

# 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>	Prices	£1.30	90p	80p	
<b>English Wholesaler</b>	Colony	£1.25	£1.05	90p	69p
	F/R	£1.55	£1.45	£1.35	79p
	Colony	£1.40	£1.15	95p	65p
	F/R	£1.55	£1.55	£1.45	75p
<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	£1.32/£1.91	£1.15/£1.45	95p
<b>Central Egg Agency</b>	Colony	£1.00(+2p)	90p(+3p)	80p(+3p)	55p(+3p)
	F/R	£1.60(+10p)	£1.50(+10p)	£1.35(+10p)	95p(+8p)
<b>Imported Continental Prices in Bulk</b>					
<b>Dutch Eggs</b>	Barn	92p	73p	66p	55p

The market, for some time now everyone has been saying that demand is quiet, but there is no surplus of eggs.

Holland showed a slight increase in price last week, but now Central Egg have broken ranks with some fairly substantial increases led by Free Range which simply aren't there.

The big retailers have been pushing down prices with there so called price wars especially on Free Range, most people in industry would say that this is the end product of what we would describe as greed in the retailers quest for greater profits to please their city investors.

With the retailers forcing the price down to the packers, this ends up at the producer prices, once that goes below the red line of production costs and you are losing money cut back is the end result.

The commitment and capital investment in alternative systems is colossal, but when you are hurting you can only continue as long as the banks allow.

The chick placing's for egg production continue to be well below requirements for a healthy industry and the latest chick placing's for the full EU 27 show a 10% reduction, everyone is hurting, 2 to 5% would be significant 10% would indicate the possibility of empty white shelf space in the poorest paying retailers.

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## Dual Salmonella vaccine for poultry launched in Britain

A new live vaccine, AviPro Salmonella Duo, for poultry which provides simultaneous protection against two strains of Salmonella, S Enteritidis and S Typhimurium, in a single vial has been launched in Britain by Elanco Animal Health.

"AviPro Salmonella Duo is the first vaccine to have both Salmonella strains in the same vial and also the first to be licensed for turkeys and ducks as well as chickens," commented Jessica Cross, Elanco's poultry veterinary consultant.

Unlike inactivated vaccines, it is administered in the drinking water, rather than by injection. This offers producers significant advantages since the oral route allows mass administration without stressing the birds, saving labour and improving welfare. A three-dose programme provides immunity throughout lay.

Building on the success of the much-acclaimed AviPro Salmonella vac E and AviPro Salmonella vac T, which dominated the market, it provides an eight-week increase in the period of immunity to 62 and 68 weeks of age for S Typhimurium and S Enteritidis, respectively.

The strains are grown together through co-fermentation, so each titre has equal potency allowing both to colonise at the same rate providing early protection against each Salmonella.

"This development represents the third generation of vaccines, moving on from the early dead vaccines, individual live vaccines to the bivalent product," said Jessica Cross. "Producers will welcome the simplified administration it offers."

[Salmonella](#) is a major group of enteric bacteria, members of which can colonise the intestinal tract of animals and man. As well as causing severe economic loss to producers, it is an important cause of food poisoning in humans when contamination of eggs or meat occurs. Britain pioneered some of the world's strictest Salmonella controls, the precursor to current EU regulations. A majority of Salmonella food poisoning outbreaks in the UK from eggs have been traced to imported eggs.

Elanco Animal Health recently acquired Lohmann Animal Health which developed the AviPro range of salmonella vaccines.

World Poultry

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# IEC: Sensory marketing matters to the egg industry

During the IEC Edinburgh Conference in September delegates heard from Professor Charles Spence from Oxford University, about how important senses are in the marketing of eggs.

Professor Spence, who is a professor in the Department of Experimental Psychology at the University of Oxford, explained that sensory marketing works by stimulating as many senses as possible in the consumer and that the more senses you engage in your consumer, the stronger their link to your product becomes.

He went on to further demonstrate how our senses can be manipulated through an Experimental Lunch. During the delegate lunch on Thursday 11th September he assessed the impact of different styles of plating and cutlery on the delegates' experience of food. Delegates were separated into two groups and each group was served a 3-course menu during which the impact of plating, cutlery, and plate type was assessed.

The menu for the 3 courses remained the same for the whole group but other changes were made. The plating of the starter differed between the two groups of delegates. For the main course the type of cutlery differed between the groups (lightweight and low quality versus heavy and high quality). For the dessert one group was served on a square black plate and the other on a round white plate.

The most interesting results were seen with the main course and dessert. The data for the main course revealed the delegates eating with the higher-quality cutlery enjoyed their main course significantly more, found it to be more artistically presented, and were willing to pay significantly more for it than those eating exactly the same food with the lower-quality cutlery. For the dessert, the delegates served on a square black plate enjoyed the dessert significantly more and rated it higher than those who were served on a round white plate. The analysis of data from the starter did not reveal any significant effect of the plating on the participants' ratings.

Professor Spence's results provide evidence to support the claim that the plate on which food is served, and the tools (i.e., cutlery) used to eat can exert a significant impact on the enjoyment and perceived value (both aesthetic and monetary) of the dish. He encouraged the egg industry to focus on the importance of our senses and perceptions and to utilise them in the marketing of eggs.

He also explained that typically marketers look at each sense separately, but that neuroscience is proving that all the senses are connected. He would encourage food marketers to understand that if they target the sound, appearance and smell, in addition to the taste of the food that they are marketing, then they can significantly enhance the consumers' experience and enjoyment of their product.

A full copy of the report from Prof. Spence is available on the [IEC website](#).

World Poultry

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We received this request from friend Jake Davies (Poultry World) the thought of him riding a bike 140 miles to Wales when you're not used to it makes your muscles quiver, we expect his walking to resemble John Wayne afterwards but the RNIB is an extremely good cause.

Dear all,

I'm just emailing people I've met and spoken to in the poultry industry over the last couple of years to highlight a charity challenge I'm undertaking.

On 1 November I will attempt to cycle from Hyde Park in London to the Egg and Poultry Industry Conference, held in the Celtic Manor in South Wales. It's 140 miles, which I hope to cover in one day, and the figure ties in with Poultry World turning 140 this year.

The endeavour is to raise funds for the Royal National Institute of Blind People.

I'm emailing to ask if you could share this with your teams (or help with any publicity) and consider making a donation. You can do so by pledge (reply to [jake.davies@rbi.co.uk](mailto:jake.davies@rbi.co.uk)) or by visiting my just giving page: <https://www.justgiving.com/jake-DAVIES1>

Here's an article we published last week on the subject: <http://www.fwi.co.uk/articles/13/10/2014/147097/140-miles-by-bike-to-celebrate-140-years-of-poultry.htm>

Many thanks,

Jake

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Why did the turkey cross the road?

Because the hen was off to the Poultry Club of Scotland Dinner (tonight)!

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