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## **Iceland to end sale of eggs from caged hens by 2025**

Iceland has today announced plans to end the sale of eggs from caged hens in its UK stores by 2025. This follows customer feedback and extensive consultations with the company's egg suppliers, which have confirmed the feasibility of moving entirely to alternative barn and free range egg production methods within this timescale.

**Iceland Joint Managing Director Nigel Broadhurst said:** "Iceland has always believed in doing the right thing: our brand stands for high quality food that is produced both humanely and sustainably. In the 1980s we were the first UK supermarket to remove all artificial colours, flavours and non-essential preservatives from our own brand products. In the 1990s we led the way in banning mechanically recovered meat and GM ingredients. Today it is clear that our customers would prefer to buy eggs from non-caged hens, so long as we can deliver these without compromising the outstanding value they expect from us. Having consulted with our egg suppliers, I am confident that we can achieve this by 2025 – and if it proves feasible to complete the changeover sooner than that, we certainly will."

### **ENQUIRIES:**

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