Survey: Egg Carton Labels Confuse Americans

Vital Farms

AUSTIN, Texas (PRNewswire) — Nearly two-thirds of Americans routinely spend more to buy specialty eggs, but a new nationwide poll reveals they don't always get what they think they're paying for.

When shopping for eggs, 50 percent of respondents said they look for the free-range label. Cage-free (48 percent) and organic (47 percent) were the second and third most popular labels. Fewer than 1 in 4 (24 percent) sought out a pasture-raised label. However, when asked to describe the terms "free-range" and "cage-free," most respondents said they imagined hens roaming and feeding on open pastures. In reality, they were describing pasture-raised eggs.

The poll was conducted on QuickTake.com in May 2014 using an online sample of nearly 670 Americans, ages 21-54. Austin-based Vital Farms [1], which commissioned the poll, works with 52 family-owned farms across the United States and distributes pasture-raised eggs to grocery stores nationwide.

Pasture-Raised vs. Free-Range and Cage-Free

Pasture-Raised Hens (as defined by the Certified Humane [2]® program)
Genuine pasture-raised hens have unlimited daytime access to a minimum of 108 square feet of outdoor space each. They are exposed to sunlight and fresh air, and can forage for any foods that are naturally available on their pastures. Additionally, they are rotated to new pastures every few days so their vegetation is always fresh. The hens are brought inside at night for safety.

Free-Range and Cage-Free Hens
According to industry standards, free-range hens have limited outdoor access. This outdoor space is typically compacted dirt, and access is restricted through a small opening. While cage-free hens are not in cages, they can be packed in a barn with no access to the outdoors.

Government Standards for Egg Labels [3]
Currently, there are no government standards for egg labels, and the term "organic" is the only label regulated by the U.S. Department of Agriculture.

About Vital Farms
Vital Farms offers Certified Humane® pasture-raised eggs that set the standard for taste and nutrition while also promoting the welfare of happy, healthy hens. Started in Austin, Texas, in 2007 with 50 hens, Vital Farms now partners with 52 independent, family-owned farms in six states across the United States. It is the only national supplier of pasture-raised eggs in the country. Vital Farms eggs are sold in grocery stores nationwide under the brand names Vital Farms, Pasture Verde, Backyard Eggs, Alfresco Eggs, and Texas Chicken Ranch. In 2012, Vital

Farms was listed by Inc. magazine as the country's fastest growing food company.

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[3] http://cp.mcafee.com/d/5fHCN8e6h8idEInvLtZVdwTsSztBYQsIFLI8CQrILCzBBdZVYSztAsCYYqekNNJ6X1EVd7bzar1EVdBtzbFaAfyh1mE6txfifG-xbundWwpS4Z8-HW4JVsSWWXLA6n-LPdXzChTnKnjhvoVZ4QsLzDKmKzp5dmXz7axVZicHs3jr9JUTvAm4TDNOb2pEVdTdw0yrqKM-Bri-prw0eiFhLWpqI7pgZnUj5ntyHzKSDj2bsAf5v8Ahk_i7DQU74HhZ2kPw12IA3hOOMZtZZUSITgCaQ-9ClLE2BEMYNgNafYKrupo76MpVwQg0LWvIr4Qzh09lxhJnUQd40Bm3Htfgd410Iq81Eyhd40BIpRwq80HF3PW6TSjoHxm9MzhKYpa