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Free range egg labelling

As a consumer I am sick of being conned by the egg industry.

“Free range” claims are currently made for eggs procured from hens kept in a densities of up to 10,000 per hectare.

This is not in line with consumer expectations. Consumers are paying a premium for these “free range” eggs under the mistaken belief they are investing in a healthier lifestyle for the hens. Unfortunately the reality is that we are merely paying free range price for chickens kept under battery farm conditions.

There need to be truth in labelling. For eggs to be described as “free range” they need to meet the existing voluntary code with a maximum outdoor stocking density of 1500 chickens per hectare. Either that or ban the use of the term “free range”. If you can’t sell “freshly baked bread” when the reality is it was prepared weeks ago half way around the world then surely you can’t sell “free range” eggs that are coming from overcrowded death camps.

Geoff Isaac

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