HELPFUL HENS

The Leader in Regenerative Specialty Eggs

BLUE SKY FAMILY FARMS

WHY HELPFUL HENS?

We believe the best tasting eggs come from hens that are raised in complete support of their natural behaviors; in a way that makes their lives better, as well as the futures of our family farmers, all while in pursuit of restoring the earth to its most organic state.

LET CHICKENS BE CHICKENS

Humanely Raised Backed By Research

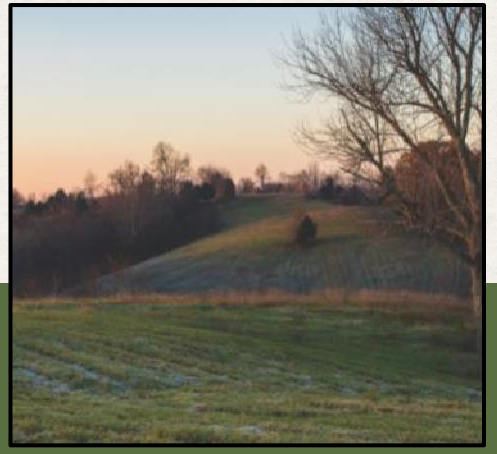
- For 35 years our founder, farmer and CEO, John Brunnquell PhD, has been a leader in the industry
- We create an environment where our hens can engage in natural behaviors
- Happier chickens lay the BEST tasting eggs!

SUSTAINABLE FARMING FUTURES

Building A Strong Rural Economy On A Shared Commitment

- We care about our farmers!
- Partnering with small family farms and building a strong rural economy for generations to come
- We support our farmers by equitably shouldering the risk while reinvesting back into our farm network

STEWARDS OF THE EARTH



Agents Of Change Today For A Prosperous Planet Tomorrow

- We care about the planet!
- Industry leaders in regenerative farming practices and synthetic-free farms - Organic and Non-GMO
- Building biodiversity and rich ecosystems for our hens to thrive

GUARANTEED QUALITY

Traceable & Transparent Supply Chain

- We are the **ONLY** vertically integrated premium egg producer
- We own our flocks and oversee the highest welfare standards from pullet to retirement
- We own and deliver proprietary Non-GMO feed and guarantee safe delivery nationwide via our dedicated fleet

LET CHICKENS BE CHICKENS

TO RAISE THE BEST CHICKENS, NOTHING ELSE WILL DO. THEY MUST SPEND TIME OUTSIDE, UNDER SKIES OF BLUE.

Chickens aren't lazy. They love to be outside socializing, foraging, flapping their wings in the dirt (dust bathing), and scratching the day away. We give our chickens room to roam and do all the things that a chicken is supposed to do because that makes them healthy, and healthy chickens lay delicious eggs.

FIVE NATURAL BEHAVIORS:

PERCHING

DUST BATHING

SCRATCHING

PASTURING

SOCIALIZING

WHERE THERE IS A CHOICE, WE CHOOSE THE HIGHEST STANDARD

SOIL REGEN

Regenified™

American Humane® CERTIFIED

NON GMO Project VERIFIED nongmoproject.org

\+

USDA ORGANIC

ABOUT US

- #1 Fastest Growing Specialty Egg Company in the US
- 2 Brands: Helpful Hens & Blue Sky Family Farms
- 100% Free Range & Pasture Raised Eggs
- Located in over 3,000 locations nationwide
- Averaging 26 turns/sku/store facing/week
- Top specialty egg brand 2021, 2022, 2023, 2024
- Whole Foods Largest Egg Supplier

NATIONAL BRAND BUZZ!!

Receiving national brand buzz due to our certifications, animal welfare standards, and commitment to regenerative agriculture

AWARDS & ACCOMPLISHMENTS

The New York Times

'A SIMPLE NEW TECHNIQUE COULD MAKE YOUR EGGS MORE HUMANE'

'ETHICAL FARMING COMPANY OF THE YEAR 2024'

'BEST ECO-FRIENDLY EGG BRAND – GLOBAL 2024'

THE NEW YORK TIMES – IN-OVO SEXING

FOR IMMEDIATE RELEASE

Contact: Shawn Hendrix
Phone: 317-775-9415
Email: SHendrix@egginnovations.com

Egg Innovations is Set to Introduce In-Ovo Technology to Help Eliminate Chick Culling Practices within the Egg Industry

Leadership from Egg Innovations is pioneering the industry as the first company committed to utilize the in-ovo sexing technology, eliminating male chick culling.

WARSAW, Ind., April 4, 2024 – As the continuous leader in animal welfare within the egg industry, Egg Innovations has committed to furthering its mission by being the first U.S. based company committed to implementing in-ovo sexing technology to populate their family farms. Introducing in-ovo sexing, which is only available in Europe today, Egg Innovations is determined to be the catalyst to help eliminate chick culling within the American egg industry.

