



Egg Farmers
of Australia

GEN EGG

MEMBERS PROFILES

(Formerly known as Young Egg Industry Leaders'
Reference Group - YEILRG)

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GEN EGG - YEILRG PURPOSE

YEILRG commenced with the first meeting held on Tuesday 26 April 2022 following the inaugural Egg Farmers of Australia Awards in 2021.

The aim of the group was to meet regularly for casual conversation and to discuss various egg industry topics of interest.

The idea of a virtual forum with egg industry supporters and egg farming youth from other countries was born with the first held on 1 September 2022.

In September 2022, the group changed it's name to GEN EGG.

GEN EGG - YEILRG Participating Members – 2024

Alex Rumens
Dr Alex-Kate Langfield
Anthony Lo Conte
Brad Scott-Power
Bree Wilson
Chris Verran
Emily Boothey
Heather McKimm
James Dowd
Jessica Spencer

Dr Jodi Courtice
Kate Mason
Kelly Seagrave
Martin Rohde
Nathan Lister
Dr Peta Taylor
Siena Postregna
Theodore Olivier
Tom Moore

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ALEX RUMENS

Farm Manager
Golden Eggs Farms



Years involved in or around the egg industry:

I have been involved in the egg industry for nine years.

What someone might not know about the company:

Golden Eggs is invested in the individual as more than just an employee. The company prioritizes product excellence and staff development, culminating in optimal production results. In my opinion, it transcends being solely a business entity.

Favourite thing about egg farming:

Free-range egg farming presents unique opportunities for growth as each shed has its own set of challenges. I find it most rewarding when our team's efforts culminate in meeting benchmarks or overcoming hurdles that push us toward greater productivity.

Working on the farm allows me to live a fulfilling life, surrounded by a support network and driven by a can-do spirit. Seeing employees leave with smiles on their faces at the end of the day making all the hard work worth it. The three Ps, People, Process, and Product are my favourite.

How I am involved in the Egg industry:

In 2016, I joined AAA Egg Company as a farm hand and shed hand. At the age of 19, I was appointed as a team leader for a site in northwest WA. Throughout my journey, I have learned from my mistakes which has helped me grow into my current role as a free-range farm manager in Jurien Bay Western Australia where I manage 13 sheds with a capacity of 30000-layer hens totalling 390000 layers.

How I like my eggs...

Poached!

DR ALEX-KATE LANGFIELD

Veterinarian - Owner
Hatch House



Years involved in or around the egg industry:

I have spent most of my life surrounded by chickens having been born and bred on a layer farm. I graduated from veterinary studies at university in 2018 and quickly became enthralled by the fast-paced nature of consultancy work in Sydney. In 2020, I moved to New Zealand to take up the offer of being Company Veterinarian for a large breeder company. After a year, and a pandemic, I moved back to Australia to fulfil the role of Company Veterinarian and Operations Manager at a large commercial layer operation. I launched AKL Poultry Consulting in 2022 and have recently moved the business to be called Hatch House, after seeing the need for independent poultry consulting services throughout the egg industry.

What someone might not know about the company:

Hatch House is a self-owned and run business. I launched my own business once I saw a need for a new player into the field of poultry consulting. While only recently established, Hatch House provides competitive, evidenced-based, and timely operational and veterinarian advice to poultry farms across NSW. Hatch House is currently looking at ways to expand and grow the outreach of this independent consulting firm, to add a bit of spice to the sector.

The experience I bring into consultancy is a combination of veterinary health and farm management, after having the privilege of being exposed to almost all aspects of cooperate operations in both a veterinary capacity, and operations capacity. This company has provided me the opportunity to use my experience to adapt to the evolving nature of the poultry industry.

Favourite thing about egg farming:

My favourite thing about egg farming is the people and the diversity of work each day. The poultry industry is forever evolving and changing, and each day presents its own unique challenges that requires an adaptable, proactive mindset to overcome.

How I am involved in the Egg industry:

- Personal Member of EFA
- Member of Gen Egg
- Winner of Egg Farmers of Australia Young Egg Industry Achiever of the Year 2022

How I like my eggs...

Well managed and nutritionally balanced with a sprinkle of good veterinary oversight.

ANTHONY LO CONTE

Founder

Vets Direct



Years involved in or around the egg industry:

My parents started our interest in poultry farming in 1977. I grew up on the farm and have been involved in some form from a very early age. We raised meat chickens for more than thirty years and now rear layer pullets.

What someone might not know about the company:

Like most small businesses, I don't think it would run without my wife...

Favourite thing about egg farming:

Probably the connection our kids have with the animals; seeing them learn lessons about patience, responsibility and caring.

How I am involved in the Egg industry:

Provision of technical and health knowledge to producers and supply of pullets to the industry.

How I like my eggs...

Fried with soft yolks, second preference would be poached with vinegar.

