



Egg farmers respond to RSPCA campaign

Egg Farmers of Australia have noted today's announcement of another RSPCA campaign.

"The egg industry is well aware of these trends and the businesses identified in today's announcement are valued customers of the industry. We look forward to continuing our existing work to ensure we produce the eggs that our customers want", said EFA CEO, John Dunn.

"We have always been responsive to market trends and we are committed to working with our wholesale customers to help them provide the products that meet market demands.

"We undertake significant engagement with customers, including wholesale customers, so we can understand and adapt to their plans and growth opportunities. This will continue.

"The RSPCA has provided a new expression of these trends, but there's nothing new for the community in this latest campaign and it's no news to us - we've been working with our customers since we started farming.

"Free range consumption is increasing, and egg farmers are proud to have farmed every one of those eggs that is celebrated by the RSPCA's announcement today.

"We're also up for future challenges as we continue to work with our customers on the eggs that haven't been farmed yet. The businesses who have set cage-free targets will rely on us to make the additional investment in farms to reach those goals.

"Doing that requires a sustainable industry. That's our goal and it's a process of collaboration rather than campaigns.

"Our commitment to our customers and to the broader Australian community is to be a sustainable industry.

"That commitment enshrines our promise to always respond to community concerns on animal welfare and to undertake a program of continuous improvement in a way that ensures every Australian can continue to enjoy the 16 million eggs we eat every day."

"We all love eggs and there's strong demand for all types. We'll make sure we continue to provide an egg to suit every Australian.

"We're all in this together."

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