John Brunnquell, Ph.D., Founder and CEO of Egg Innovations, states, "Humane care is the ethos in which Egg Innovations was founded. Humane care is centric to our mission, this commitment to in-ovo sexing is a huge step as we will be able to label our products 'free of chick culling.' While it's an unknown if the market is ready to embrace this, we know it's the right thing to do. We are excited to trailblaze with this technology in the U.S. for the well-being of our products, customers, and industry."

By utilizing this in-ovo sexing technology, Egg Innovations will be able to implement practices for more humane egg production that avoids the practice of male chick culling. While Egg Innovations' present practices for raising chickens with higher-welfare standards starts with young hens at a day of life, this commitment allows them to extend the company's humane care mission to the egg before hatching. This is a true integration of a more ethical life cycle for egg production as Egg Innovations extends their commitment to "Chickens. People. Planet." Egg Innovations plans to utilize their regenerative farming Helpful Hens™ brand as the vehicle to introduce this ethical commitment to egg consumers nationwide in 2025.

Robert Yaman, CEO of Innovate Animal Ag said, "We are excited to see Egg Innovations recognize the powerful business proposition of selling eggs produced without culling in the U.S. market. The introduction of in-ovo sexing technology will allow for specialty egg producers to create a new higher-margin category of more ethical eggs that will be better for the chicks, producers, and consumers. This is a large step towards eliminating chick culling in the U.S. egg industry."

This matters to animal care and celebrates what leadership in animal welfare looks like.

https://www.prnewswire.com/news-releases/egg-innovations-is-set-to-introduce-in-ovo-technology-to-help-eliminate-chick-culling-practices-within-the-egg-industry-302108702.html

Innovate Animal Ag
634 followers
5d •

The moment is finally here: in-ovo sexing has been announced for the US market.

John Brunnquell, Ph.D., President and Founder of Egg Innovations, a prominent specialty egg producer in the US, announced in a New York Times article his intention to bring in-ovo sexing to the US in 2025.

Read more in our latest blog

In-Ovo Sexing Announced for US Market — Innovate Animal Ag

https://www.innovateanimalag.org/blog/in-ovo-sexing-announced-for-us-market

Compassion in World Farming (USA)
3,785 followers
1w •
+ Follow

We are so happy to learn that John Brunnquell, Ph.D. of Egg Innovations is planning to sell eggs from chickens purchased from a hatchery that uses a technology called in-ovo sexing that can determine the sex of a chick before it hatches, saving male chicks from the cruelty of culling in which they are placed on a conveyor belt and ground up alive in a macerator because they are deemed unsuitable for the food industry.

A great report from the The New York Times, Cara Buckley:
https://lnkd.in/e3tzYT-6

#animalwelfare #inovosexing #agriculture #eggs #eggindustry

The New York Times

Sparing Chickens Before They Hatch

Most Americans are unaware that hundreds of millions of male chicks are killed in U.S. hatcheries each year. New technology could change that.

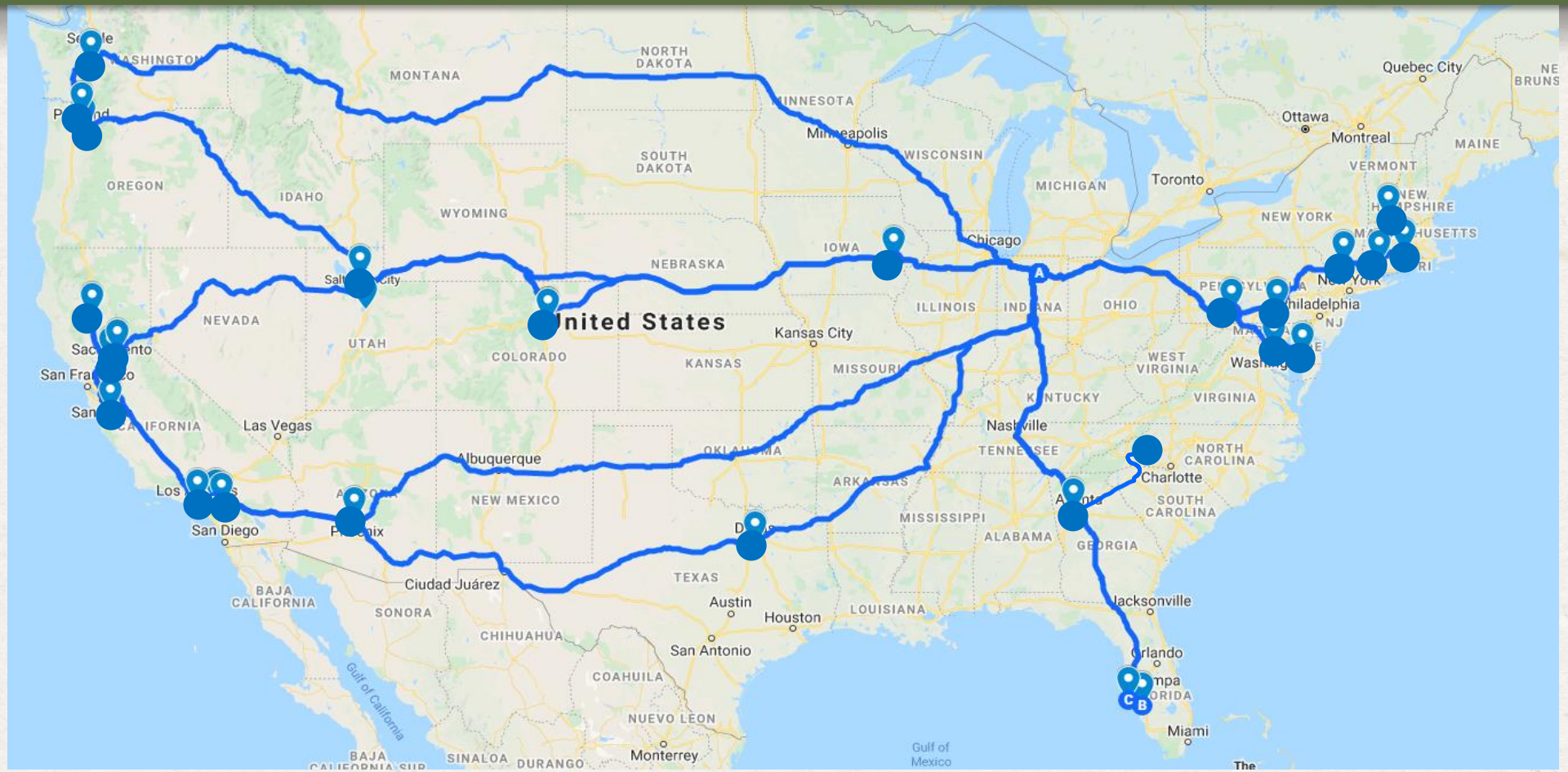
Several European countries already use technology that can determine a chick's sex before it hatches and have banned culling. Joel Saget/Agence France-Presse — Getty Images

