



## Talking with... Jenni Danby

Chief Marketing Officer  
The happy egg co.



The happy egg co., founded in the UK in 2009 and in the U.S. in 2012, is the leading producer in humanely raised eggs, and is the only U.S. true free range egg brand to be certified by the American Humane Association® (AHA). Owned by UK-based parent company Noble Foods, The happy egg co. prides itself in producing great tasting eggs by the happiest egg-laying hens at an affordable price point.

**Retail Leader: How would you describe the growth of consumer interest in cage-free eggs over the past year?**

**Jenni Danby:** Three years ago, caged eggs were still 95 percent of the market. Now, caged eggs are 85 percent of the market. There has been quite a significant shift over a short period of time. Just this past year, with Prop 2 coming into effect in California in January 2015, the conversation has amplified animal welfare and consumers across the US are starting to pay attention to where their food comes from and how it has been sourced. We've even seen a large number of food service companies committing to more humanely-produced eggs and, more recently, retailers providing their consumers with at least cage-free eggs, if not better. Cage-free and free range is the new expectation.

**RL: Based on what Noble Foods learned from its experience in the United Kingdom, how has The happy egg co. been able to foresee the shift in market, and how have you been able to remain at the forefront of this change?**

**JD:** When we first launched into the U.S. market three years ago, we went straight into ground-breaking free range production practices, based on what we learned from our experience in the European market. Cage-free, though better than caged eggs, still means that hens are living their entire lives inside of a barn, not being able to move around freely. Once consumers understand the difference between the various types of labelling out there, they will demand better treatment—as this is the pattern we've already seen in Europe. At The happy egg co, our core values are providing

the highest animal welfare product. We were the first to receive certification from the American Humane Association® (AHA), which differentiates us from even the other free-range products on the market. Most free range egg producers provide their hens with just two square feet of space, whereas to be certified humane by the AHA, each hen must have 21.8 square feet of space.

**RL: How are you sharing the message about your humanely-produced eggs and how have you continued to expand your market presence?**

**JD:** We've recently launched a consumer communications campaign called the “#FlockingHappy” movement, which is intended to bring the conversation to the consumer about the happiness of hens and what it really means to be free range. To encourage people to commit to more humane purchasing behaviours in the egg aisle, we've created an online pledge where people can sign and show their support. The campaign is so successful, we had more than 20,000 consumers sign within the first 48 hours. You can see that consumers want more humanely raised products, and we have the ability to meet their demands, while bringing more innovative and higher treatment practices and standards to the US.

We're constantly talking to retailers and educating them on the importance of hen welfare, and providing them with a sense of how the market is shifting. We've doubled distribution over the last 12 months, and expect to continue that growth throughout the rest of the year; we hope to have close to a million hens at the beginning of next year! We're ready for it: we've had the opportunity to ensure we have enough resources to meet the increasing demands for humanely produced eggs as the conversation around animal welfare continues to evolve.

For more information, visit [www.flockinghappy.com](http://www.flockinghappy.com) and [www.thehappyeggco.com](http://www.thehappyeggco.com).







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