

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. And with 58% of the U.S. population wanting to incorporate natural and organic products into their shopping habits, according to New Hope Network NEXT Data and Insights, pasture-raised eggs from generational, family-owned farms are a better choice for the growing market of people who want to do better by their bodies and the earth.

SUSTAINABILITY

Pasture-raised hens are fed their natural diets made up of well-balanced feed as well as plants, worms and other insects, the way nature intended. There are no hormones or artificial corn and soy involved like other farms use. This allows the hens to control what they eat and help naturally fertilize the soil, creating healthier land for both the hens and the farmers.

HEALTHIER EGGS

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.

ANIMAL WELFARE

Look for eggs that are Certified Humane. It's a traceability audit that confirms each hen has received the highest level of care, including proper diet, plenty of open space and sunlight and free socialization. These audits are conducted by inspectors who must have a masters or PhD in animal science or a veterinary degree.

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 under two square feet per hen is allowed
- 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:

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, of which soy can deplete in normal diets.



PASTURE-RAISED DUCK EGGS:

Duck eggs are popular with bakers and those looking for extra

protein and flavor. They are also thicker and harder than chicken eggs, allowing for longer shelf life and more resilient shells. This also reduce waste on both store shelves and in homes. As you would expect, the ducks that lay these eggs receive the same standard of care as the Certified Humane hens at these farms and are fed a non-GMO diet.

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 due to the pandemic, 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, generationally owned 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" said Lucas Toews, farm director for Utopi Farms.

The family farms that partner with Utopi put the highest levels of care into their farms and their hens as they look to positively impact both the earth. The hens that lay these eggs are considered to be part of the families that run these farms and are treated with

the highest quality of care and concern for welfare.

"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
- Give baked goods extra loft
- Offer more/unique flavor

About Utopi Farms

Each family farm Utopi works with is passionate about farming and uses sustainable farming practices, 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 Utopi. "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."