

# Australian egg industry sustainability framework

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Community research report  
2024







## Citation

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## VOCONIQ, Our Story

Voconiq is an Australian data science company built on a platform of research developed by Australia's national science agency, CSIRO. The Voconiq founding team spent 11 years in CSIRO building this science platform, engaging over 70,000 community members in 14 countries to understand what leads to deeper trust between industries, companies and governments, and the communities they work alongside. Founded in 2019, Voconiq was created as a vehicle for delivering this science as a service globally. Voconiq is the home of Engagement Science and we are passionate about giving voice to communities large and local about the issues that matter to them and helping those that work alongside them to listen to community voices effectively.

To learn more, go to [www.voconiq.com](http://www.voconiq.com)



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# Introduction

The Australian Egg Industry Sustainability Framework Community Research Report 2024 marks the seventh consecutive year of comprehensive national community sentiment research conducted by the Voconiq team. This report continues to build upon a robust dataset, providing critical insights into community attitudes towards the Australian egg industry. In 2024, the industry navigates a complex landscape characterised by economic pressures, evolving consumer expectations, and heightened scrutiny of environmental practices.

The Australian egg industry remains a vital component of the national diet, with Australians consuming an average of 263 eggs per year. This consistent presence underscores the industry's importance and the need to align its operations with community expectations. Australian Eggs, a member-owned non-profit organisation, continues to support the industry through dedicated marketing, research and development initiatives. Over the past seven years, Australian Eggs has engaged in rigorous third-party social research to transparently gauge and publish community attitudes towards the industry.

This year's report highlights key findings from the 2024 community survey and offers comparative insights across the previous years of research. Notably, the survey period coincided with significant media coverage of avian influenza, adding a unique dimension to the data collection and analysis process. This report examines whether the outbreak influenced community perceptions and explores the broader implications for the industry's social licence to operate.

As we delve into the detailed analysis, we explore the critical drivers of trust and acceptance within the community, including environmental responsibility, industry responsiveness, and the successful integration of new technologies. The findings will inform the egg industry's strategic priorities and engagement practices, ensuring that it continues to meet and exceed community expectations in an ever-changing landscape.





# Who completed the national survey?

**5,167**

Total participant 2024

Representative sample: 4,992  
Open call sample: 175

**48,995**

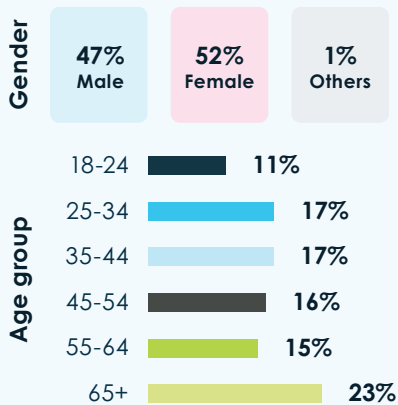
Total participant overall

Representative of the Australian population: 35,493  
Open call sample combined: 13,462

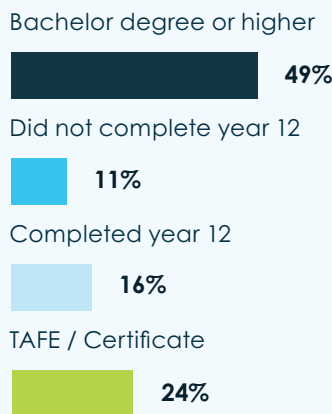


## Demographic - Panel

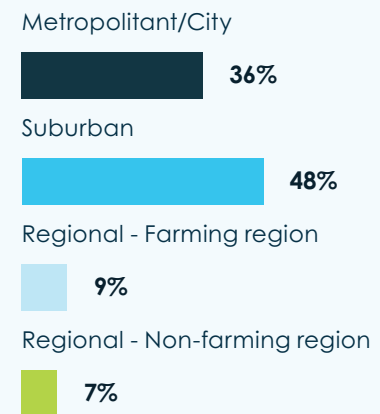
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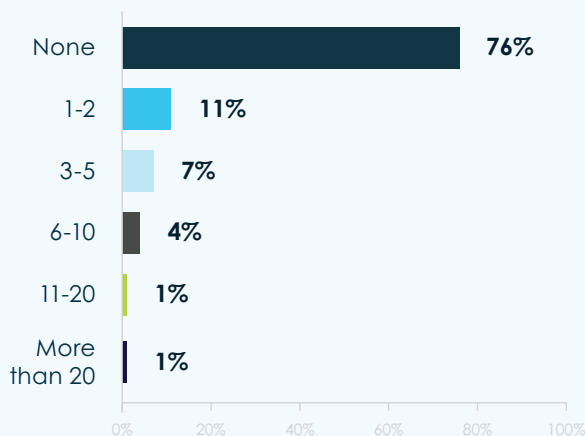
### Education



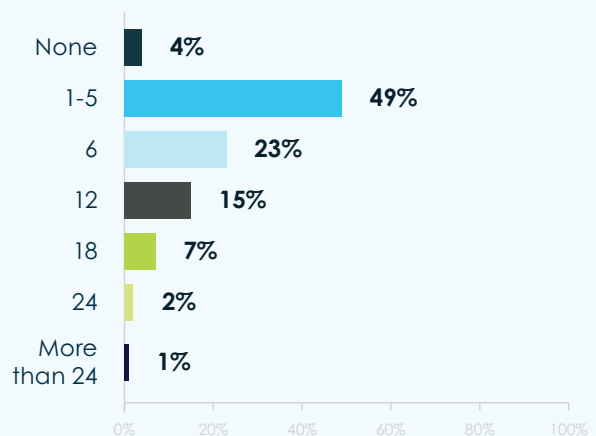
### Region type



### How many people do you know personally who work in Australian egg industry?



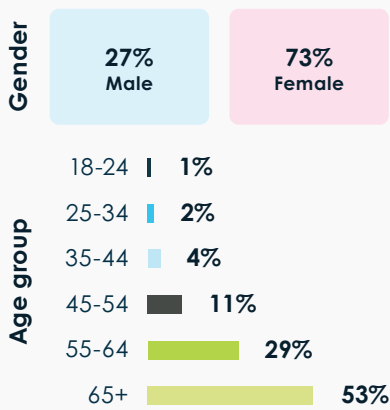
### Number of eggs eaten per week



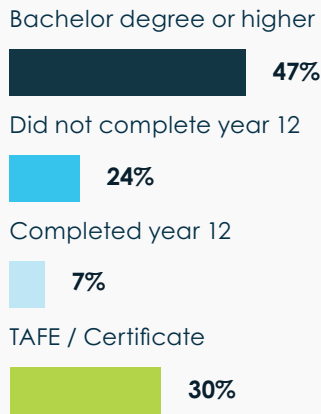


## Demographic - Public

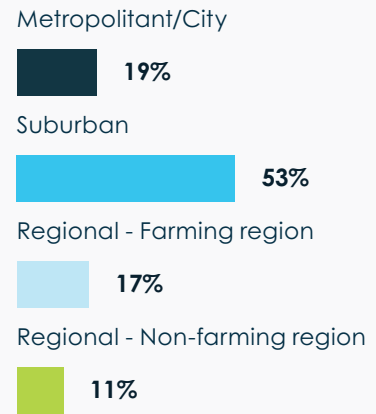
### Gender and Age



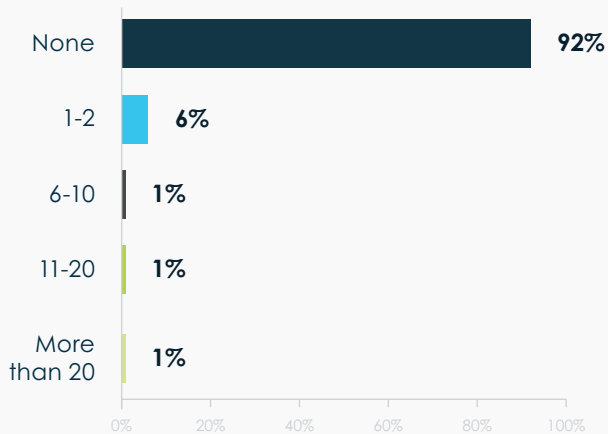
### Education



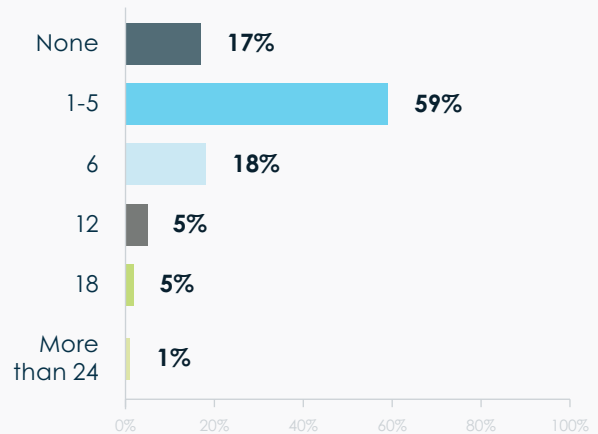
### Region type



### How many people do you know personally who work in Australian egg industry?



### Number of eggs eaten per week





# The research process

The 2024 survey marked the seventh year of national community sentiment research conducted by the Voconiq team. The research aimed to establish a comprehensive understanding of community attitudes towards the Australian egg industry, track and compare key measures over time, and explore emerging issues such as the effects of domestic inflation. The process was as follows

## Survey instrument

- Background knowledge of and information sources about the egg industry
- Animal welfare
- Environmental impact
- Economic viability
- Governance and regulation
- Trust and acceptance of the egg industry in Australia
- Participant demographic characteristics

Before starting the survey, all participants were provided with detailed information about the study. This included the research aims, funding sources, and how their data would be used. Participants needed to indicate their understanding and consent to participate. The following industry definition was also included, consistent with previous iterations of the research:

The Australian egg industry includes egg farming businesses that keep laying hens to produce eggs for consumption by the Australian community. The industry includes very large egg farming businesses that have a large flock of hens across a number of farms, medium and small egg farming businesses. Large and medium egg farming businesses generally have more than one egg production system (cage, barn, free range) and small egg farmers generally have one egg production system. Eggs and egg products (liquid egg) are sold to major retailers (supermarkets), other retailers, farmers markets, food service companies (cafes, restaurants), hospitality (hotels) institutions (aged care facilities) and food manufacturers (bakeries).





## Sampling method

In 2024, as with previous years, two samples were collected using the same online survey instrument. The survey data was collected between May 1 and May 31, 2024.

### Nationally representative sample

- This sample was representative by gender and age according to the Australian Bureau of Statistics (ABS) data<sup>1</sup>.
- 6,274 surveys were completed, with 5,167 retained for analysis after data cleaning.
- Participants were recruited through a research panel provider and received a small payment for their time.
- Participants were unaware of the survey topic upon agreeing to participate.

### Open public sample

- An additional sample of 207 responses was collected via a web link published by Voconiq and Australian Eggs (175 retained after data cleaning).
- This approach ensured the openness and transparency of the research process, allowing any interested Australian to participate and share their views.
- The open sample generally reflected greater interest and concern about the egg industry's operations, sustainability, and welfare.

### Data cleaning and analysis

The data underwent a rigorous cleaning<sup>2</sup> process to ensure the quality and reliability of the results. Surveys were excluded from the analysis for reasons such as missing data, brief completion times, or responses indicating carelessness or suspicious consistency (e.g., answering '1' to all questions).

The survey's findings were compared across seven years to paint a detailed picture of the relationship between the Australian community and the egg industry. Trust emerged as a key measure of community acceptance, with significant growth observed from the baseline survey in 2018.

Path modelling was used to explore the factors driving trust and acceptance of the Australian egg industry. In 2024, industry responsiveness re-emerged as the strongest driver of trust, with successful technology use also identified as a new driver.

### Reporting

The report summarises the key findings from both the nationally representative sample and the open public sample. It is available on both the Australian Eggs and Voconiq project web pages, ensuring accessibility to all interested parties.

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<sup>1</sup><https://www.abs.gov.au/statistics/people/population/national-state-and-territory-population/latest-release>

<sup>2</sup>'Data cleaning' is conducted in order to ensure the quality of data included in analyses is high. This involves screening and potential removal of surveys where, for example, participants answered the survey very quickly (i.e. less than 5 minutes), in ways that indicate lack of attention to the content of questions, and extreme or consistent responding on survey questions (i.e. answering '1' to all questions). For more detail on what this involves, see Meade AW and Bartholomew C. (2012) Identifying careless responses in survey design. *Psychological Methods*, 17(3), 437-455. DOI: 10.1037/a0028085.

# Key findings 2018-2024

Through this research over the last seven years, we have been able to paint a detailed picture of the relationship between the Australian community and the country's egg industry. While there has been changes in the relationship over time, the community consistently recognises the important role that the egg industry plays in Australia, and sentiment towards the industry remains positive.

A core focus of this program of research is understanding and measuring the role of trust in the relationship between the community and the egg industry. Consistent with the last seven years, trust has been found to be a key influence on community acceptance of the egg industry. Trust provides a vehicle through which community experiences and expectations of the industry are translated into a stronger social licence to operate.

Trust is measured using four different questions on a scale from 1 (not at all) to 5 (extremely). Trust has grown significantly from the baseline survey in 2018 to now, experiencing the highest increase across all measures this year (Figure 1). The 2021 trust figures are likely inflated by community responses to the COVID-19 pandemic, a pattern in trust data observed across many rural and other industries at that time. The longitudinal pattern in this trust data reflects substantive improvements in the relationship with the Australian community driven by Australian Eggs and the egg industry more broadly through alignment of its sustainability agenda more closely with community expectations in the early years of this research program.

