

# SUSTAINABILITY FRAMEWORK REPORT 2021





Australian Eggs is a member owned not-for-profit company providing research & development, marketing and industry information services. Working together with the egg industry and the Australian Government, Australian Eggs strives to deliver value to industry and the public by investing in programs that increase consumption and ensure industry sustainability. Programs are funded through statutory levies and Australian government funds for the purposes of approved R&D.

# SUSTAINABILITY FRAMEWORK REPORT 2021

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# Introduction

The Australian Egg Industry Sustainability Framework is an ongoing process of examining the relationship between industry, communities and the environment to develop and maintain a clear set of principles that will increase productive engagement with Australians and drive continuous improvement within the industry.

This report completes the third annual cycle of the Australian Egg Industry Sustainability Framework. The process was commenced in April 2017 and was developed to support the Australian egg industry’s objective of farming eggs for Australians in a way that is socially, environmentally and economically responsible.

Over three years, Australian Eggs engaged CSIRO to conduct a comprehensive annual national survey of Australian community perspectives on a broad range of issues related to the egg industry.

By engaging directly with a large representative sample of Australians, the egg industry was able to identify drivers of trust and acceptance of the egg industry as well as obtain a much clearer sense of community attitudes and expectations.



# The Australian Egg Industry



AUSTRALIANS EAT  
**17 MILLION**  
EGGS EVERY DAY



**\$832 MILLION**  
GROSS VALUE OF  
EGG PRODUCTION  
(FARM GATE EQUIVALENT)



**6 BILLION**  
EGGS LAYED  
PER YEAR IN  
AUSTRALIA

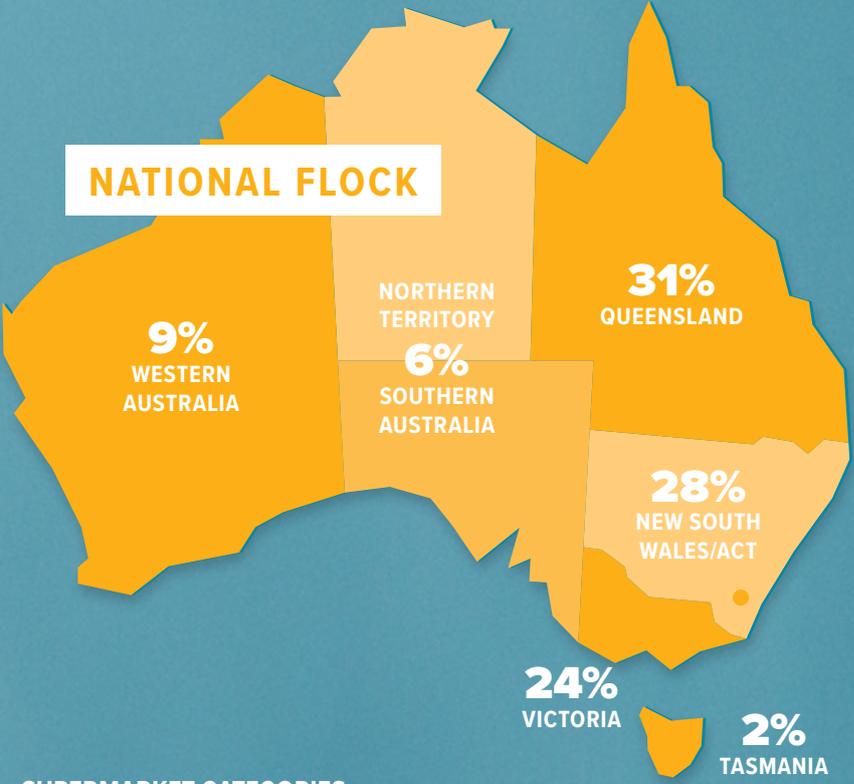


**AFFORDABLE PROTEIN**  
Low cost and high quality  
protein source

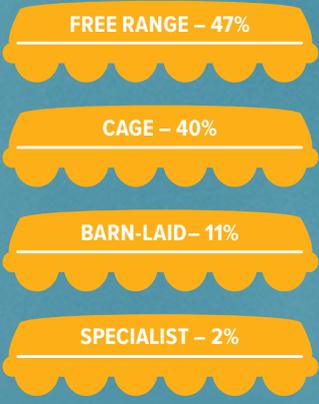


**20 MILLION**  
LAYING HEN NATIONAL FLOCK

## NATIONAL FLOCK



## SUPERMARKET CATEGORIES



**SOURCE OF NUTRITION**  
An egg contains  
13 different vitamins  
and nutrients  
packed into only 300  
kilojoules



**246 EGGS**  
CONSUMPTION  
PER PERSON PER YEAR



# Sustainability Framework Process

The Sustainability Framework is facilitated by Australian Eggs with guidance from an egg industry Sustainability Consultative Committee.