BRAD SCOTT-POWER

Farm Manager
Pure Foods Eggs



Years involved in or around the egg industry:

I have been involved in the industry for a year now.

What someone might not know about the company:

We are the biggest producer in Tasmania supplying around 80% of Tasmania's eggs.

Favourite thing about egg farming:

That no two days are the same, every day there is a new challenge and always something to work or strive for. To give the public the best product we possibly can from lay to shelf to plate.

How I am involved in the Egg industry:

I took on the role of assistant manager a year ago to learn from the then current manager as he was to retire. This was a family orientated decision, lifestyle decision and a personal achievement to become now Manager of the pure foods eggs farm in Tasmania.

How I like my eggs...

Poached!

CHRIS VERRAN

Farm Manager
AAA Eggs



Years involved in or around the egg industry:

For as long as I can remember! I grew up around my family's Hatchery spending time there in the school holiday's. My favourite thing to do was getting to go in the truck with my grandad to deliver the day-old chickens and help place them in the grower sheds. Since finishing year 12 a few years ago I've quickly moved up the ranks at AAA now overseeing four layer farms. I've recently had the opportunity to attend a few industry events such as the Australian Eggs forums and Lohmann school in Germany. These events have boosted my experience and my connections in the industry. My experience may be small but there are still many more years of learning to come.

What someone might not know about the company:

I am a 5th generation poultry farmer, I am currently one of three generations working at AAA Eggs.

Favourite thing about egg farming:

Endless Opportunity. There is a wide range of roles available in the egg farming industry. Egg farming can allow someone to easily grow and experience a multitude of roles all in the same industry. In my short time in the industry some roles that I've touched on are, Farm Managing, Maintenance, Construction, Social Media Marketing and Egg packing. Egg farming can provide anyone a large range of roles to provide a great career in an eggcellent industry.

How I am involved in the Egg industry:

- Member of EFA
- Member of Gen Egg
- Proud 5th Generation Farmer

How I like my eggs...

I like my eggs scrambled or in a stack of 3 pancakes with maple syrup, fresh fruit, and some ice-cream.

EMILY BOOTHEY

Animal Nutritionist
ACE Livestock Consulting



Years involved in or around the egg industry:

I have been involved in the industry for three years.

What someone might not know about the company:

Majority of our work is with pig farms. We have 4 nutritionists in our team and service farms all over Australia and NZ.

Favourite thing about egg farming:

As I'm only new to the egg industry, so far my favourite part has been the people. Everyone is very welcoming and willing to share information and help me grow and learn about the industry. The birds are also incredible animals with what they can do.

How I am involved in the Egg industry:

Through nutrition consulting and hoping to get more involved in the industry via the Gen Egg group. I'm passionate about agriculture and love being involved in such an important industry.

How I like my eggs...

Scrambled!

JAMES DOWD

Operations Manager
Rohde Egg Co.



Years involved in or around the egg industry:

I have been involved in the egg industry now for five years.

What someone might not know about the company:

Rohde Egg Co is a 3rd generation family business, that started in 1957 with a few chickens.

Favourite thing about egg farming:

My favourite thing about egg farming is the constant challenges that arise, keeping every day dynamic and engaging. These challenges, from managing animal welfare to adapting to market changes, push me to innovate and improve continuously.

How I am involved in the Egg industry:

- Member of GEN EGG
- Member of EFA

How I like my eggs...

Poached! They are the self-saucing pudding of Breakfast!

JESSICA SPENCER

Poultry Welfare Manager
Days Eggs Pty Ltd



Years involved in or around the egg industry:

Joined Days Eggs in late 2014 so coming up to ten years working in the industry. Started my love for chickens early on though, having backyard chooks and working with them at university.

What someone might not know about the company:

Days Eggs started by husband-and-wife team Dion & Anne Andary buying eggs from local farmers and selling eggs out of a \$200 van. As demand grew, they became farmers in their own right and by 1988 had built the business into a small farming enterprise.

Favourite thing about egg farming:

I love the complexity of egg farming and being able to talk and explain to people how it is that we get the humble egg from a chicken to their plate. I also love seeing people's faces when they find out that there is so much more to what we do than what they think.

How I am involved in the Egg industry:

- Member of EFA
- Company Levy Payer of Australian Eggs
- Member of GEN EGG (YEILRG)
- Secretary of CEFASAT
- New Member of Australian Eggs Innovation ICC
- Winner of Egg Farmers of Australia Young Egg Industry Achiever of the Year 2023

How I like my eggs...

Softly Poached on toast with homemade Hollandaise

DR JODI COURTICE

Company Veterinarian
McLean Farms



Years involved in or around the egg industry:

I have had ten years of experience in the egg industry.

Originally encouraged by Associate Professor Peter Groves to start 1 day/month with DA Hall & Co. and McLean Farms funded by Poultry CRC. With the recognition of Jodi's skills and her desire to develop and apply her professional training, this soon turned into full-time employment with both companies, and an on-going career now with McLean Farms.

