

## **The happy egg co. Heads to Capitol Hill to Support Humane Farm Practices**

*The happy egg co. takes the floor with American Humane Association at Congressional Briefing to discuss the positive impact of a more humane and sustainable food system.*

SAN FRANCISCO, Nov. 19, 2015 -- As the first true free-range egg producer to be American Humane Certified™, the happy egg co. is honored to join American Humane Association in a Congressional Briefing on "The Humane Heartland™: A Celebration of the Humane Treatment of Farm Animals." The Congressional Briefing will outline advances in humane agriculture, celebrate farmers and ranchers who raise animals humanely, and encourage the increased use of humane certification for billions of additional farm animals.

The happy egg co., the national free-range egg brand committed to providing American consumers with humanely produced eggs at an affordable price, joins American Humane Association to convene with members of the House and Senate, heads of major food organizations and esteemed chefs, to urge America's leaders, farmers, and consumers to support improved treatment of farm animals and to educate attendees on the sustainability of more humane practices.

"The happy egg co. is honored to be part of this Congressional Briefing to increase awareness for compassion in agriculture," said David Wagstaff, President & COO of the happy egg co. "As a leader in high humane egg production, the happy egg co. is not only committed to hen welfare but to establishing an industry model that supports sustainable practices, increases investment and innovation in farming, and provides total traceability, which, ultimately, translates to a better egg industry for farmers, consumers, retailers, investors, and, of course, egg-laying hens."

At a time when national studies reveal overwhelming consumer support for responsibly raised food products, the briefing represents another key juncture in the move towards a more humane food system. Consumers are increasingly aware of where food is sourced, ultimately leading to more informed and thoughtful purchasing decisions. Nearly 100 major food companies like Starbucks, Walmart, Nestlé, McDonald's, General Mills, and Unilever are grabbing headlines with commitments to reform their food supply chains, clearly signaling that humane food-sourcing is no longer a niche market.

Additionally, ten states have passed laws to address inhumane confinement of farm animals. The happy egg co. has established a progressive farming model that offers the most sustainable solution for the highest levels of humane egg production in the country. It's a transformative approach, delivering responsible farming practices, improved production standards and higher animal welfare, increased returns for farmers, greater investment in innovation, improved food quality and continuous advancement for the egg industry.

For more information about the happy egg co., please visit [thehappyeggco.com](http://thehappyeggco.com)

**About the happy egg co.**

The happy egg co. operates under the highest standards of hen welfare and is the first commercial egg producer to be American Humane Certified™. The happy egg co. hens enjoy the freedom of the outdoors, spending each of their days under the sun, frolicking through acres of open space, socializing and flapping their wings. With access to more than eight acres of open pasture and nutritional feed and care from expert family farmers under the direction of Andrew Joret, the International Egg Commission's 2013 "International Egg Person of the Year," the hens are able to exhibit their natural behaviors and live more contented lives. The happy egg co. won Best New Egg in the 2014 *Better Homes and Gardens* Best New Product Awards.

**About American Humane Association and the American Humane Certified™ program**

American Humane Association is the country's first national humane organization and the only one dedicated to protecting both children and animals. Since 1877, American Humane Association has been at the forefront of virtually every major advance in protecting our most vulnerable from cruelty, abuse and neglect. Today they are also leading the way in understanding the human-animal bond and its role in therapy, medicine and society. American Humane Association reaches millions of people every day through groundbreaking research, education, training and services that span a wide network of organizations, agencies and businesses. You can help make a difference, too. Visit American Humane Association at [www.americanhumane.org](http://www.americanhumane.org) today.

American Humane Association was founded in 1877 on the issue of farm animal welfare, and created the American Humane Certified™ program, the first and largest independent, third-party humane farm animal welfare certification and audit program. The more than 200 species-specific, science-based standards of the American Humane Certified program cover everything from adequate space to air quality, heat and lighting, humane treatment, and the ability of animals to express natural behaviors, and were built on the internationally accepted values of the Five Freedoms, created by the Royal Society for the Prevention of Cruelty to Animals, as well as input from animal science experts, veterinarians and other animal husbandry specialists. The program's standards are reviewed regularly by a Scientific Advisory Committee made up of some of the world's leading experts and animal advocates. For 138 years American Humane Association has worked positively and collaboratively with farmers, ranchers, animal advocates, and the American public as a moderate, mainstream voice to create solutions that work for animals and people.

SOURCE the happy egg co.