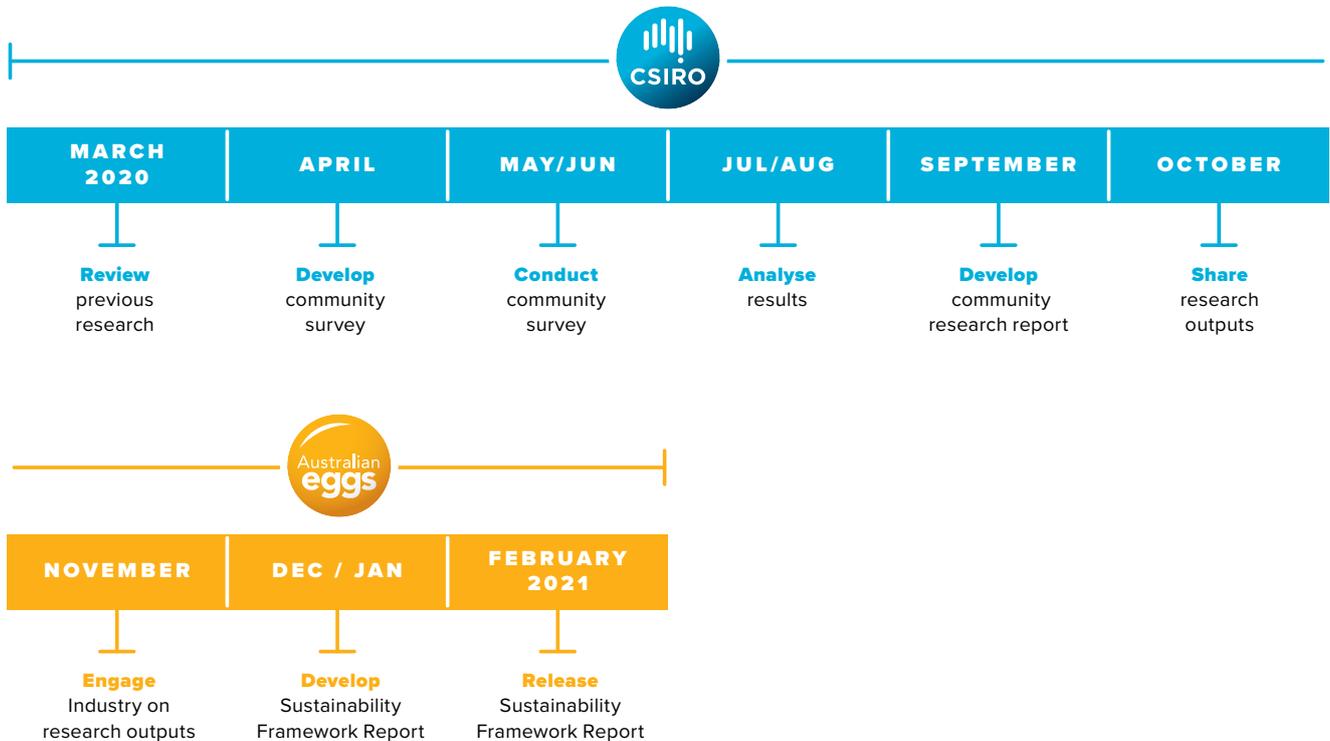
The Sustainability Framework seeks to:

- Track public views on the impacts and contributions of the egg industry to identify key challenges and industry responses
- Demonstrate how the egg industry will direct industry investment to facilitate improvement
- Encourage widespread stakeholder engagement for unified results
- Provide transparent reporting of industry progress in key areas

Community expectations are constantly evolving. In response to this dynamic, Australian Eggs asked the CSIRO to design a comprehensive social science research program to take place over three years.

With each year of CSIRO research conducted, Australian Eggs used this opportunity to build on the insights and analyse the research to identify priority issues and track industry performance with community expectations.

Full details of these steps are available on the Australian Eggs website and an outline is provided below.



# Sustainability Industry Consultative Committee

The Australian Egg Industry Sustainability Framework as a service to the industry with the involvement and guidance of egg farmers.

The Sustainability Industry Consultative Committee comprises a group of prominent egg farmers with representatives from large and small egg farmers from each state. The ICC receives briefings on the proposed research methodology of the CSIRO and provides input and feedback to Australian Eggs in the preparation of the Sustainability Framework report.

