

Woolworths goes cage-free in Canberra

2 September 2014: Woolworths has today announced the ACT as the first state or territory to sell 100 per cent cage-free eggs as part of the supermarket's ongoing commitment to remove cage eggs from all outlets by December 2018.

As of this month, none of the 19 stores within the ACT will stock cage eggs, instead offering consumers a choice of three cage-free options: barn laid, free-range and organic free range.

This huge step in Woolies' commitment to going 100 per cent cage free nationwide by 2018 has been made possible via a partnership with local supplier Parkwood Eggs. Parkwood have converted their Canberra farms to cage-free and will now supply some of the Woolworths private label products and a new local brand of Parkwood Eggs from their farm in MacGregor in north-west Canberra.

The shift to Parkwood supplied cage-free eggs also highlights Woolworths's commitment to supporting local suppliers and providing local produce for local stores.

Tony De Thomasis, Woolworths Head of Trade, said, "Canberra is the first area to deliver the Woolworths commitment of 100 per cent cage-free by 2018. This is a landmark step in working towards cage-free eggs across all Woolies stores in the next four years and further highlights our ongoing mission to bring the freshest and best value produce to our customers."

Woolworths announced its 2018 commitment to phase out cage eggs in conjunction with its partnership with Jamie Oliver in 2013. Woolworths was the first Australian retailer to introduce free-range eggs to its own brand. Woolworths will also remove caged eggs as ingredients from all of its Homebrand products by the end of 2018.

All Woolworths free-range eggs across the Macro and Select brands meet the free range production requirements of the Model Code of Practice for the Welfare of Animals: Domestic Poultry for relevant production system (free range, barn laid and caged) and are labeled accordingly.

Woolworths has also worked with its supply partners to deliver exceptional value to customers with the launch of Home Brand Barn Eggs which will be selling at \$3.49 for a dozen

For further information please contact the **Woolworths Press Office** on 02 8885 1033.