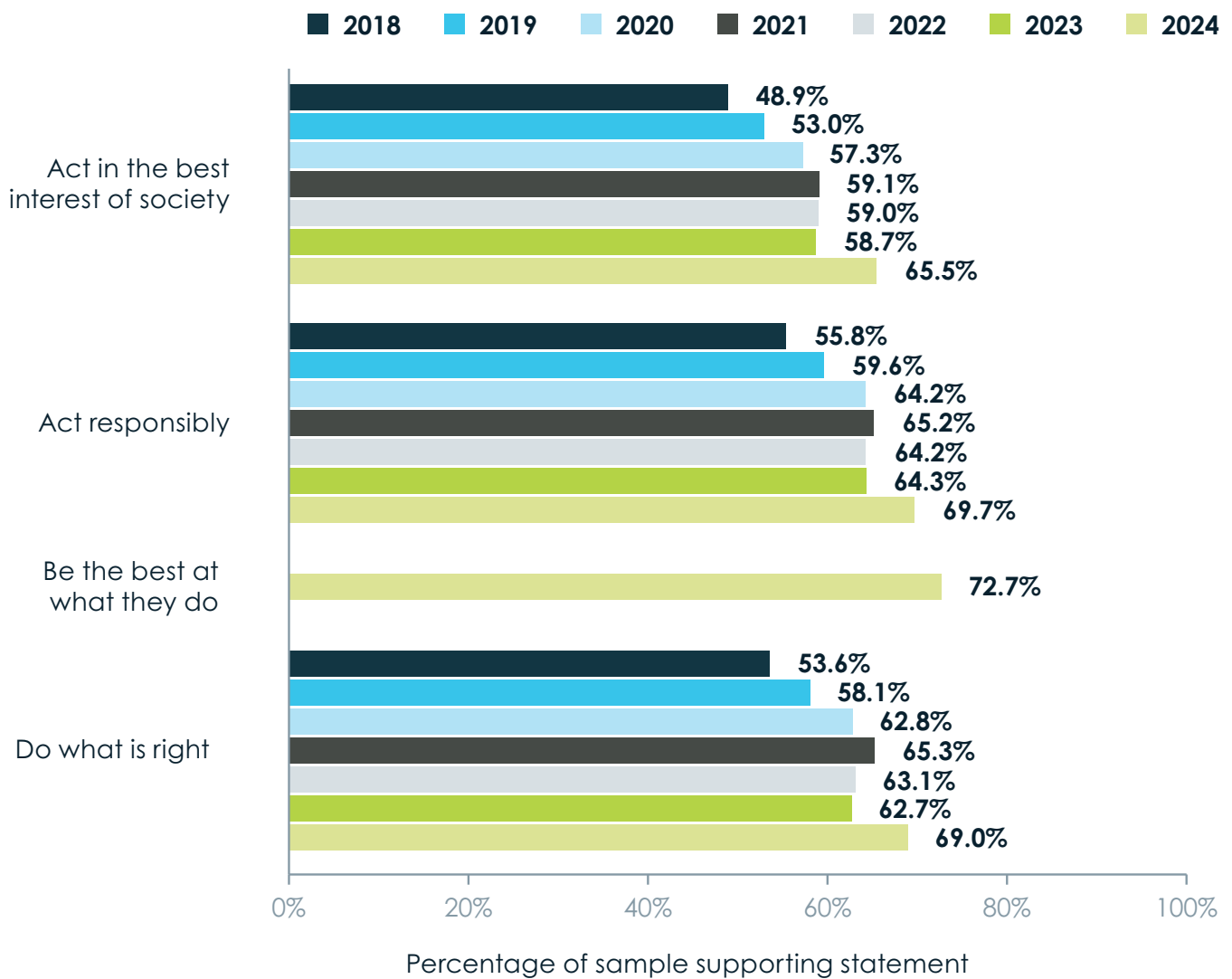


Figure 1: Percentage of agreement with individual trust items, 2018-2024.



Patterns of community acceptance and approval are expected to mirror community trust ratings, in line with the path modelling method used in this research. In Figure 2 below, we can see this has been the case; acceptance of the egg industry has remained stable since 2022, with approval increasing steadily. In 2024, more than two-thirds of the Australian community indicated “very much” or “extremely” acceptance of the egg industry, a proxy measure for the industry’s social licence to operate.

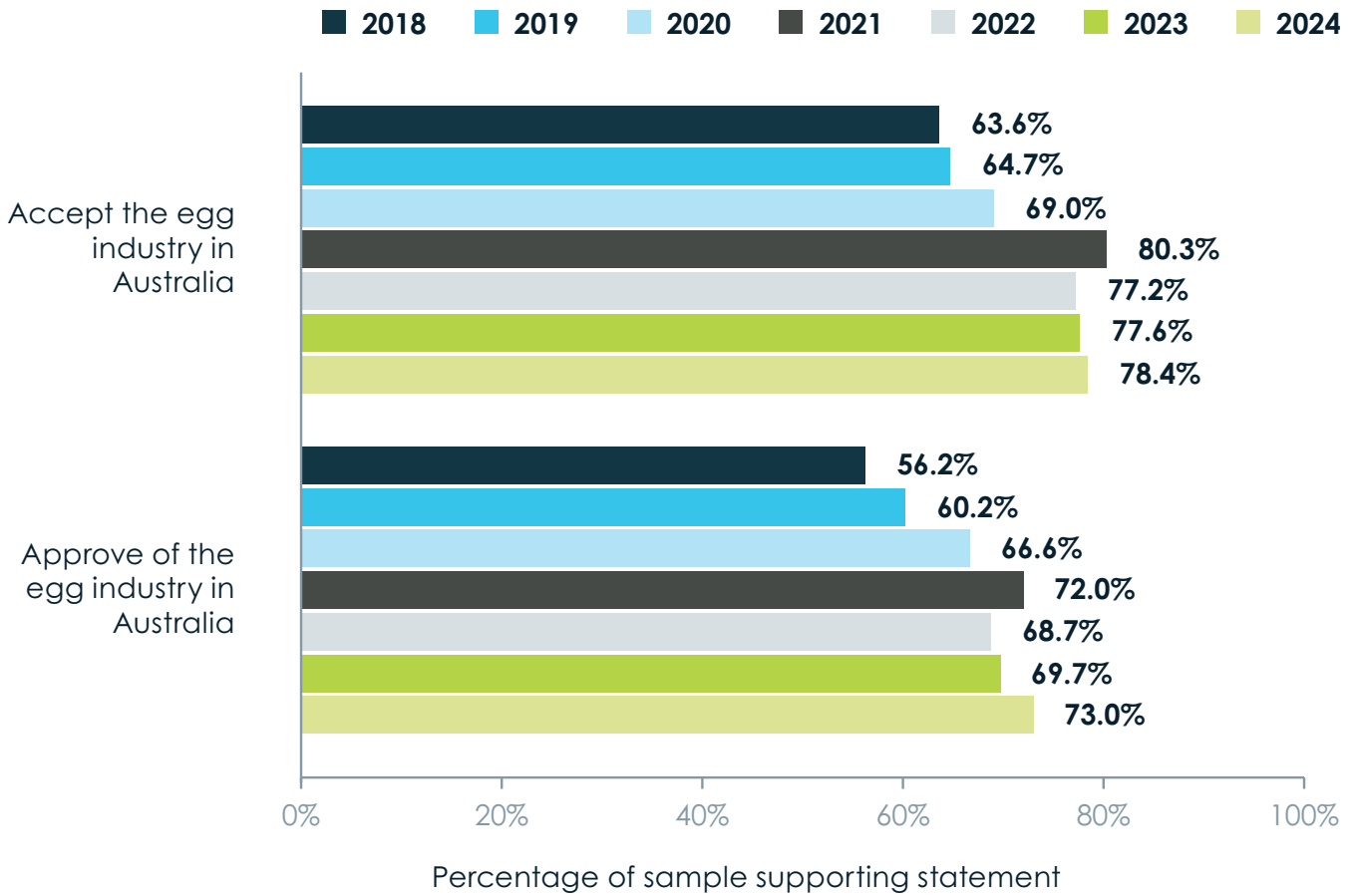


Figure 2: Percentage of agreement with acceptance of the egg industry items, 2018-2024.

As with previous years, once again in 2024 the issues that factor into community trust and acceptance of the egg industry is explored through path modelling. The model developed is a tool that may be used by Australian Eggs to help prioritise areas for action that are most important to their relationship with the Australian community. Some new factors have emerged in this year's path model (Figure) with the re-emergence of industry responsiveness as the strongest driver of trust, and successful technology use being a new driver in 2024.

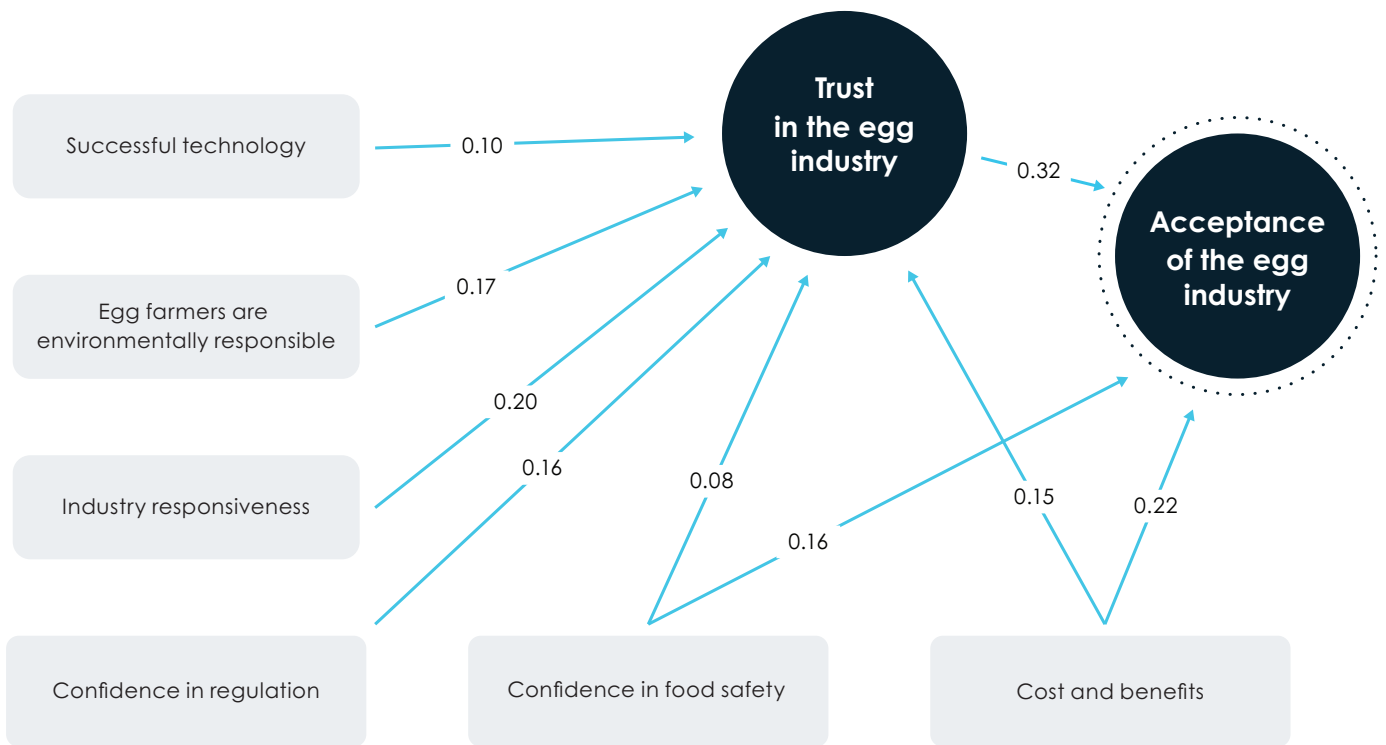


Figure 3: 2024 egg industry path model.

## How to read this path model

A path model shows how all included variables (i.e., collections of survey questions that measure the same or similar topics) relate to each other. In this path model we are exploring what leads to trust and acceptance of the Australian egg industry, shown by the blue arrows. The numbers represent the strength of the relationship between two variables, relative to all other relationships in the model. For example, industry responsiveness is a stronger driver of trust than confidence in food safety.



## Industry responsiveness

Industry responsiveness is the strongest driver of trust this year. Like other agriculture and resource-based industries across Australia, responsiveness is consistently a key factor in the relationship between communities and industries. Community sentiment continues to grow regarding the egg industry's capability and intent to hear, respond to and act on community concerns.

Responsiveness ratings remain positive, strong and stable (Figure 4). In 2024, when asked if the Australian egg industry is prepared to change its practices in response to community concerns, 74.6% of Australians agreed or strongly agreed, representing a 13.2% increase from 2018's baseline survey and a positive community response to the strategic work done by the Australian egg industry. We see a similar increase to the statement "the Australian egg industry listens to and respects community opinions" from the baseline survey of 14.3%.

