



The International Egg Commission

Comisión Internacional del Huevo · Le Comité International pour les Oeufs

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IEC Events

IEC Guadalajara 2006
Annual Conference,
Mexico
- 17 – 22 September

World Egg Day
- 13 October 2006

IEC London 2007
- 25 – 27 March

Thinkegg.com

The New IEC Consumer Website

IEC has now launched its very own consumer site about eggs - Thinkegg.com. Eggs now have their very own home page on an international basis. This initiative is part of the IEC's continued drive to raise the profile of eggs with consumers around the world and forms part of the IEC's exciting new web developments.

Thinkegg.com is dedicated to encouraging people to learn more about the health benefits and culinary possibilities of eggs. The site highlights new research findings on the health benefits of eating eggs, and includes sections highlighting how eggs benefit the health of women, children, seniors and athletes.

Thinkegg.com includes international egg recipes, basic egg cookery and healthy eating. The recipe content will be expanded over time and we hope to engage and encourage consumers to send in their own recipes from around the world.

The current version of the site is accessible via the IEC's entry page, and directly via the web address www.thinkegg.com.

The website is only in its first phase. We aim to develop the content further in the future, to encourage more customer interaction, and to create opportunities for generating income. Our aim is to establish Thinkegg.com as a successful consumer site providing useful information relevant to consumers around the world.

The site also creates an excellent link between the egg industry and its consumers and it has great potential for generating consumer interest in eating eggs as part of a healthy lifestyle, but also in finding out about new innovations in egg products.

The IEC would welcome any suggestions from members of country associations on website content such as; any new findings on health benefits of eggs, egg recipes, interesting egg related information or events, specific cultural information about eggs in different countries etc. Thinkegg.com is there for the egg industry to communicate positive messages to consumers and to raise their awareness and interest in eggs, please use this opportunity to the full.

Please email any suggestions to: katie@internationalegg.com

Avian Influenza – The facts from OIE

Dr Christianne Brusckhe, the head of the Avian Influenza taskforce at OIE (World Organisation for Animal Health), made the following facts clear during her presentation and discussion session at the recent IEC London 2006 conference:

- Avian Influenza is predominantly a disease of birds not humans
- The best way to prevent AI in commercial poultry is to keep birds indoors in professionally run bio-secure units. Outdoor and backyard flocks carry an increased risk of contracting avian influenza.

A full copy of Dr Brusckhe's paper is available on the IEC website.

Avian Influenza and Public Relations

Following detailed discussion at the IEC Marketing Committee in London the following consensus emerged on the role of public relations and media campaigns in the current avian influenza situation:

Public Relations

- General public information campaigns carry a risk of reducing consumption
- Be ready to react – target resources at being ready to react strongly and positively to any significant outbreak in country.
- Need for strong contingency public relations programmes – print, radio and TV

IEC London 2006 – Papers Available

All conference papers from the recent IEC London 2006 conference are available on the IEC member-only website. Don't forget to use your login to access the member-only site from www.internationalegg.com. If you need a password or any assistance please contact Philippa at the IEC office: philippa@internationalegg.com

Chick Placements Now On-line

Chick placement details will now be available on-line in the new interactive statistical database. The last 3 years data is available, and in addition to the overview and placement report, it allows you to generate your own “Comparison Reports” between different countries and years.

This is member-only information and is ONLY accessed by logging on to the member-only section through the main IEC website at www.internationalegg.com. To access the member-only site use the “login” section at the top right of the home page, and go to “interactive statistics”.

The member-only website contains key information that is only available to current members of the IEC. IEC Members should continue to use their existing passwords to access the “member-only” website, or if you do not yet have a password or you need a new password, please contact Philippa at the IEC office: philippa@internationalegg.com.

IEC Guadalajara 2006

The IEC Guadalajara 2006 Conference in Mexico will be one of the most important Events in the 2006 international egg calendar. Mexico is one of the foremost egg producing countries in the world, with more excellent trading links through numerous unilateral agreements and the highest domestic egg consumption per capita globally. Guadalajara is the Capital City of Jalisco province, the heart of egg production in Mexico.

The importance of this event both to Mexico and internationally is underlined by the fact that President Fox is considering opening the conference.

