



Evaluation Framework Report 2020





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Overview

In the year 2019-2020 Australian Eggs invested:

\$5,315,060
in marketing activities

\$2,893,389
in research and development activities

\$3,048,725
in engagement and extension

\$1,480,819
in value for money projects



416% increase in
website page views

47% increase in time
spent on website

264,646 page views of
content about egg
farming and the egg
industry

1,433,030

website recipe page views

The **Appetite Stimulation Program** provides inspiring and enticing egg recipes to increase the number of egg dishes cooked and eaten at home.

248.21 Egg consumption
per capita

26 Egg farmer
engagement
opportunities

14 Workshops

In the year 2019-20 Australian Eggs had

26

RD&E projects on foot



— ★ ★ ★ —
Eggsellence
2019 WINNER



Introduction



Australian Eggs Limited (Australian Eggs) was established in 2002 as an industry services body for the Australian egg industry. It was formed after enactment of the Egg Industry Service Provision Act 2002 (Cth) and the Egg Industry Provision (Transitional and Consequential Provisions) Act 2002 (Cth).

The Funding Contract between the Commonwealth and Australian Eggs allows for the Commonwealth to make promotion payments, research and development payments, and Commonwealth matching payments to Australian Eggs to fund Australian Eggs' activities.

Australian Eggs' priority goals, key focus areas and programs are set out in its Strategic Plan 2017-21 (Strategic Plan) and its Annual Operating Plan 2019-20 (AOP).

Australian Eggs programs and projects stem from these goals and key focus areas. They were prepared in consultation with the Australian egg industry, researchers, the Australian Government, industry representative bodies and other research and development bodies.

In the year 1 July 2019 to 30 June 2020 Australian Eggs invested \$5,315,060 in marketing activities, \$2,893,389 in research and development, \$3,048,725 in engagement and extension and \$1,480,819 in value for money projects.

So as to ensure there is transparency and accountability in relation to its work, Australian Eggs has in place an Evaluation Framework. The Evaluation Framework is structured in a manner that reflects the work program of Australian Eggs, including:

- key performance indicators applied to each goal to test Australian Eggs' primary objectives; and
- performance measures for each Australian Eggs program.



Increased consumption

Celebrating the Joy of Eggs



Australian Eggs develops and implements marketing campaigns that encourage greater consumption of eggs and increase awareness of the nutritional benefits of eggs.

Consumer marketing activities represent all egg producers, brands and farming systems under the Australian Eggs brand. The key mission of these programs is to increase consumer awareness of eggs, provide inspiration on how to cook and enjoy eggs, as well as communicate the key health and lifestyle benefits of eggs – high quality nutrition, versatility, affordability, convenience and appetite appeal. These consumer marketing activities are conducted via advertising placed on TV, out-of-home and transit bus shelters, online advertising, integrated publicity, and social media engagement.

Australian Eggs engages a Marketing Industry Consultative Committee (ICC) to collaborate on understanding and responding to the needs and market developments of the industry, and to maximise the effectiveness of the marketing program. Australian Eggs works with the Marketing ICC to plan and develop market supporting campaigns that match the supply cycle of eggs.

In addition to consumer marketing, other key consumption influencers are healthcare professionals such as GPs, dietitians, nutritionists & specialists. Australian Eggs also undertakes to build credibility and trust with dedicated healthcare professional communications, by ensuring that accurate and contemporary nutritional research and evidence is made available to as many Australian practitioners as possible. This ensures that dietary advice about eggs is based on the latest scientific evidence.

Goal KPIs

The goal of Increased Consumption is measured by egg consumption per capita. This is calculated by using hatchery information and

production assumptions to determine the level of egg industry production, accounting for egg exports and dividing by the Australian population.

Increased Consumption highlights

World Egg Day

Every year in October, World Egg Day is celebrated in more than 40 countries across the globe. In 2019, Australian Eggs hosted the second Eggsellence Awards in a media and public facing pop-up egg restaurant.

The Eggsellence Awards engage cafes, restaurants, and the general public to participate in finding Australia's best egg dish. At this dedicated egg restaurant, Manu Feildel hosted food journalists, healthcare professionals and social media influencers in a breakfast tasting of the five finalist dishes, where everyone voted for their preferred dish. Members of the public tasted and voted as well, through 2 lunch sittings and 2 dinner sittings of the delicious meals.

Many media outlets picked up the story, resulting in unprecedented publicity and social reach of 50 million media impressions for eggs.