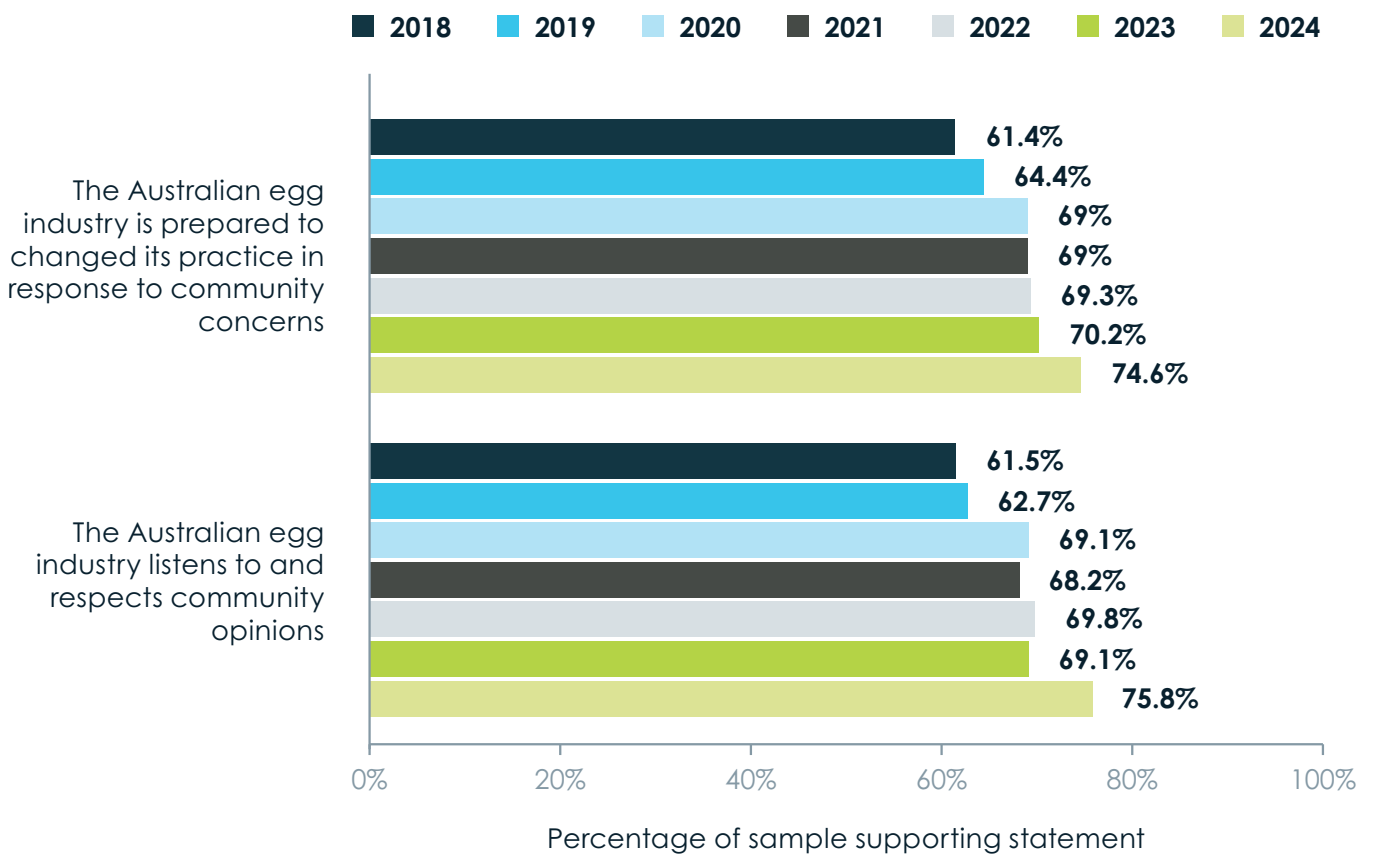


Figure 4: Percentage of agreement with responsiveness of the egg industry, 2018-2024.

## Environmental responsibility

Over the last two years, environmental responsibility has emerged as a relatively strong driver of trust, being the strongest driver overall last year in 2023. However, environmental responsibility is the second strongest driver of trust this year behind industry responsiveness. The community’s sentiment towards the performance of egg industry participants in managing their environmental impacts has improved overall, with a focus on the future of farming practices, and how different production systems impact the environment in terms of water, waste and carbon.

Community responses to individual environmental questions have varied over time (Figure 5). Across all seven years of the program, the community’s perception that the egg industry requires a lot of electricity to maintain hen house climate has remained stable. For the community, agreement that the carbon footprint of free-range farms is higher compared to cage and barn farms has increased significantly since 2023, exceeding all other years of research.

When asked if egg farming has a lower impact on the environment than other industries, responses have fluctuated over time; 74.4% of Australians agreed to the statement this year, compared to 69.4% in 2023 and 72% in 2022 (Figure 5). More Australians agreed or strongly agreed that egg farming is a good use of land this year (82%) compared to last year (78.3%; Figure 4).

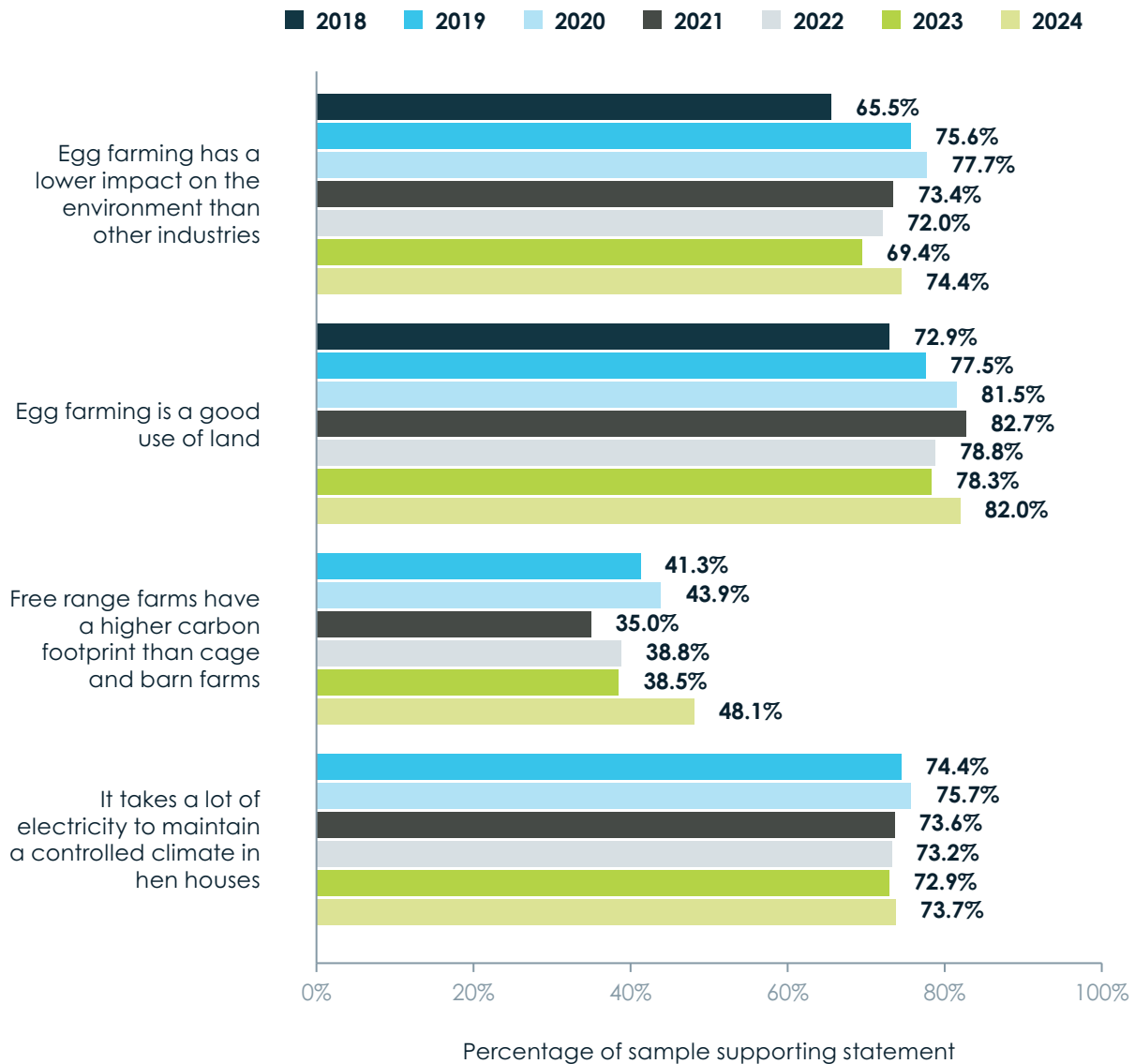


Figure 5: Percentage of agreement with environmental performance measures, 2018-2024.



When we break down 'environmental responsibility' as a driver of trust, its factors speak to the community's desire for sustainability and recognising industry change over time. 73.2% Australians agreed or strongly that they see eggs as a more sustainable choice now than in the past, representing a 5.1% increase over last year (Figure 7). When asked if they feel that eggs are sustainable compared to other food items, 82.8% of Australians agreed or strongly agreed, up 2.1% from 2023 (Figure 6).

The egg industry is responding positively to the community's desire for sustainability through inroads in technological innovation and ownership of environmental accountability. 76.9% of Australians agreed or strongly agreed that the industry is innovative in its approach to egg farming (Figure 6). When asked if the Australian egg industry invests appropriately in sustainable production technologies, 73% of the community agreed or strongly agreed, more than all past responses since measurement of this question began in 2022 (Figure 6).

This reflects confidence in industry change, with 4.8% more Australians this year who agreed or strongly agreed that they are more confident in the food safety of eggs (75.9% agreement) and 80.6% who agreed or strongly agreed that they feel like the industry has higher standards of hen welfare than it used to (Figure 7). Growth in these questions over time demonstrates that the community is reacting favourably to industry action in this space.

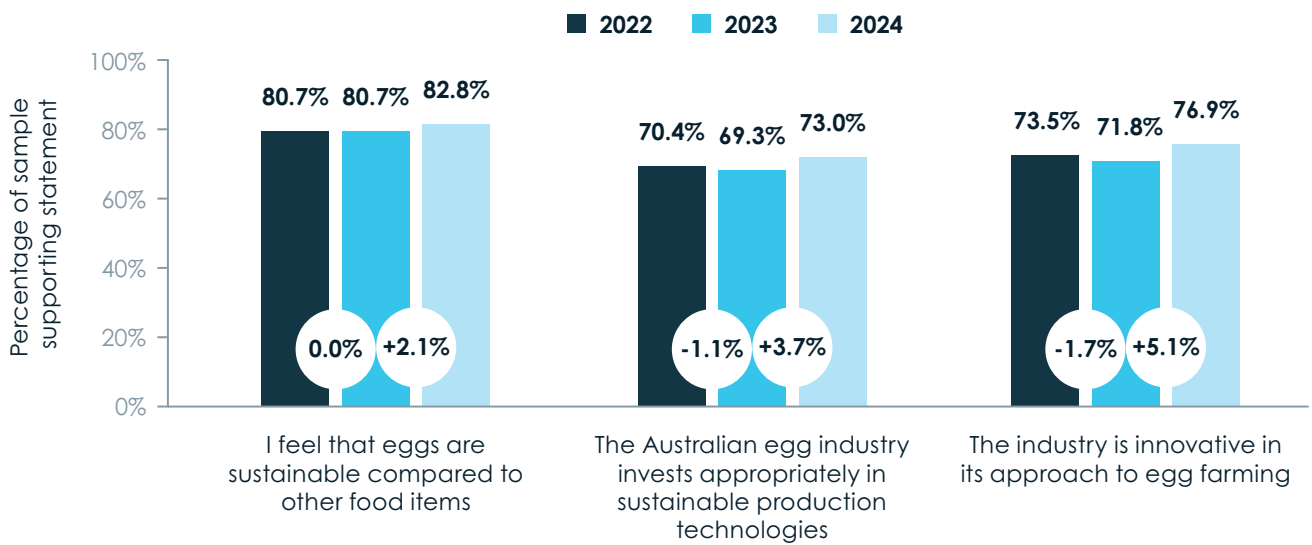


Figure 6: Percentage of agreement with sustainability measures, 2022-2024.