If you or your company would like to support IEC Guadalajara 2006, please contact Philippa at the IEC Office: philippa@internationalegg.com. IEC will be providing a number of individual cost contribution sponsorship opportunities. Not only will this help to raise your company’s profile, but it will help us provide the best events for our delegates. Further details of the conference will be available shortly on the IEC website: www.internationalegg.com

IEC Guadalajara 2006 – Take time to relax

To make the most of your visit to Mexico, why not add a relaxing weekend before or after the conference in one of Mexico’s fantastic world class west coast beach resorts, such as Puerto Vallarta. Flight connections are easy, with multiple flights each day from both Mexico City (Aero Mexico and Mexicana) and Dallas Fort Worth to both Puerto Vallarta and Guadalajara. Round trip bookings within Mexico (or using Dallas Fort Worth) will minimise travel times such as:

Mexico City to Puerto Vallarta	80 minutes
Puerto Vallarta to Guadalajara	45 minutes
Guadalajara to Mexico City	60 minutes

Hotel Accommodation - Further information about Puerto Vallarta, including details of the “Grand Velas Vallarta” hotel, an all inclusive spa resort, will be available shortly at www.internationalegg.com. Restaurant guides and a “What’s On” are available at www.visitpuertovallarta.com

IEC Invited to OIE General Assembly

The IEC's links with the OIE in Paris continue to strengthen. The IEC has been invited to attend the OIE's General Council (World Animal Health Body) meeting for the first time. The meeting will take place in Paris between the 21st and 26th May, and will include key discussions on both animal welfare and avian influenza. The IEC will also find out if it has been successful in its bid to establish a formal "Memorandum of Understanding" with the OIE. Although this has already been agreed in principle by OIE Director General Bernard Vallat, the agreement needs to be ratified by OIE Country Delegates at the General Council meeting.

Additionally, the Chairman of the OIE working group on animal welfare, David Bayvel has requested a meeting with IEC to discuss the OIE's on-going development of international standards for animal welfare. This meeting will take place at the IEC's London office on 31st May, where the IEC will be represented by its Producer Committee Chairman, Andrew Joret and Director General, Julian Madeley.

IEC Support Group 2006 – Now Full

The IEC would like to thank the following companies for their contribution to The "IEC Support Group" in 2006:

Big Dutchman	Ovoprot
Hartmann	Ovotherm
Hendrix Poultry Breeders	Pace Farm
Huhtamaki	Sanovo Engineering
Hy-Line International	Safe Eggs
Kuhl Corporation	Salmet
Omnipac	Telavang Packaging Industries
Ovobel	

New IEC Members

As IEC membership continues to grow, we would like to welcome the following new members:

Katherine Brodhagen	Abbotsford Foods	USA
Vernon Smith	CAT2	USA
Wayne Henderson	Danisco	USA
Gary Visser	Dynamic Fibre Mouldings	South Africa
Luis Enrique Romo	Proteina Animal	Mexico

International News

News from Brussels by Mary Ann Sorensen

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Animal Welfare Action Plan

In early spring the European Commission presented its Action Plan for Animal Welfare for the coming five-year period. The Action Plan gives a clear and comprehensive map of the commission's planned initiatives for the coming years, i.e. legislation in areas where no common European rules exist. At the moment specific rules only exist for calves, pigs and laying hens. A proposal on broiler welfare is currently under discussion.

Shift in Attitudes

The Action Plan for Animal Welfare is a result of the increasing concern from consumers that animal welfare in Europe should be improved. A recent survey in Europe, the *Eurobarometer 2005*¹, shows that consumers are willing to pay for a high level of animal welfare. They also think that their purchases will influence the welfare of farmed animals. Animal welfare often stimulates strong emotions and the survey shows a strong link between a recent visit to a farm and consumers' willingness to pay a higher price for increased animal welfare. It would seem that even retailers and producers recognise animal welfare as a fundamental constituent aspect of product quality and product image.

¹http://www.europa.eu.int/comm/food/animal/welfare/euro_barometer25_en.pdf

Firm Scientific Evidence

The commission has stated that all future legislation will be based on firm scientific evidence and where there is a lack of objective information, new research projects will be given high priority. Also, the commission has promised to take into account the socio-economic impact of any new measures. These promises are welcomed by the farming industry in Europe as new legislation must be sustainable in the long term, economically and otherwise.

