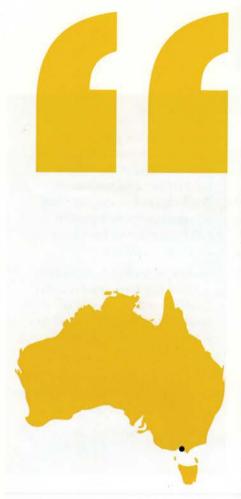
PRODUCER PROFILE





Where is your farm located?

South Eastern suburbs of Melbourne on Frankston Dandenong Road in Dandenong South. Look for the Big Golden Egg.

When did you purchase your farm (and how many hens did you have when you started)?

In the early 1960s, my parents purchased a small farm housing a few thousand birds in (nearby) Keysborough. With his brothers, my father Gus (who sadly died last year) grew the business and by the early 1970s it housed 25,000 layers. From there, he decided to purchase the property where we operate from today.

How many chooks do you farm now?

Today we house 86,000 layers and grow our own pullets.

What type of egg production do you run and why?

We run both cage and barn and are looking at producing some free range in future.

How many staff do you employ in your team?

We employ approximately 18 staff.

What do you enjoy most about the egg industry?

What I enjoy most about the egg industry is producing a product that is so versatile and nutritious. I also enjoy attending the forums and exhibitions both in Australia and overseas. The knowledge you gain from the seminars and forums is very beneficial to our businesses.

What is the biggest challenge you face being in the industry now and how has

this affected your business'

The biggest challenge we face in the egg industry is informing people of what benefits there are in each of our farming systems. There have been many untruths published by the media and on the internet and this has caused a great deal of frustration. The challenge we have is to make sure the public is properly informed so proper decisions can be made when consumers purchase our products.

What do you think is the most important message AECL should be promoting to

I believe the AECL should concentrate on promoting eggs no matter what system they are produced in. The supermarkets are dictating to farmers what they want to sell on their shelves. What consumers say and science proves is not taken into account whatsoever.

If you could dispel one misconception about the egg industry, what would it be?

I find it very frustrating that the media tends to concentrate most stories on birds that have died of natural causes. This puts a negative taint on egg farmers. It is a fact that animals and people die every day, both young and old. There are not many positive stories told relating to egg farming.

What is your favourite egg?

My favourite dish is the Gourmet Scrambled Eggs our chef prepares in our cafe.

Have you attended an AECL Industry Forum? What do you think of the Forums?

Yes, I have attended quite a few AECL Industry Forums. It has been great meeting other egg farmers. We all have similar interests.

such as *Mycoplasma* species and secondary *Escherichia coli*, appear to spread through the colony more quickly and severely if outbreaks occur. Otherwise, the system is working well and the birds have good feather cover, good body condition and better health, which may help with reducing transport mortality, as shown by Weeks and others (2012).

Not all free range flocks are bad, concluded Mr Burch. All systems, if they are well managed and remain disease free, can have low mortality. However, those systems that have outdoor access have additional management difficulties, such as the weather, predators, lack of biosecurity, and direct contact with faecal material, which makes the responsibilities of management even greater and more necessary, if they truly want to be considered more 'welfare friendly'.

By David Burch, BVetMed, FRCVS. Published by permission Octagon Services UK.





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