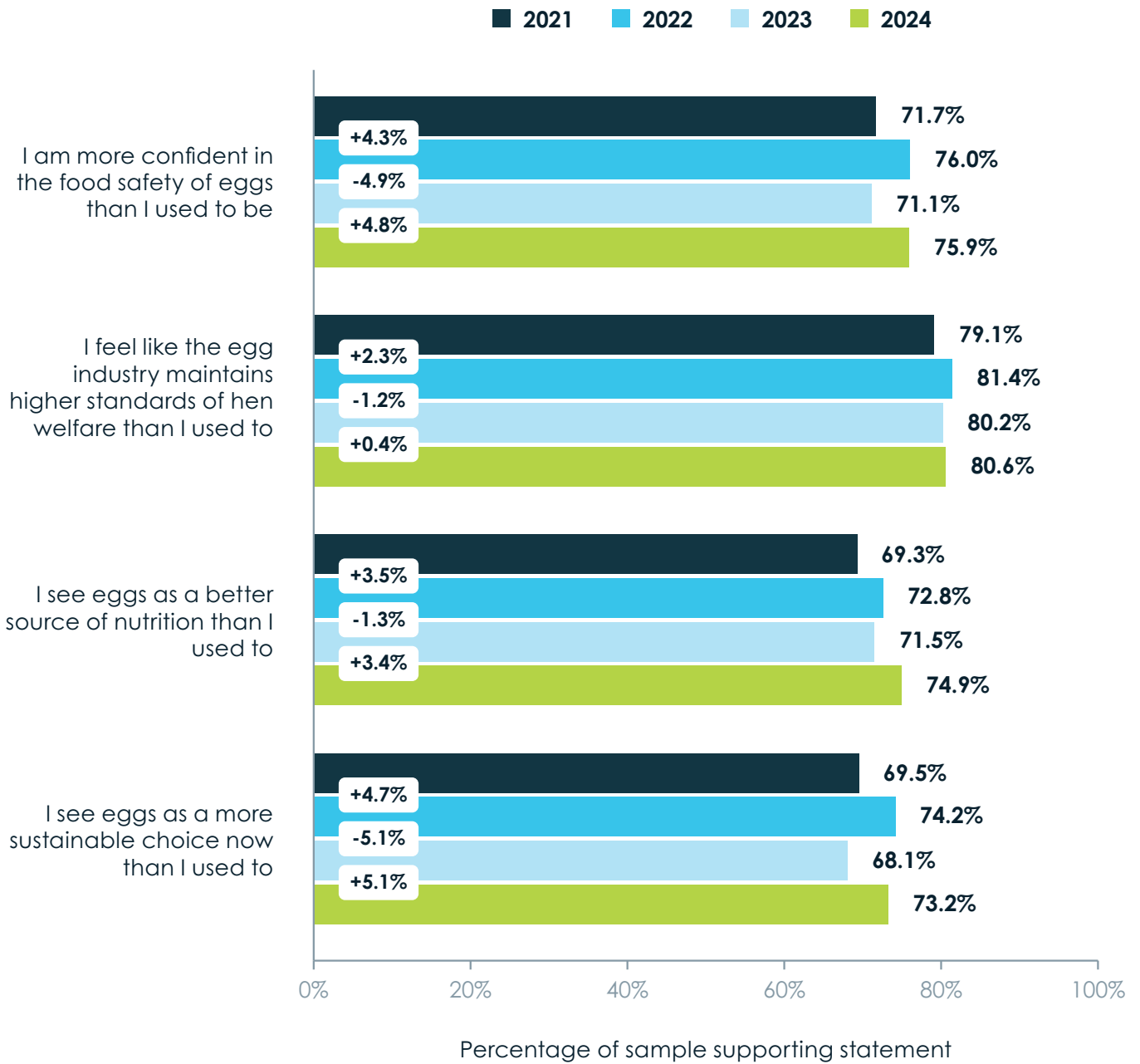


Figure 7: Percentage of agreement with industry change measures, 2021-2024.



## Successful technology

The successful use of technology by the egg industry has emerged as a new driver of community trust in 2024. Questions about the use of technology have been included in the survey instrument since 2021, and have remained relatively stable over that time, but are increasing in their importance to the community.

A new measure introduced this year was “the use of new technology creates better career paths for workers in the egg industry” to which 73.6% Australians agreed or strongly agreed (Figure 8). Public perception on technology has been relatively stable since measurement began in 2021, but this new measure reflects a growing importance of the role technology plays in the Australian egg industry. 78.7% of Australians agreed or strongly agreed that egg farmers have successfully used need technologies to improve the way they operate, with similar levels of agreement that new technology influences the industry's ability to be more sustainable (78.1%; Figure 8). When asked if technology has improved the welfare and environmental outcomes of egg farms, 78.0% of Australians agreed or strongly agreed.

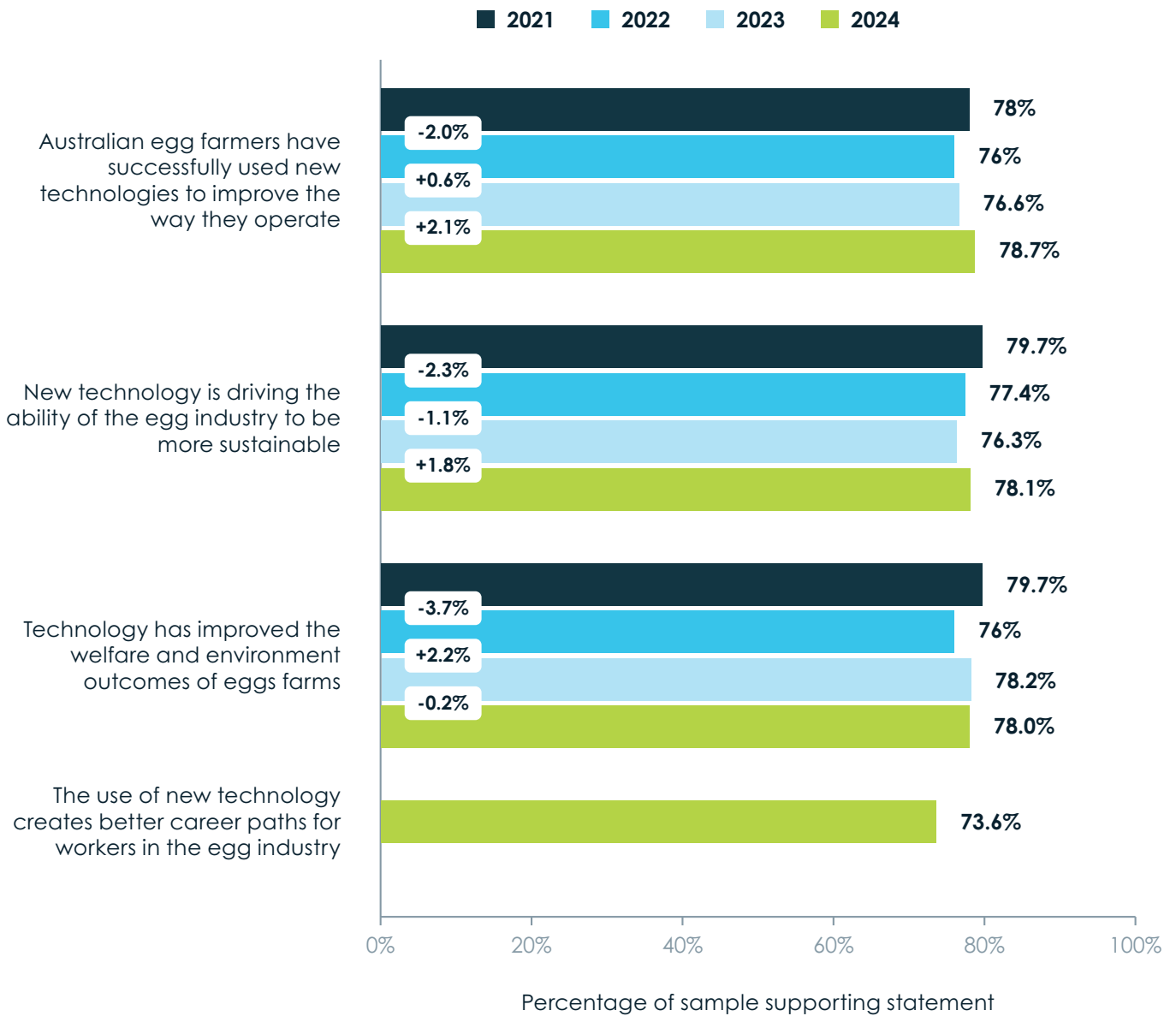


Figure 8: Percentage of agreement to successful technology in the egg industry, 2021-2024.

## Value proposition

Australians continue to recognise the value proposition of the Australian egg industry. Costs and benefits of an industry capture the extent to which the benefits of the Australian egg industry outweigh the negative impacts, at a societal level. When asked about the cost and benefits associated with egg farming, 87.1% of Australians agreed they are happy to support the industry, up 1.9% from 2023 (Figure 9). Response to this item has consistently remained above 80% throughout the last seven years of the program, with industry reaching levels previously seen during the pandemic.

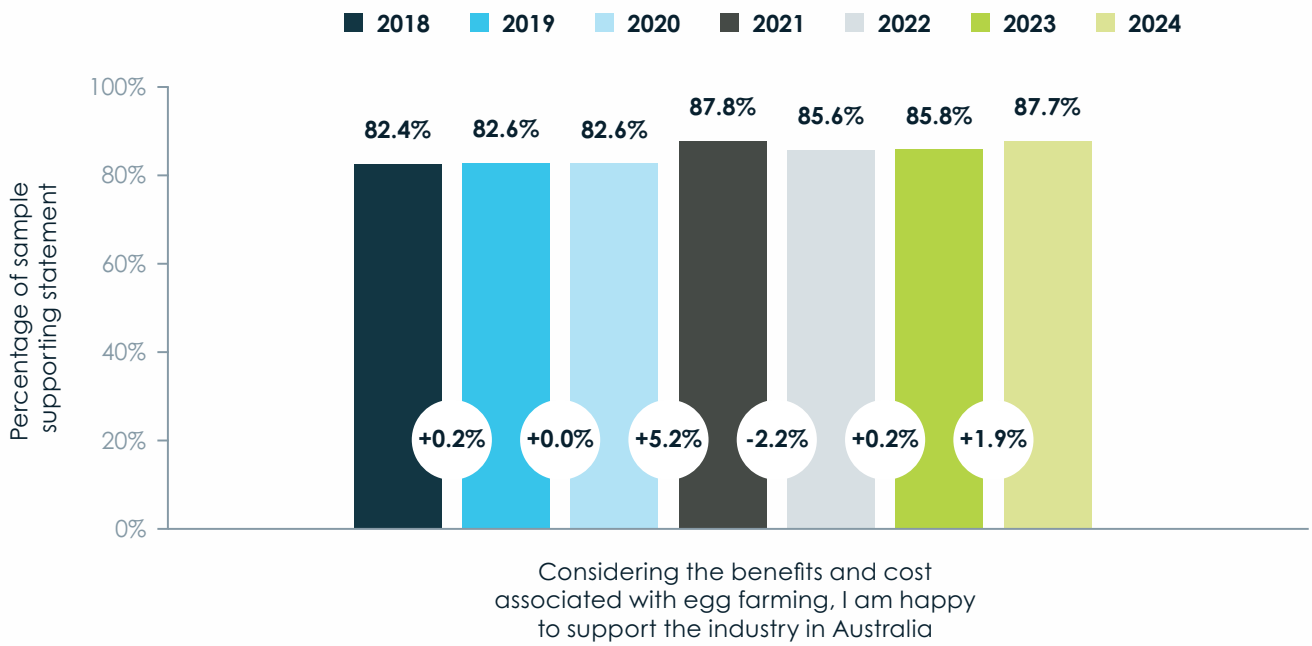


Figure 9: Percentage of agreement with the costs and benefits of the egg industry, 2018-2024.





Participants were asked to rank the importance of different factors when purchasing egg products. As with previous years, how the eggs were produced (38%) and their price (28%) were the most important to the community (Figure 10). The top five most important factors have remained consistent across the years at varying levels of importance (Figure 10). New questions introduced in 2024 highlight that cost of living remains an important consideration for the community. When asked if current inflation is a matter of concern for them, 79% of Australians agreed or strongly agreed, although this concern has lessened compared to last year (Figure 11). 60% of Australians agreed or strongly agreed that they are more concerned about the cost of living right now than they are about the environment (Figure 11).

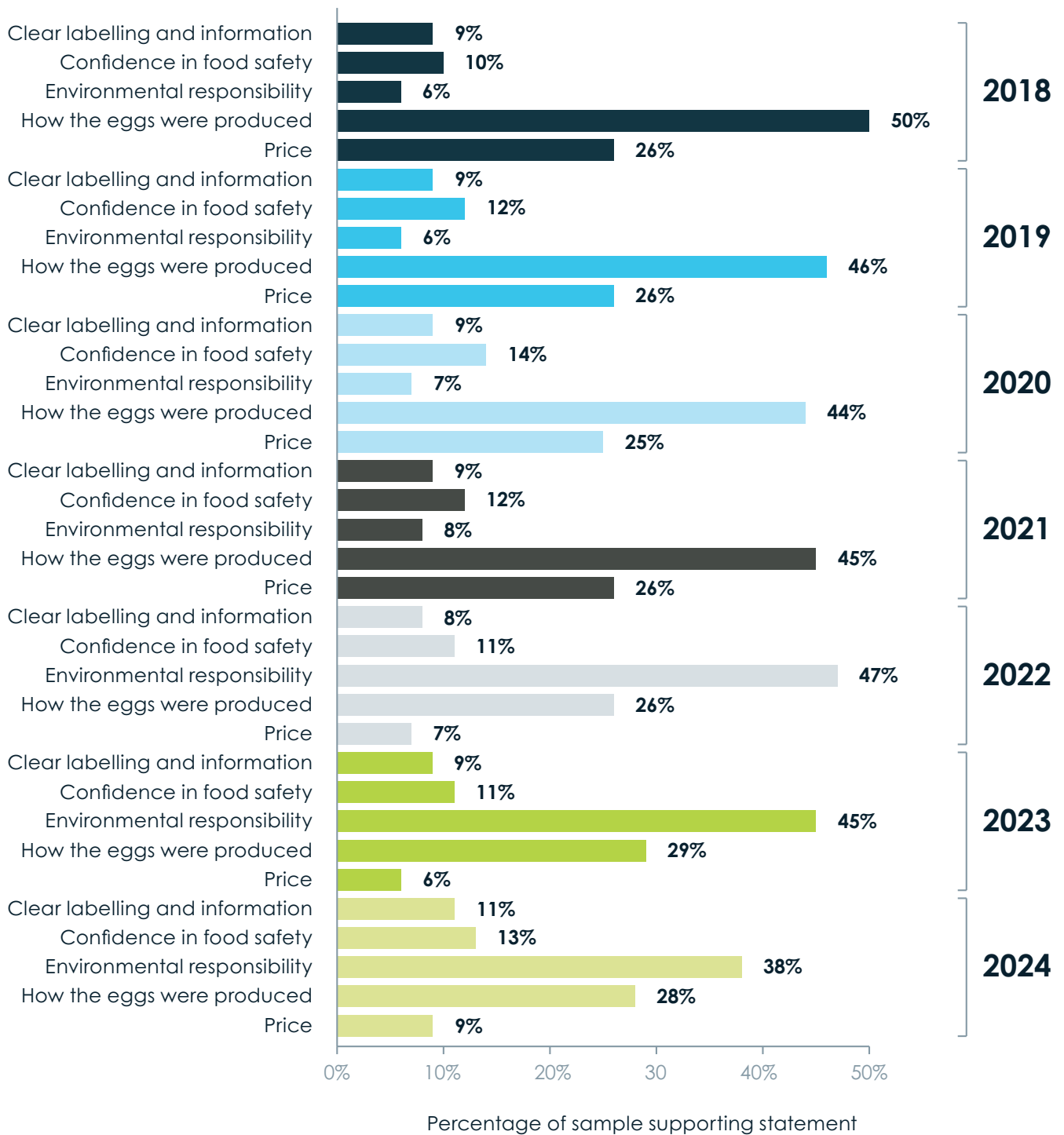


Figure 10: Proportion of sample indicating first preference factors informing purchasing decisions, 2018-2024.

