



FOR IMMEDIATE RELEASE
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DEMAND FOR PASTURE-RAISED EGGS RISING WITH MASSIVE RECALL
Animal Welfare Approved set to offer consulting services free of charge
to farmers wanting to start up pastured egg operations

ALEXANDRIA, VA--In response to the recent massive egg recall, Animal Welfare Approved is pleased to announce that it will make its consulting services available at no charge to any farmer wishing to start up a pasture-based egg operation. "AWA farmers who are raising laying hens are already experiencing a significant increase in demand for pastured eggs and many are concerned they cannot satisfy it. That's why we are encouraging farmers to contact us for set-up advice. The industrial system is broken and pasture production is safer and better for the environment. Consumers are demanding safer food. The time is ripe to start a pastured operation," says Program Director Andrew Gunther.

The massive recall of more than half a billion eggs began August 13 when Wright County Farm recalled 380 million eggs due to a salmonella outbreak. Hillandale Farms recalled 170 million eggs a week later. Both of these plants are based in Iowa.

"Eating eggs from hens raised outdoors on pasture-based systems reduces the risk of food borne illnesses," says Andrew Gunther. "We shouldn't put the burden on consumers to boil and bake our pathogen-laden food to death. These diseases can be avoided by using appropriately designed systems, operated by professional farmers with a focus on animal welfare, environmental sustainability and social responsibility."

Farmers interested in learning more, or for information on AWA's mentoring program matching new and experienced farmers, call 1-800-373-8806 or e-mail info@AnimalWelfareApproved.org.

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NOTICE: Animal Welfare Approved farmers with pastured-egg operations are available for media interviews.