**Members of the Sustainability ICC are as follows:**

**Paul Pace**, Pace Farm, NSW

**Greg Quinn**, McLean Farms, QLD

**Anne Andary**, Days Eggs, SA

**Ian Wilson**, Bodalla Eggs, WA

**Philip Szepe**, Kinross Farm, VIC

**Melinda Hashimoto**, Egg Farmers of Australia



# CSIRO Australian Egg Industry Community Research Report

The CSIRO Australian egg industry community survey is part of a three-year program examining the relationship between the egg industry and the Australian community.

All Australian residents aged 18 years or older were invited to participate. The community survey covers the impacts and contributions of the egg industry across areas such as the environment, animal welfare, food security, and lives of people.

Survey responses were collected across the country through two methods:

- A representative national survey of 5,008 Australians over the age of 18 recruited via a research panel
- An “open call” national survey of 2,446 Australians that anyone over the age of 18 was free to participate in via a public web link with a sample.
- Between 2018 and 2020 the research project directly engaged 27,060 survey respondents across the country and achieved over 64.8 million media impressions across all platform types and mediums

## Key findings

In each year of the research program, Australians were asked to rank the most important factor informing their egg purchasing decisions (if they purchase eggs). Each year they were:

1. Farming system
2. Price
3. Food safety
4. Clear labelling
5. Environmental impact



## Lives of people

Responsiveness of the egg industry to community concerns has been the strongest driver of trust in the industry in all three years of this research program.

Across the three years, 2018-2020, the proportion of Australians agreeing that eggs are an important source of nutrition in the country’s diet remained very high.

Agreement that eggs are a staple food Australians rely on also remained very high across time. Australians also felt that egg production standards are high in this country.

Community members feel strongly that protections against biosecurity threats are important for the industry and that food safety standards in the egg industry are high.



## Hen Welfare

Animal welfare outcomes are central to public perceptions of the Australian egg industry. Across the three years, the community indicated confidence in the egg industry to address areas of challenge such as welfare.

Increasingly since 2018, Australians believe that all egg production systems have costs and benefits for hen welfare.

Animal welfare is a central issue for Australians when considering the egg industry, although understanding of the complexity of the issues involved has increased over time.



### Environmental Impact

Over the last three years, the prominence of environmental issues relating to the egg industry increased among respondents.

It was found that egg farming is viewed as a legitimate use of land and that this use, compared to other industrial activities, is more environmentally sustainable.



### Economic Viability

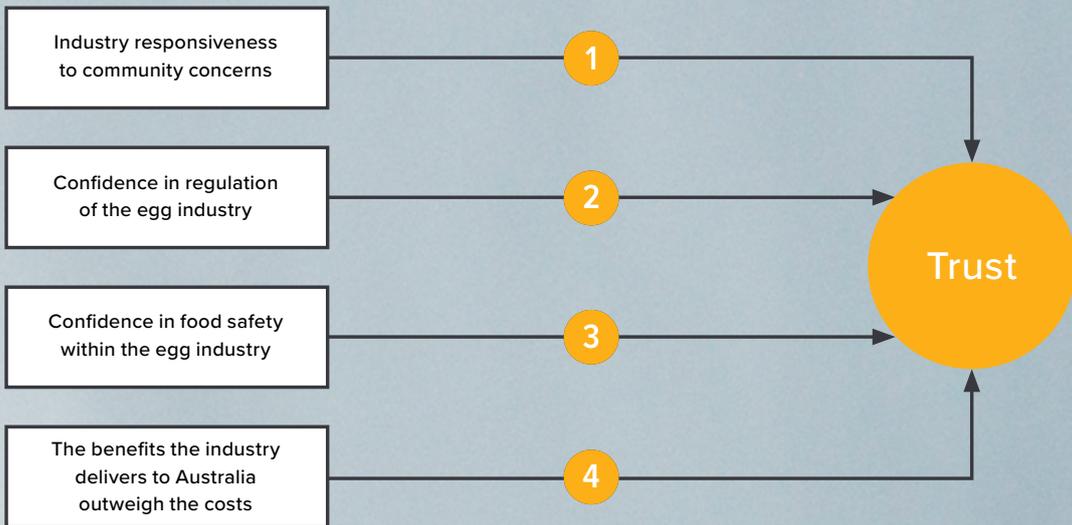
Australians increasingly perceive that the price they pay for eggs fairly reflects the cost of their production.

Australians also feel strongly that food safety standards depend on the profitability of egg farms, and that financial sustainability of the egg industry supports innovation.

## Key results 2018-2020

Each year from 2018 to 2020, the same four issues were the strongest drivers of trust in and acceptance of the egg industry in Australia.

