

CONSUMER SUPPORT FOR THE ACCC'S DECISION TO REJECT AECL CTM

On 16 November 2012, CHOICE launched a consumer action to help consumers tell the Australian Competition and Consumer Commission they support the initial decision to reject the certification trade mark proposed by the Australian Egg Corporation Limited. Because the ACCC does not allow posts on its Facebook page, CHOICE asked consumers to comment on our Facebook page so that we could forward their views to the ACCC. We also gave supporters the opportunity to email us their message to CHOICE.

Compiled here are the 574 comments we received in response to this campaign, including 517 are Facebook comments and 57 are emails. There are 9 negative comments in total and the remaining 564 are positive.

We have included the text of the Facebook post and the graphic accompanying the text for reference, as well as a breakdown of the comments.

If you have any questions or would like to discuss this material, please contact Angela McDougall on 0421 197 555 or amcdougall@choice.com.au.

Two weeks ago we announced that the ACCC rejected the Egg Corporation's proposed definition of free range- which was 20,000 birds per hectare.

However, the decision isn't final and the Egg Corporation has vowed to overturn it.

CHOICE wants all of you who support the ACCC's decision to let them know. As you can't comment on their page, please leave a comment on our picture below and we will pass it on on your behalf.

Why do you think that the ACCC's decision is the right one?

Thank you ACCC



The graphic consists of two rectangular boxes. The left box is green and labeled 'MODEL CODE FREE RANGE' at the bottom. It contains a few scattered cartoon chickens. The right box is yellow and labeled 'EGG CORPORATION "FREE RANGE"' at the bottom. It is filled with a dense, overlapping crowd of cartoon chickens, illustrating the high density of birds per hectare.



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The Australian Consumers' Association is a not-for-profit company limited by guarantee. ABN 72 000 281 925 ACN 000 281 925

Summary of responses:

Comments on Facebook image/text: 454

Wall posts/direct messages on Facebook: 63

Emails: 57

Total comments: 574

Negative comments: 9

Facebook comments on image/text

[Linda Lee](#) in a country like australia there is no reason why animals generally should be mistreated. overcrowding is such a cruel existence. to relieve some of their suffering is of course the way of the future and obviously it's the right decision.

[Rhonda O'Keefe](#) free range to me should mean free to roam further than a 10cm radius !!

[Jason Dean](#) I would like to see EGG Corp's management board be given office space equivalent to 20,000 per hectare and see how they cope.

[Lisa Nielsen](#) This undermines the added cost people are willing to pay for free-range eggs. If it means intensive farming methods that are viewed as cruel by the general public, then it makes the 'free range' label a mockery.

[Jason Telford](#) let accurate and easily obtainable pictures of the "free-range" be made available to the public, and let the market decide. Better yet, substantiate your claims so consumers can make a decision at time of purchase.

[Brigitte Hazlett](#) I cant imagine 20 000 people livin in one small area, so why should your chickens be subjected to this, free range is where the chickens get to roam free for food not be in enclosures! I only buy from free-range

[John O'Driscoll](#) Good call ACCC, The corporation bottom line should NEVER come before the public's health or the well being of live stock.

[Erin Muirhead](#) Let the birdies roam free!

[Tania Martin](#) Anything even remotely resembling cage eggs should be banned altogether. For the Egg Corp to be even suggesting free range conditions be anything other than truly free range just makes me want stop eating eggs altogether, which I will do if the EC is successful in overturning this decision. They're not doing their industry any favours....at all.

[Michele Bruce-Brand Carpenter](#) We don't mistreat our people and we shouldn't mistreat our animals here either.

[Michelle Hornabrook](#) shame on you Egg Corporation

[Michele Bruce-Brand Carpenter](#) And yes, I will stop buying eggs if they overturn the decision.

[Kristy Wallace](#) We support the ACCC decision. Consumers choose to pay more for "free range" because they care about animal welfare and want to enjoy eggs from free roaming chickens. Presently the labels are ineffective at communicating the truth from the farm - i.e. if they are genuinely free range or not. Keep up the good work Choice & ACCC.

[Colette Luscombe](#) I always thought free range chickens had lots of room to run around, until a couple of years ago I saw a documentary on TV. I think a lot of people are not aware how little room free range chickens get. Finally someone is doing something about it. So yes I support the ACCC decision!

[Jane Davie](#) I support true free-range, grass pastured animal products not the Egg Corporation's idea of 20,000 birds per hectare.

[Tiffany Ninness](#) when anyone buys free range eggs they'd never think of overcrowding chickens in a tiny space. when you pay extra for free range it should be for the chickens welfare not to expand greedy egg corp n' co bottom line. well done ACCC :)

[Nancy Entwistle](#) Let the chooks roam free!

