

# Survey shows overwhelming public trust and confidence in Australian egg industry



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- 70% of Australians agree or strongly agree that the egg industry is listening to community and responding through action
- Close to 70% of Australians believe that egg farming has a lower environmental impact than other industries
- 87% rely on eggs as an important staple food
- 78% believe that egg farming is a good use of land

A newly released 2023 Sustainability Framework Community Survey commissioned by Australian Eggs has revealed an overwhelmingly positive community sentiment towards the Australian egg industry, with 85% of Australians expressing support for the industry. The survey, conducted by Voconiq, was designed to understand community perspectives and expectations, shedding light on the public's evolving attitudes toward the sector's sustainability, animal welfare, and food security measures.

The survey's findings highlight the enduring role the egg industry holds in the lives of Australians, showcasing a consistent trust in the industry's ability to produce safe, high-quality products.

"Community confidence in the egg industry has remained steadfastly high, reflecting an optimistic outlook for our sector's future," remarked Rowan McMonnies, Managing Director at Australian Eggs.

Australian Eggs, with a history of incorporating independent social research to gauge industry standing within the community, has been actively assessing and adjusting its strategies based on the feedback received from these surveys, ensuring alignment with community values and expectations. The outcomes from this year's survey will act as a crucial guidepost for refining and implementing future sustainability and community engagement initiatives.

Dr. Kieren Moffat, CEO of Voconiq, emphasised the increased global concern about sustainability.

"Our research program has long been intertwined with the United Nations Sustainability Development Goals, and in a global context that is becoming increasingly concerned about sustainability, we are dedicated to spotlighting these connections in the context of egg production," said Dr Moffat.

Australian Eggs has engaged Voconiq, a renowned independent social science research company stemming from Australia's national science agency, CSIRO, to conduct the research for six consecutive years. The survey covered various domains, including biosecurity, traceability, and environmental impacts, offering a multifaceted view of community attitudes and priorities relating to the egg industry.

McMonnies felt reassured over the unveiling of the 2023 survey results and congratulates egg farmers across the country for their dedication and constant improvement.

"This exhaustive survey symbolises the industry's dedication to sustainability and community engagement and will be pivotal in informing our forward strategies to ensure resonance with stakeholders' values and expectations," he said.

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The comprehensive report, available for download here: [Sustainability Framework Community Survey Report](#). The report showcases the results of the in-depth survey aimed at understanding the perspectives and expectations of stakeholders and community members.

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### **About the Research**

Australian Eggs consistently conducts and commissions independent research for the Australian Egg Industry Sustainability Framework through Voconiq. This endeavour aims to attain an in-depth understanding of community values, attitudes, and perspectives on the egg industry and employs this research to guide decision-making processes on research, development programs, and investments.