### Key drivers of trust and acceptance of the Australian egg industry

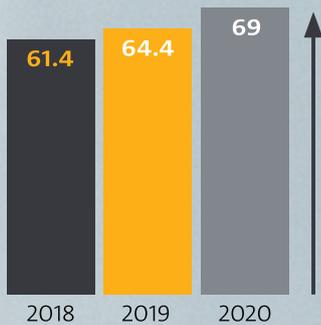


### Industry action recognised and community trust increased

#### Responsiveness

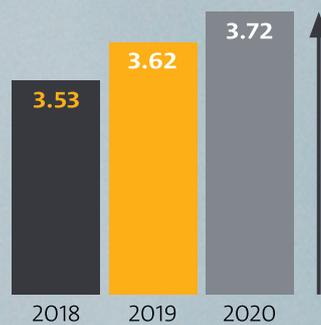
The Australian egg industry is prepared to change its practices in response to community concerns

Percent of sample supporting statement:



#### Trust

Average trust score rating on a 1–5 scale where 1=lower trust and 5=higher trust



Data for Year 3 collected between 27th April and 7th May 2020

# Global Sustainability Goals

In 2015, 193 world leaders committed to the United Nations 17 Sustainable Development Goals (SDGs). These were developed as a blueprint to achieve a better and more sustainable future for all. The 17 goals include:



These SDGs have also influenced the Sustainability Framework process to provide a meaningful link between global challenges and action that can be taken by the egg industry.

The Australian egg industry Sustainability Framework links to the SDGs in 8 key areas.

### Zero Hunger

Eggs are an affordable, accessible, and secure food source. Combined with its already efficient productivity, the egg industry is able to contribute to addressing current and future food challenges.

### Industry, Innovation and Infrastructure

Investing in infrastructure and innovation will drive lasting solutions to both economic and environmental challenges, such as providing new jobs and promoting energy efficiency, as well as contributing to important social issues like animal welfare.

### Good Health and Well-Being

Eggs are a high-quality protein that contain 13 vitamins and minerals, omega-3 fatty acids and antioxidants and the egg industry has the capacity to directly improve human health outcomes for Australians across all life stages by delivering a versatile and reliable food source.

### Responsible Consumption and Production

As part of the agriculture sector, the egg industry is a major user of energy and water, and there are opportunities to improve monitoring and management of these resources along with waste management solutions.

### Affordable and Clean Energy

The egg industry already has one of the lowest carbon footprints of common animal protein sources and is comparable to some plant-based foods. Accelerating the adoption of solar energy for egg farming to lower energy costs and improve environmental outcomes will also simultaneously enhance the economic viability of the industry.

### Climate Action

The egg industry can contribute to global climate action by increasingly moving towards a low-carbon supply chain through improving energy efficiencies and waste management.

### Decent Work and Economic Growth

Through continuous investment in infrastructure and development, the egg industry can show leadership on working conditions and productivity while contributing to the growth of the economy.

### Life on Land

The egg industry recognises the importance of the natural environment and biodiversity in supporting global food and water security and seeks in improvements practices that will reduce pressure on natural habitats.

# Farm Sustainability Dashboard

In response to Sustainability Framework process, the Farm Sustainability Dashboard was developed to help egg farmers identify opportunities to improve on-farm and business practices to safeguard against future market and industry changes.

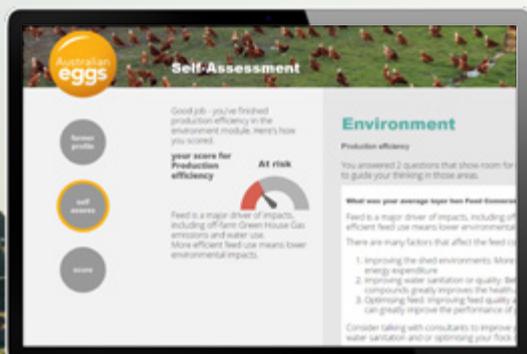
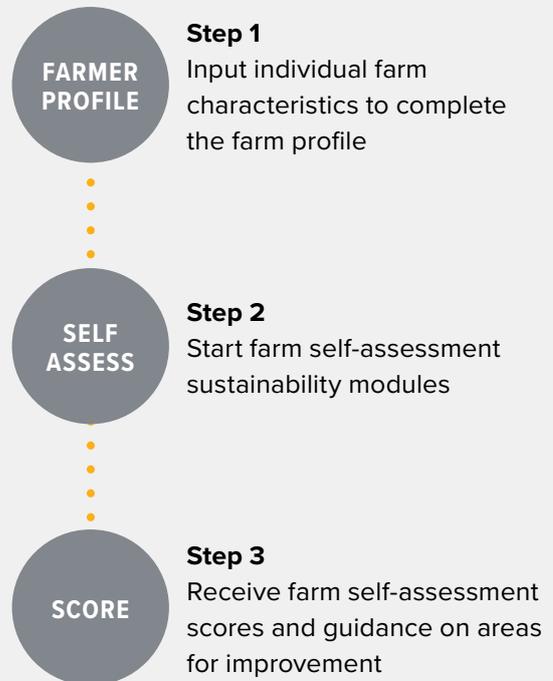
Recognising that industry improvement only happens on farm, the dashboard is intended to provide practical feedback and direct egg farmers to the key aspects to consider, whether they are well advanced in pursuing sustainable practices or just starting out.