[Sharon Palmer](#) I have enjoyed "ecoeggs" for many years now. They have "chookcam" so you can have a look at the chickens while they roam free as you'd expect :) It would be a great

thing if all free range eggs were produced in this manner - for the welfare of the chickens as well as improved flavour and nutrition :)

[Moon Rock](#) I pay more for free range knowing they have room to move. The egg corporation needs to use KI eggs blueprint (Stocking Density - 750 hens per hectare, so each hen has at least 13 square meters of space to itself.) I will refuse to buy eggs if they changed the birds choice of freedom.

[Kate Giasli](#) A reasonable person would not define 'free range' as 20 000/hectare. We are behind the EU on this one and should catch up!

[Penny Pare](#) I support the ACCC decision. Chickens should be free to roam and have enough room to spread their wings out.

[Oli Kitchingman](#) The ACCC made the only conscionable decision. The Egg Corporation's definition of Free Range is a misnomer. To adopt the Egg Corp's standards would make a mockery of the term Free Range.

[Sherridin Lindsay](#) They have my support!!

[Kimberley Mather Brodie](#) As a consumer I would presume that when I buy free range eggs, that is what I am getting. Chickens that are happy and have room to move freely, not overcrowded fighting for space and food.... Chickens that have grass and insects to peck at, not trampled dirt and defecation. The egg industry need to clean up their act! For too long they have got away with cruelty and I think the public have finally had enough! We are willing to go the extra mile, pay the extra buck to ensure that what we consume is also treated humanely. ACCC you have my vote.

[Lefa Singleton Norton](#) I am so pleased to hear of the ACCC's decision. Buying free range is important to me because I understand that the welfare of these birds is well taken care of under the current definition. If that definition changed, I would no longer feel confident to purchase anything labelled free range, as I don't think the proposal is at all healthy for the welfare of the animals.

[Greg Bowtle](#) If the Egg Corporation believes that battery chickens is acceptable, then their 20,000 birds per hectare would be classified as free range. Neither is acceptable!

[Lynne Attwood](#) "Free Range" should be a term which allow consumers to make a meaningful choice. My money is directed this way so that chickens can move around, spread their wings, and live a good chicken life.

[Rachel De Carlo](#) We need definitive legislation in Australia to ensure free range IS free range!! We choose to spend a bit extra to buy free range and we trust that when we buy a product labelled as such, it is truthful. Increasing the number of animals in a set area is NOT 'Free Range' and should not be permitted. Penalties should be brought in and enforced to ensure that the animals that help to feed us are being looked after and that we the consumers are not being conned.

[Christine Hogan](#) Free Range should mean exactly that!!! 20 000 chooks per hectare is unacceptable.

[Karen Enno](#) roam free little birdies, roam free!

[Susie Cameron](#) I so agree with Rachel. We absolutely need more transparency and to be given more information.

[John Duffy](#) I was a former egg farmer for 20 years. I had cages, barn and free-range (incl. organic). Unfortunately, when it came to the crunch, money talks and public demand was NEGLIGIBLE for the price I required to produce them. That is now why we (including myself) were forced to close down TOTALLY!
Incidentally, if a chook isn't happy (mentally/physically/socially), it instantly stops

producing eggs and costs farmers money (remember they still eat & drink). So it is ALWAYS in the farmers' best interests to care for their chooks - even in well managed cages.

[Silvia Boh](#) Well done ACCC

[Wendy Wilkinson](#) This is why I buy my eggs locally from people who have chooks roaming about their farms. I love the weekly markets where I can get the eggs, and I don't mind paying that little bit more. I am lucky to have that choice.

[James Hackett](#) I fully support the ACCC's decision regarding free range animal regulations. Animals have a right to live comfortably, and happy animals means better produce. I think people are also happy to pay a little more (reasonable amount) for better quality, safer food, from animals that have been well treated.

[Trevor Farrell](#) Well done ACCC - do not let them get away with that.

[Naomi Roberts](#) Thank you ACCC - who would think a group such as this would actually care enough to make themselves unpopular with the Egg Corporation. This is true humanity at work, thank you.

[Susannah Williams](#) Nice work ACCC! I refuse to buy pseudo free range eggs.

[Juliet Elizabeth](#) Well done ACCC on reaching a decision that promotes the welfare of chickens in the egg laying industry. For too long our food industry has been allowed to treat animals in horrific ways for the purposes of higher product yield and reduced costs. I'd rather pay more for the animal to live humanely than continue to promote cruelty through battery farming.