Advertising

Get Cracking Australia! was established in September 2018 and has now reached millions of Australians. The campaign originally positioned eggs as the most versatile food people can eat, and inspires Aussies to enjoy eggs at their best or in new ways, to break from the same, everyday meals.

In 2020, responding to market dynamics, Australian Eggs has innovated the advertising campaign, by incorporating nutritional messages into an adapted series of campaign advertisements, promoting the comprehensive 13 vitamins and nutrients found naturally in eggs, eating eggs every day is okay, and supporting immunity through 82% of critical vitamin D through just one serve of eggs.

Manu Feildel – Australian Eggs Ambassador

As Australian Eggs ambassador, Manu has continued across his second year to share his inspirational ways of cooking with eggs, both savoury and sweet. He is a genuine egg lover, and has cooked new egg recipes on live television, spruiked eggs on national radio, and shared fun egg-related content with millions of his and Australian Eggs' followers on Facebook and Instagram.

Meal to Remember

A brand new strategic marketing platform was launched in May 2020, called Meal to Remember. The Meal to Remember campaign is based on the universal truth that cooking together makes the food taste better and the memories stronger. If you cooked with your family as a child, you know how valuable those memories are. Whether it was with your parents, your grandparents, an uncle, an aunt, or even a family friend, the meals you made together have had a significant impact on you and your food journey.

As the world begins to emerge to a new normal, coming together and staying connected with families and friends is more important than ever. It's a positive result of self-isolation and Australian Eggs wants to encourage it to continue. Cooking a dish together with family and friends is an opportunity to share stories of our histories or create new ones, together.

Australian Eggs is encouraging consumers to find time, whether it's once a week or more regularly, to come together with family and friends in the kitchen and make those connections by preparing and sharing a meal together, with the humble egg as everyone's helping hand.



248.21

eggs consumed per capita

68%

 campaign recall

Australian Eggs' **Market Insights Program** maximises the effectiveness of marketing activities to improve responsiveness to market developments and target audiences.

25% families

20% baby boomers

32% millennials

The **Families, Baby Boomers & Millennials Programs** aim to promote the life-long enjoyment of eggs across each of these specific market segments. It is measured by the percentage of Families, Baby Boomers and Millennials aware of the campaign.

43%

 HCPs believe you can eat eggs daily

The **Health Care Professionals Program** seeks to ensure key opinion leaders have awareness and contemporary research on the nutritional benefits of eggs. It is measured by the level of Health Care Professional awareness that eggs can be eaten every day.

12.4%

growth for 2019/20

The **Consumer Research Program** aims to increase the level of retail grocery and non-retail volume growth. This is achieved through the identification of growth opportunities, combined with a better understanding of consumer behaviours and attitudes. Information is systematically collected and analysed providing market information and insights.

44,112

engagements with school students on farming practices

Australian Eggs aims to engage and educate school children on the nutritional benefits of eggs as well as egg farming via the **All About Eggs Program**.

93%

 positive coverage

The **Nutrition Research Program** aims to provide contemporary nutritional research to support health benefits of eggs and remove barriers to consumption. It is measured by the percentage of news media coverage related to egg nutrition that is 'positive'.

Innovation

Investing in industry led RD&E



The research, development and extension (RD&E) work program at Australian Eggs focuses on the identified needs and priorities of the industry.

Egg farmers are consulted to determine industry investment priorities and vets and consultants are utilised to further hone project formations. It ensures the needs of the industry remain the highest priority when funding decisions are made. Consultation with these key stakeholders remains ongoing throughout the timeline of all projects.

Steering committees also provide objective advice to researchers, ensuring each project remains on track and relevant.

Each research project funded by Australian Eggs is generally delivered in a 1-5 year time frame with resources and tools developed throughout shared with farmers and other stakeholders in the hope it will become adopted within the industry.

Goal KPIs

The goal of Sustainable Production is measured by applying a Benefit Cost Analysis (BCA) to completed projects. The BCA is based on the Council of Rural Research Development

Corporations (CRRDC) Impact Assessment Guidelines and averaging the outcomes.

In the 2019-20 financial year, Australian Eggs concluded 9 projects.

3.06

The average outcomes of the BCA of completed projects in the financial year 2019-20.

30%

Australian Eggs' Research Strategies Program seeks to maximise efficiency by collaborating with other agencies on poultry, animal welfare and biosecurity research. It is measured by the proportion of R&D projects attracting co-investment.