Sustainability is the ability to profitably produce eggs in the long term in a way that aligns with community expectations. For egg farming businesses, this includes the contributions and impacts of the egg industry in the lives of people, hen welfare, environmental impact and economic viability.

The Farm Sustainability Dashboard brings the elements of sustainability down to a farming business level to identify strengths, weaknesses and opportunities for focus and improvement.

Industry commitment to sustainability is broad with many egg farming businesses already exploring opportunities for improvement. Developing the Sustainability Dashboard as an online tool will broaden and accelerate industry adoption and enable farming businesses that are otherwise separated and isolated to access knowledge and feedback specific to their operations and requirements.

## How does it work?



The sustainability learning modules are comprehensive and look to investigate all aspects of the business. They include:

- Environment
- Production efficiency
- Manure and by-product management
- Environmental sensitivity and waterway health
- Free range areas
- Environmental management
- Energy and water use (rearing/milling excluded)
- Supply chain impacts
- Welfare
- Training & Responsibilities
- Standards
- Facilities
- Hen Handling and Husbandry
- Health & Nutrition
- On Farm Practices
- Biosecurity
- Food Safety
- Work, Health & Safety
- Economics
- Profitability and capital returns
- Financial capital requirements and risks
- Production performance
- Business management
- Market considerations

To utilise the Farm Sustainability Dashboard, visit [fsd.australianeggs.org.au/home](https://fsd.australianeggs.org.au/home)



## Driving the process on farm

From humble beginnings over 30 years ago, Manning Valley Free Range Eggs has grown from a small flock of twelve birds to five free range farm properties, all established on sustainable farming practices for the protection of the hens and rejuvenation of the surrounding environment.

With a strong focus on transparency and accountability, Peter Matuszny, owner of Manning Valley Eggs, has always been committed to improvement

and creating a sustainable future for generations to come. Peter said “sustainability is part of farming and we focus on these issues every day. The Sustainability Dashboard provides a reference point to help make assessments of progress and focus on emerging issues”.

By creating a farm profile and inputting anonymous details into the areas of interest, farmers and business owners are able to review their current activities against best practice

to receive instant feedback and recommended resources relevant to their farm. Rowan McMonnies, Managing Director of Australian Eggs said “the ingredients for improvement are commitment, knowledge, action and feedback. The Sustainability Dashboard is in the knowledge to action space. It helps farming businesses ensure their viability by testing their operations against sustainability goals”.



## Lives of people

Contributing to the Australian community through the provision of a nutritious, staple food.



### Food safety

For Australians in 2020, the provision of a safe, nutritious, affordable and secure staple food was more important than ever. The role of eggs as a staple in the Australian diet is important but community members are also very interested in how safe those eggs are.

Australians feel that egg production standards are high in this country and that industry protections and responsiveness to biosecurity threats such as Avian Influenza and outbreaks of salmonella within the supply chain have protected public health.

It has been demonstrated that it is possible to minimise risks arising on-farm and we are continuing to work on this through both research

and communication activities. Managing food safety risks arising in the post-farm egg value chain has also been an important focus area for Australian Eggs in an effort to reduce food safety issues, increase consumer confidence and enhance industry credibility.

As a persistent and serious concern for the egg industry, considerable investment has been made in Salmonella research in recent years to fill critical knowledge gaps around the issue. The outcome of this program is for enhanced understanding of Salmonella in the Australian egg industry.

The program includes five newly completed projects that identified the effectiveness of vaccinations, supplements, environment management and correct cleaning procedures for Salmonella protection and prevention.

Looking to encourage improvements in biosecurity practices on farm, a biosecurity VR tool was launched in 2020 to help farmers train staff and ensure comprehensive practices are in place to manage risks.

The tool allows users to walk through a virtual farm to identify risks and assess the effectiveness of their current biosecurity measures and where and how improvements can be made on their own farm.