[Kelly Campion](#) Free range should mean just that, freedom to move around and source a variety of food from a wide area at leisure and with space & a free range of movement to do so. Consumers nor chooks would think free range meant anything else. Stick to your guns ACCC, and don't let the 'Turkeys' bring you down.

[Lyneve Cannon](#) Keep up the good work ACCC - we have two very happy free range chooks that were rescued from from a Poultry Farm a few years ago. They didn't quite know what to do with all the space at first but it didn't take them long to realise how great it was!

[Alex Srsa](#) Thank you ACCC! I buy real free range only and keep myself informed about the fraudulent and deceptive advertising/labeling and the companies which engage in such practices. And make sure to not buy any of their products.

[Dorothy Pollock](#) Yes the ACCC is right! The Egg Corporation is greedy and unethical. I buy free range eggs thinking that this means the chickens have room to walk around freely outside, not be constricted into a such a tiny space that they may as well be in cages.

[John Newall](#) Thank you ACCC for your judgement. Maybe the industry should move away from feel good marketing terms such a 'free range' and include clearer information on packaging such as chooks per square metre?

[Kirsten WhycantIspellanymore Wahlstrom](#) Yes, it was a good decision. Transparency is a good thing in a market.

[Lisa Edwards](#) Well done ACCC let's keep the true meaning of free range.

[Erica Mann](#) It was a good decision. Well done ACCC

[Simon Davis](#) Good decision... but in the end it will only end up costing the consumers (as always)

[Andrew Murphy](#) I think the consumers are prepared to pay - as long as they're getting what they expect.

[Melanie Hickey](#) I'm eggstatic with the ACCC's decision. If The Egg Corp thinks they can overturn the decision then go for it....pack of m-egg-alomaniacs. They'll come away with egg on their corporative faces.

[Nate Harper](#) Im making it Compulsory that every second household has 2 Chook's so they can give there neighbour the extra Organic Egg's :)

[Melissa Bowman](#) We support the ACCC, there is no way that many chooks per hectare is free range, they might as well be in a cage at that ratio.

[Mindy Bennett-Hughes](#) I support the ACCC.

[Asali Rose](#) I agree that there needs to be concrete criteria which must be met in order to obtain the label 'free range' and 20,000/ hectare is too high! Thank you ACCC for stepping in.

[Mak Wah](#) There is no point calling something free when it is not. Changing the definition to suit producers would only mislead consumers as we don't know what we are paying for in truth. Keep it up ACCC.

[Aileen Reid](#) I support the ACCC's decision and hope they stick to their guns.

[Hercules Nacho](#) Absolutely support it!

[Peter Bray](#) Don't back down ACCC, this makes sense

[Sonya Farmer](#) Definitely support it.

[Carol Calderwood](#) It's time that corporations adhered to what governmental regulatory agencies recommend.

[Antoinette Danaher](#) Well done Choice peeps! Keep on going ACCC - make it stick please.

[Leah Bond](#) Absolutely!! Well done ACCC for protecting the interests of the consumer and the faith of the consumer when they're paying the extra to purchase these products.

[Kate Finch](#) It is patently obvious that the Egg Corporation neither respects their consumers nor the rights of animals, and instead is interested in nothing more than profit.

[Peter Kovac](#) What the Aust Egg Corporations want is 2 chickens per 1sqm. That is not FREE RANGE, or is it?! I strongly reject the dodgy free-range standard.

[Jim Murray](#) Kee up teh good work CHOICE. ACCC please ensure Free Range means Free Range.

[Lilly Hayes](#) Free Range should mean exactly that!!! 20 000 chickens per hectare is unacceptable.

[David May](#) Keep up the pressure on the Egg Corporation and let them know we don't want their concentration camps. Just another example of how some Australians hate animals.

[Chris Kemmett](#) Great work! I really don't want to support socially sanctioned cruelty

[Olga Ward](#) Not much ranging going on with 20000 other chooks in your hectare. Completely unacceptable . Now that consumers are paying for free range and choosing this over battery hens, it is NOT time to "up production" by cramming more chooks into the paddocks and sheds.

[Pauline Caust](#) 20,000 hens per hectare is not free range. The Egg Corporation has no respect for consumers nor the animals essential to it's existence.

[Patsy Morgan](#) Thak you for standing up for animal welfare.

[Gerald Bot](#) 20,000 birds per hectare = free range.
Maybe we should try and pack all the members of the Egg Corporation in a room, with

similar ratio...

Might give them a new perspective on quality of life (and the concept of freedom...).

[Robbie Jalapeno](#) 20,000 chooks per hectare = ~1 chook per A3 piece of paper ... puts it into perspective ... I don't call that free range!

