



Company Background

We do things a little differently at the happy egg co. farms. Our commitment to hen welfare sets us apart from the rest of the egg industry. Our hens, fondly referred to as “the girls,” live on farms where they have access to eight acres of lush grassy pasture – about the size of six football fields – where they are free to do what comes naturally, roam, flap, perch, forage, and dust-bathe.

“At the happy egg co., we’ve been providing truly free range eggs across America from family farms since our U.S. launch in 2012,” said David Wagstaff, Chief Operating Officer at the happy egg co. “The happy egg co. exceeds humanely raised standards, providing an egg brand with an animal welfare program that covers living conditions, feed, and expertise of caregivers. It’s our mission to make free range eggs accessible to all consumers at an affordable price.”

Due to the lack of federal label standards and loose labeling terms, egg carton confusion is an issue for most consumers. More than one-third of Americans read egg labels incorrectly and over 170 million Americans don’t know what the term “cage-free” really means. Many egg cartons show images of hens in green pastures next to quaint red barns. Although idealistic this imagery is far from reality. More than 91% of U.S. eggs are from caged hens that might spend their whole lives inside. Additionally, cage-free is not always as nice as it sounds: It simply means hens aren’t kept in wire cages, but the unfortunate truth is this doesn’t mean hens go outside. Cage-free hens can live their entire lives enclosed in a crowded hen house, never seeing daylight. And in some states, hens still endure battery cages, which are small, stacked cages that provide about 8.5 inches by 8.5 inches of spaces – no bigger than a sheet of paper. In a cage like this, a hen can spend her whole life without spreading her wings, standing up or turning around.

In contrast, every morning at the happy egg co. farms, the hens lay their eggs in a nesting box of their choosing and the eggs gently roll onto a conveyor belt where they are moved and collected onto trays. Around ten o’clock, the barn doors open and the hens are free to go outdoors. The girls spend their days under the sun, frolicking through acres of open space, socializing and just doing what hens do naturally. When the sun sets, the girls wander back into the barn and settle in for the night to rest.

All of the happy egg co. farms are located in the Ozark Woodlands of Arkansas and Missouri, which are ideal for hen living. This region has a climate suited to hens going outdoors every day and large open pastures with a lot of trees and grass. The Ozark Woodlands have an abundant fresh water supply and are closer to the grain fields where the happy egg co. sources ingredients for the girl’s feed, helping reduce the company’s carbon footprint.



Packaged in a distinctive sunshine-yellow carton made of 100% recycled and compostable material, the happy egg co. cartons stand out for their color and clear egg label information. The cartons are designed with large pillars to separate the eggs and keep them from breaking. This leads to less food waste and a more sustainable business model.

At the happy egg co. we know how much the girls give us, so we believe it is only right to treat them well. We believe happy hens lay delicious eggs, with the nutritious, golden yolks that nature intended. At the happy egg co., we're proud pioneers of Hendependence, and we hope all egg-laying hens are one day free to roam to their hearts content.