

George Herd
Farmfoods Ltd
7 Greens Road
Blairlinn, Cumbernauld
G67 2TU

Re: Farmfoods' Cage-Free Failure Amidst Nationwide Legislative Ban Plans

Dear Mr Herd,

We are writing to express our deep disappointment with Farmfoods' egg sourcing policy. The UK Government this year has begun progressing plans for a legislative ban on cages for hens. Yet, we note with dissatisfaction that Farmfoods has not only missed the 2025 cage-free deadline - which Farmfoods committed to back in 2016 - but has reneged on this promise entirely, removing the commitment from its website. This reversal not only undermines consumer trust but places Farmfoods markedly behind its competitors in upholding basic standards of animal welfare. Farmfoods is now the sole key UK supermarket failing to make progress for hens.

The UK egg industry is 83% cage-free, with major UK retailers - including ASDA, Aldi, Morrisons, Lidl and Tesco - who are working hard to meet their 2025 commitment, following others (including M&S, Sainsbury's, Co-op, and Waitrose) who fulfilled cage-free commitments well in advance of the deadline, M&S making the switch as early as 2002. Last year, Heron Foods publicly reconfirmed its cage-free commitment; while Iceland re-instated its commitment, "as part of its continued focus on providing customers with affordable food while supporting higher welfare standards."

Scientific research makes it unquestioningly clear that caged systems cause immense stress and suffering for hens, depriving them of the ability to express natural behaviours such as dust bathing. Due to extreme overcrowding, hens are unable to flap their wings. These are not optional luxuries; they are basic welfare needs. Continuing to support caged production sends a worrying message about the values Farmfoods stands for.

Consumers increasingly demand higher welfare standards with an expectation that retailers take full responsibility for the treatment of animals within their supply chains. Bryant Research shows that 94% of the UK public consider it unacceptable to keep hens in cages, and a recent poll commissioned by Compassion in World Farming found that 67% of Britons would be willing to pay more for cage-free.

Socio-economic status should not be the limiting factor for a customer's ability to purchase higher welfare products, and we call on Farmfoods to support its customers by investing in cage-free eggs whilst maintaining a price point its customers can afford.

With 83% of the UK egg market cage-free, a huge majority of Britons viewing cages as cruel, and now a nationwide ban on the horizon, we urge Farmfoods to reconsider and urgently reinstate a cage-free commitment.

Thank you for your attention to this matter. We hope to see Farmfoods step up and deliver on the promise it made ten years ago.

Sincerely,