By Cara Buckley

March 28, 2024, 5:06 a.m. ET

https://www.nytimes.com/2024/03/28/climate/chickens-egg-industry-humane.html

FREIGHT LANES/DISTRIBUTION CENTERS



Tony's Fine Foods

KeHE

UNFI BETTER FOOD. BETTER FUTURE.

Albert's fresh | produce

Little Rhody FOODS

MDI

Dutch Farms A Family Tradition of Quality

OUR FARMS

STATES: ILLINOIS, WISCONSIN, INDIANA, OHIO, KENTUCKY, MICHIGAN, TENNESSEE

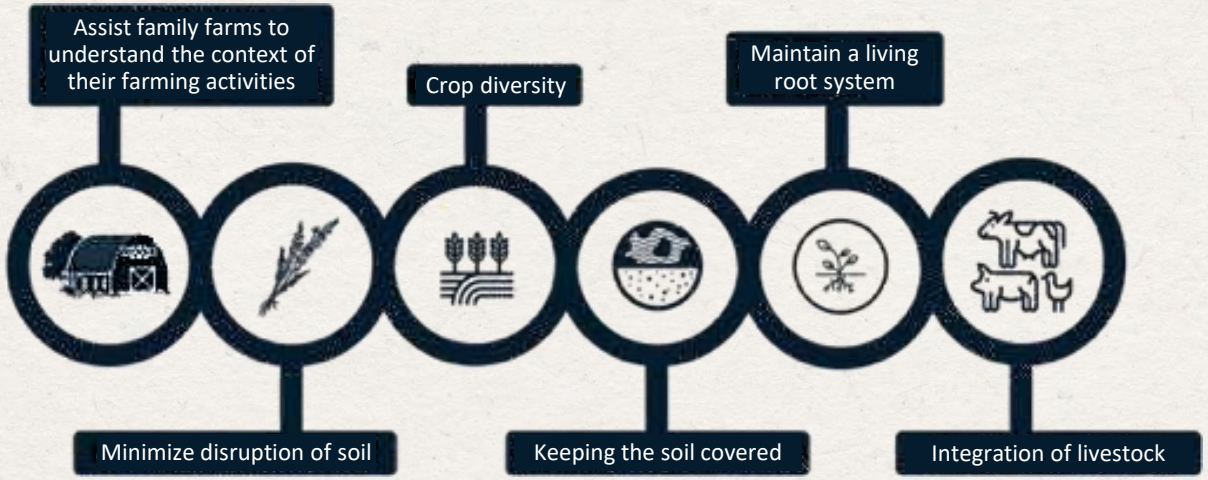
TOTAL ACCESS TO 100+ FARMING PARTNERS

THE FUTURE IS REGENERATIVE FARMING

Decades of intrusive conventional agricultural practices negatively impacted our food system and accelerated global warming.

Egg Innovations, pioneers of regenerative farming practices for over 15 years, wants consumers to join us on this journey with Helpful Hens. We understand and honor natural farming processes by taking care of the microbes in our soil to restore and preserve pastures that positively impact chicken health, so they lay healthier, nutrient-rich eggs.

