

# Scottish Egg Producer Retailers Association

## MARKET REPORT

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|   | Size          | V. Large                      | Large                         | Medium                   | Small                    |
|---|---------------|-------------------------------|-------------------------------|--------------------------|--------------------------|
| <b>Farm to Shop</b>                               | Prices        | £1.49                         | £1.25                         | £1.15                    | 80p                      |
| <b>Scottish Wholesaler</b>                        | Colony<br>F/R | £1.10(-10p)<br>£1.50          | 80p(-10p)<br>£1.40            | 70p(-10p)<br>£1.30       |                          |
| <b>English Wholesaler</b>                         | Colony<br>F/R | £1.14<br>£1.60                | 84p<br>£1.50                  | 76p<br>£1.30             | 56p<br>80p               |
|   | Colony<br>F/R | £1.30<br>£1.50(-20p)          | £1.00(-10p)<br>£1.50(-15p)    | 90p(-15p)<br>£1.30(-15p) | 70p(-10p)<br>85p         |
| <b>Packer / Producer Contracted average Price</b> |               |                               |                               |                          |                          |
|   |               | <b>Organic</b><br>£1.20/£1.45 | <b>FreeRange</b><br>85p/£1.05 | <b>Barn</b><br>75p/95p   | <b>Colony</b><br>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<br>F/R | 90p<br>£1.45                  | 75p<br>£1.35                  | 65p<br>£1.20             | 55p<br>£1.00             |
| <b>Imported Continental Prices in Bulk</b>        |               |                               |                               |                          |                          |
| <b>Dutch Eggs</b>                                 | Barn          | 83p                           | 65p(-2p)                      | 60p(-3p)                 | 56p(-4p)                 |
| <b>German</b>                                     | Colony        |                               | 60p                           | 54p                      |                          |

The market, although a lot of prices are down consensus of opinion is that is it, there should be no further reductions and the market is quiet but reasonably balanced, there is a lot of extra Free Range production but it seems to be finding a home with all the extra special offers in the big supermarkets.

This generated a surplus of Colony which has brought down prices also there has been some cheap German eggs about which has exasperated the problem, but now we are hearing of some very big Colony units being depleted which will bring things back into balance and speaking to our Continental contacts they are now saying that prices will firm up.

As we are now half way through May which is traditionally the worst month for demand and usually has a lot of new production particularly Free Range coming in prices might well steady with a hint of increase.

Where are things going, Free Range production is increasing along with demand, Colony is struggling a bit, because of all the special offers in the big supermarkets, with the reduction in prices with the so called

supermarket wars, shoppers are buying more Free Range eggs, Organic sales have also increased, but Organic production is now under pressure with the increase in price of non-GM grain which will definitely increase the cost of production, whether that can be passed on or not will effect demand and production as Organic is the highest cost production system and is close to the red figures already.

What now with the big supermarkets, they have reduced prices of eggs to try and stay competitive with the so called discounters and to try and retain their so called market share which they have already acquired from the smaller shops, but they in the process have become so large their administrations and cost of distribution have spiralled out of control and have wrongly accused their suppliers of over pricing.

As the price wars are thought to have slowed down the swing to the discounters, what next? We have been looking at Germany which is home base for Aldi and Lidl which is showing us a hint of where they might go next, in Germany they have gone completely Barn /Free Range there is a probability they will do the same here, thumb their nose at the big supermarkets by saying you have tried to match prices with us we will sell only alternative production locally sourced with local image and much cheaper, as a first sign Aldi are now selling Organic eggs, with there now being supplies of Free Range available, the question is when?

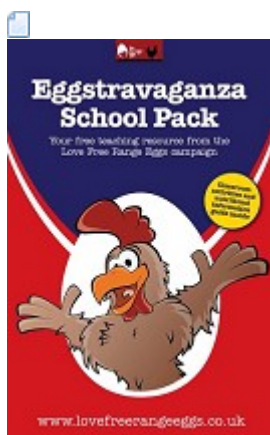
Avian Influenza, with there now being confirmed cases in most developed countries in the world, with the exception of Africa which has a different migratory bird pattern, everyone still has to be particularly careful and to maintain the high levels of Bio-Security.

Some idea of the problems linked to a confirmed case are shown in the latest outbreak in Iowa USA where production complexes are much bigger and must be a logistic nightmare for authorities just think of the nightmare of having to cull and dispose of 3.8 million laying hens with a total of 5.3 million on site plus other complexes directly linked, this must be regarded as a major problem for them.

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Anything that promotes our brilliant product is good news, the younger the better kids are bright.

## Free range egg campaign launches Eggstravaganza School Pack



The Love Free Range Eggs campaign has launched a comprehensive teaching pack to get children learning about eggs in the classroom.

The 'Eggstravaganza School Pack' aims to introduce fun and inventive ways for primary schools to include free range eggs in lessons.

The pack contains a host of unique ideas, from one-off science experiments to a whole week's worth of egg-related activities.

Myles Thomas, campaign chairman, said: "Focusing on primary schools, it is our hope that these colourful and engaging resources will encourage teachers to start using free range eggs in their classrooms.

"Not only should the lesson activities fuel learning but also educate children on the benefits free range eggs can have on their growing bodies. An active and fun-filled playtime needs the protein and bone strength free range eggs can provide."

The many benefits of free range eggs include being a good source of Vitamin D and providing amino acids needed for building bodily tissue. The level of protein from free range eggs is second only to mother's milk for human nutrition.

The packs are available on two platforms: the Love Free Range Eggs website and the teaching resources website [www.tes.co.uk](http://www.tes.co.uk).

Farmers who are part of the campaign will also be handing out printed versions of the packs to local schools.

Contents of a pack include a detailed page of nutritional information and handy suggestions on how to include free range eggs in learning activities within a variety of subjects including literacy, art and design and technology.

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## Multi-carbohydase effective for poultry and pigs

Canadian Bio-Systems Inc. (CBS Inc.) has launched the multi-carbohydase technology, designed to deliver higher nutritional extraction from a wide range of raw materials, used in pig and poultry diets.



The company has done several studies with the enzyme product, part of the Syperzyme series. Swine trial data results show 11 percent improvement in average daily gain and 15 percent improvement in feed con-

version ratio for newly weaned pigs (multi-carbohydrase vs. untreated control). Poultry trial data results show 2.7 percent improvement in body weight gain and 3.2 percent improvement in feed conversion ratio (multi-carbohydrase vs. untreated control, using corn-soy diets).

"The multi-carbohydrase technology embedded in Superzyme is different from other 'NSP' enzymes and 'enzyme cocktails. This technology utilizes multiple unique enzyme strains that express multiple activities, as opposed to blending single-source enzymes together. These enzyme activities are painstakingly identified, researched and developed to ensure they complement one another seamlessly and deliver a high level of both individual and synergistic benefits," says Rob Patterson, director of technical services with CBS Inc.

This adds value to feed, reduces potential waste and presents a new way to gain a competitive advantage and enhanced profitability, says Dr. Bodgan Slominski, head of a long-standing research program in Western Canada that investigates the potential of novel feed ingredients. "Multi-carbohydrase technology represents the leading-edge of our science-based knowledge on the most effective use of feed enzymes," says Slominski. "It leverages what we have learned from many years of research to offer a much more comprehensive and sophisticated option than traditional approaches."

By Emmy Koeleman

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Why did the dirty hen cross the road?

For some fowl purpose!



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