## Nutrition

The greatest positive contribution of the egg industry is the provision of an accessible food staple that meets the nutritional needs of the community.

Eggs are recognised as one of nature's most nutritious foods and as a key source of quality protein with 13 nutrients required by the body. The current body of research evidence confirms that as part of a healthy and balanced diet, eggs can be enjoyed across the various life stages from pre-birth to older Australians.

Research reveals that 23 percent of Australians are vitamin D deficient due to several lifestyle factors, including prevalence of indoor jobs, increased office hours and increased time on screens inside. The egg industry is continuing to explore the effects of egg consumption on vitamin D status, with recent researching showing that a serve of eggs contains up to 82% of adult daily vitamin D requirements.

There has been much debate on the topic of whether it is healthy for people with diabetes to eat eggs. Increasingly, research indicates that the inclusion of eggs daily may be beneficial for those with type 2 diabetes, particularly if they replace less healthy foods, such as refined grains.

Eggs are a low-carbohydrate food with low glycemic index score and recent research has shown that people with pre-diabetes or type 2 diabetes can eat up to 12 eggs a week as part of a healthy diet and this does not increase cardiovascular risk factors.<sup>1</sup>

<sup>1</sup> DIABEGG: Fuller, N.R., et al. Effect of a high-egg diet on cardiometabolic risk factors in people with type 2 diabetes: the Diabetes and Egg (DIABEGG) Study—randomized weight-loss and follow-up phase. *Am J Clin Nutr* [Epub ahead of print], nqy048-nqy048 (2018).

The egg industry continues to invest in research on the benefits of eggs for human health and dispel common myths that may be a barrier to consumption.

## Transparency

The Sustainability Framework reporting remains a key vehicle for industry transparency and is a formal demonstration of responsiveness to the Australian community. Providing accurate and accessible information on industry practices has been crucial to building community trust.

The egg industry has also sought to respond to the increased interest in food production and bridging the gap between community interest and understanding of where food comes from by providing higher levels of transparency on farming practices. To progress this, work has commenced on an egg industry traceability project as part of a Commonwealth grant process to improve traceability across the sector. The project will involve exploring options to provide greater transparency over the origin and production of eggs.

By providing higher levels of transparency on farming practices and ongoing sharing of information on the key aspects of cage, barn and free range production systems, it is hoped that community understanding of the practicalities of farming can be improved and community trust can be deepened.





## Hen welfare

Farming in a manner that aligns with community expectations and delivers substantive animal welfare outcomes and ongoing improvement.



### **Animal husbandry**

In examining current farming practices, egg farmers are constantly exploring areas that could be improved. Hen welfare is also often discussed in the media but not always well understood.

CSIRO research shows Australians feel strongly that egg farming can be done ethically and have confidence in the egg industry to address areas of challenge such as welfare. They believe that all egg production systems (e.g. cage, barn, free range, organic) have costs and benefits for hen welfare.

The egg industry invests in animal husbandry research and development that is aimed at enhancing animal welfare through best practice, increasing levels of productivity and profitability as well as encouraging community support.

The animal husbandry program provides farm workers of all levels of experience with a good understanding of contemporary animal welfare principles and equip them with the tools and resources to implement improvements wherever possible.



## Welfare improvement

In examining current farming practices, the egg industry is spoilt for choice on areas that could be improved. The substantial growth in barn and free range farming systems has presented new challenges as these systems are less controlled than cage systems and significantly more complex to manage.

Using the emerging field of microRNA to identify potential biomarkers of affective states in hens, a welfare measurement strategy is being developed that will identify positive and negative markers. New technology such as artificial intelligence is also being trialled for real-time monitoring of bird and flock movement and behaviour to assist in monitoring the wellbeing of the flock remotely.

With COVID 19 challenging the way industry training is delivered, a welfare training package was developed and is delivered as a series of webinars. The course was prepared for individuals working under general supervision and offered a solid foundational understanding of facilitating good hen welfare on-farm.



## Community Values

In each year of the CSIRO research program, Australians were asked to rank the most important factor informing their egg purchasing decisions. Australians were asked to rank five factors that may influence their egg purchasing decisions: price, production method, confidence in food safety, environmental responsibility, and clear labelling and information. In all three years, the order of the rankings of these factors did not change: egg production method was by far the most stated first-ranked factor informing egg purchasing decisions (e.g. cage, free range, barn, organic). This was followed in each year by price, and then food safety considerations.