OUR SIX PRINCIPLES OF REGENERATIVE FARMING



HELPFUL HENS

10+ ACRES FOR FREE RANGE

50+ ACRES FOR PASTURE RAISED

REGENERATIVE FARMING

VERTICALLY INTEGRATED

100% TRACEABILITY

BOTH FARMS CONSIDERED 'ORGANIC'

BOTH FARMS CONSIDERED 'OUTDOOR' ACCESS

COMPETITOR BARN

NO OUTSIDE ACCESS

'PORCHES' ATTACHED TO BARN

ZERO TRACEABILITY

WHAT DOES THIS LEAD TO AND WHY IS IT IMPORTANT?

Our vertically integrated model ensures Helpful Hens can deliver the highest quality eggs because we own our flocks and optimize their welfare from pullet through retirement.

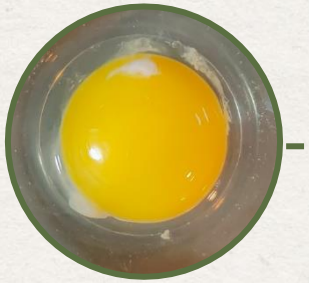
Deep dive into our commitment to quality and values to reduce the carbon footprint

WHAT DOES THAT PRODUCE?

Higher yolk scores

Better shell quality

Great taste!!



PROPRIETARY DIETS

AGGRESSIVE MARKETING SUPPORT & PROMOTION TACTICS

Social Media Posts – Brand Awareness
Initiate posts on Facebook and Instagram
Tag grocery retailer to **drive traffic**
Lifestyle, Our Farms and Hens
Boosted/Paid posts to drive conversion at shelf

Digital Advertising – Traffic Builder
Paid "**Geo-Targeted**" advertising
Driving consumer engagement and brand awareness
Tagging grocery chain (preferred)
Promoting Trade / In-Store offers
Digital manufacturing and IRC coupons

Digital Consumer Promotion – Building Trial & Repeat
Monitor Digital Advertising reach and engagement
Activate pulsed Digital Coupon - $1 off (2X)

Digital shopper and couponing are bringing new shoppers to the category at higher rate than printed efforts for first time ever!

Online Shopping:
60-day campaign results in small regional
2.7 ROAS
518K+ Impressions
7,820 clicks

Digital Couponing:
30-day campaign results in select markets
3,900 offers redeemed
12% Redemption Rate
1.2MM Impressions

Digital "Geo-Targeted" Ad Reach produces high level of engagement by consumers

30-Day Campaign Results
Facebook / BSFF Video:

130k users reached
209k impressions
93K video completions
(70% completion rate)
1k link clicks

