

THE
UNSCRAMBLED
EGG™



UNITED EGG PRODUCERS
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

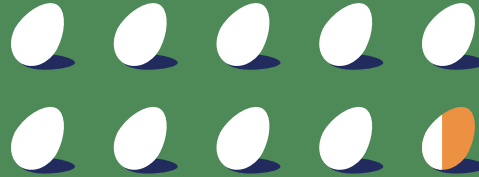


MAXIMIZED
HEN WELFARE

#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.



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

MAXIMIZED HEN WELFARE

MAXIMUM WELFARE AT A MINIMAL COST.

Participating farmers are required to use UEP Certified guidelines across all flocks, which makes our program more consistent, cost-effective and efficient. It also makes for a more secure and streamlined supply chain, minimizing expenses while maximizing welfare.

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



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

BETTER EXPERTS. BETTER AUDITS. BETTER VALUE.





WE'RE HERE TO UNSCRAMBLE THE EGG.