

THE  
UNSCRAMBLED  
EGG™



UNITED EGG PRODUCERS  
[uepcertifiedcagefree.com](http://uepcertifiedcagefree.com)

# WHAT WE STAND FOR



The Unscrambled Egg campaign is our way of asserting the UEP Certified Cage-Free program's authority in the egg industry. It's how we step out of the shadows and use our voice. In its most simple terms, it's how our story and unique value come to life.

Here are the basic principles:



We believe no one is more invested in hen welfare than egg farmers.



We believe retailers want what's best for their businesses but don't have all the facts.



We know we are the most reliable source of information for hen housing and welfare.

SO, WHAT ARE OUR  
KEY DIFFERENTIATORS?



WISDOM &  
EXPERIENCE



SCIENTIFIC ADVISORY  
COMMITTEE



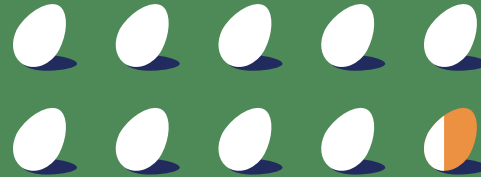
COST

# #1

## WISDOM & EXPERIENCE



Founded in 1968, United Egg Producers (UEP) is a cooperative of U.S. egg farmers that plays a crucial role in representing and supporting the egg industry by promoting animal welfare through its certification programs. We created the first hen welfare certification of its kind in 2002 and a cage-free certification in 2006. Today, more than 90% of eggs produced in the United States come from UEP Certified farms.



WE ARE THE WISE EXPERTS ON HEN WELFARE. WE SET THE STANDARD FOR STANDARDS.

# #2

## SCIENTIFIC ADVISORY COMMITTEE

Leading experts in animal welfare and hen behavior comprise the independent Scientific Advisory Committee that established the UEP Certified Guidelines. Using science as its primary guide, the committee set the standards upon which all state laws for cage-free housing are based.

Over the last two decades, those standards have evolved, and will continue to, along with the science of hen welfare and findings from the committee.



HUMANE ISN'T JUST A WORD ON A LABEL. IT'S A SCIENCE-BACKED WAY OF RAISING HENS.

# #3

## COST

### ESTIMATED COST TO CERTIFY 1 MILLION HENS\*

UEP CERTIFIED  
CAGE-FREE

**\$5,500**  
for members

PEER CERTIFICATIONS

**5-10X MORE \$**

The UEP Certified Cage-Free program costs producers far less than its competitors, which means those costs don't get passed on to retailers.

We're not a marketing machine. We're just focused on raising the standards for hen welfare and responsible egg production.

WE'RE NOT A BIG DEAL. WE'RE JUST A BETTER DEAL.

\*Based on fiscal year 2024 data



BETTER EXPERTS. BETTER AUDITS. BETTER VALUE.





WE'RE HERE TO UNSCRAMBLE THE EGG.