

Australian egg consumption cracks Christmas record

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The latest data indicates Australians purchased a record number of eggs from supermarkets in December 2016, 7.9 per cent higher than December 2015.

Grocery scan data from IRI shows 239 million eggs were purchased last December, or 7.7 million per day.

AECL Managing Director, Rowan McMonnies said this represents a national spend of \$83.8 million - \$6.3 million more than December 2015.

“While eggs are always popular over Christmas, this growth is representative of a trend toward greater overall consumption of eggs in Australia.

“We are seeing strong growth with national December 2016 egg sales up significantly on 2015 across all categories.

“Egg sales were also up significantly in 2016 compared to 2015 across all categories. Cage eggs sales were up 4.4 per cent, barn was up 1.3 per cent and free range continued to grow, up 12.7 per cent.

“Whatever type of eggs Australians choose, they can be confident Australia has one of the most stringent quality standards regimes in the world, and one that places the welfare of hens at the absolute forefront.

“More than ninety per cent of Australian households purchased eggs last year. Australian farmers should be proud to see their hard work and care pay off in the habits of Australian consumers,” said Mr McMonnies.

This data is further good news for the Australian egg industry, following the Australian government’s export agreement with South Korea announced last month.

The export agreement, designed to alleviate an egg shortage resulting from an avian influenza outbreak in South Korea, will see Australian egg farmers provide South Korea some of the 180 million eggs it needs each week.

Up to \$20 million worth of Australian eggs could be exported to South Korea this year.

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