



22 May 2020

Ms Melinda Hashimoto
CEO
Egg Farmers of Australia
Sarina
Queensland 4737

By email: ceo@eggfarmersaustralia.org

A handwritten signature in blue ink that reads "Melinda".

Dear Ms Hashimoto

Thank you for your letter of 16 April 2020, regarding Coles' 2018 commitment to only sell cage free shell eggs in our supermarkets by 2023. I apologise for the delay in responding.

I understand my colleagues initiated a meeting with Egg Farmers of Australia on 27 March 2020, to discuss and understand the steps your members have already taken, and will continue to take, as we work toward the transition to cage free shell eggs.

Coles is cognisant of the impact drought, and most recently COVID-19, have had on the industry. As discussed at our meeting, Coles is reviewing our currently committed date to sell only cage free shell eggs by 2023.

In addition to seeking Egg Farmers of Australia's advice on industry preparedness to sell only cage free shell eggs by 2023, Coles has also undertaken significant consultation directly with various industry bodies and, importantly, our key suppliers as we continue to work collaboratively through this transition. Consulting directly with our key suppliers has been an important step in understanding the position across Coles' supply chain as not all our suppliers are members of Egg Farmers of Australia.

We appreciate that as a result of unforeseeable external factors, such as drought and COVID-19, this transition has become much more challenging and we expect that planning timelines will be extended, likely to 2025. We anticipate extending the initial transition timeframe from five years to seven years will enable our suppliers to adequately respond to these unforeseen factors.

In addition to working directly with our suppliers, Coles will continue to work productively with Governments to ensure a smooth transition. I understand that our commitment to sell only cage free shell eggs will be discussed at the Agriculture Ministers' Forum later this year.

Coles' commitment to sell only cage free shell eggs aligns with our customer and the community's expectations. We cognisant of the need to balance this expectation with the need for industry to respond to unforeseen circumstances which is why we are reviewing the timeline for implementation.

Coles will continue to work with and support our suppliers, as well as Governments, to meet our commitment and the community's expectation, to only sell cage free shell eggs in our supermarkets.

Yours sincerely



Adam Fitzgibbons
Head of Public Affairs