instacart

ibotta

INMAR intelligence

Shipt

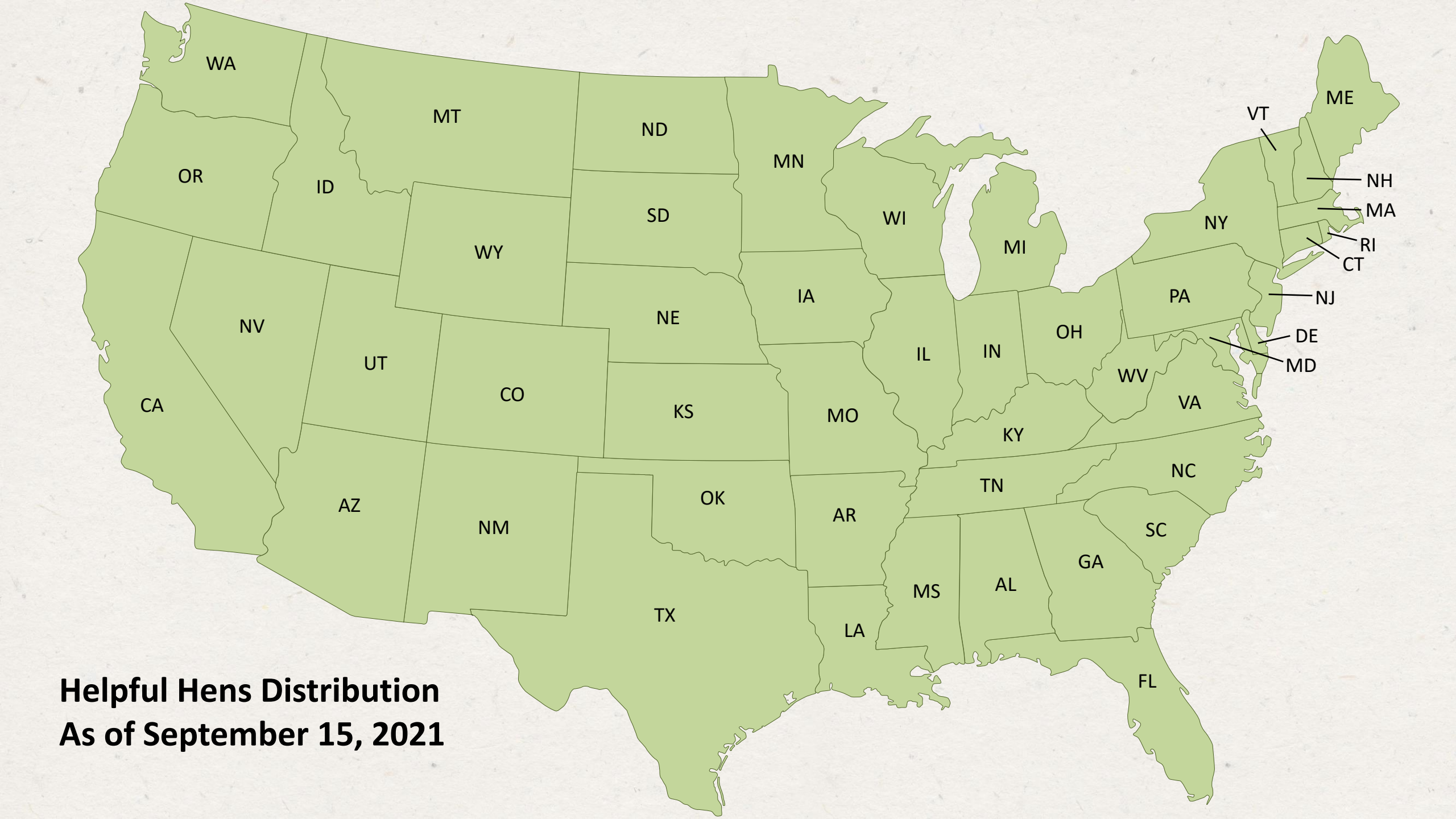
HELPFUL HENS VS OTHER SPECIALTY EGG BRANDS

Regen Certs: Soil Regen/Regenified

	Pasture Raised Organic	Y	Y	Y	Y	Y
	Pasture Raised NGMO	Y	Y	N/A	Y	Y
	Free Range Organic	Y	Y	Y	Y	Y
	Free Range NGMO	Y	Y	N/A	Y	Y
	Happy Egg Free-Range Organic	N	N	Y	N	N
	Pete & Gerry's Free-Range Organic	N	N	Y	N	N
	Nellies Free-Range	N	N	N/A	N	Y
	Vital Farms Pasture-Raised	N	N	N/A	N	Y
	Farmers Hen House	N	N	Y	N	N

BLUE SKY FAMILY FARMS VS OTHER SPECIALTY EGG BRANDS

	USDA ORGANIC	American Humane Certified	U
Pasture Raised Organic	Y	Y	Y
Free Range Organic	Y	Y	Y
Free Range Brown	N/A	Y	Y
Soy Free	N/A	Y	Y
Happy Egg Free-Range Organic	Y	N	N
Pete & Gerry's Free-Range Organic	Y	N	N
Nellies Free-Range	N/A	N	Y
Vital Farms Pasture-Raised	N/A	N	Y
Farmers Hen House	Y	N	N



Helpful Hens Distribution
As of September 15, 2021


Huckleberry's Natural Market
Haggen
Walmart
Mackenthun's Fine Foods Since 1917
Nature's Market
Radermacher's Fresh Market
Sendik's Food Market
Hornbacher's Since 1951 Freshness & Quality
festival foods
Better Health
Tony's Fine Foods
Natural Grocers
Jerry's Foods
L&B
Mariano's
Pete's Market
Tony's Fresh Market
Belmont Market
Dave's Marketplace
New Leaf Community Markets
Brookhaven Marketplace
Jewel Osco
ACME Fresh Market
Geissler's Supermarket
Lazy Acres natural market
Valli
Fresh Thyme Market
Strack & Van Til food market
Erewhon
Harmons Neighborhood Grocer
Green Acres Market Your healthy food experts
Sunset Foods
Georgetown Market
Health Foods Unlimited
green top Grocery
Jimbo's
Bristol Farms
Lowes Foods
Lassens Natural Foods & Vitamins
Akin's Natural Foods
Clark's Nutrition Natural Foods Market
Jensen's Make Every Day an Occasion
ingles
Frazier Farms
Corner Market
Sedano's
Key Food Fresh
Milams Markets
Bravo
Earth Origins Market natural choices, better health
Chamberlin's Natural. Wholesome. Trustworthy.
MT
ID
WY
NV
NE
NM
TX
LA
TN
SC
NY
VT
ME

Present Day

EXAMPLE PROMOTIONAL CALENDAR

This is only an example and will be edited to fit your needs
All promotions listed below are on a per unit basis on shelf
Week Ending Saturday (Can be adjusted)
After 2 weeks on shelf, aggressive with BOGO to get customers to try products
Interested in other marketing opportunities outside of scans

