

Case Study

Days Eggs Pty Ltd

Client

Days Eggs Pty Ltd



Sector

Agribusiness

Type

- Mergers and acquisitions
- Commercial advisory

Contact us



Simon Venus, Partner

t +61 8 8205 3437

svenus@piperalderman.com.au



Bianca Battistella, Senior Associate

t +61 8 8205 3406

bbattistella@piperalderman.com.au

Matter description

Days Eggs straddles the farm gate as a leading producer and supplier of eggs and value added egg products. The company has an ultra modern production process that is fully integrated along the value chain from the rearing of day old chickens to point of lay, through to the eggs on supermarket shelf.

In recent years the egg production industry in South Australia was facing the twin threats of cheap imports stripping market share, as well as changing legislation relating to cage sizes which meant significant capital expenditure to upgrade facilities for many egg production operations. Days Eggs' founders, including Dion and Anne Andary, had a bold vision that became the driving force for the expansion of the business. They realised early on that market positioning needed to be backed by substantial infrastructure development and the company set out on a two-pronged expansion programme of acquisition and capital development.

Days Eggs is a national leader in "clean" egg hygiene, operating its state-of-the-art egg washing and packing process at Two Wells. The company now boasts the most modern egg grading and packing facility in South Australia and assists other industry producers to grade and pack, making it the hub of the South Australian egg industry.

The company has survived and thrived in a difficult environment. It is South Australia's largest producer of eggs, turning out about 1.5 million cage and free-range eggs per week.

Piper Alderman assisted Days Eggs in taking advantage of opportunities in the sector and growing its business by acquisition. We have provided a broad range of advice on mergers and acquisitions, including the purchase of the "SYAD" and "Golden Eggs" businesses, and acquisition of the "Hahndorf", "Two Wells", "Napperby" and "Maple Leaf" production facilities.

What our client said

Dion Andary, Managing Director of Days Eggs said:

"With the uncertain future of egg production in South Australia, it was a bold forward vision that was the driving force for our expansion. We adopted the "3 C" approach; Concept, Commitment and Construction. Our focus on local product and branding and our infrastructure development has under-pinned the company's marketing drive into the major retailers, and ultimately our success."

"Piper Alderman were instrumental in providing the professional services required during our multiple stage expansion and development process."