



Transcription details:

Date: 06-Feb-2015  
Input sound file: 30. Freerange Eggs-Jenny Brown

Transcription results:

[Music. Jenny walks on rural landscape, with shed in the background. She is surrounded by hens]

My name is Jenny Brown, I live near Batlow in New South Wales. I'm a free-range egg producer and my business is called the Yarra Farm.

[Closeup of a hen in Jenny's arms, then zooms out to her walking around where the hens are in large pens.]

I have a couple hundred chooks producing about 85 dozen eggs a week and selling them through local farmer's markets.

[Zoom in on hens]

Before I moved down here and purchased this property, I was a police officer in Sydney.

[Close up of sign on the gate, saying Yarra]

I resigned from there because I wanted to have a different life. So I purchased this property and built the house that I live in now on the property.

[Face to camera, then walking around farm]

I started out fairly small just selling eggs to friends and family. The demand was there, so I just made the decision to go into it a little bit bigger.

[Shows hens going into shed, then shots of hens]

Finding a market is probably the main thing to make sure you have the turnover of the eggs. The farmer's markets I'm attending to sell more product is the Eat Local Thursday market in Wagga, the Tumut Farmer's Market on Fridays. There's also the Batlow Farmers Market, the Talbingo Farmers market and also Sundy and Gundy in Gundagai.

[Holding a hen]

These chooks are an ISA Brown chook, so they're a commercial layer breed. They're a cross.

[Close up on hens]

I buy them as pullets on the lay from the [junior?] hatchery. Quite happy with them. They are a nice chook. They've grown out well and they're very inquisitive.

[Shows Jenny sorting and packing eggs]

At the markets I have a lot of repeat customers. They comment quite often on the quality of my egg, that the dark yellow of the yolk and the taste of the egg has been much better.

[Close up of eggs in cartons]

The difference you'll see between a free range and a caged egg is the free range egg for a start is the color of the yolk but also has the freshness.



[Face to camera]

When you crack that egg into the pan, the yolk will be standing upright. It won't be spreading out and the white won't be anywhere near as watery. It will be more firmer than what it would be from a caged egg, which could be a couple of weeks almost by the time you get it off the supermarket shelf.

[Shots of hens in sheds and outside in paddock.]

The main question I get from customers at farmers markets is, "Are they really free range?" Because the definition of free range is actually quite wide and can include chickens that are still living in a shade environment and getting out of the paddy. I have a photo that I've taken, and I display that on the table, and they see that.

[Face to camera]

And I say, "That's where they are now." And when they see that, they're happy then that the eggs that they're buying is from a chook that is truly free range and they're happy to buy the product then.

[Shots of white dog, then Jenny in shed, zoom in on hens, then face to camera]

My advice to anyone who wants to get into free range egg production is first of all get some business knowledge, do a business course, so you've got some knowledge of how to plan and budget. Start in a small way, just with a few chooks, and then if you like it and you're successful then you can increase in size. You have to like dealing with the animals, and you can't mind getting dirty. Because that's just part and parcel or it, is that you keep getting amongst it.

[Close on Jenny, moves to animated logo]