PROMOTIONS DATES	UPC	4-Jan	11-Jan	18-Jan	25-Jan	1-Feb	8-Feb	15-Feb	22-Feb	1-Mar	8-Mar	15-Mar	22-Mar	29-Mar
HELPFUL HENS PASTURE RAISED ORGANIC	71537390328	Start Week		BOGO	BOGO			$2.00				$2.00		
HELPFUL HENS PASTURE RAISED NON-GMO	71537390327	Start Week		BOGO	BOGO			$2.00				$2.00		
HELPFUL HENS FREE RANGE ORGANIC	71537390325	Start Week		BOGO	BOGO				$2.00				$2.00	
HELPFUL HENS FREE RANGE NON-GMO	71537390326	Start Week		BOGO	BOGO				$2.00				$2.00	

PROMOTIONS DATES	UPC	5-Apr	12-Apr	19-Apr	26-Apr	3-May	10-May	17-May	24-May	31-May	7-Jun	14-Jun	21-Jun	28-Jun
HELPFUL HENS PASTURE RAISED ORGANIC	71537390328	$2.00	$2.00						$2.00					$2.00
HELPFUL HENS PASTURE RAISED NON-GMO	71537390327	$2.00	$2.00						$2.00					$2.00
HELPFUL HENS FREE RANGE ORGANIC	71537390325					$2.00	$2.00				$2.00			
HELPFUL HENS FREE RANGE NON-GMO	71537390326					$2.00	$2.00				$2.00			

PROMOTIONS DATES	UPC	5-Jul	12-Jul	19-Jul	26-Jul	2-Aug	9-Aug	16-Aug	23-Aug	30-Aug	6-Sep	13-Sep	20-Sep	27-Sep
HELPFUL HENS PASTURE RAISED ORGANIC	71537390328			$2.00						$2.00				$2.00
HELPFUL HENS PASTURE RAISED NON-GMO	71537390327				$2.00					$2.00				
HELPFUL HENS FREE RANGE ORGANIC	71537390325	$2.00					$2.00				$2.00			
HELPFUL HENS FREE RANGE NON-GMO	71537390326	$2.00				$2.00					$2.00			

PROMOTIONS DATES	UPC	4-Oct	11-Oct	18-Oct	25-Oct	1-Nov	8-Nov	15-Nov	22-Nov	29-Nov	6-Dec	13-Dec	20-Dec	27-Dec
HELPFUL HENS PASTURE RAISED ORGANIC	71537390328							$2.00						
HELPFUL HENS PASTURE RAISED NON-GMO	71537390327	$2.00							$2.00					
HELPFUL HENS FREE RANGE ORGANIC	71537390325			$2.00								$2.00		
HELPFUL HENS FREE RANGE NON-GMO	71537390326				$2.00								$2.00	

Helpful Hens Pasture Raised Organic

UPC: 7-15373-90328-4

Helpful Hens Pasture Raised Non-GMO

UPC: 7-15373-90327-7

Helpful Hens Free Range Organic

UPC: 7-15373-90325-3

Helpful Hens Free Range Non-GMO

UPC: 7-15373-90326-0

Placement/Slotting: Approved

Payment Issued Quarterly

Minimum Any 2 Sku's

Free Fill: Approved

Marketing/Trade/Promos:

Execute Geo Targeted Social and Google Campaign
Geo-Fenced locational all stores campaign promoting the launch
Promote online campaign through Instacart to support online discounts
Custom Promotional Calendar
$2.00 off IRC Stick on Coupons provided to each store
eCommerce and Online Shopping Commitment

Shrink: Egg Innovations to cover all shrink expenses for first 12 months

****On Shelf Promotions & Shrink In Addition To Above****

Blue Sky Family Farms Pasture Raised Organic

UPC: 7-15373-11660-8

Blue Sky Family Farms Free Range Organic

UPC: 7-15373-11161-0

Blue Sky Family Farms Free Range Brown

UPC: 7-15373-11330-0

Blue Sky Family Farms Free Range Soy Free

UPC: 7-15373-11333-1

Blue Sky Free Range Brown Overwrap 30ct

30 ct UPC: 7-15373-10002-7

60 ct UPC: 7-15373-10022-5

BLUE SKY FAMILY FARMS

Placement/Slotting: Approved

Payment Issued Quarterly

Minimum Any 2 Sku's

Free Fill: Approved

Marketing/Trade/Promos:

Execute Geo Targeted Social and Google Campaign
Geo-Fenced locational all stores campaign promoting the launch
Promote online campaign through Instacart to support online discounts
Custom Promotional Calendar
$2.00 off IRC Stick on Coupons provided to each store
eCommerce and Online Shopping Commitment

Shrink: Egg Innovations to cover all shrink expenses for first 12 months

****On Shelf Promotions & Shrink In Addition To Above****

PRIVATE LABEL

HELPFUL HENS REGENERATIVE PASTURE RAISED

- Free access to over fifty acres of pasture per flock (minimum 108 sq. ft. per bird) and all habitats (dust bathing area, trimmed vegetation, and tall vegetation) provide a healthy, safe, and enriching environment for our curious hens.

- We own our hens and are the only vertically integrated specialty egg producer that can support our hens' welfare and egg quality from day one to retirement vs. sourcing through arms-length contracts.
- Regenerative Farming Practices and Proprietary blends of Organic and Non-GMO feed are manufactured in our feed mill to provide optimal nutrition for the hens and consistency in egg taste and quality.

