



the happy egg co. Awarded at Compassion In World Farming's Good Farm Animal Welfare Awards

SAN FRANCISCO, July 1, 2016 - the happy egg co., the U.S.'s only free range egg brand certified by the American Humane Association has been awarded by Compassion in World Farming at The Good Farm Animal Welfare Awards, under the category of 'Good Egg', for its commitment to providing higher welfare free range eggs to the U.S. market. As the first U.S. egg brand to win the globally celebrated award, the accolade recognises the positive impact the happy egg co. has had on the U.S. market through its ethical leadership, supply chain transparency and higher farm animal welfare practices operated in the U.S where battery caged eggs still dominate the market. Since launching into the U.S. market in October 2012, the happy egg co. USA now has 700,000 free range laying hens, has grown to over \$30 million¹ in brand value and is sold in more than 7000 retail store nationwide.

David Wagstaff, Chief Operating Officer and President of the happy egg co. USA, accepted the award at the 2016 Good Farm Animal Welfare Awards ceremony at the historic Meistersaal venue, in Berlin, Germany on June 28th, 2016. The award was presented to the happy egg co. USA for their commitment to establishing and producing true free range eggs. More than 40 million laying hens are set to benefit from The Good Egg Award winners policies each year.

The award is the latest in a raft of awards to be scooped by the happy egg co. The brand, since launching into the U.S. market in 2012, has elevated welfare standards within the egg industry where it is the first and only free range producer to receive certification from the American Humane Association, elevating the standards of free range in the U.S. in which each hen gets 21.8 sq ft of space vs. 2 sq ft of space required by other free range certification bodies.

On receiving the award, Jenni Danby Chief Marketing Officer of the happy egg co. said:

“The humane treatment of our hens is at the absolute core of our business and we are thrilled to receive this recognition from Compassion in World Farming for our work in the U.S. We make it our mission to go above and beyond for our girls, raising them in a true free range environment where they get to enjoy the outdoors, everyday and live like hens should. Establishing brand new and groundbreaking animal welfare standards within the U.S. egg industry has been an incredibly rewarding challenge for our entire team and this recognition will help us to keep driving our true free range proposition forward. We are excited for the future of the U.S. egg industry and for the future of all the hens who lay those eggs.”

Rachel Dreskin, Head of US Food Business of Compassion in World Farming added: “We congratulate the happy egg co. on this award, and commend them for going above and beyond for their birds. In the U.S. we’re witnessing a major shift in attitude on how laying hens should be raised. The happy egg co. is proof that higher welfare systems offering access to sunlight and pasture are possible on a large, affordable scale.”

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