Innovation program highlights



Salmonella enteritidis

Australian Eggs has been working to provide egg farmers with the tools and resources to combat an emergent issue in Salmonella Enteritidis (SE).

Significant resources were invested to provide egg farmers with detailed knowledge of farm cleaning and decontamination, improving biosecurity measures, fortifying food safety practices and identifying modes of disease transmission.

Australian Eggs held 10 workshops across the country that detailed the risks and control measures that producers could put in place to protect their businesses. 452 people attended in total.

To complement this, an online risk assessment toolkit was also developed to help producers identify and mitigate on-farm risks. A hardcopy publication titled “Salmonella Enteritidis: a guide for producers” was also developed and distributed to provide egg farmers with comprehensive knowledge to control and test for the disease.



Prevention – Colonisation and vaccination

Researchers identified that colonisation of the ovary and parts of the oviduct was possible with the Australian SE strain. Australian Eggs funded research then identified a vaccination program that yielded a 100 percent reduction in the bacterial colonisation of the ovary and a 56.2 percent reduction in the caecal colonisation.



SE operational response plan

The new operational plan will provide in effect the Standard Operating Procedures (SOP) and Work Instructions (WI) for the industry to implement in an attempt to achieve containment and eradication of future SE outbreaks. Further detail in the plan will include: on farm depopulation; farm clean up, washdown and disinfection; monitoring program; proof of freedom from SE and farm repopulation.



Gut Health

Gut health is a major topic of research in the poultry industry and one that Australian Eggs sees value in pursuing further. Maintenance or enhancement of gut health is essential for the welfare, productivity, and health of animals, as well as for food safety.

Gut microbiota are regarded as instrumental to the gut health of poultry, with much of the interaction with gut health, not yet understood in layers. The research group is documenting the development of gut microbiota in layers and examining how microbiota is affected by age, housing conditions, rearing, sexual maturity, onset of laying and during early, mid and lay production. To enhance gut health by dietary manipulation, it is important to understand the development of gut microbiota.

So far, the research group has analysed samples from rearing through to point of lay. Results indicate that gut microbiota development in flocks reared in different housing systems was significantly different. The richness and dissimilarity of the gut microbiota also increased with the age of the flock.

The work also identified critical differences throughout the lifetime of the flocks. Week 12 seems to be critical in layer hens. While one of the most microbe rich times, hens are most vulnerable to bacterial infection before this age and it seems beyond this point they are able to metabolise carbohydrates.

Disease was also found to impact gut microbiota and health – with hens infected with *Salmonella Typhimurium* having substantially different gut bacteria than non-infected ones. There was a significant difference between the birds that remained positive and the ones that became negative for *Salmonella*, suggesting that there were beneficial bacteria able to eliminate *Salmonella* from intestines.



Resilient Plants

Plants (ground cover and trees) grown on free range layer farms provide a vital role by enriching the outdoor range and creating an attractive area for hens to go outdoors and explore. However, typically the ground cover is denuded close to the shed with progressively more coverage and botanical composition moving further from the shed. This is a direct influence of the level of hen activity and as a result, weed species tend to be present closest to the shed.

This project built on a previous project to trial and identify plant species that can be used on outer range areas to maintain ground cover and encourage chickens to increase range usage throughout all Australian climates.

The main aim of the project was to consolidate agronomic information into a guide on how and what to plant while also taking into consideration the main climatic zones of Australia and using case studies to promote proven solutions.

Results showed that hen willingness to range further afield is most significantly affected by the presence of trees and shrubs as these were found to play a vital role on the range providing shade, shelter and dustbathing sites. Other findings showed that hens are less likely to venture to the outer range if temperatures are above 25°C and it is windy. Hens that ranged more, had significantly better plumage, and differing beak shapes to those less likely to venture out. It was confirmed that areas closest to the shed trees needed protection around the root zone from hen activity especially ranges stocked at higher rates.

Recommendations identified perennial pasture plants as very important for free range layer farms, with both perennial grasses and perennial legumes typically utilised. When annual species had died off for the season, perennials provided some green ground coverage, this was most evident on those farms in the temperate (Mediterranean) zone during summer. Drier climates and/or drought conditions limit the opportunities for free range farms to re-sow ground cover on the range and plant trees/ shrubs. However, free range farms in drier climatic zones can benefit from growing shrubs like Oldman saltbush.