WHERE THERE IS A CHOICE IN CERTIFICATION, WE CHOOSE THE HIGHEST STANDARD:

SOIL REGEN · American Humane CERTIFIED · NON GMO Project VERIFIED nongmoproject.org + USDA ORGANIC

	Item UPC	Case Pack	Size	Unit (Length)	Unit (Depth)	Unit (Height)	Case (Length)	Case (Depth)	Case (Height)	Cubic Ft	Gross Weight	Ti	Hi	Pallet
Table Eggs - Specialty														
Helpful Hens Regenerative Pasture-Raised Organic Brown Large Eggs	7-15373-90328-4	15 / 12 count	1.6 lbs	11.75 in	4.25 in	2.625 in	12 in	12 in	13.75 in	1.15	24 lbs	12	5	1480 lbs
Helpful Hens Regenerative Pasture-Raised Non-GMO Brown Large Eggs	7-15373-90327-7	15 / 12 count	1.6 lbs	11.75 in	4.25 in	2.625 in	12 in	12 in	13.75 in	1.15	24 lbs	12	5	1480 lbs

HELPFUL HENS REGENERATIVE FREE RANGE

- Over ten acres of pasture per flock (minimum 22 sq. ft. per bird)
- Access to all habitats (dust bathing area, trimmed vegetation, and tall vegetation) provide a healthy, safe, and enriching environment for our curious hens.

- We own our hens and are the only vertically integrated specialty egg producer that can support our hens' welfare and egg quality from day one to retirement vs. sourcing through arms-length contracts.
- Regenerative Farming Practices and Proprietary blends of Organic and Non-GMO feed are manufactured in our feed mill to provide optimal nutrition for the hens and consistency in egg taste and quality.

WHERE THERE IS A CHOICE IN CERTIFICATION, WE CHOOSE THE HIGHEST STANDARD:

SOIL REGEN · American Humane Certified · NON GMO Project VERIFIED nongmoproject.org + USDA ORGANIC

	Item UPC	Case Pack	Size	Unit (Length)	Unit (Depth)	Unit (Height)	Case (Length)	Case (Depth)	Case (Height)	Cubic Ft	Gross Weight	Ti	Hi	Pallet
Table Eggs - Specialty														
Helpful Hens Regenerative Free-Range Organic Large Brown Eggs	7-15373-90325-3	15	1.6 lbs	11.75 in	4.25 in	2.625 in	12 in	12 in	13.75 in	1.15	24 lbs	12	5	1480 lbs
Helpful Hens Regenerative Free-Range Non-GMO Large Brown Eggs	7-15373-90326-0	15	1.6 lbs	11.75 in	4.25 in	2.625 in	12 in	12 in	13.75 in	1.15	24 lbs	12	5	1480 lbs

HELPFUL HENS REGENERATIVE OVERWRAP

True Outdoor Access

- Our Free-Range birds have over ten acres of pasture per flock (minimum 22 sq. ft. per bird)
- Our Pasture-Raised birds have over fifty acres of pasture per flock (minimum 108 sq. ft. per bird)
- Access to all habitats (dust bathing area, trimmed vegetation, and tall vegetation) provide a healthy, safe, and enriching environment for our curious hens.
- We own our hens and are the only vertically integrated specialty egg producer that can support our hens' welfare and egg quality from day one to retirement vs. sourcing through arms-length contracts.
- Regenerative Farming Practices and Proprietary blends of Non-GMO feed are manufactured in our feed mill to provide optimal nutrition for the hens and consistency in egg taste and quality.
- Higher margin / Lower suggested retail pricing to consumer.

	Item UPC	Unit (Length)	Unit (Depth)	Unit (Height)	Gross Weight	Case Pack	Case (Length)	Case (Depth)	Case (Height)	Cubic Ft	Gross Weight	Ti	Hi	Pallet
Table Eggs - Specialty														
2.5 Dz Pasture NGMO Medium	7 15373 10012 6	11.75 in	11.75 in	2.5 in	3lb 4.5oz	5 count	12 in	12 in	13.75 in	0.7	16.41 lbs	12	5	985 lbs
2.5 Dz Free-Range Brown Large	7 15373 10004 1	11.75 in	11.75 in	2.5 in	3lb 12oz	5 count	12 in	12 in	13.75 in	0.7	18.75 lbs	12	5	1125 lbs
2.5 Dz Free-Range Organic Large	7 15373 10005 8	11.75 in	11.75 in	2.5 in	3lb 12oz	5 count	12 in	12 in	13.75 in	0.7	18.75 lbs	12	5	1125 lbs

BLUE SKY FAMILY FARMS PASTURE-RAISED

- Free access to over fifty acres of pasture per flock (minimum 108 sq. ft. per bird) and all habitats (dust bathing area, trimmed vegetation, and tall vegetation) provide a healthy, safe, and enriching environment for our curious hens.