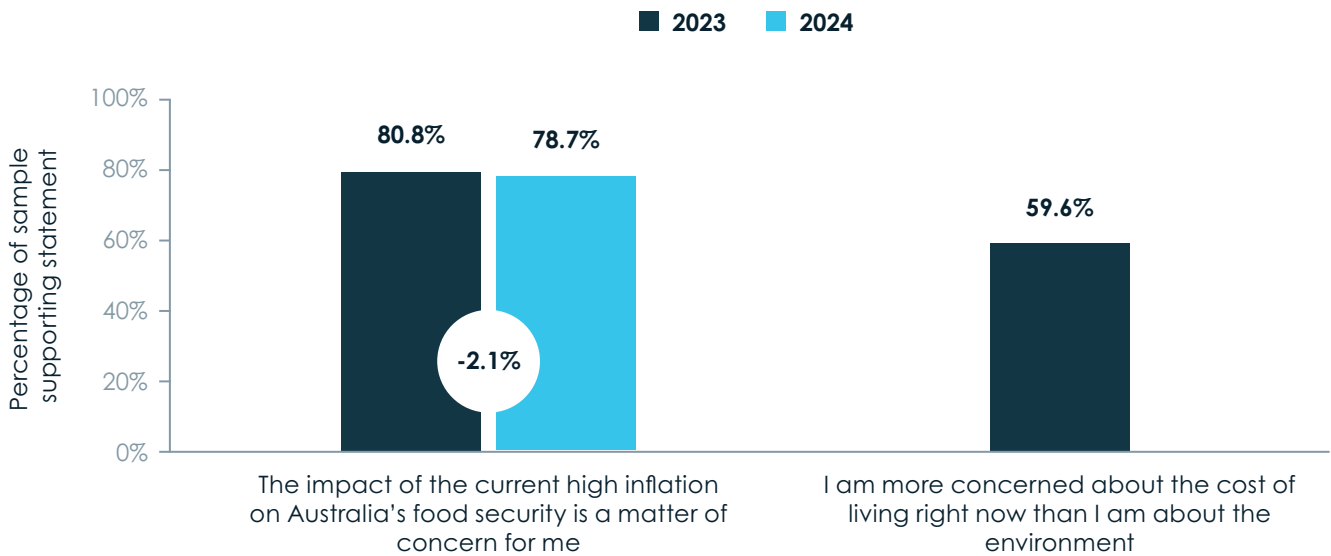


Figure 11: Percentage of agreement with cost of living measures, 2023-2024.

It is important to consider the economic context of this survey. Two questions about the cost of living have been asked over the last seven years, with changes over time occurring as the economy has changed. In 2023, 55.5% of Australians agreed or strongly agreed to the question "it is hard to afford the lifestyle I want"; in 2024, 52.3% agreed or strongly agreed to the same question, demonstrating that cost of living pressure eased somewhat for participants over the last twelve months (Figure 12). Similarly, more Australians are satisfied that their income covers their living expenses this year (47.4% agreement) compared to last year (39.5%; Figure 12).

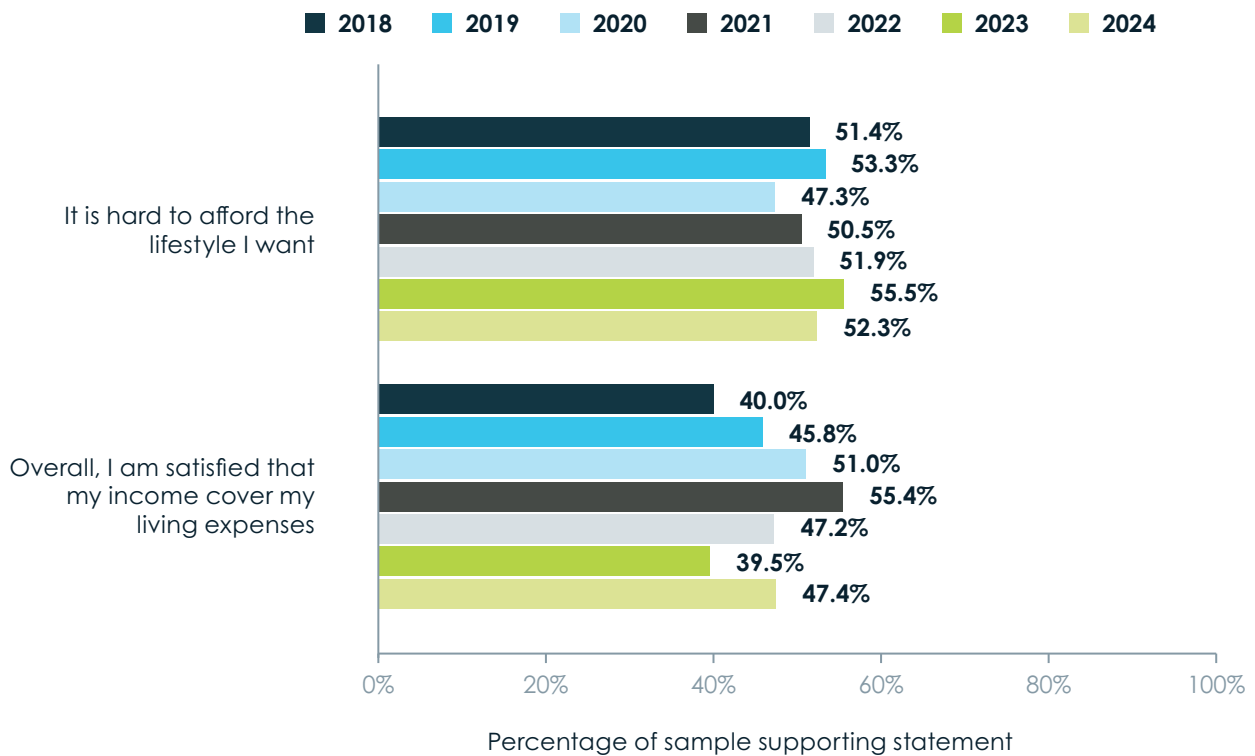


Figure 12: Percentage of agreement with economic measures, 2018-2024.



We further examined community perceptions of the price of eggs in the context of environmental and welfare impacts. 60% of Australians agreed or strongly agreed that they are more concerned about the cost of living right now than they are about the environment (Figure 11 above). When asked if the price of eggs fairly reflects the cost of producing them, 68.7% of Australians agreed or strongly agreed, an increase of 3.1% compared to 2023 (Figure 13). When asked the question "to improve welfare conditions for hens, egg prices need to rise" 56.5% agreed or strongly agreed, an increase of 4.1% over last year (Figure 14). Increase of in these measures reflects support from the community for sustainability and welfare changes, despite a challenging economic context.

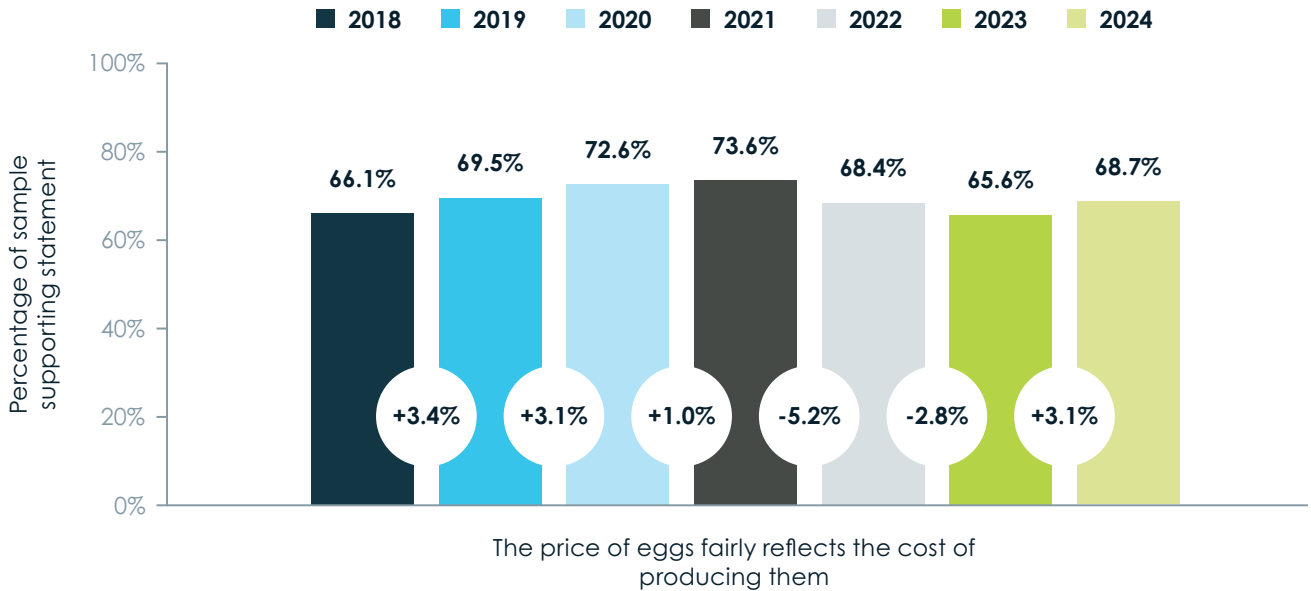


Figure 13: Percentage of agreement with the cost of production vs. the price of eggs, 2018-2024.

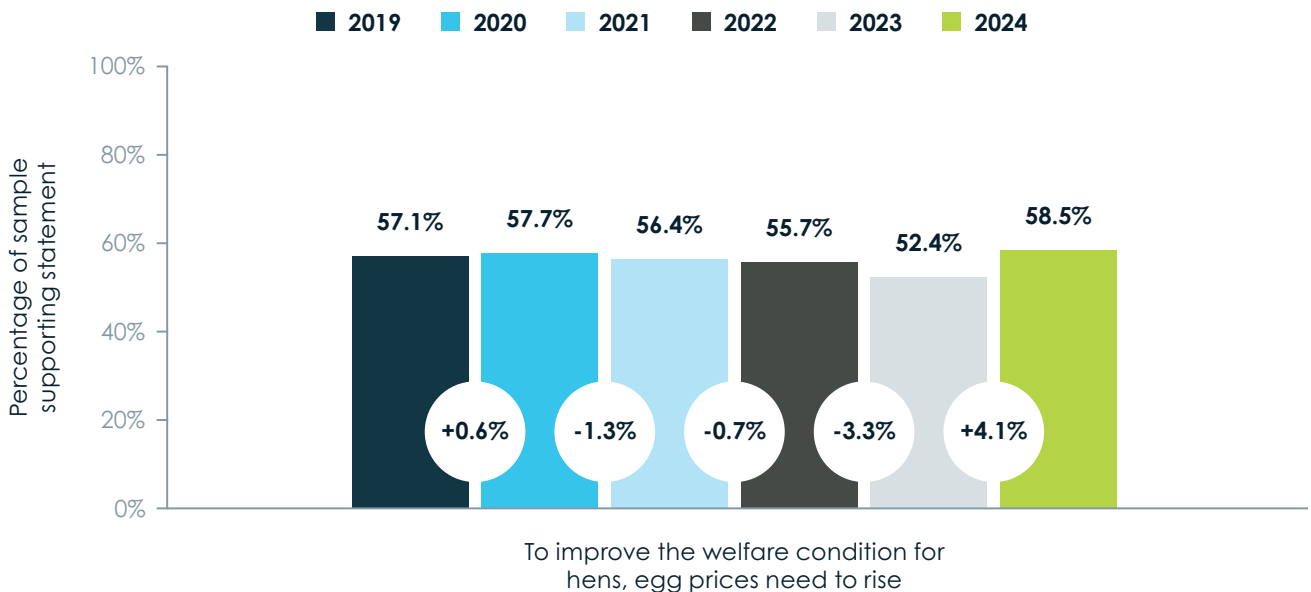


Figure 14: Percentage of agreement with the cost of production vs. animal welfare, 2018-2024.

In examining the value proposition for eggs, we go further still to examine the factors that inform participants' assessment of the benefits of the industry over its perceived costs or challenges. In the next section of this report, we will detail this modelling of the egg industry's value proposition in 2024.