Projects completed in the 2019-2020 Financial Year

Project	Purpose	BCA
Development of an Australian Choline Database and literature review of the health benefits of choline across human life stages	Understand and document choline levels in Australian foods, understand the health benefits of choline and current levels of choline consumption in Australia.	4.5
Investigating drivers of biosecurity engagement and approaches for improving this engagement among egg producers in Australia	Investigate the factors influencing egg producers' engagement with biosecurity and implementation of biosecurity procedures on-farm. Recommend strategies for increasing producer engagement with biosecurity.	2.58
Hen welfare literature review	Conduct a thorough literature review on layer hen welfare, particularly for Australian cage, barn and free-range hens. Information gained to be used to inform policy and guide future R&D investment.	2.54
Animal welfare and values	Identify values used to assess animal welfare. Enhance engagement in hen welfare issues.	2.62
Nutritional management of free-range laying hens	Understanding if the efficiency of free-range flocks could be improved with differential feeding strategies.	2.41
Probiotics for salmonella control	Optimising the use of four different types of commercially available probiotics for control of salmonella in laying hens.	3.15
Resilient plants to entice free range hens onto the range	Creating a guideline package for producers which assists in selecting and growing hen-resilient plants to better manage their ranges.	2.09
Clouds and pasteurella multocida	Establishing the importance of 'clouds' (genetic variation within a pathogen) in disease outbreaks of fowl cholera on commercial egg farms.	4.18
Evaluation of Vaccination Program Options against Salmonella enteritidis 7A in laying hens in Australia	Evaluating and comparing the efficacy of different vaccination programs in terms of protection against a laboratory-controlled exposure of laying hens to the Australian isolate SE 7A.	3.45



Effective engagement

Farmer Engagement



As a farmer-owned company, Australian Eggs works very hard to generate content that is timely and relevant to the egg industry.

This includes the latest findings and resources out of the research, development and extension program, updates on the marketing and public relations campaigns that aim to increase egg consumption, as well as education and training programs.

Australian Eggs uses a wide range of communications channels to reach egg industry and government stakeholders,

including a quarterly magazine, monthly e-newsletter, a farmer login area on the website, a mobile app for farmers, hardcopy mailouts, and face-to-face events such as forums, workshops, and farm visits.

A key focus of the farmer engagement program is facilitating two-way conversations, and structures are in place to allow farmers to easily share their priorities, needs and concerns. This feedback is then incorporated into Australian Eggs' programs and shared through the communications channels above.

Public Engagement



As the national industry services body for eggs, Australian Eggs provides information about the egg industry to the public with a view to increasing community understanding.

First and foremost, this includes information about the different egg farming systems used in Australia. It also includes industry statistics, information about hen welfare science and warnings about handling and preparing eggs in a food safe manner.

Through website content, media releases, corporate reports and social media videos on these topics, Australian Eggs seeks to demonstrate that Australian egg farmers produce some of the cleanest, greenest and safest eggs in the world.

Australian Eggs also fields a large volume of media enquiries about developments in the egg industry. Questions are always answered in an accurate and timely fashion and Australian Eggs looks to promote positive stories from across the industry wherever possible.

Engagement Highlights



Website visits

A major focus of the public engagement program in 2019-20 has been optimising online content so people searching for egg industry related information are more likely to see Australian Eggs' webpages. Work has included content creation, search engine optimisation, Google advertising and a website redesign. Since July 2019 when the project commenced, pageviews have increased 416 percent and time spent on site has increased 47 percent. Over the 2019-20 financial year, pages with content about egg farming and the egg industry were viewed a total of 264,646 times.



E-newsletter campaigns

Australian Eggs uses e-newsletter campaigns to reach egg farmers with important information and in 2019-20, the open rate was 45.2 percent. This is much higher than the industry average of 23.3 percent. As well as the monthly Eggspress correspondence, extra campaigns were sent during the peak of the COVID-19 pandemic to share resources and up-to-date information with farmers.



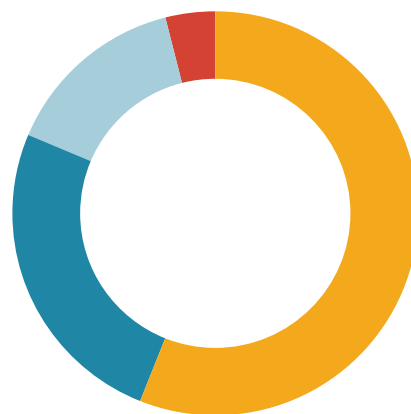
Podcast series

A new three-part podcast series was developed in 2019-20 to help egg consumers better understand the living conditions of hens in different egg farming systems. The series was recorded at five locations across three states, and included interviews with farmers, scientists and industry experts. The series is available on all podcast apps and is being promoted on Australian Eggs' website and social media channels.