Animal Welfare Indicators

In order to assist the development of improved animal welfare production and to facilitate their application at EU level, the commission proposes to introduce standardised animal welfare indicators. Although the commission does not specify exactly what this proposal entails, the idea is an interesting one and might perhaps lead to a more flexible and goal-orientated type of legislation instead of what we see currently, e.g. the measurements in cages for laying hens.

Animal Welfare on a Global Basis

In order to support international initiatives to raise awareness of and create a greater consensus on animal welfare, the commission proposes to work for international minimum standards in animal welfare through the World Organisation for Animal Health (OIE) in Paris. This again is an interesting idea, and an area where the International Egg Commission could have an important role to play in setting the international standards for the egg industry.

The Next Step

The proposal from the EU Commission has been well received in Brussels and in the member states, by producer organisations, consumers, animal welfare organisations and not least politicians. The Action plan will be discussed in the European Parliament later this month and no doubt their written opinion which will be available after the summer break will be a favourable one. By getting involved and being proactive, the farming industry will be able to influence the commission in their further work on animal welfare measures to ensure that any new legislation combines an increased level of animal welfare with consumer demand and at the same time is economically sustainable, within Europe and on an international level.

Food Marketing

Japanese retailing: lessons in competition and innovation

Japan is experiencing a period of dramatic change, as domestic operators overhaul their store networks and foreign players try to find at last a successful formula for the world's second-largest retail market. The country's recent period of economic stagnation, combined with structural weaknesses in the retail sector, has squeezed all retailers. Although the improved economic climate of the last few months, has to some extent eased the pressure on retailing, observers agree that retailers cannot take for granted a return to growth, as the food and general merchandise formats continue to record negative underlying sales.

While Japanese retailers have successfully adapted innovations from western markets, foreign retailers have struggled to develop their own operations in the country. Carrefour notably withdrew in 2005, while Wal-Mart has so far been unable to reverse losses at Seiyu. Foreign players have been frustrated by a combination, such as the popularity of prestige brands or the complexities of the wholesaler system. This situation may change gradually as groups like Wal-Mart and Tesco gain experience through local partners, and the wholesale system is loosened by global sourcing and the growth of private label (which claimed only 4% of grocery sales last year, according to ACNielsen). Tesco has notably opted to develop mini-supermarkets, citing shoppers' tendency to make frequent food purchases.

Source: CIES - The Food Business Forum

Better signs for French retailers

Two of France's leading retailers, Carrefour and Casino, each reported improved domestic growth for the first quarter. Carrefour said that sales in France increased 5%, contributing to a 6% rise in group sales. The domestic growth was driven by stronger same-store sales for the group's hypermarkets and supermarkets (+2.7% and +3.2% respectively). Casino, meanwhile, posted a 3% rise in French sales, helped by an improved 0.8% rise in same-store sales for its hypermarkets. Like Carrefour, Casino pointed to the impact of price cuts involving both national brands and private label.

Source: CIES - The Food Business Forum

Tesco impresses again at home and abroad

Leading UK food retailer Tesco has announced impressive full-year results. The company's pre-tax profit rose 17% to 2.2 billion pounds (US\$4.0 billion) on group net sales of 38.3 billion pounds (US\$70.4 billion, +13%). On the sales side, UK growth was 11%, supported by 13% growth in non-food, while international sales were up 23%. On the key measure of like-for-like UK sales, Tesco reported 4.9% growth in the fourth quarter, excluding petrol, compared to 5.7% for the Christmas period. In the UK, Tesco is targeting 130 new Express convenience stores this year, while abroad it is preparing to launch its first US stores in 2007.

Source: CIES - The Food Business Forum

Burger King considering a Russia franchise

The world's second-largest fast-food company, Burger King, is set to enter the Russian market. The Miami-based giant, which has more than 11,100 restaurants worldwide, is negotiating with several Russian companies that are interested in opening Burger King eateries here. Coffee-shop chain Shokoladnitsa is the top contender for purchasing a master franchise, which would allow it to open Burger King restaurants in Russia.

Source: Meeting Place

Woolworths remains solid in Australia

Woolworths in Australia recorded a 23% jump in third-quarter sales to A\$9.7 billion (US\$7.5 billion) for its third quarter to April 2, supported by its acquisition last year of pub operator Taverner and part of food retailer Foodland. The group said that its supermarkets were performing well, helped by the success of its three-tier private label strategy. However, chief executive Roger Corbett again cautioned that higher fuel prices could dampen discretionary spending by consumers.

