



Responsible Sourcing for Healthy Eating

There has been a lot in the news about eggs these days. You may be interested to know as the recall of 500 million eggs continued, **100% of the eggs recalled for salmonella came from hens kept in cages. None of the recalled eggs came from cage-free facilities.**

Food Safety in Cage-Free Eggs

Consumers are being advised that by buying only cage-free or organic eggs they can be assured they are not getting recalled eggs. I'm writing to share [this report](#) from World Poultry, describing why **salmonella thrives in caged housing systems.**

Consumer Demand for Cage-Free Eggs

In other egg news, last month [Gov. Schwarzenegger signed a law](#) requiring that all whole eggs sold in the state of California conform to the provisions of Proposition 2, the humane farming law embraced by state voters in a landslide in 2008. **By 2015, every whole egg sold in the state of California must come from hens that are not kept in battery cages.** This law will have broader implications. As the consumer demand for cage-free eggs is rising, suppliers across the U.S. must keep up with demand to ensure enough cage-free eggs are available.

You may be interested to know that in the timeframe when the law banning current cages for laying hens was being promoted to consumers in California, the demand for cage-free eggs rose, just by consumers becoming aware of the benefits of cage-free/organic eggs over conventional eggs. [This study](#) shows that California's Prop 2 had a significant effect on consumer preferences for eggs – **increasing demand for cage free eggs by 180% and organic eggs by 20%.**

Sustainable Solutions Group - Responsible Sourcing Solutions

Sustainable Solutions Group guides food companies to incorporate responsible sourcing to help you:

- Increase your U.S. market share of the \$300B LOHAS market (Lifestyles of Health and Sustainability) comprised of loyal, belief-driven consumers that prioritize farmed animal welfare and have \$\$ to spend
- Expand into European markets where high animal welfare is not only expected by consumers, it is government regulated.

[Contact us](#) to perform your Initial Sourcing Assessment and develop you Responsible Sourcing Roadmap over time.

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