What someone might not know about the company:

Started with the initiative of Hope McLean in the 1950's, selling eggs from her small flock of chickens.

Favourite thing about egg farming:

Helping produce such an efficient form of protein to feed people.

How I am involved in the Egg industry:

- Veterinary service on the ground
- Research - always something on the go
- Representing industry to all levels of government on a variety of topics
- Involvement in world aid projects
- Mentoring vet students and assisting mixed practice vets with poultry queries
- Winner of Egg Farmers of Australia Young Egg Industry Achiever of the Year 2021

How I like my eggs...

In the following order:

- Poached, on toast with salt and pepper.
- Boiled and made into curried egg sandwiches – the best breaky in the car when on the run
- In an omelette with cheese and bacon
- Scrambled

KELLY SEAGRAVE

Communications and
Engagement Manager
Australian Eggs



Years involved in or around the egg industry:

I have been involved in the industry for three and a half years.

What someone might not know about the company:

There's never a day in the office where the egg cooker doesn't get used multiple times for staff breakfasts, lunches and snacks.

Favourite thing about egg farming:

How sustainable and welfare-focused egg farming is. It feels good to be part of an industry that provides a nutritious and affordable source of protein for millions of Aussies every day.

How I am involved in the Egg industry:

I love that my role has touch points across so many parts of the industry. Whether it's tracking industry reputation in the media and community survey, or talking to farmers about what resources and research Australian Eggs should invest in to help address a current or emerging issues. I get to be involved in so many projects and initiatives which helps me appreciate just how much goes on to produce the humble egg.

How I like my eggs...

Poached eggs on vegemite toast!

MARTIN RHODE

General Manager
Rhode Egg Co.



Years involved in or around the egg industry:

I grew up on our family farm, so from a young age I have been involved from packing eggs on weekends, to helping with grading. Four years ago I came back to the business full-time.

What someone might not know about the company:

We are now a 3rd generation family business, that started in 1957 with a few chickens.

Favourite thing about egg farming:

The never ending challenges, it keeps us on our toes. It's also very rewarding when you see people eating your eggs at a café or purchasing at a supermarket.

How I am involved in the Egg industry:

Through our family business, it wasn't something I was fixated on from a young age but as I grew older my interest and passion grew.

How I like my eggs...

Poached. My partner does a very good poached eggs and smashed avo!

NATHAN LISTER

Technical Services Manager
Lallemand Australia



Years involved in or around the egg industry:

I have been involved in the industry for eight years.

What someone might not know about the company:

Leading business globally for yeast strains into beer, wine and spirits. Lallemand is a global leader in strain-specific microbial technology used in a range of industries, including baking, winemaking, distilling, brewing, biofuels, plant care, animal nutrition, food, human health and pharmaceuticals.

Favourite thing about egg farming:

The resilience of a young chick and setting that bird up for success for longevity.

How I am involved in the Egg industry:

Service Provider – feed additives

Today's consumers are demanding naturally-produced eggs and poultry. Strain-specific microbial technology from Lallemand Animal Nutrition is scientifically proven to protect bird health, performance and food safety. Our integrated programs can help to establish and maintain a stable gut microflora population, address specific challenges and maintain environmental security without the use of in-feed medications.

My role bridges science, practical application, and industry collaboration, in advancing egg production and livestock nutrition.

How I like my eggs...

Scrambled!

DR PETA TAYLOR

Lecturer Animal Science
The University of Melbourne



Years involved in or around the egg industry:

I have been involved in the industry for seven years.

What someone might not know about the company:

We teach our first-year students how to clicker train chickens to help them understand about the behaviour, learning and cognition of animals.

Favourite thing about egg farming:

The hens of course!

How I am involved in the Egg industry:

Provide evidence-based solutions to improve hen welfare through applied research.

How I like my eggs...

Happy!

THEODORE OLIVIER

Nutritionist
Alltech Lienert



Years involved in or around the egg industry:

Thirteen years involved in the animal feed and premix business, predominantly as an animal nutritionist formulating diets for clients.

What someone might not know about the company:

Alltech Lienert is an American family owned company.

Favourite thing about egg farming:

I love helping producers succeed in their business by assisting them with optimal nutritional solutions that can increase their profits and making the industry more sustainable for the future.

How I am involved in the Egg industry:

My main responsibility as an animal nutritionist is providing nutritional advice to egg producers.

How I like my eggs...

Soft sunny side up!

TOM MOORE

Owner

Moore Eggs Pty Ltd



Years involved in or around the egg industry:

I have been involved in the industry for seven years.

What someone might not know about the company:

My wife and I started from nothing.

Favourite thing about egg farming:

The birds!

How I am involved in the Egg industry:

Rearing and egg productions, including sales and marketing.

How I like my eggs...

Scrambled!



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of Australia**

GEN EGG

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the next generation of
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