



Sustainable family farms yield superior pasture raised eggs

Sustainable farming and eggs aren't usually synonymous. Eggs from large commercial factory farms raise questions about ethics, environmental impact and animal welfare. The truth is that more and more consumers want their food to come from better sources, and they are also demanding greater traceability and transparency. Further, 58% of the U.S. population is seeking to incorporate natural and organic products into their shopping habits, according to New Hope Network NEXT Data and Insights. That's why pasture raised eggs from small family-owned farms are a better choice for the growing market of people who want to do better by their bodies, animals and the planet.

Healthier Hens, Eggs & Planet:

Pasture raised hens are fed well-balanced, hormone-free diets that include grains, plant-based proteins and all the vitamins and minerals hens need for health. Out in the pasture, the hens also have the opportunity to eat a variety of plants, worms and other insects. This allows the hens to control what they eat and when, but also better fertilizes the soil, creating healthier land for both the hens and the farmers, as well as more sustainable farming practices.

Pasture raised hens have been scientifically proven to

pack more nutritional value into their eggs, too. Researchers at Pennsylvania State University have found that one egg from a pasture raised hen contains two times the omega-3 fats, three times more vitamin D, four times more vitamin E and seven times more beta-carotene than one egg from a hen raised on traditional feed.

The Humane Care of Hens:

Just because a hen is pasture raised doesn't mean it's been treated humanely. That's why it's important to look for pasture raised eggs that are also

Certified Humane. Earning the Certified Humane seal requires a traceability audit that confirms hens are receiving the proper diet, have at least 108 square feet of outdoor space with vegetative cover, as well as have the opportunity to socialize and practice natural hen behaviors. These audits are conducted by inspectors who must have a masters or PhD in animal science or a veterinary degree. UtopiHen Farms surpasses the industry standard with 110 square feet of outdoor space per hen and is purposeful in choosing its partner farms.

The difference between pasture raised and free range

Pasture raised and free range are certifications given by Humane Animal Farm Care, a leading non-profit certification organization dedicated to improving the lives of farm animals in food production.

FREE RANGE

- "Outdoor access of two square feet per hen"
- Do not go outside very much
- Amount of space varies from farm to farm

PASTURE RAISED

- Minimum of 108 square feet per hen of outdoor access
- Spend most of the day out in the sun, creating higher levels of vitamin D in eggs
- Lower levels of cortisol (stress hormone)

PAID CONTENT

Types of eggs



PASTURE RAISED USDA ORGANIC:

These eggs are from hens that

are only fed a diet of organic, non-GMO, pesticide-free ingredients. The family farms that produce these eggs are all USDA Certified Organic, which also means the hens never receive antibiotics or hormones and are allowed to live naturally, with no forced molting or any other non-natural practice.



PASTURE RAISED SOY-FREE:

Pasture raised

soy-free: In addition to the benefits that come with being pasture raised, these hens are fed a GMO-free, soy-free diet, making this egg ideal for people with soy allergies. The open space and sunshine exposure also increase the amount of vitamin D in these eggs, which soy can deplete in normal diets.



PASTURE RAISED DUCK EGGS:

Duck eggs are popular in many kitchens, especially for bakers and those looking

for extra protein and flavor. Their shells are also thicker and harder than chicken egg shells, which allows for longer shelf life, helps reduce breakage and, therefore, decreases waste on both store shelves and in homes. Utopihen's pasture raised ducks receive a non-GMO diet the highest level of care possible. However, it's important to note that Certified Humane has not yet set an official standard for the treatment of ducks.

THE GROWING DEMAND FOR EGGS

Egg consumption has risen over 15% per capita over the last 20 years, according to the USDA, with much of that rise occurring over the last five years. And with Packaged Facts reporting that one in four Americans are baking at home more sparked by the pandemic, the demand for eggs is at an all-time high. This means that sustainable egg production is more important than ever.

SMALL FAMILY FARMS

Just as shopping with small businesses is better for communities, choosing Certified Humane, pasture raised eggs from small family farms is better for both people and the planet.

"I think a major reason farmers choose to partner with us is our commitment to incorporating regenerative agriculture principles and practices into how we farm and to supporting their efforts in that arena" said Lucas Toews,



farm director for Utopihen Farms.

Regenerative agriculture practices rebuild soil organic matter and restore degraded soil biodiversity which sequesters carbon, improves the water cycle and will help combat climate change, so consumers can feel better about their purchases and know that they are supporting a movement towards a better environment.

The family farms that partner with Utopihen put the highest levels of care into their farms and their hens as they look to positively impact our food system and the health of our planet. The hens that lay Utopihen eggs

are truly considered to be part of the families that run these farms and are treated as such. Equally, Utopihen Farms cares deeply about its partner farms.

"Our farmers own their own birds, which is not typical in the egg industry, and while we have very high standards that must be adhered to, we also allow for differences in individual farms," said Towes. "Both of these factors give our farmers the ability to make independent business decisions, and that ability is critical for any business's success."



Why choose pasture raised duck eggs?

- Thicker and harder shells for longer shelf life
- Provide more protein
- Have larger, creamier yolks
- Give baked goods extra loft
- Offer more/unique flavor

About Utopihen Farms

Each family farm Utopihen works with is passionate about farming and uses sustainable farming practices, and one of Utopihen's top priorities is ensuring farming will always be a viable family business.

"We're inviting consumers to join us on the journey to a better world, our goal is to be more than an egg brand. In fact, what we're creating is a movement," said George Weaver IV, marketing and brand specialist at Utopihen. "Specifically, a movement that appeals to today's most conscious consumers; people who want to make a difference. These consumers are fiercely loyal to brands that are making positive change, and brand loyalty translates directly into store loyalty."