50 ACRES per flock
108 SQ FT PER CHICKEN

- We own our hens and are the only vertically integrated specialty egg producer that can support our hens' welfare and egg quality from day one to retirement vs. sourcing through arms-length contracts.
- Proprietary blends of Organic and Non-GMO feed are manufactured in our feed mill to provide optimal nutrition for the hens and consistency in egg taste and quality.

WHERE THERE IS A CHOICE IN CERTIFICATION, WE CHOOSE THE HIGHEST STANDARD:

American Humane CERTIFIED + NON GMO Project VERIFIED nongmoproject.org + USDA ORGANIC + U

	Item UPC	Case Pack	Size	Unit (Length)	Unit (Depth)	Unit (Height)	Case (Length)	Case (Depth)	Case (Height)	Cubic Ft	Gross Weight	Ti	Hi	Pallet
Table Eggs - Specialty														
BSFF Pasture-Raised Organic Brown Eggs	7 15373 11660 8	15 / 12 count	1.6 lbs	11.75 in	4.25 in	2.625 in	12 in	12 in	13.75 in	1.15	24 lbs	12	5	1480 lbs

BLUE SKY FAMILY FARMS FREE-RANGE

- Over ten acres of pasture per flock (minimum 22 sq. ft. per bird)
- Access to all habitats (dust bathing area, trimmed vegetation, and tall vegetation) provide a healthy, safe, and enriching environment for our curious hens.

10 ACRES per flock

21.8 SQ FT PER CHICKEN

- We own our hens and are the only vertically integrated specialty egg producer that can support our hens' welfare and egg quality from day one to retirement vs. sourcing through arms-length contracts.
- Proprietary blends of Organic and Non-GMO feed are manufactured in our feed mill to provide optimal nutrition for the hens and consistency in egg taste and quality.

WHERE THERE IS A CHOICE IN CERTIFICATION, WE CHOOSE THE HIGHEST STANDARD:

American Humane Certified

NON GMO Project VERIFIED nongmoproject.org

+

USDA ORGANIC

	Item UPC	Case Pack	Size	Unit (Length)	Unit (Depth)	Unit (Height)	Case (Length)	Case (Depth)	Case (Height)	Cubic Ft	Gross Weight	Ti	Hi	Pallet
BSFF Free-Range Brown Eggs	7 15373 11330 0	15 / 12 count	1.6 lbs	11.75 in	4.25 in	2.625 in	12 in	12 in	13.75 in	1.15	24 lbs	12	5	1480 lbs
BSFF Free-Range Organic Brown Eggs	7 15373 11161 0	15 / 12 count	1.6 lbs	11.75 in	4.25 in	2.625 in	12 in	12 in	13.75 in	1.15	24 lbs	12	5	1480 lbs
BSFF Free-Range Soy-Free Brown Eggs	7 15373 11333 1	15 / 12 count	1.6 lbs	11.75 in	4.25 in	2.625 in	12 in	12 in	13.75 in	1.15	24 lbs	12	5	1480 lbs

BLUE SKY FAMILY FARMS OVERWRAP

USDA ORGANIC

True Outdoor Access

- Our Free-Range birds have over ten acres of pasture per flock (minimum 22 sq. ft. per bird)
- Our Pasture-Raised birds have over fifty acres of pasture per flock (minimum 108 sq. ft. per bird)
- Access to all habitats (dust bathing area, trimmed vegetation, and tall vegetation) provide a healthy, safe, and enriching environment for our curious hens.
- We own our hens and are the only vertically integrated specialty egg producer that can support our hens' welfare and egg quality from day one to retirement vs. sourcing through arms-length contracts.
- Proprietary blends of feed are manufactured in our feed mill to provide optimal nutrition for the hens and consistency in egg taste and quality.
- Higher margin / Lower suggested retail pricing to consumer.

	Item UPC	Unit (Length)	Unit (Depth)	Unit (Height)	Gross Weight	Case Pack	Case (Length)	Case (Depth)	Case (Height)	Cubic Ft	Gross Weight	Ti	Hi	Pallet
Table Eggs - Specialty														
2.5 Dz Free-Range Brown Med	7-15373-10012-6	11.75 in	11.75 in	2.5 in	3lb 4.5oz	5 count	12 in	12 in	13.75 in	0.7	16.41 lbs	12	5	985 lbs
2.5 Dz Free-Range Brown Large	7 15373 10002 7	11.75 in	11.75 in	2.5 in	3lb 12oz	5 count	12 in	12 in	13.75 in	0.7	18.75 lbs	12	5	1125 lbs
2.5 Dz Free-Range Organic Brown Large	7 15373 10003 4	11.75 in	11.75 in	2.5 in	3lb 12oz	5 count	12 in	12 in	13.75 in	0.7	18.75 lbs	12	5	1125 lbs

BLUE SKY FAMILY FARMS
&
HELPFUL HENS

Our Pasture-Raised Eggs

STEVE LAQUA – CHIEF REVENUE OFFICER

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