Source: CIES - The Food Business Forum

M&S confirms upturn in UK

In the UK, Marks & Spencer reported like-for-like growth of 6.8% for the quarter to April 1, more than twice as much as market forecasts. Like Sainsbury, Marks & Spencer has been pursuing a recovery plan after finding itself squeezed in the middle market. Broadly, the variety store retailer has reinforced its quality positioning in food, including through convenience outlets, while cutting prices and redesigning clothing collections on the non-food side. The simultaneous recovery of Marks & Spencer and Sainsbury, together with an array of initiatives from an under-pressure Asda, promises to intensify competition in UK retailing this year. Separately, Marks & Spencer said that it would step up its expansion in Ireland by opening 25 stores over the next three years. The company is aiming to raise its share of the country's grocery market to 10%.

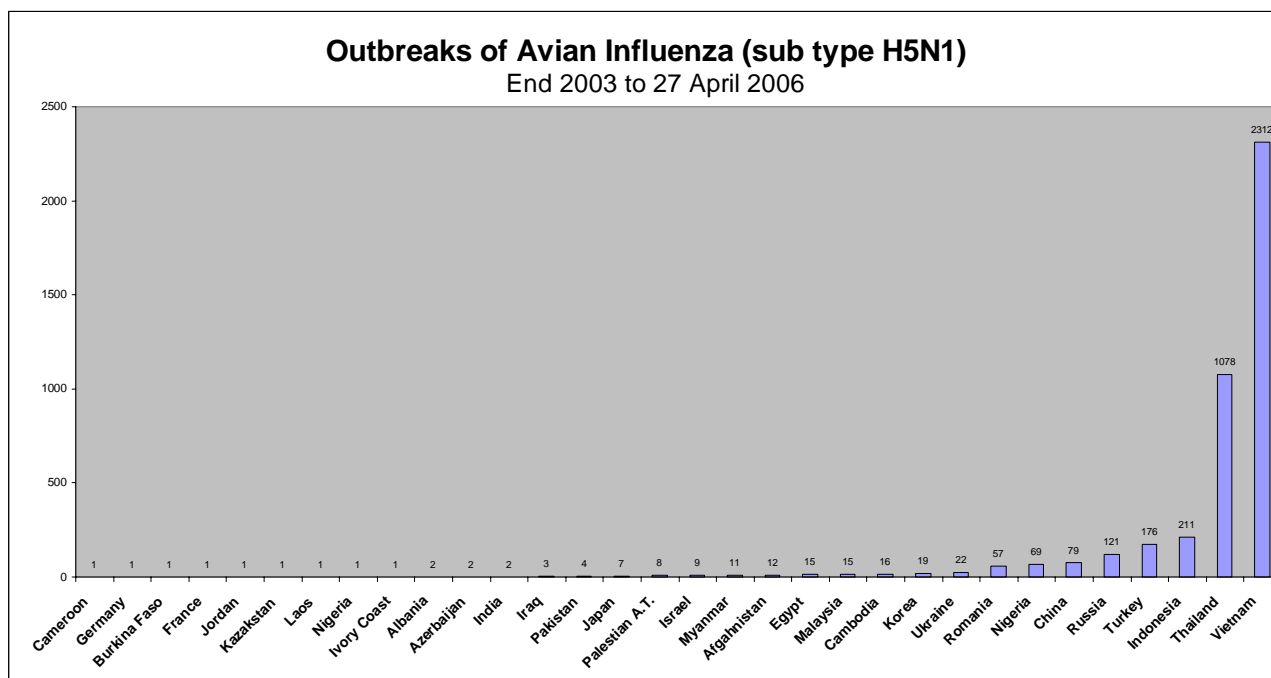
Source: CIES - The Food Business Forum

Meal assembly centres take off in North America

So-called meal assembly centres are spreading across North America as a solution for households who want to have sit-down meals but lack time and cooking skills. The basic concept is that customers come to the centre and assemble pre-prepared ingredients into a series of dishes that they then take home and freeze before heating when required. Typically, customers spend a couple of hours putting together a week's or more supply of dinners at a cost of around US\$3 per serving. According to the New York Times, there are now almost 700 meal assembly centres in the US. The largest chains are Super Suppers and Dream Dinners, which have well over 100 franchise outlets each.

