



MEDIA RELEASE

FOR IMMEDIATE RELEASE

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As rare as hens' eggs

Due in part to a dramatic increase in egg demand and hence sales over recent years, with sales increasing by 20% and consumption increasing from 182 per person to 193 per person since 2005, Australian egg farmers are currently experiencing a shortage of eggs.

Adding to this concern is a reduction in the number of egg farmers due to extensive capital re-investments that have had to be made to meet improved animal welfare requirements over the same period forcing some egg farmers out of business.

As a result, egg stocks have more than halved since October 2009, reducing numbers by around 2.3 million dozen eggs per week.

Positive messages about the addition of eggs in a balanced diet, the inclusion of eggs to the Heart Foundation tick of approval program, along with the Heart Foundation of Australia's recommendation to incorporate "6 a week" into a balanced diet, have highlighted the nutritional benefits of eating eggs. These initiatives have helped to dispel the long-term myth linking egg consumption to heart disease.

While the shortage of egg supply is expected to be short term, upward pressure is being placed on the price of eggs. Eggs however, will continue to be the most cost effective and affordable protein available to Australian families, costing only \$0.75 per 100g compared to \$3.20 per 100g of beef, or \$1.80 per 100g of almonds¹.

Eggs cost anywhere between \$2.95 to \$5.39 per dozen², supplying a highly nutritious natural food, and providing plenty of sustenance at mealtimes, including leftovers for an average family of four.

Egg farmers will be working enthusiastically to address this shortage, and hope to maintain the full array of choice at your preferred retailer during this period.

The International Egg Commission's vision is a model that Australian egg farmers are proud to adopt: "As egg farmers from around the world, we care about: producing the highest quality, safest product; our environment; providing choice; the welfare of our hens; and feeding our growing population."

Jacqueline Baptista
Communications Manager
Australian Egg Corporation
02 9409 6909
0411 192 329

¹ DAA; Dietary Guidelines for Australian Adults 2003

² Aztec scandata, 25th May 2010.