brief SEP13.pdf
Subject: Fw: Weekend clips on ns who callmew cage regulations

----- Original Message -----

From: David Petrikas
To: Warren Starrick ; Brett Langfield ; Bruce deLacy ; Chris Holland ; Danny Jones ; Frank Pace ; Irene Gorman ; Jeff Ironside ; John Groenewold ; John O'Hara ; John Simpson ; lamascot@pentu.com.au ; Malcolm Peacocke ; Mark Moncrieff ; Meg Parkinson ; Murray Wilson ; Peter Bell ; Phil Steel ; Walter Kuhn
Sent: Sunday, September 14, 2003 10:10 PM
Subject: Weekend clips on ns who callmew cage regulations

More press coverage late last week and over the weekend in Queensland (to follow), Victoria and Adelaide.

The Victorian story had a worrying quote from the new president of the Free Range Farmers Association who stated: 'the big boys who claim their eggs from factory farms are free-range so they can charge a premium.'

FYI.

David Petrikas
PR Strategy Consulting
Ph: (612) 9943 2026
Fax: (612) 9943 2027
Mob: 0408 636 414

david@PRstrategy.com.au

Tight times for egg farmers

CARDINIA'S small egg producers will be on the lookout for sharp competitive practices after legislation for new cage sizes that producers believe will lift the price of eggs.

Prices could rise substantially for the next decade as egg producers prepare for the introduction of the new legislation, according to Victorian Farmers Federation Egg Group president Meg Parkinson.

Ms Parkinson said more than 90 per cent of eggs in Australia were produced in traditional caged systems in response to consumer demand for a reliable supply of high-quality affordable eggs.

"The Government now wants to change the regulations applying to existing cages, leaving more than 75 per cent of the industry with a whopping \$300 million bill to upgrade their facilities," she said.

Ms Parkinson claimed the Federal Government was imposing regulations on producers without scientific justification or industry benefits.

"If local producers are to maintain a steady supply of quality fresh eggs under these new regulations, we will require some form of government industry assistance to help fund the significant invest-

ment required," she said.

But the owner of Freeranger Egg Supplies in Grantville, Phil Westwood, said he would be keeping a close eye for signs of unfair competition. Mr Westwood has been elected president of the Free Range Farmers Association and said small accredited producers needed to be protected.

"We are keen to ensure that small accredited producers are not swamped by unfair competition by the big boys who claim their eggs from factory farms are free-range so they can charge a premium," he said.