

# Scottish Egg Producer Retailers Association

## MARKET REPORT

[www.scottisheggs.co.uk](http://www.scottisheggs.co.uk)

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Date: 13th February 2015

	Size	V. Large	Large	Medium	Small
<b>Farm to Shop</b>	Prices	£1.49	£1.25	£1.15	80p
<b>Scottish Wholesaler</b>	Prices	£1.30	90p	80p	
<b>English Wholesaler</b>	Colony	£1.10	96p	86p	60p
	F/R	£1.60	£1.40	£1.10	90p
	Colony	£1.35	£1.15	£1.05	85p
	F/R	£1.75	£1.70	£1.45	90p
<b>Packer / Producer Contracted average Price</b>					
		<b>Organic</b>	<b>FreeRange</b>	<b>Barn</b>	<b>Colony</b>
		£1.20/£1.45	85p/£1.05	75p/95p	65p/85p
<b>Producer / Consumer</b>		V. Large	Large	Medium	Small
<b>- Colony</b>	Prices	£2.00	£1.85	£1.40	90p
<b>- Free Range</b>	Prices	£3.00	£2.35	£1.93	£1.05
<b>Free-Range to Farm Shop</b>	Prices	£1.75/£2.25	£1.31/£1.91	£1.15/£1.45	95p
<b>Central Egg Agency</b>	Colony	£1.08(+3p)	93p(+3p)	83p(+3p)	68p(+3p)
	F/R	£1.50	£1.45(+5p)	£1.30(+5p)	£1.00(+5p)
<b>Imported Continental Prices in Bulk</b>					
<b>Dutch Eggs</b>	Barn	85p	76p(+1p)	71p(+1p)	58p

The market is still firming up, so make hay while the sun shines as there will be a lot of new production particularly Free Range starting in May, which is usually a depressed month price and demand wise, just now Lion eggs are particularly tight in supply, there appears to be quite a bit of movement at retail, the big supermarkets are vying with one another to have the cheapest offer on eggs.

Which seems to be increasing their sales volume which is taking business away from the smaller shops? We have members whose business is supplying small shops and retail outlets saying that the last two weeks have been extremely quiet demand wise.

All the press coverage of the so called price wars is the best publicity that the big supermarkets could ask for, and yes they have reduced a lot of prices particularly food.

Now we are hearing comments from their customers of (with all these price reductions how come it is now costing me more) is it all just a marketing ploy, pushing the price down to certain of their suppliers

which are the special offers to get the customers through their doors, but quietly adding a percentage on here and there on other goods.

Market share and control is what it is all about and it is certainly putting pressure on the smaller shops.

Good for Marks and Spencer's when the competition is cutting their prices they have increased the retail price of their eggs specifically guaranteed double yolker, all hand candled to £2.75 for six or £5.50 per dozen, good work if you can get it.



Taken from Daily Mail

## UK TV campaign reaps rewards for egg sector

Visits to a UK egg recipe website have more than tripled since the launch of the British Lion eggs TV advertising campaign in January.



More than 29,000 consumers have visited [eggrecipes.co.uk](http://eggrecipes.co.uk) for recipe inspiration in the first two weeks after it launched. The Egg Recipes app has also been downloaded an additional 2,000 times in the same period.

The three month TV advertising campaign, encouraging consumers to make a meal out of anything, is part of a £1.5m marketing spend for 2015 and features two 30' and two 10' ads directed by Oscar winning Tom Hooper, director of The King's Speech. It has been supported by the launch of a new range of egg recipes, developed in conjunction with UK celebrity Lucy Mecklenburgh.

Andrew Joret, chairman of the British Egg Industry Council, said: "We're delighted with the results of this year's campaign – we want to inspire more people to cook with eggs, more often and the ad campaign, in combination with [eggrecipes.co.uk](http://eggrecipes.co.uk), is doing just that."

The TV campaign, which has been featuring across numerous TV channels, demonstrates how quick and easy it is to create a range of nutritious, appetising and contemporary main meals using British Lion eggs and whatever else is in the fridge. Featured recipes include Flamenco eggs, Spanish Omelette and Courgette Frittata.

## World Poultry

(The British Egg Information Service says that they are happy if you put links to their site, there is a lot of good information and recipes there.)

