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ANIMAL WELFARE APPROVED LAUNCHES NATIONAL PASTURE-RAISED EGG BRAND WITH RELEASE OF NEW AWA EGG CARTONS

Alexandria, VA - Animal Welfare Approved recently announced that it is launching an innovative marketing opportunity for pastured egg farmers that are certified by the nonprofit organization. Beginning in late June, AWA farmers raising laying hens and selling eggs can begin using specially designed AWA-branded egg cartons.

"This is very exciting both for Animal Welfare Approved and the farmers certified by AWA," says program director Andrew Gunther. "This means that AWA farmers will now have a national brand complete with the packaging and promotion that comes with that. But unlike conventional national brands, AWA farmers will maintain control of their production and retain their profits."



New AWA-branded egg cartons allow space on top for individual farm information and a custom nutrition label inside.

AWA eggs can be found at grocery stores, farmers' markets, on farm stands, via CSAs and in restaurants. AWA standards require many things, but key is a life on pasture, and eggs from pasture-raised chickens have been shown to have a higher nutritional profile, richer flavor, and intense yellow yolks.

"There is growing demand for pasture-raised products and honest food labeling. Consumers are tired of being misled by slick marketing schemes and deceptive labels. People are learning that 'natural' doesn't mean pastoral and 'cage free' doesn't mean outdoors. Demand for Animal Welfare Approved products, is rapidly increasing, as evidenced by the enormous number of hits on our [Online Restaurant, Product and Farm Directory](#)," continued Andrew Gunther.

The cartons are made of 100% reclaimed paper and the design leaves no doubt the eggs inside



came from hens living a stress free life on pasture in harmony with the environment. In a unique twist--allowing the brand to be both national and farm-specific/local--space has been allotted for a farm-specific label and nutritional information.

Being certified by Animal Welfare Approved is a source of pride and aid to profitability for the farmers who are producing eggs from pasture-raised layers. "I'm very proud of having the Animal Welfare Approved seal and consumers look for that," says [Doug Brown of Fowl Attitude Farm](#) in Cedar Grove, North Carolina. [Tim Koegel of Windy Ridge Natural Farms](#) in Alfred, New York says, "Labels with integrity and respect are an important producer marketing tool. It adds value to your product, making it easier to sell."

Besides the powerful branding of the AWA logo, egg farmers will also benefit from the price of AWA egg cartons. "By buying egg cartons in bulk, we're acting as a cooperative for AWA farmers and can offer them dramatic cost reductions-with savings of 30% to 77% on packaging," says AWA program director Andrew Gunther. "It's a significant benefit AWA is providing to support our farmers, and to help spread the AWA name--a winning proposition all around."

To find AWA pasture-raised eggs near you, search [AWA's Online Directory](#).

[Animal Welfare Approved](#) is a national nonprofit organization that audits, certifies and supports farmers raising their animals with the highest welfare standards, outdoors on pasture or range. Called a "badge of honor for farmers" and the "gold standard," AWA has come to be the most highly regarded food label when it comes to animal welfare, pasture-based farming, and sustainability. All AWA standards, policies and procedures are available on the AWA website, making it one of the most transparent certifications available.

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