



## New Zealand Poultry Award 2010

*Dennis O'Meara*

### CITATION

Dennis O'Meara commenced his involvement with the poultry industry when he joined Bromley Park Hatcheries in February 1986. He swiftly became a strong supporter of the egg industry and was very active in helping it adapt to the void left after the deregulation of the industry and the disbanding of the New Zealand Poultry Board.

The industry marketing organisation Eggs Incorporated was formed at that time and Dennis was a driving force, becoming Chairman in 1991. He led Eggs Inc for the next 18 years until stepping down just last year. During that time great results were achieved. There was a change in the public perception of eggs with regard to cholesterol and health and a strong positive trend on national egg consumption in contrast to a declining trend in many other countries.

Dennis was also very supportive of the poultry research unit at Massey University when its very future was under threat in the early 1990s.

In his role as General Manager at Bromley Park Hatcheries he built and led a team that produced and continues to produce high performing birds for both egg and meat chicken industries, providing an ongoing competitive supply position of benefit to industry stakeholders all over New Zealand.

As well as being an enthusiastic and forthright spokesperson for the company he led, Dennis has always considered and strived for what he felt was good for the poultry industry as a whole, recognising that what is good for the industry is ultimately to the benefit of all parties involved.

Dennis has undoubtedly given meritorious service to the New Zealand poultry industry and is a very deserving recipient of its highest award.