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# High tech tools to fight bird flu

The Food and Agricultural Organisation of the United Nations (FAO) and the SIB Swiss Institute of Bioinformatics team up to develop high tech tools to fight bird flu and other infectious diseases. Working closely with FAO, SIB experts have developed tools to improve early detection and fast alert systems to prevent and respond to transboundary disease emergencies in poultry or livestock.

[FAO](#) has chosen the [SIB Swiss Institute of Bioinformatics](#) as a designated reference centre to expand its access to state-of-the-art technology in combating dangerous viral infections, including avian influenza and foot-and-mouth disease, in farm animals and wildlife. The SIB is equipped with high performance computers, software, databases and a knowledgebase used for screening and monitoring zoonotic diseases. These, like avian influenza, also known as bird flu, strike animals but can also be transmitted to humans.

## Improve early detection

Working closely with FAO, SIB experts have developed tools to improve early detection and fast alert systems to prevent and respond to transboundary disease emergencies in poultry or livestock. "The new technology helps us understand biological threats in order to help countries better prevent, respond and ultimately protect the health of humans, animals and the environment," said FAO's Chief Veterinary Officer, Juan Lubroth.

## Bioinformatics

SIB specializes in bioinformatics, a relatively new science which employs computer technology to study biological data. Scientists use bioinformatics to gather, process and analyse information on the genomes of pathogens - the genetic material peculiar to specific micro-organisms, such as viruses, bacteria and fungi that cause diseases in their hosts. This lets them compare genomes, understand protein structures, and identify how diseases work at the molecular level. Such information enables scientists to develop new drugs and targeted treatments as well as improve the effectiveness of existing medicines.

The new technologies play an important role in understanding the nature and dynamics of biological threats, and FAO, in collaboration with SIB, has developed online e-learning courses on bioinformatics in viral pathogens that can help laboratory technicians, physicians, veterinarians and researchers around the world improve their work while increasing access to this emerging field of competence.

## Sharing vital knowledge

SIB's database feeds information into FAO's Global Animal Disease Information System (EMPRES-i), the web-based application that supports veterinary services access regional and global disease information. In particular SIB's databases on OpenFlu - already linked to EMPRES-i and combining virological and epidemiological information - and OpenFMD, provide resources on influenza and foot-and-mouth viruses respectively. This will help scientists in developing countries contribute directly to the global knowledge base on these diseases and properly assess the risk posed to their countries.

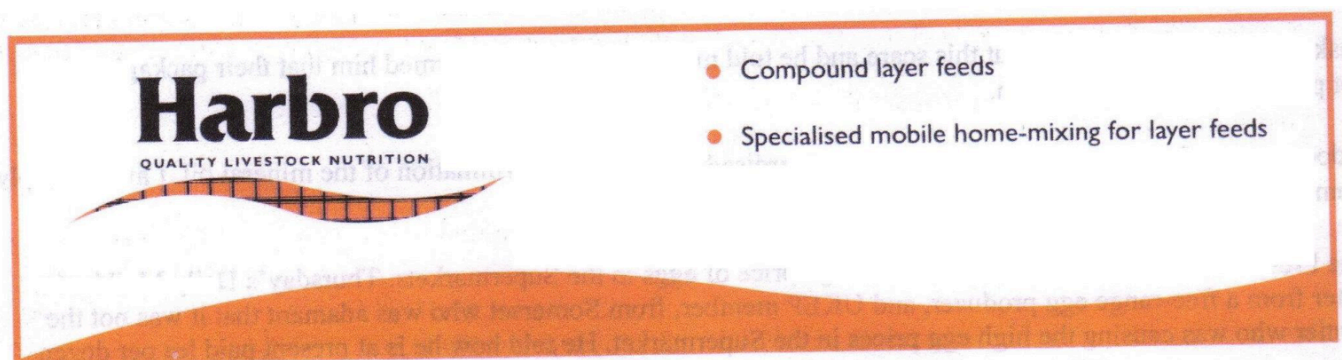
Future joint initiatives include a genetic module for Rift Valley fever - a viral disease that is potentially devastating to livestock and can also be transmitted to humans - peste des petits ruminants, and African swine fever.

World Poultry

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What did the sick chicken say?

I have got people pox!



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