



EFA to RE-LAUNCH in June 2019

**EFA the voice of The Australian Egg Industry needs your support!
We are your political voice to Governments' both State and Federal**

EXTREME CONDITIONS CALL For EXTREME ACTIONS

- Late last year EFA decided it had to take the extreme action of putting the organisation on "ice" as egg farmers faced the effects of one of the worst droughts on record and greatly reduced returns with low prices and associated market pressures.
- While there was a lull in the key activity for EFA, being the Standards and Guidelines process and the normal Christmas stagnation, with economic pressures on producers, EFA directors made the decision to temporarily operate without a CEO and administration support in order to remove the levy burden upon producers.
- While removing the administrative support gave relief to members having to provide voluntary levies, we knew that the Advocacy and Representative work was far from over.

THE ONGOING NEED for a NATIONAL REPRESENTATIVE BODY

- At the 2018 November Forum, EFA advised egg farmers that while in a "caretaker" mode and being supported by each State egg farming organisation, EFA agreed it would conduct a survey of both members and non-members to clearly identify what it was that egg farmers wanted from EFA.
- The survey was conducted by an independent consultant late in 2018 and the interviews gave EFA directors a clear message on the needs and expectations of egg farmers around Australia and those issues and concerns have been addressed.
- The key message confirmed the need to maintain a National representative body for the Australian Egg Industry in order to do the work that Australian Eggs is not legally allowed to do as mandated by the statutory funding obligations on chick levies.
- State Egg representative organisations are able to advocate but are bolstered with a unified national voice through EFA.
- Other directives from members arising from the survey were;
 - a) To communicate more with all levels of membership and on a more regular basis
 - b) To keep a focus on the most important items like the Standards and Guidelines (S&G's), and how changes to this will affect every egg farmer.
 - c) Operate the organisation functions as lean as possible to keep the annual levy contributions to the minimum.
 - d) To better inform members about the developments of the S&G as many Egg farmers did not know what the Standards and Guidelines are, or how proposed changes could affect their business.

EFA takes up the CHALLENGE

- With a more focused approach EFA has rebuilt its structure and an appropriate business plan.
- EFA will engage directly with members through monthly news updates and regular one on one conversations with members to ensure we are in tune with critical issues.
- EFA Directors are committed to deliver a quality and valued services to members. We have identified a new employee to take up the vacant CEO's role and duties will start on 1 July 2019.
- To minimise costs, the new CEO will work from a home office with part time administration support.
- In the meantime elected directors will continue to;
 1. Maintain the EFA activities, especially around the S&G process.
 2. To continually engage with the State Ministers of Agriculture, especially as the newly elected Federal Government takes up their role of progressing the final steps of the S&G process.
 3. There is also a host of other key on-going issues that we as an industry need to manage like;
 - a) the increasing concerns around Salmonella incidents,
 - b) the traceability of eggs in the marketplace
 - c) Concerns regarding increasing farm raids by activists which requires a stronger and delivered legal system.

It can ONLY work if YOU are ONBOARD

- We have kept the structure and business plan tight and now with the new CEO answering directly to the EFA board, we will provide a greater value for money and an affordable service to ensure the focus of the CEO and Board is what is needed to give the best results possible!
- EFA did not call a levy during the six month "caretaker" mode but now with the new focus and structure, **we need your support!**

YOUR MEMBERSHIP LEVY

- **The membership year will commence 1 July 2019 with a \$50.00 plus GST base fee plus your annual voluntary levy to meet our 3 year business plan.**
- **An affordable levy amount for the next financial year is being calculated and will be announced at the AEL mini forum in June.**
- To assist farmers to reduce the cash flow impact, EFA will provide some varied invoice payment timings options.
- The levy for subsequent years will be advised 3 months prior to the end of each levy year
- In order to take up membership and support the maintenance of the new EFA, please contact our office on info@eggfarmersaustralia.org.au or phone Karen Farrell on 0412 878 391

- Directors of EFA are Presidents or nominated persons of each main State Egg representative body and include:
 1. New South Wales Farmers- (NSWF) Bede Burke – Chair
 2. Queensland United Egg Producers (QUEP) John Coward – Secretary
 3. Commercial Egg Farmers Association of SA & TAS (CEFASAT) Dion Andary – Treasurer
 4. Victorian Farmers Federation (VFF Egg Section) Tony Nesci- Director
 5. Commercial Egg Producers Association WA (CEPA) Ian Wilson- Director

All directors welcome any inquiries from egg farmers on the operations of EFA or becoming a member of your local state based organisation.

John Coward

Director / Secretary

Egg Farmers of Australia