It is clear that individuals understand that welfare is complex, and industry may struggle often having to deal with multiple trade-offs and compounding issues. Individuals place different emphasis on particular aspects of welfare issues and there are a few common threads of analysis. This reflects the nature of human values which are inherently subjective and is instructive to the egg industry and the community in considering welfare issues.

Examining the trade-offs that may be involved in balancing environmental sustainability and hen welfare, there are strong levels of agreement that it was natural for hens to scratch away grass and plants when allowed to range outside and that higher hen welfare also has higher environmental and sustainability costs that need to be managed.

It has been found that the Australian community thinks positively about industries that engage with them maturely, constructively and in ways that acknowledge the challenges that face them.





## Environmental impact

Preserving natural resources by minimising resource use and the long-term impacts on environmental systems.



The Australian Egg Industry Sustainability Framework includes environmental impacts as a key area of focus and action. The prominence of environmental issues relating to the egg industry has increased in the responses of Australians throughout the community research process.

In examining current farming practices, egg farmers are constantly exploring areas that could be improved, it is felt that egg farming has a lower environmental impact than other industries and is viewed as more environmentally sustainable compared to other industrial activities.



## Carbon footprint

The egg industry has an initial advantage of enjoying a relatively low carbon footprint, the lowest of common animal protein sources and comparable to some plant-based foods. Egg farming is highly efficient and involves limited waste as eggs that are not suitable for retail sale can be converted to products for use in food service and manufacturing.

A new carbon neutral project in partnership with Australia's poultry industries will be one of the most comprehensive carbon footprint assessments ever conducted in Australian agriculture. An assessment of the entire supply chain is currently underway which commences at the planting of the grain that chickens eat and extends to include the packaging and transport of the final product. The last carbon footprint assessment of Australia's poultry industries was conducted over a decade ago and recent industry improvements and innovations could see carbon neutral chicken and eggs being produced at a modest cost in the near future.

A pilot program will be run as part of the research to develop an auditable carbon neutral product for both eggs and chicken meat under the Australian Government Climate Active program.

## Renewables

Egg farming uses a significant amount of electricity as air-conditioned sheds are required to ensure hens are safe from Australia's harsh climate. Solar energy works well for the egg industry as energy production tracks the load of cooling systems across the day.

In response to rises in electricity costs and consumer expectations for sustainable food sources, some larger egg farms have successfully implemented large scale solar projects to both lower their energy costs and improve environmental outcomes. Ten of the country's 12 largest egg producers have already implemented some form of solar energy on their farms.

The egg industry has invested in a solar energy tool that works by identifying options and allowing egg farmers to see how solar could work on their farm, how much they could reduce their power bill, as well as accelerating the adoption of renewable energy across the industry.

## Waste management

Australia's egg industry is investing in research of waste management including looking at converting agricultural wastes into high quality fertiliser and animal feeds, resulting in higher productivity and profits for farmers. The project is focused understanding the potential of Black Soldier Fly (BSF) larvae to breakdown a range of natural waste products and using its casting residue as a protein source for livestock.

The project aims to investigate whether the flies and associated transformational technologies developed by researchers can be adopted to increase egg, pork and wider agricultural productivity and profitability by reducing input costs, generating alternative revenue streams and improving use of waste as fertilisers to reduce reliance on synthetics.





## Economic viability

Having the economic resilience to profitably deliver outcomes of value to the community.



The fourth focal area in the Australian Egg Industry Sustainability Framework is economic value and viability of the industry.

Australians increasingly perceive that the price they pay for eggs fairly reflects the cost of their production and that food safety standards depend on the profitability of egg farms.

The relationship between industry profitability and the ability to reinvest in improvements lies at the heart of the Sustainability Framework process.





## Egg farm profitability

A major challenge for the egg industry is to balance the affordability of eggs with increased production costs including feed.

To ensure retail prices of eggs can continue to see them considered as staple foods, the egg industry has been investing in feeding and nutrition to optimise quality, maximise profit, extend layer life and improve productivity.

A project is currently underway into the management of pullets for extended layer life, improved productivity and shell quality. The project aims to understand how different lighting regimes and diets during rearing, can improve flock uniformity, egg production and persistency of production, egg size and egg quality, from 16 to 90+ weeks. Through this and other initiatives that address feed and production inefficiencies, it is hoped to improve both the viability of the industry and improve environmental and welfare outcomes.



## Risk management

Egg farmers face substantial risks in operating their businesses. While the market is volume driven with relatively low margins, the risk of supply or demand disruption arising from incidents at an individual business or industry level is real and must be managed.

The Sustainability Framework process has encouraged the industry to engage on how risks can be better managed.

The Farm Sustainability Dashboard is an important part of this, encouraging egg farming businesses to consider risks before they arise and take productive steps to manage them.

