

Scottish Egg Producer Retailers Association

MARKET REPORT

www.scottisheggs.co.uk

sepramail@gmail.com

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| | Size | V. Large | Large | Medium | Small |
|---|----------------|------------------|--------------|---------------|--------------|
| Farm to Shop | Prices | £1.49 | £1.25 | £1.15 | 80p |
| Scottish Wholesaler | Prices | £1.30 | 80p | 70p | |
| English Wholesaler 1 | Colony | £1.00 | 64p | 54p | 46p |
| | F/R | £1.20 | £1.00 | 90p | 60p |
| 2 | Colony | £1.07 | 63p | 55p | 60p |
| | F/R | £1.17 | £1.12 | 92p | 48p |
| Packer / Producer Contracted average Price | | | | | |
| | Organic | FreeRange | Barn | Colony | |
| | £1.30/£1.50 | 95p/£1.15 | 85p/£1.05 | 80p/£1.00 | |
| Producer / Consumer | | V. Large | Large | Medium | Small |
| - Colony | Prices | £2.00 | £1.85 | £1.40 | 90p |
| - Free Range | Prices | £3.00 | £2.35 | £1.95 | £1.05 |
| Free-Range to Farm Shop | Prices | £1.75/£2.25 | £1.31/£1.91 | £1.15/£1.45 | 95p |
| Central Egg Agency | Colony | £1.00 | 70p | 60p | 50p |
| | F/R | £1.25 | £1.15 | £1.05 | 75p |
| Imported Continental Prices in Bulk | | | | | |
| Dutch Eggs | Barn | 95p | 66p | 59p | |

Cannot understand why the market is so weak, May and June are usually fairly poor demand wise, but this year demand is well below normal, to the point of being depressed, a lot of flocks have been depleted early and quite a few people have gone out of business completely because they were losing money, mostly smallish producers and they seem to have been replaced by new much bigger producers making overall production higher than previous years at this time, there appears to be little in the way of imports, which makes the market situation self-inflicted, there are a lot of promotions kicking in which might move the back log and the free range market is starting to show signs of improvement, or is it easier to deplete a moderate sized free range flock, against a much larger colony flock.

We in Scotland have had better demand than in England and are now getting increasing numbers of tourists coming in, we appear to be getting the best of the sunshine and still have snow on the higher Munro's allowing them to not only get the all over suntan, but able to go skiing if the wish, which we think is one up on Switzerland.

The slogan being employed for National Egg Week (go to work on an egg) takes this editor back to his misspent youth at Achencruve, when the dairy students painted (drink a pint of milk a day) we poultry students retaliated by painting (go to work on an egg) on the roof of the poultry school, as this was done in the dark and everyone was slightly merry, it was with amassment in day light the letters were actually the right way up and it made sense, but the whittle bird was more than a bit angry, but Ron McDonald thought it was good, it worked for the industry then, let's hope it increases demand this year but it's a long way to October, but also remember it's the Poultry Club of Scotland dinner on the 18th of October.

British egg week revives classic egg slogan

It's one of the most famous advertising slogans of all time, and now the classic 'Go to work on an egg' campaign is being given a modern-day makeover for British Egg Week to be held 30 September - 6 October.



"Go to work on an egg" was the slogan for a series of TV adverts in the 1950s and 1960s that featured British comedian Tony Hancock. British Lion eggs is reviving the campaign with a nationwide tour of free cookery classes set to introduce young people to the fast foods of yesteryear.

Andrew Joret from British Lion eggs said: "Tony Hancock was right – everyone can benefit from going to work on an egg. Nutrition experts are now spreading the word about eggs' health benefits, but we know that many people lack the basic skills to cook them.

"Eggs are a wonderfully versatile food that can easily transform a few ingredients into a meal in minutes, so it's perfectly suited to novice cooks looking for healthy fast foods they can make themselves. That's why we're really looking forward to reviving the Go to work on an egg ethos and introducing it to a new generation this British Egg Week."

The revival of the campaign follows calls for eggs to be deemed a superfood – the latest scientific advice even shows that they contain more nutrients than previously thought. Health experts have also confirmed that previous fears over cholesterol were unfounded and that there is no need to limit how many you eat.

World Poultry

Study suggests chickens are smarter than toddlers

Newly-hatched chickens are capable of skills that it can take human babies months or even years to master, new research has revealed.



The research, undertaken by the University of Bristol, found that chickens had an instinctive physical awareness from hatching. They can keep track of objects that fall out of sight - a skill human babies do not pick up until about 12 months of age - and have an innate preference to objects "that they know make sense".

They can also exercise greater self-control - a classic test of intelligence - choosing to turn down one reward if there is the prospect of receiving a better one. Chickens are also born with the ability to keep track of numbers up to five, unlike humans, who have to be taught to count, the report says.

Christine Nicol, professor of animal welfare at the University of Bristol, co-authored the review with Robbie L'Anson-Price.

Nicol said it was important for people to recognise there was more to poultry than meets the eye, as well as "the importance of providing these amazing creatures with the environment that enables them to live out their natural instincts. Despite their familiarity, few people think of domesticated chickens as intelligent birds".

A spokesman for the Happy Egg Co, who sponsored the study said the findings of the report, entitled The Intelligent Hen Study, would inform range and enrichments' design on its farms.

