



**GOOD EGG
AWARD**



NEWS RELEASE

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Compassion in World Farming
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**ONE BILLION EGGS NOW FROM CAGE-FREE HENS
AS LEADING UK COMPANIES WIN 2009 GOOD EGG AWARDS**

Some of Britain's best known companies will receive a Compassion in World Farming Good Egg Award at The House of Commons at 7pm on 14 May 2009 for committing to ditch the battery cage egg in favour of eggs from free-range, organic or barn kept hens.

Penelope Keith, one of Britain's best-loved actresses and patron of Compassion in World Farming, Rosie Boycott, Chair of London Food and TV presenter Charlotte Uhlenbroek will present 34 winners – including the BBC, Channel 4, Debenhams, John Lewis, Little Chef, Fox's Biscuits, Starbucks Coffee Company UK, Virgin Trains and Walkers Shortbread - with this prominent and highly respected international award.

Now in its third year, The Good Egg Awards have been developed by Compassion in World Farming, the leading farm animal welfare charity, to celebrate companies that have committed to freeing millions of hens from a life of suffering in battery cages. Sales of free range and barn kept eggs made up 61 per cent of the 700 million pound UK retail shell egg industry from August 2007 to August 2008.

Other celebrities also supporting the 2009 Good Egg Awards include Twiggy Lawson, Jo Brand, David Suchet and Paul O'Grady.

Last month at celebrations in the Eiffel Tower, 70 European companies from 17 other countries including France, Italy, Germany, Czech Republic and Hungary also received their Compassion in World Farming Good Egg Awards. The 2009 UK and European Good Egg Award winners combined currently use more than one billion eggs each year in their products, restaurants or staff catering. The policies of Good Egg Awards winners have so far freed over 20 million hens from life in a cage.

Penelope Keith says: "I congratulate all the companies that are going cage-free on their eggs and hope consumers will, too. A cage-free egg costs just a couple of pennies more and it saves hens a life of misery."

UK winners receiving Good Egg Awards are:

Birkbeck, University of London	John Lewis
BBC	Little Chef
Booths	Midlothian District Council
British Library	New Forest District Council
Bristol Zoo	Orange
Loupe Group (includes Cargo, Camino and Big Chill restaurants)	Oxford Brookes University
Channel 4	Premier Bakeries
Debenhams	Quakers Friends House
Derbyshire County Council	Quorn (Premier Foods)
East Ayrshire Council	Royal Brompton Hospital
Farnborough Sixth Form College	Royal Marsden Hospital, London
Fox's Biscuits (Northern Foods)	Starbucks Coffee Company UK
Harbour & Jones Ltd (supplies Channel 5, St.Paul's Cathedral, Royal Society and RADA)	Thamesbrook Nursing and Residential Home
Havant Borough Council	Tossed
Higgidy Pies	University of Sussex
Imperial College	University of Winchester
Isle of Wight District Council	Virgin Trains
	Walkers Shortbread Ltd

Compassion in World Farming's Chief Executive, Philip Lymbery said: "Our spread of winners this year really demonstrates that the European food industry is taking this issue seriously. We've got companies from all sectors making a move to cage-free eggs, including the catering operations of public bodies, hospitals and universities. They are clearly responding to what they think consumers want and are doing what's best for the future of their business."

The growing consumer trend for more ethically produced eggs means that the food industry has a clear opportunity to lead the way in animal welfare standards, ahead of the 2012 ban on barren battery cages. But the ban will still allow 'enriched cages', which will continue to compromise laying hen welfare. Enriched cages are small wire cages which severely restrict a hen's movement and natural behaviour.

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For further information or to arrange interviews contact Valentina Moressa on 01483 521952 or 07771 926005 (out of office hours) or email valentina@ciwf.org

Notes to the Editors

- List of 2009 Good Egg Award winners in 17 other European countries (presented on 28 April 2009) is available at www.goodeggawards.com
- The full list of **UK winners** is available from http://www.ciwf.org.uk/good_egg_winners_09
- Harbour & Jones is a boutique caterer providing restaurant and hospitality services within London including St Paul's Cathedral, Royal Society, Channel Five, RAADA
- Loupe Group includes Cargo, Camino Cruz del Rey, Market Place, Big Chill Bar and Big Chill House
- The full list of winners from 2007 and 2008 can be found at www.goodeggawards.com. Previous winners include McDonald's Europe, Unilever, the catering of Google Europe and the European Parliament.
- **Briefings and photographs available upon request including a DVD on Good Egg Awards 2009 with declarations from some of last years' winners.**
- A scientific briefing on the welfare of laying hens is available.

European law on battery cages

- There are more than 300 million laying hens in Europe, over two thirds of which are currently housed in battery cages. The EU Laying Hens Directive will ban the production of conventional battery eggs in the EU from 2012. The directive will permit the use of enriched battery cages which offer little welfare improvement and the import of conventional battery eggs from outside the EU.

Consumer data on cage-free eggs

- Independent TNS data shows that sales of free-range shell eggs accounted for 56 per cent of the market by value in the UK in 2008, compared with 50 per cent in 2006. Free-range and barn eggs together made up 61 per cent of the overall market by value in 2008 (*source: TNS survey, November 2008*).
- Between 2007 and 2008, the growth in egg sales (in volume) was greatest in the free-range sector **(+8.4 per cent)** compared to a decline in the sale of standard (caged) eggs **(-3.3 per cent)**, following an ongoing trend across several years (*source: TNS survey, November 2008*).
- The UK's Office of National Statistics has included large free range eggs in its 2009 Basket of Goods and Services survey in order to better reflect public spending habits. The basket is used to calculate the Consumer Prices Index inflation measure.

- Although the consumer trend for free-range is growing steadily in the UK, 58% of the UK hen flock is still kept in battery cages. Currently more than two thirds of Europe's hens are kept in battery cages, but some countries' national figures, such as Spain rise to 95 per cent.
- The Co-operative's 2008 Food Ethical Policy consultation found that its members rated animal welfare the most important ethical issue (The Co-operative Food Ethical Policy, Food Ethical Policy consultation, 2008).
- Despite the economic downturn, farm animal welfare has remained high on the agenda for retailers and consumers (YouGov Plc, 2008 and TNS, 2008).
- Business in the Community's Plough to Plate report also demonstrated that UK customers continue to expect improvements in animal welfare and rate it as the most important priority for food companies, despite companies believing it was an issue they were responding to satisfactorily. It suggested companies need to provide more evidence about how they are tackling priority animal welfare issues. (Plough to Plate: The opportunities and challenges of running a responsible UK food and drink business, Business in the Community, 2007)

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