

Certified Eggs: A Certifiable Success Story

Meaningful animal welfare certifications like **Certified Humane®**, **Animal Welfare Approved** and **Global Animal Partnership** provide the assurances that consumers want about the treatment of animals by banning cages, requiring adequate space, limiting the use of antibiotics, and dictating more humane handling practices at every stage of life, all verified by on-farm audits. It is no surprise that these welfare certifications are taking off in the marketplace. Other claims, like “natural,” “hormone-free” and “free-range” are weakly defined or loosely enforced, and are increasingly met with suspicion by discerning consumers.

Below is a case study in the growing market for welfare-certified eggs, from data collected by Nielsen in 2016 and 2018. Consumers, retailers and businesses interested in learning more about welfare certification can visit aspca.org/shopwithyourheart.

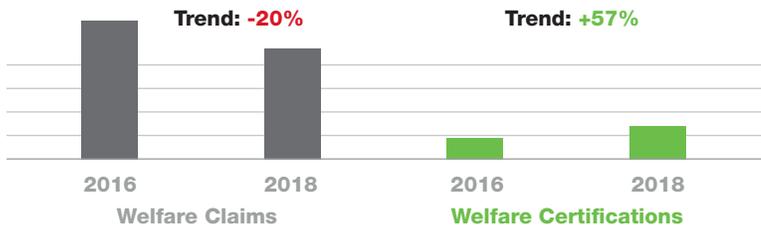
Certified Eggs \$ Sales – Total US Grocery



Sales of welfare-certified eggs in U.S. grocery stores have been growing strongly for the past several years.

Egg Sales in National Grocery Chains

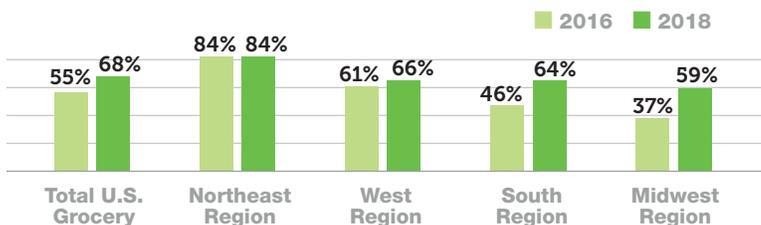
Welfare Claims vs. Welfare Certifications



Sales of eggs with unsubstantiated welfare claims decreased between 2016-2018, compared to the sales of eggs carrying one of the 3 ASPCA recommended certifications, which have grown 57% since 2016.

Certified Eggs—Distribution

National Grocery and by Region



Certified eggs are now in 68% of mainstream grocery stores nationally, which represents a 13-point increase since 2016.

Average Selling Price of Eggs

Welfare Claims vs Welfare Certifications – National Grocery



The average price of eggs carrying one of the 3 ASPCA recommended certifications has remained relatively flat since 2016, resulting in a smaller price gap compared to eggs with a welfare claim (which have increased in price since 2016).

Source: Calculation based in part on data reported by Nielsen Product Insider powered by Label Insight, 52-week periods ending June 2016 and 2018, for the Total U.S. Grocery market. 2017 data derived by calculation. The market purchased includes all major grocery retailers, including a projection for Kroger. This data does not include Walmart and Whole Foods.