## Understanding the value proposition

The cost and benefits of Australian eggs has factored into the industry path model (Figure 3) since 2018. We conducted additional analyses to explore what components of the egg industry are considered when Australians think about the value proposition of the industry (Figure 15).

The components weighing into cost and benefits have changed slightly over time. This year, in order of importance, Australians consider:

- Egg farming as a good use of environmental resources
- Eggs in Australia are clearly labelled
- Eggs as an important source of nutrition
- Confidence in food safety
- The egg industry creation of jobs
- Affordability of eggs

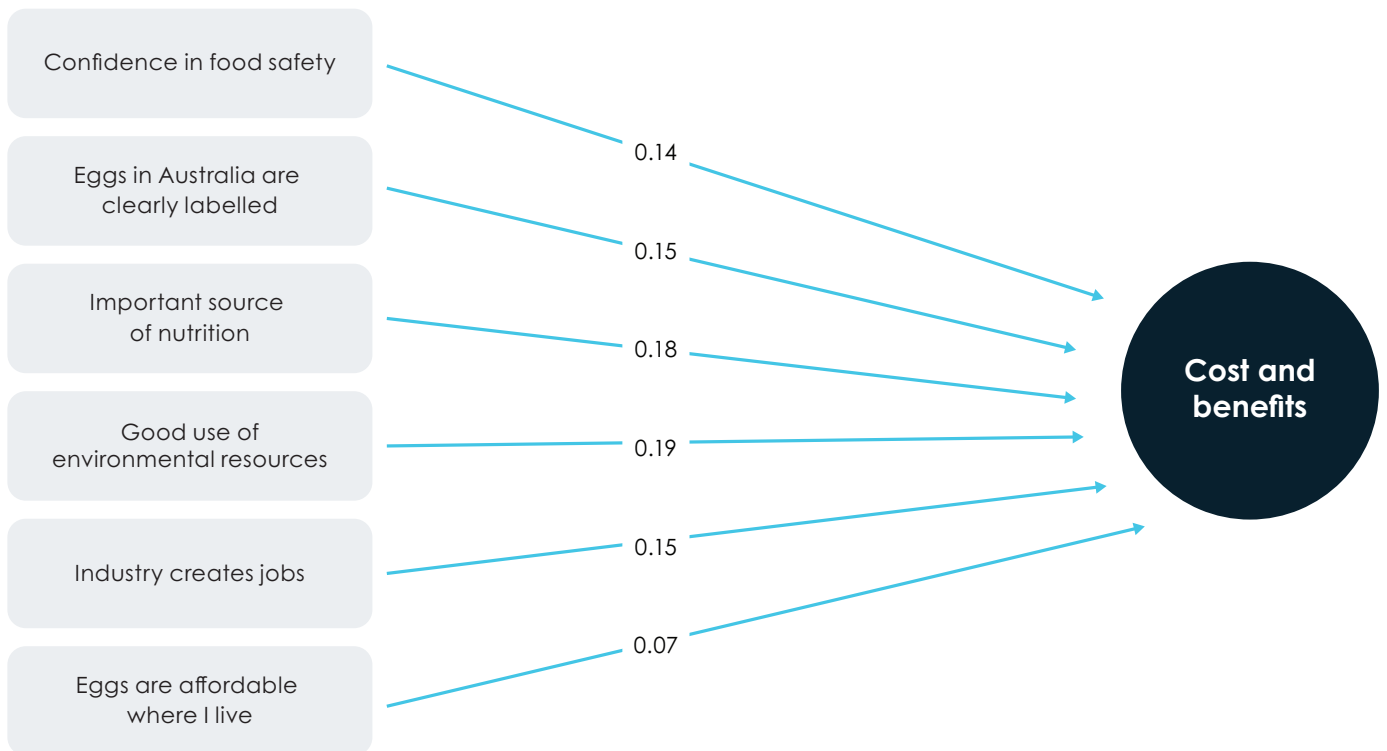


Figure 15: Cost and benefit path model for Australian egg industry, 2024.

This year, confidence in food safety has emerged as a new component to the value proposition. Other components consistently appearing in previous years have seen their weighting change in 2024. For example, seeing eggs as a good use of environmental resources is the strongest driver of cost and benefits this year, compared to being the fourth-strongest driver in 2023.

The following section investigates the four main considerations found to impact perceived costs and benefits of the Australian egg industry: environmental concerns, eggs as an important source of nutrition, labelling of egg products and the jobs created by the Australian egg industry.

### Environmental sustainability

Environmental sustainability can help increase efficiency and lower costs within the industry. In 2024, more Australians agreed or strongly agreed that our egg farmers are responsible stewards of the land compared to previous years (78.3%; Figure 16). When asked if the egg industry is focused on reducing and reusing waste generated by farms, 72.5% of Australians agreed or strongly agreed, the most since this question was introduced in 2022 (Figure 16). Use of water is seen as more responsible this year (74.0%), up 4.7% compared to last year, however more Australians agreed or strongly agreed that egg farming negatively impacts water quality (Figure 17).

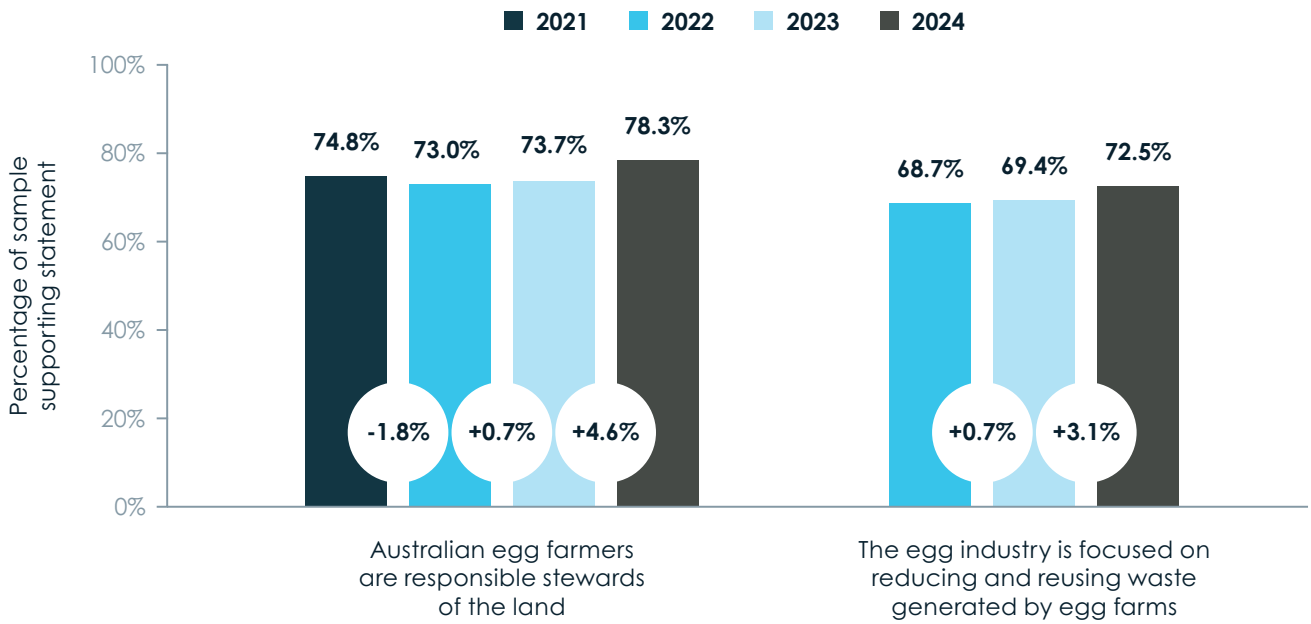


Figure 16: Percentage of agreement to environmental measures, 2021-2024.

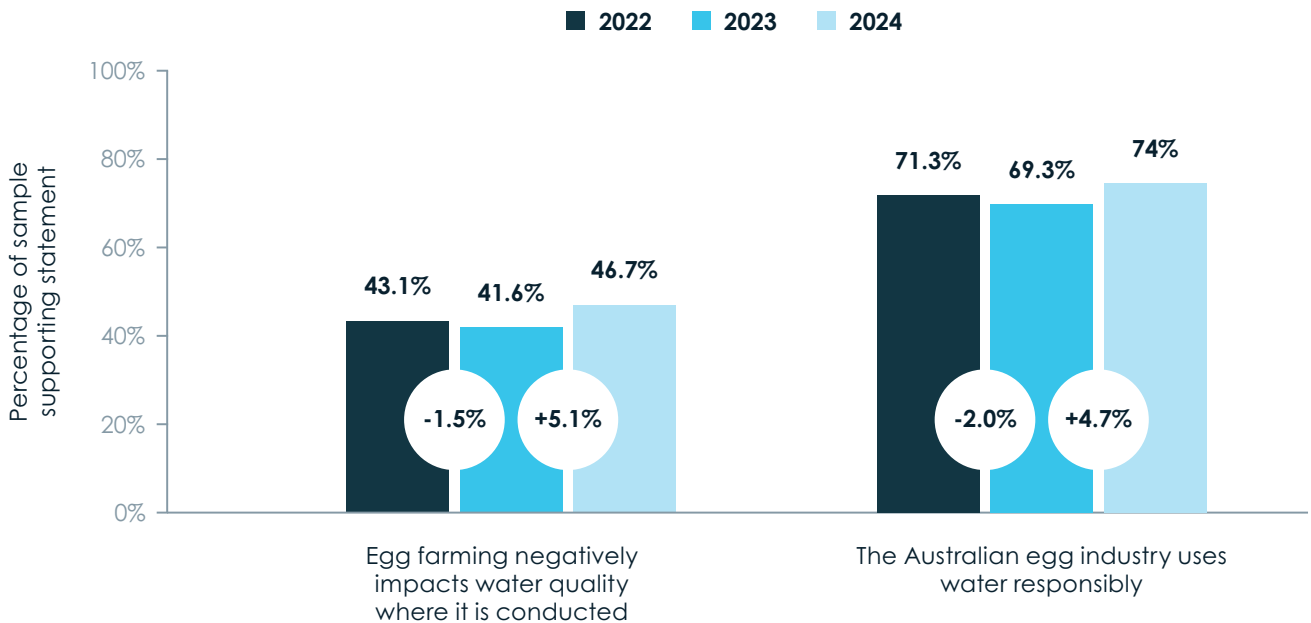


Figure 17: Percentage of agreement to water use measures, 2022-2024.



## Eggs are an important source of nutrition

Australians have consistently held positive views that eggs play an important role in the national diet over the last seven years. Responses to the question “Australians rely on eggs as an important staple food” have maintained high levels of agreement throughout the course of this program (Figure 18). 88.9% of community members agreed or strongly agreed that eggs provide important nutrition in the Australian diet, with responses also remaining stable over time (Figure 18).

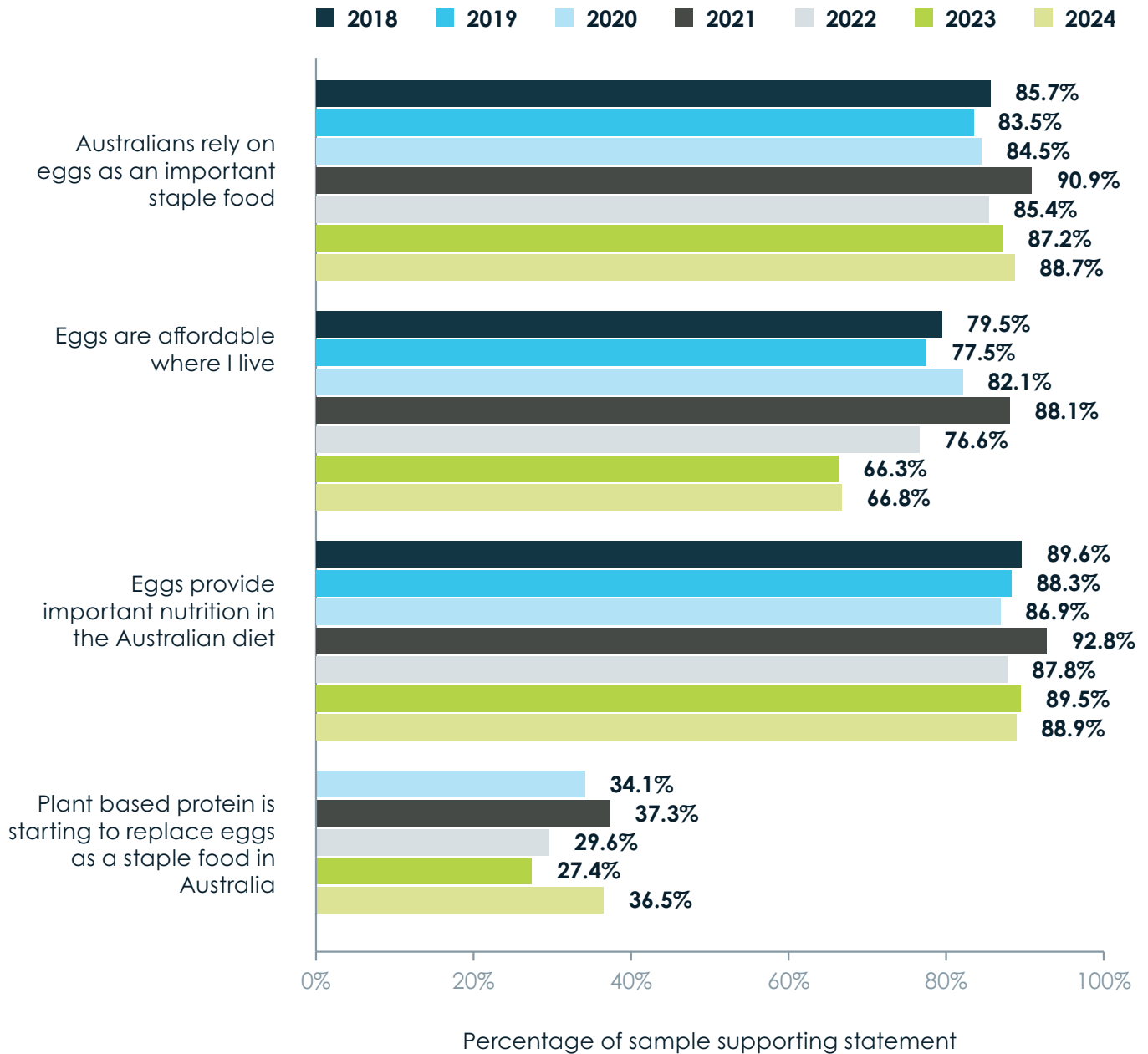


Figure 18: Ratings of eggs as affordable, important and nutritious part of the Australian diet, 2018-2024.

