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the happy egg co. releases first album for hens to lay eggs to

SAN FRANCISCO (September 24, 2014) – The sounds of One Direction may set millions of girls’ hearts aflutter but hens are more moved by Beethoven according to a new study conducted by the University of Bristol. The study was commissioned by the happy egg co. to discover the positive benefits of music on hens as part of its long-term commitment to find new ways to make its flocks even happier. The results revealed six percent more eggs were laid in nest boxes playing classical music compared to the nest boxes playing songs by the most popular boy band in the world.

“We know hens have good hearing and respond in different ways to different sounds,” said Jenni Danby, Marketing Director at the happy egg co. “We wanted to see if music could boost their happiness. This research has shown how noise can affect laying birds and builds on our understanding of the importance of providing them with an environment that best suits their preferences when it comes to musical stimulus.”

The study revealed that all types of music intrigue hens. The hens entered the nest boxes 159 percent more frequently during weeks when music was playing than they did during quieter weeks when no music was played. Over the two month time period happy egg hens were exposed to pop, rock and classical songs by artists including Lady Gaga, Beyonce, Queen, Bach and Mozart, with their reactions and behaviors then monitored.

Hens showed a preference for nest boxes playing Beethoven, Bach and Mozart over those broadcasting Lady Gaga and One Direction. Although the hens did not lay any more eggs overall, they did switch nest boxes, laying six percent more eggs in the boxes playing *Eine Kleine Nachtmusik*.

“The study shows that chickens have the ability not only to hear music but to discriminate between different genres, as shown by the fact that some of the birds switched nest boxes, choosing to lay preferentially to the accompaniment of classical music,” said Isabelle Pettersson, researcher for the study at the University of Bristol. “We already know that hens are sensitive to noise and that loud noises of 80 decibels or more can have a profoundly negative effect on them, but it would seem the soothing tempo of classical composition may have a more positive effect.”

As a result of the findings, the happy egg co. is releasing *Top of the Flocks*, an album of tracks produced by renowned British composer Jack Ketch to help boost hen happiness,

relaxation and productivity. Copies will be given to happy egg producers and the album is also available for [download](#) to enable hens across the U.S. to enjoy music to lay eggs to.

Packaged in a sunshine-yellow carton made of 100 percent recycled and compostable material, and now available in six-, 10- and 12-packs, happy eggs stand out for their color and clarity in the egg aisle. Free Range eggs from the happy egg co. will be available at over 4,000 grocery stores across the country next month following recent increases in distribution.

For more information about the happy egg co. Free Range eggs, including where to find a store near you, visit thehappyeggco.com. To download *Top of the Flocks*, click [here](#).

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