The other key risk management process for the industry is through the Eggs Standards of Australia (ESA) quality assurance program which provides clear guidance and independent audits to ensure consistently compliant outcomes across the industry.

ESA is a voluntary quality assurance program that represents a robust, credible and workable quality assurance and compliance standard that has been independently reviewed against current Australian retailer and regulatory requirements. It was developed to streamline compliance requirements for market access, provide a pathway for continuous improvement for egg businesses and deliver more consistent quality outcomes across the egg industry.

The standard has been developed based on the principles of Hazard Analysis Critical Control Point (HACCP) for egg producers and processors in meeting the needs of regulators, retailers, farmers and egg buyers that addresses areas including hen welfare, egg quality, biosecurity, food safety, work health and safety and environmental management.

Development is currently underway to extend the ESA program to create consumer awareness and recognition of the standard through on-pack branding and marketing for accredited producers and processors.





## Biosecurity VR Tool driving efficiency and improving training outcomes

Developed in Australia, the Biosecurity VR tool is believed to be the first agricultural training tool of its kind.

In 2020, Days Eggs, a family-owned egg farm in South Australia became one of the first properties to utilise the tool on farm.

According to Jess Spencer, Poultry Welfare Manager at Days Eggs, the tool improves efficiency in training and allows farm managers to raise the initial skill set of new members, as well as providing additional

training to help raise the skill set of current team members who might learn better through this type of training delivery.

Jess explains a key benefit of delivering biosecurity training virtually is that it allows complete induction training in a controlled environment without the need to be on farm. She adds “this in turn increases safety and mitigates welfare risks by reducing the chance of any issues arising from new staff learning on farm, who aren’t yet competent in biosecurity”.



## Technology opening the farm gate to help educate consumers about hen welfare

In the podcast series, titled The Good Egg, host Wendy Hargreaves visits egg farms to talk to farmers, she interviews researchers and veterinarians to dig deep into the evolution of animal welfare science, and talks to industry leaders about the challenge of producing 17 million eggs each day.

Across three 30-minute episodes, listeners are taken to a variety of egg farms across Australia to explore the benefits and challenges of hen health, safety, and happiness across the different farming systems.

The Good Egg is available on most podcast platforms and on the Australian Eggs website at [www.australianeggs.org.au/farming](http://www.australianeggs.org.au/farming)

An interactive 360-degree virtual farm tour has also been created that explores three egg farms from different parts of Australia to allow people to see what commercial egg production looks like.

When entering each different farm, visitors are welcomed by a farmer who explains their farming operations before being taken on a tour around the operations.



To view the virtual farm tour, visit [www.australianeggs.org.au/farming/tour](http://www.australianeggs.org.au/farming/tour)



## Solar Helping to Drive Egg Farmers Towards Carbon Neutrality

As electricity costs have increased over the past decade, some larger egg farms have successfully implemented large scale solar projects to both lower their energy costs and improve environmental outcomes.

Solar power is no longer just for the big farms as improvements in solar panel efficiency and significant reductions in costs are providing small to medium farms the opportunity to get into solar too.

LPC Trading Pty Ltd is a family-owned business operating in the southwest slopes of

regional New South Wales. After watching their energy bills going up substantially, in 2014 the business invested in dozens of solar panels to provide 525 kilowatts of electricity to their egg farming operation near Young.

Using ground panels to power their free-range and caged sites that house nearly a half a million chickens, as well as installing solar to power feed mill and rearing sites has allowed LPC to save about 30 per cent on their power bill.

LPC owner, Brett Langfield said the decision by some egg



producers to move to solar was an economic decision, but also the right thing to do environmentally.

“We as an industry are a very low-carbon-sourced industry, and this is another level of where we’re trying to be more efficient and responsible,” he said.



## Quality assurance for the egg industry on display for consumers

In 2021, Australian Eggs will implement a new opportunity for ESA accredited egg rearing, laying, packing and grading floors to be able to display an ESA insignia on pack.

In consultation with a committee of accredited farms, Australian Eggs have developed a suitable insignia to be used on retail packaging.

The ESA insignia indicates to the community and consumers that the industry is invested in producing a safe, quality,

sustainable product with high regard for animal health and welfare and exemplifies the safety and assurance of the existing ESA brand.

The insignia is an evolution of the existing ESA logo that represents the administration component of the program.

It was designed to assert itself as a stamp of authority and features a clever device that incorporates a striking tick to signify approval and reassurance for consumers.





**Australian Egg Industry  
Sustainability Framework**

For more information please  
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[australianeggs.org.au](http://australianeggs.org.au)