### Confidence in purchasing egg products

The community's confidence when it comes to purchasing egg products continues to be an important factor in the industry's value proposition. 85.4% of Australians agreed or strongly agreed that eggs are generally clearly labelled so they know what they're buying; 82.6% agreed or strongly agreed that labelling on egg cartons how they were produced is important (Figure 19). More than two-thirds of community members agreed that it is important to know where their eggs come from (78.2%; Figure 19). When labelling is seen as accurate and reliable, this promotes community confidence in the supply chain. In a new measure introduced this year, 82.7% of Australians agreed they trust the egg production label accurately reflects the production system (Figure 19). More Australians prefer to buy from retailers that require eggs to be traced back to the farm this year (72.4% agreed) than last year (69.7%); and have consistently agreed that traceability is important for ensuring food safety (Figure 19).

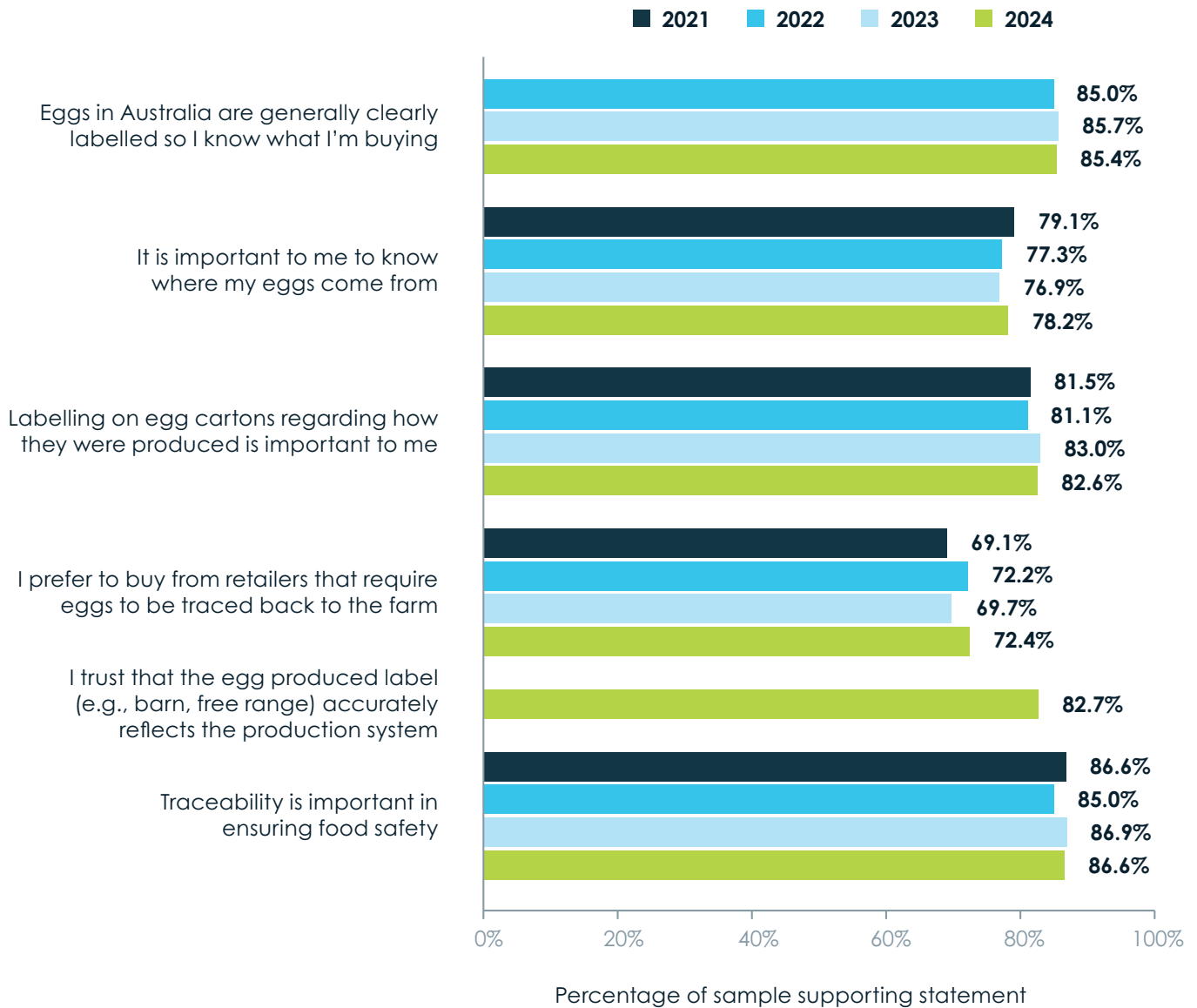


Figure 19: Percentage of agreement with traceability and labelling items, 2021-2024

Strong confidence in labelling and traceability can reflect community confidence in regulation. Over the last seven years, four questions have been asked in relation to the regulatory systems that oversee egg farming in Australia. This year, agreement has grown or remained stable across all regulation measures following a decline in sentiment in 2022 and 2023, reaching similar levels to 2021's COVID-19 surge (Figure 20). When coupled with clear labelling, these factors contribute to Australians feeling confident in the egg products they buy.

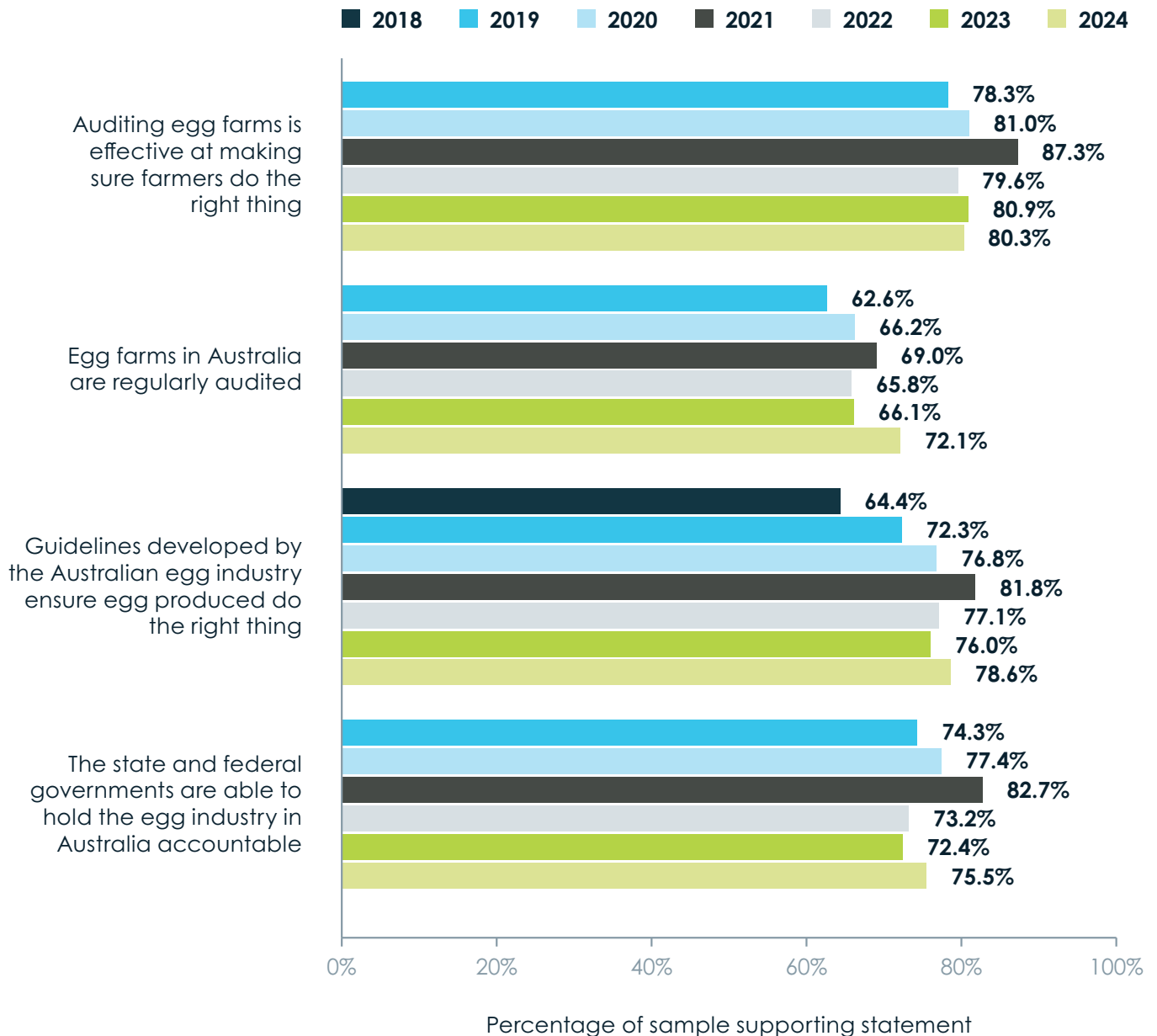


Figure 20: Percentage of agreement with regulation measures, 2018-2024.



### Industry creates jobs

The egg industry's contribution to the economy is further bolstered by its impact on jobs. When asked if the egg industry creates jobs for Australians, the community has consistently had strong agreement over all seven years of this research (Figure 21). Sentiment towards workforce conditions has grown since measurement began in 2022 (Figure 22). More Australians this year agreed or strongly agreed that there are equal opportunities for men and women within the industry (78.6%) and that workers are paid a fair wage (67.9%) this year than they did in 2023 (74.0% and 61.7% respectively; Figure 22).

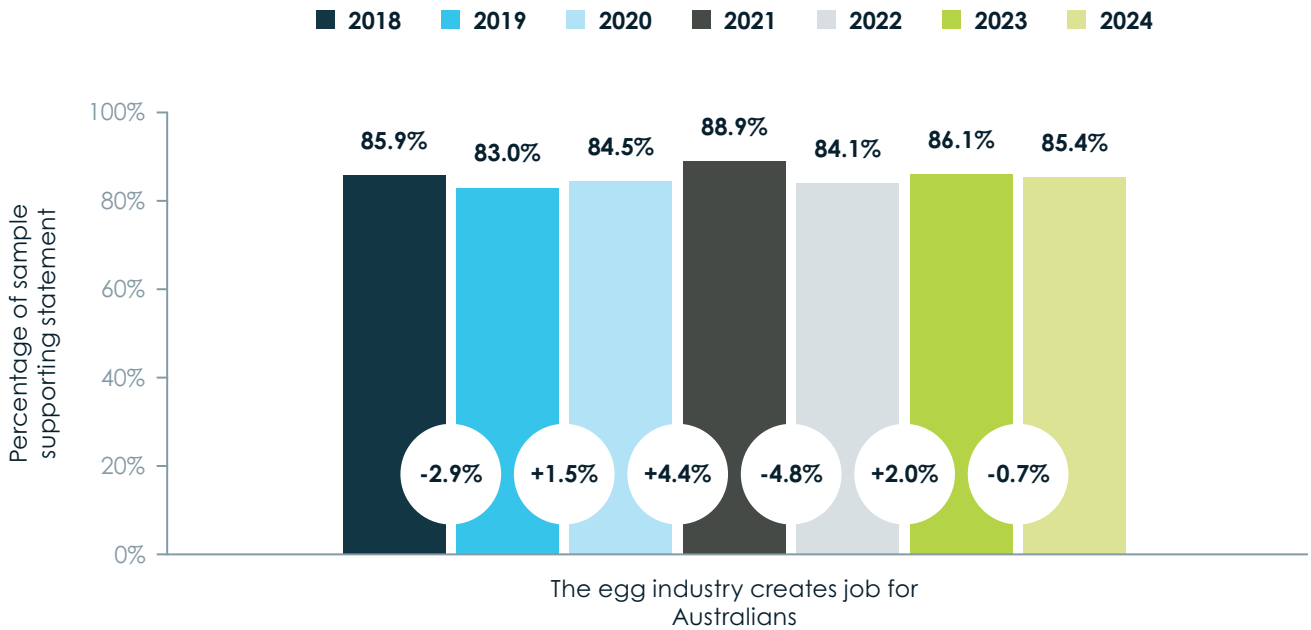


Figure 21: Percentage of agreement with creation of jobs measure, 2018-2024.