Source: CIES - The Food Business Forum

AI Situation



Source: OIE

Thailand to host bird flu meeting

Thailand will host a regional meeting on May 8 to discuss ways to combat the spread of the deadly H5N1 virus, using the five-country ACMECS organization as a platform to promote a broader Southeast Asian bird flu policy. ACMECS, the Ayeyawady-Chao Phraya-Mekong Economic Cooperation Strategy, was launched in 2003 by Prime Minister Thaksin Shinawatra to promote economic development among Thailand, Myanmar, Laos, Vietnam and Cambodia.

Source: www.manager.co.th

Pakistan confirms second outbreak of H5N1

Officials in Pakistan have confirmed the second outbreak of deadly H5N1 bird flu strain at a poultry farm near the capital Islamabad. "During the on-going surveillance for Avian Influenza, a suspect outbreak was reported at a small poultry farm in Sihala, some 25 kilometres from Islamabad on April 14," Livestock and Animal Husbandry Commissioner Dr. Muhammad Afzal said.

Source: english.eastday.com

H5N1 in four provinces in Afghanistan

The Food and Agriculture Organization of the United Nations (FAO) Representation in Afghanistan received the results of tests on 103 samples that were sent to the OIE/FAO reference laboratory in Padova, Italy, on 6 April 2006, to determine the N subtype. According to the results, H5N1 Highly Pathogenic Avian Influenza (HPAI) cases have been definitely confirmed in four provinces: Kabul, Logar, Nangarhar and Kapisa.

Source: www.reliefweb.int

Myanmar says bird flu is under control

Bird flu in Myanmar has been brought under control, and restrictions will be lifted in two affected regions by the end of the April, a livestock official said just days after the U.N. said the situation in this impoverished nation was more serious than originally thought. Several areas have been free from infection for one or two weeks, said Dr. Than Tun, director of the Livestock Breeding and Veterinary Department.

Source: www.washingtonpost.com

Africa

Ivory Coast reports first cases of H5N1

Ivory Coast has reported its first cases of H5N1 bird flu, in both domestic poultry and in wild birds, the World Organization for Animal Health said. The Paris-based agency said Ivory Coast informed it April 25. The bird flu cases were reported in the commercial capital, Abidjan, in backyard free-range chickens, ducks and a sparrow hawk, according to a statement from the agency, known by the initials OIE. The Ivory Coast becomes the sixth African nation to report cases of H5N1 virus, after Nigeria, Burkina Faso, Cameroon, Egypt and Niger, said OIE spokeswoman Maria Zampaglione.

Source: www.irishexaminer.com

WHO - Egypt needs to raise awareness on bird flu

Egypt needs to raise public awareness of how to avoid bird flu, which the government says has killed one person and infected four others this month, a World Health Organization (WHO) official. There was no sign of human-to-human transmission in Egypt, said Hassan al-Bushra, WHO regional adviser for communicable diseases surveillance. "You need to do more health education. Most of the cases are backyard farms and people who are not really abiding by the instructions of the Health Ministry," Bushra said.

Source: www.dailystar.com.lb

Oceania

The Omelette King to visit NZ

Those of you who have raced against time to prepare food for starving children will appreciate the skills of Howard Helmer. Known as the Omelette King, Howard can cook 427 omelettes in 30 minutes and carries the honour of being the world's fastest omelette maker with two *Guinness Book* records. Howard is sure to be a media favourite as he wows New Zealanders with his innovative cooking skills and impressive resume, which includes appearances on *Oprah*, *Good Morning America*, *Live with Regis and Kathy Lee*, *CBS This Morning* and as a frequent guest on *Cooking Live* on the TV Food Network. Eggs Inc. is eagerly awaiting his arrival in late May and has a comprehensive media schedule planned to capitalise on his week in New Zealand.

Source: Egg 'Em On



IEC Support Group

The IEC would like to thank the following for their support:



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The IEC Support Group provides a unique opportunity to promote your company through IEC publications, the IEC website and through our annual conferences.

If you are interested in joining the IEC Support Group, please contact
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