Program performance indicators

72% industry satisfaction

The aim of the **Farmer Engagement Program** is to engage in two-way communication with egg farmers and distribute relevant content about Australian Eggs' marketing and RD&E activities. It is measured through a survey of industry engagement and satisfaction.



Farmer feedback sources

- 56% Workshops
- 25% Farm visits
- 15% Forum and AGM
- 4% RD&E ICC

30 publications

23,599,464 people reached

6.9/10 increase from 5.8/10 last year
engagement satisfaction

The **Public Engagement Program** is designed to create and distribute information about the egg industry to the public. It is measured by the number of publications, engagement and reach.

552 training course participants

participants in training courses developed by Australian Eggs in 2019-20

Australian Eggs' **Capacity Building Program** seeks to build capacity in the egg industry by providing a school program, workforce development, scholarships and research expertise.

7.1/10 increase from 6.3/10 last year industry satisfaction

The aim of the **Extension and Adoption Program** is to increase the adoption of research outputs by farmers and regulators through focused extension. It is measured by the prominence and awareness of extension materials.

45 IRB engagements

The objective of the **Industry Analysis Program** is to support the egg industry with industry analysis to assist long-term planning. It is measured by the number of farmer engagements with industry analysis outputs.

91% covered by ESA

The total number of known commercial egg production (flock size) covered by ESA

The objective of the **Quality Assurance Program** is to enable the egg industry to demonstrate food safety, animal welfare and biosecurity outcomes to customers and the public. It is measured by the proportion of egg production covered by ESA.

89 farmer engagements

with industry analysis outputs

The objective of the **Industry Analysis Program** is to support the egg industry with industry analysis to assist long-term planning.

60% community trust

Percentage of community who trust in the egg industry

The **Australian Eggs Community Trust Program** focuses on increasing community understanding of farming. It is measured by the level of community trust in the egg industry.

Value for money



Australian Eggs is a small team managing external research and marketing resources to deliver its priority goals, key focus areas and programs. In order to ensure that every dollar counts, Australian Eggs focuses on:

- working productively on the greatest areas of stakeholder priority;
- the assessment of activities ensuring they are undertaken as efficiently as possible;
- teamwork and collaborations; and
- ensuring staff continue to have the skills and budgets to plan and develop outcomes.

Australian Eggs, as a member owned Industry Services Body (ISB), is driven by its stakeholders including egg farmers and other industry participants, Government and consumers. Through an increase in engagement activities, Australian Eggs ensures that egg farmers and other stakeholders can clearly identify their objectives in the work programs Australian Eggs undertakes.

The Value for Money goal within Australian Eggs is measured by the ratio of administration services to program expenses. The ratio of total corporate and program administration costs over total program area expenses is the methodology for the calculation. For 2019/20 this figure is 9.53%.

45

engagements with non-farmer stakeholders

The Australian Eggs **Stakeholder Focus Program** seeks to ensure consideration of the broad range of stakeholders is considered in undertaking activities.

7.76%

ratio of non-staff corporate expenses to program costs

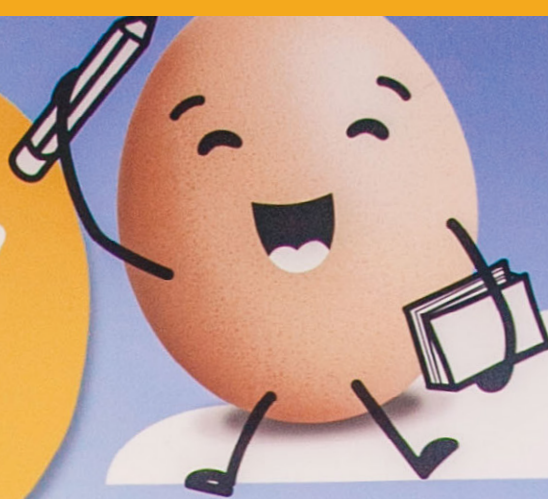
Australian Eggs works to ensure it has an efficient, well-resourced team with appropriate resources to deliver on the work program.

100%

level of compliance with applicable ASX Corporate Governance principles

The Australian Eggs **Clear Work Program** seeks to provide robust evaluation of activities.

The Journey of an Egg



Laying





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