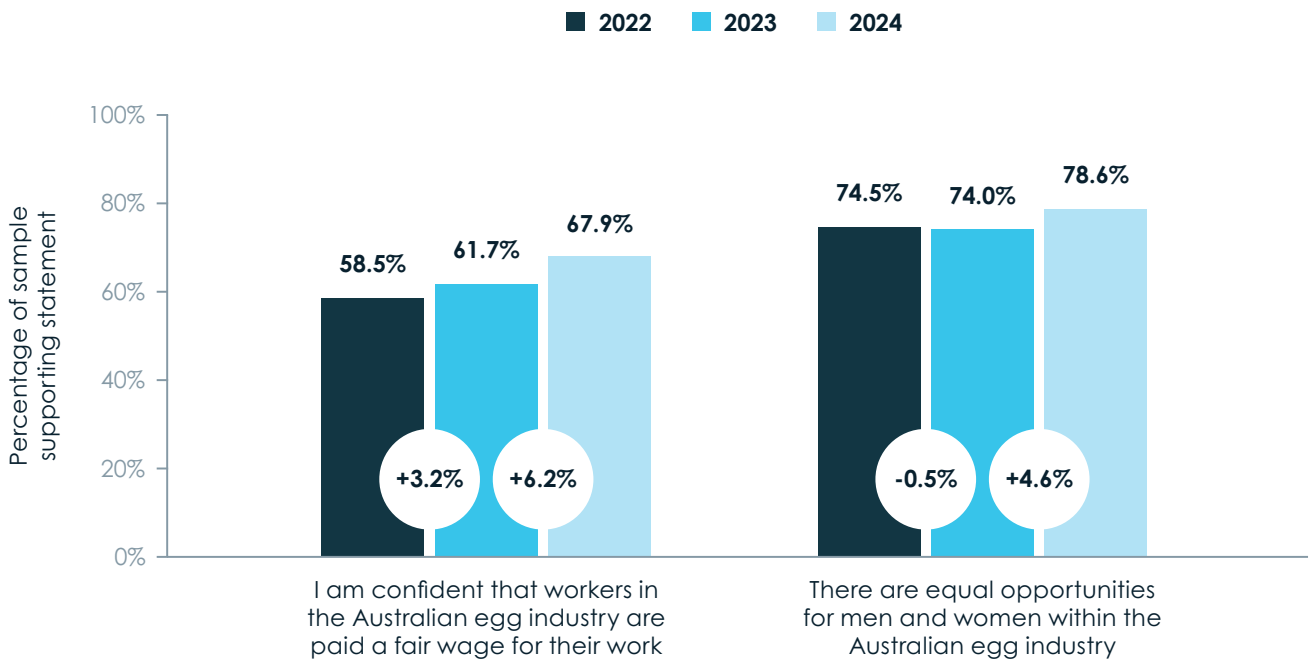


Figure 22: Percentage of agreement on workforce condition measures, 2022-2024.

## Additional investigation: Effect of avian influenza news on community sentiment

This year's survey occurred during the same time periods that news of avian influenza emerged in Australia. Media reports began surfacing on 21 May, three days before survey data collection closed. We separately investigated responses before and after 21 May to understand if the news impacted how the community thinks and feels about the eggs industry. Media reports focused on the first human case of H5N1 avian influenza in Australia and another (non-human) strain detected in Victorian<sup>3</sup>.

A total of 5,124 participants completed the survey between 29 April and 20 May 2024; 43 participants completed the survey between 21 May and 24 May (Table 1). For participants who completed the survey after the news first emerged of avian influenza, the majority of responses were recorded on 21 May. Only public participants completed the survey on the last two days of collection (Figure 23).

Date	Sample	N
29 April to 20 May	Public	156
29 April to 20 May	Panel	4,968
21 May to 24 May	Public	19
21 May to 24 May	Panel	24

Table 1: Survey participants before and after 21 May 2024.

<sup>3</sup>Australian Broadcasting Corporation. (2024). Australia's first human case of H5N1 bird flu detected in child travelling back from India. <https://www.abc.net.au/news/2024-05-22/bird-flu-avian-influenza-human-detection/103879886>  
Calla Wahlquist. (2024). First human H5N1 case reported in Australia as another highly pathogenic strain of bird flu detected on Victorian farm. <https://www.theguardian.com/australia-news/article/2024/may/22/victoria-bird-flu-found-meredith-egg-farm-h5n1>

A regression analysis was performed of responses to each survey question against before/after news and participant demographics. We separately analysed public and panel participants to account for the possibility of systematic differences between response from public participants, who chose to do the survey, versus panel participants, who were recruited by the panel provider.

For public participants, there were no significant differences in mean responses before compared to after the news. For panel participants, the only significant difference was a decrease in the mean response towards "Jobs created by the egg industry are more important than ever right now" after the news hit. This difference cannot be solely attributed to avian influenza news for two main reasons:

1. While we have controlled for key demographic variables, we cannot definitively attribute differences in responses from 21 May to the news as we cannot discount other demographic variables that we have not measured or accounted for.
2. Due to the lack of an identifiable 'control' sample (i.e., people who were not exposed to the news), we cannot determine whether differences in responses were due to the news or other factors and events occurring around 21 May.

As a result, there is no evidence to suggest the outbreak of avian influenza impacted the responses for this survey or had an impact on community perceptions of the Australian egg industry in the short term. It is important to note limitations in the sample size and collection period post the outbreak news.

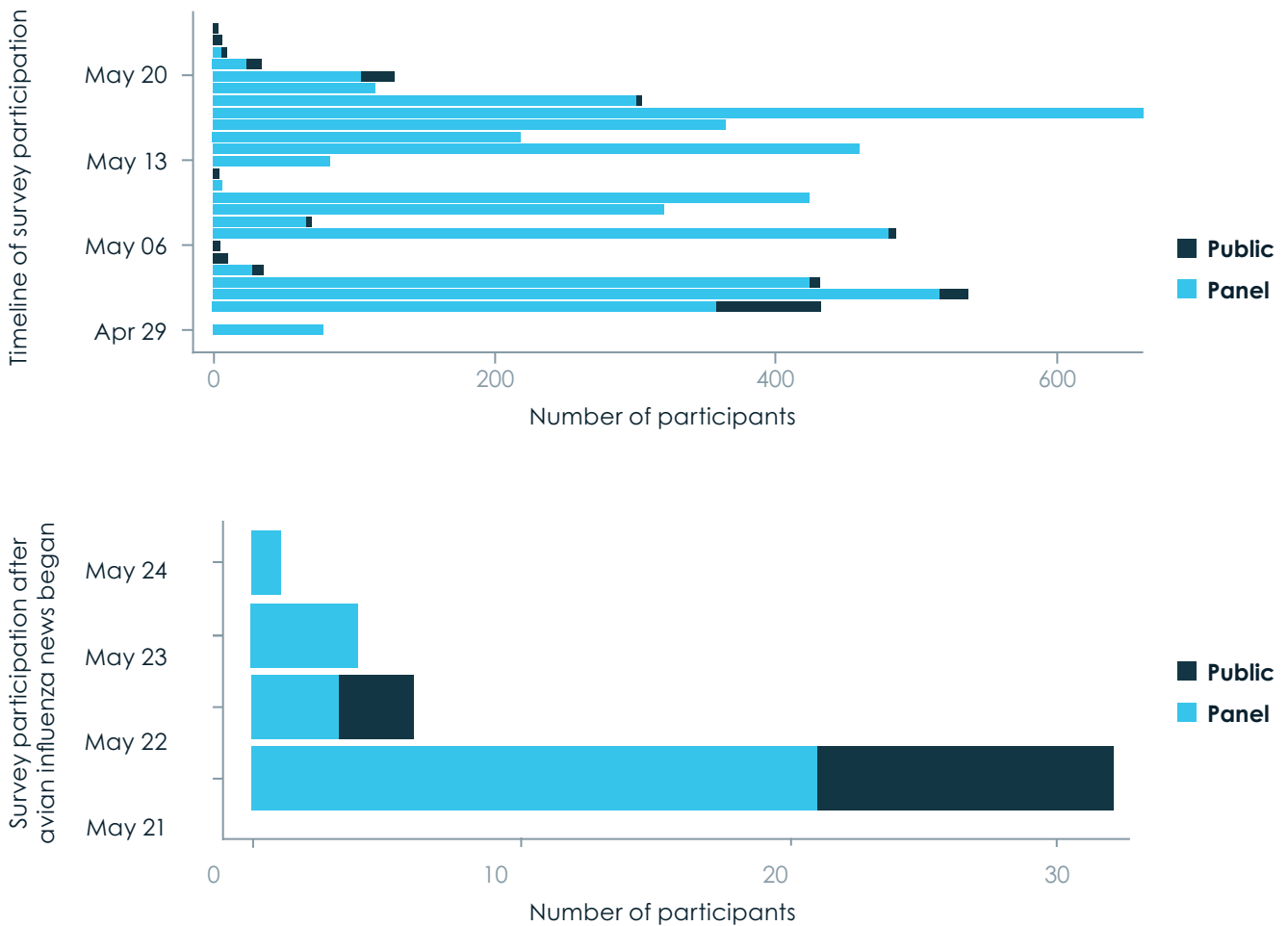


Figure 23: Timeline of survey participation, 2024.



## Personas

This year we investigated the different groups that make up survey participants and what their demographic characteristics are. Six groups were identified during analysis. These groups represent different segments identified from the overall participant pool. Segmentation allows the egg industry to understand the size and preferences of different groups within the community. This enables the egg industry to use targeted and effective strategies to meet the unique needs and preferences of each group.



### Eco-conscious skeptics

N = 105

Trust an acceptance = Low

A mix of younger (18-24) and older Australians, more females, who have higher proportions of postgraduate education. More indicate that they do not buy eggs or eat meat or seafood.

They value the environment, but have relatively unfavourable views of the egg industry.



### Indifferent youth

N = 772

Trust an acceptance = Below average

Younger Australians who have lower knowledge about how eggs are produced. They are the most representative of the overall survey population demographics.

They have below average or neutral responses to most survey questions.



### Suburban traditionalist

N = 1,386

Trust an acceptance = High

Older Australians aged 59 or older who have lower weekly income, levels of education and education. They are mainly located in suburban or regional areas, particularly in QLD.

They see the industry as being important, with eggs valuable for nutrition, but do not think protecting the environment is more important than protecting people's jobs.



### Ethical guardians

N = 624

Trust an acceptance = Below average

Mostly older Australians aged 55-64, more females, who purchase more free-range eggs.

Ethical guardians value hen welfare and traceability the most. They demonstrate a higher level of concern around environment questions.



## Urban pragmatists

N = 1,118

Trust an acceptance = Below average acceptance, average trust

Younger Australians, predominantly male who live more in metro or city locations, with more residing in NSW or Victoria. They have higher income, education and employment and a high consumption of eggs. They have above average knowledge but know less people in the industry.

More positive towards intensive farming practices, and have above average scores on plant-based proteins and satisfaction with their income, but are more concerned about cost-of-living than the environment.



## Informed environmentalist

N = 1,162

Trust an acceptance = High

Similar in demographic characteristics to suburban traditionalists, but have greater knowledge about how eggs are produced.

They have above average favourable views of egg farmers and the industry in terms of environmental responsibility, technological innovation, job creation and industry responsiveness. This group is more neutral to positive on protecting the environment over people's jobs.

# Conclusion

The 2024 Australian Egg Industry Community Research Report provides a comprehensive overview of community sentiment towards the egg industry, reflecting the evolving dynamics and challenges faced over the past seven years. The findings underscore a robust and positive relationship between the Australian egg industry and the broader community, marked by significant improvements in trust and acceptance since the baseline survey in 2018.

Key insights from the 2024 survey reveal a continued emphasis on environmental responsibility, industry responsiveness, and the emergence of technological innovation as pivotal drivers of community trust. While environmental responsibility remains a critical factor, industry responsiveness has re-emerged as the strongest driver of trust, highlighting the community's desire for an industry that listens and adapts to their concerns.

The integration of new technologies within the egg industry has also gained prominence as a significant contributor to trust and value perception. The community recognises the role of technology in enhancing operational efficiency, improving welfare and environmental outcomes and creating better career paths within the industry.

Economic pressures, particularly those related to the cost of living, remain a critical concern for the Australian community. Despite these challenges, the community continues to view the egg industry as a vital source of affordable and nutritious food. There is strong support for sustainable practices and a willingness to see egg prices reflect the true cost of production, including welfare and

environmental considerations.

Accurate and clear labelling is a key driver in enhancing community confidence in egg products and industry accountability, with a substantial majority of Australian's trusting that production labels accurately reflect farming practice. Positive views on traceability emphasise the importance of maintaining high industry standards and regulation and supports confidence in the supply chain.

This year's research also explored the impact of avian influenza news on community sentiment, finding limited evidence of significant changes in perceptions directly attributable to the outbreak. However, the ongoing monitoring of such events remains essential to understanding and mitigating potential risks to the industry's social licence to operate.

In conclusion, the 2024 report highlights the Australian egg industry's successful efforts to align with community expectations and demonstrates the importance of maintaining transparency, responsiveness, and innovation. As the industry navigates future challenges, these insights, such as the persona segmentations, will be invaluable in guiding strategic priorities and fostering a resilient, trust-based relationship with the Australian public. The commitment to continuous improvement and community engagement positions the Australian egg industry to meet emerging challenges and opportunities, ensuring its continued relevance and positive impact on Australian society.





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