World Poultry

(We are just Quaker's about ducks, even though they are floating disease factories)

Dutch scientists sequence wild duck genome

After having sequenced the genomes of several birds including the zebra finch, the chicken and the turkey, scientists have now succeeded in mapping the genome of the mallard (a.k.a. wild duck).



The total DNA sequence of this waterfowl shows the bird's interaction with various bird flu viruses (influenza A) over extended periods of time. This provides good leads for further research into exactly how this virus affects birds, and in the long-term, also humans.

Part of the infection mechanism and some of the physical reactions in birds are the same as in humans. This is written in an article by an international research team, including researchers from Wageningen University, the Netherlands which was published in Nature Genetics on 10 June.

Mallards (*Anas platyrhynchos*) constitute a natural reservoir for bird flu. Researchers have already discovered 25 strains of influenza A in this species of waterfowl. The birds themselves are rarely affected by the viruses, but since the emergence of the H5N1 strain, the virus has caused immense damage among poultry in some sixty countries. The fact that the virus can be transmitted to humans and has already claimed several hundred lives makes it even more of a concern. It is a continual threat, as the virus can change its genetic make-up in the mallard, thus creating a perpetual stream of new virus strains, any of which could be deadly to humans and animals.

The research team, which includes Wageningen researchers Martien Groenen, Richard Crooijmans and Robert Kraus, identified some 19,000 protein-coding genes in the genome of the mallard. This corresponds with the number in genomes of other birds sequenced previously, and is approximately 3,000 fewer than the average number found in mammals, including humans. The team used a 10-year-old Pekin duck for the sequencing.

When the bird flu virus comes into contact with tissue (usually the lungs) of the mallard, it prompts a whole chain of reactions. After initial contact with the virus, signalling proteins (cytokines) sound a series of alarms around the bird's body. Immune cells, such as white blood cells, migrate to the source of the infection via the blood and tissues. The body temperature rises in an attempt to increase its internal metabolism and disturbs the ideal temperature for the virus. Infected cells 'commit suicide' or are removed by the body's own cells. The body needs a whole army of genes to mobilise this chain of reactions.

"When a duck is infected with the flu virus, thousands of genes are activated. Many of them are also present and active in humans", explains Martien Groenen. "However, studying the differences how ducks and humans fight an influenza infection will help us to find ways of controlling the infection process with medication in humans, and ultimately reduce the number of fatalities."

Source: Wageningen University, Animal Breeding and Genetics

MHP announces major poultry investment

Ukrainian poultry producer, MHP, is going to invest around US\$ 200 million in its development this year, including a major new poultry project.

US\$120 million will be spent in the construction of the Vinnytsia poultry farm, said Head of Investor Relations and Media of MHP Anastasia Sobotyuk. US\$ 80 million will be allocated to the expansion of its land bank in order to boost the level of feed crop production in future, the press-service of the company reported.

According to Sobotyuk, it is expected that by the end of this year, the agricultural holding will have 360,000 hectares of land while by 2015 the company's land bank will be equalled to 450-500,000 hectares. This expansion is very important for the company which every year has to grow an increasing volume of feed crops in order to meet the needs of the rising poultry stock.

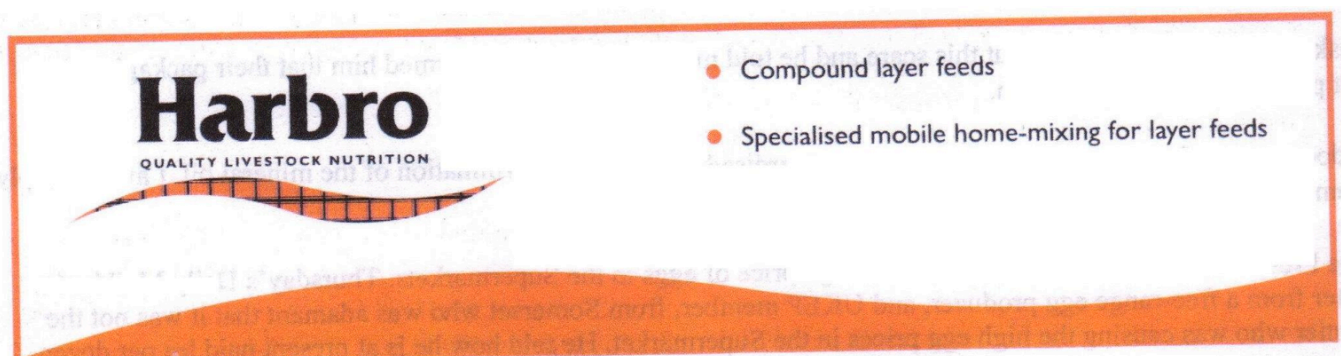
Anastasia Sobotyuk explained that at the beginning of 2013 the company's land bank should amount to 285,000 hectares.

MHP is the largest producer of chicken meat in Ukraine. In addition, the agricultural holding is engaged in the production of cereals, sunflower oil and other food products. Vinnytsia poultry farm of the complex should be the largest facility for the production of poultry meat in Ukraine.

[Vladislav Vorotnikov](#)

How many eggs can you eat on an empty stomach?

Just one, because then your stomach won't be empty.
(go to work on an egg)



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