



Monday, 4th March 2019

PRICE INCREASE

Due to the ongoing increases in cost of raw materials, especially grains and pulses, we wish to advise we will be increasing our prices by 15 (fifteen) cents per dozen to all customers taking effect from Monday 1st of April 2019. This increase is in line with industry forecasts of current and future grain prices, our largest cost. We continue to support Tasmanian farmers by purchasing local grains, legumes, canola meal and oil and limestone. This decision is to ensure the sustainability of our business and we make it after much consideration. This is the first substantial price increase across the business in five years.

This past year Pure Foods Eggs celebrated a proud heritage of 30 years in business since amalgamation in 1988 of Tasmania's two largest producers. Throughout this time we have been committed to the Tasmanian community, establishing one of the most vertically integrated primary production companies in Tasmania. Our proud achievements include milling feed at our Carrick Feed Mill to strict quality assurance; feeding our hens a vegetarian diet; washing, grading and packing our products at Kings Meadows, Launceston; and controlling the distribution of our products through our fleet of vehicles and Tasmanian drivers.

Pure Foods Eggs are dedicated to expand in-market support to grow your business and will continue to invest in its portfolio of leading brands, including Valley Brook, The Good Egg, Aberfeldy and Tassie Own, while supporting our community initiatives. These include Aberfeldy PINK, donating 20 cents per pack sold to the McGrath Foundation supporting Rural Breast Care nurses in Tasmania, and the Devil APPEAL, donating 20 cents per pack sold to the Save The Tasmanian Devil Appeal Program supporting ongoing research and development of this program. This is in addition to our product support for Tasmanian RSL dawn services; Second Bite assisting those in food crisis; and Special Olympics Tasmania.

To assist you with the calculations, this increase of 15 (fifteen) cents per dozen equates to the following regardless of retail or foodservice pack sizes

- 10 dozen = \$1.50 increase per carton of 120 eggs
- 12 dozen = \$1.80 increase per carton of 144 eggs
- 15 dozen = \$2.25 increase per carton of 180 eggs

Any questions please don't hesitate to call.

Yours sincerely,

Laura Manion
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Pure Foods Eggs

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