

Media Release

July 09, 2008

NOVO FOODS SAYS NATIONAL FREE RANGE EGG BODY A CRACKING IDEA

Novo Foods Pty Ltd today welcomed the call for a national body to develop and maintain standards for the free-range egg industry.

Zelko Lendich, Director of Novo Foods Pty Ltd, said our group of companies has been leading the charge for a recognisable standard to be added to free-range egg cartons to ensure consumers are getting the highest standard product.

“We are certainly supportive of a third party to come in and develop quality control standards that can be as recognisable and credible as something such as the Heart Foundation’s ‘tick’, which is found on all our eggs,” Lendich said.

Novo Foods Pty Ltd also supports suggestions made by the Australian Egg Corporation to label eggs with a ‘laid on’ date in addition to the ‘use by’ date to enable consumers to more accurately gauge the freshness of the eggs on the supermarket shelf.

“That is certainly where the industry is heading and we welcome that, but it needs to be a move the industry makes as a whole,” said Lendich.

“We also support a shorter shelf life for retail eggs,” he added.

Lendich refuted claims by a recent Choice survey, which trialed a small sample of nationally-sold free-range eggs purchased from supermarket chains.

He said the research was based on eggs kept in an ambient temperature and was not a true reflection of the quality of free-range eggs on sale.

The Haugh scale does not take into account the length of time eggs had been kept on a shelf by retailers, or the condition in which they are kept.

“Our eggs are delivered to retailers fresh from farms in refrigerated trucks.

“Freshness is our utmost concern. Our eggs are refrigerated from the moment they are collected from our hens and remain in cold storage until they are unloaded at the retailers’ delivery docks,” Lendich said.

“We recommend to our customers they refrigerate their eggs as soon as possible after purchase to maintain freshness and quality,” he added.

-Ends-

For more information about Novo Foods, contact communications director

Melissa Hadley on 0421 025 047 or melissa@propellerpr.com.au