[Murray Fraser](#) I buy Free Range and happily pay extra. I'm not a bleeding heart greenie or an animal liberationist but I'm not in favour of battery cages or abusing animals to make profits. Free range should mean free range!

[Rebecca Angus](#) I do not pay a premium for free range eggs in the belief that 20000 hens/hectare constitutes an acceptable lifestyle for chickens.

[Peter McFarlane](#) Fantastic win for Choice and Hens!

[Ecocreative](#) Really great to see that the ACCC didn't chicken out on making the right decision.

[Barb Blashki](#) 20,000 birds per hectare is simply NOT free range - and any attempt to dupe consumers into thinking that it is, in my mind, is just disgraceful. Listen to your customers Egg Corporation.

[John Locker](#) Good news.

[Susan Knowles](#) This decision must not be overturned

[Mary Steel](#) Absolutely support the ACCC decision on free-range.

[Christine Parker](#) Well done. Cute graphic. But I don't think any hens on free range farms are allowed to have baby chicks!

[Liza Neil](#) I love that the ACCC so often stands up to corporate greed and this time it is more important as it is a stand for animal welfare and against cruelty, on behalf of those who can't speak for themselves.

[Vince Chris Casey](#) Most definitely support the ACCC decision on free-range.

[Jim Bahr](#) 20,000 birds per hectare does not even come close to "free range" unless you're talking about mosquitoes. Egg Corporation - you should be ashamed!

[Anita Olsen](#) Quite right 20,000 chickens per hectare does not accord with our expectations of 'free range'!

[Sue Thompson](#) The Egg Corporation's attempt to get 20,000 chooks per hectare deemed free range is probably an actual attempt to get 10,000 or something less approved ie a strategy. Both are outrageous and contrary to the principle of free range, the current standard should apply.

[Päivi Mielikäinen](#) Thank you Choice & ACCC for making a difference! Free Range = free range, not crowded patch of dirt!

[Belinda Weber](#) Free range is humane and the ONLY way it should be - it's 2012 for goodness sake not 1970

[Charles Otway](#) Best thing you can do is get your own chooks, recycle your food waste via them, double win, companies and plottations can argue the meaning of meaningless words for ever, and once they do decide they will discuss changing that decision. I am all for your work here but it's a symptom, treat the cause. Recycle your food waste and veggies, hence growing your own chooks and enjoy the surplus that is their eggs. My chooks are not free range, but it's an irrelevant term as it says nothing for their health, well being, food sources, nutritional food value of eggs etc. Anyway, factory farms are bad, egg factories (free range or otherwise) clearly need to be phased out.

[Nicole Eckersley](#) It's totally unacceptable for people to think they're buying anything approaching humanely-produced eggs and instead be supporting a high-density, low-welfare industry. People will pay more for eggs from happy chickens. There's absolutely no need to cram them in to make a profit, and any increase in density is greed, pure and simple.

[Helen McHarg](#) hens are entitled to space so it is great to see that "free range" will be a realitynot a euphemism for really crowded conditions!

[Matt Johnson](#) It's not surprising that the Egg Corporation wants to engage in such deceitful practices - they're on the ropes because they haven't modernised their farming methods to meet the demands of the Australian public.

[Brett Tribolet](#) Chooks fighting over the same feed in a cramped environment cannot be good for their health or the egg quality! Common sense should prevail!!

[Frank Frick](#) The sparse photo is what we'd like to imagine. That just does not happen in practice, except in home-based businesses. And it will never happen commercially....I personally think it is too idealistic, guaranteeing the Egg Board will say to this initiative: "Dreamin'!"

[Colin McLaren](#) A sane decision that is not swayed by greedy economics.

[David K Clarke](#) The people running the Egg Corporation seem to have no consciences. 20 000 chooks per ha is 'packed in like sardines', not free-range.

[Valora Gibbs- Albertsen](#) I don't mind paying taxes for public services and I don't mind paying extra to ensure that my food comes from an ethically managed farm.

[Angela Weller](#) Chickens in a small flock develop a pecking order, and know where they stand in relation to the other chooks. In a situation of 20,000 chickens, they have no way of remembering every other chook. The result is a very stressful environment where they all continually fight each other in an attempt to establish some sort of hierarchy.

[Susie Cordia](#) I support the Choice Campaign -20000 hens per hectare is not free range.

[Frank Frick](#) Sorry, I clicked too soon. Can you not make the image a bit more 'reasonable?'. I mean I thought we are trying to stop them from worsening the conditions, but your picture presents an alternative that has never existed commercially.

[Jeremy Scrimmes](#) It's like saying you're "free to drive" when the traffic's gridlocked, really ...

[EZ Rider](#) I agree with Frank Frick. How about some real pictures, or at least some good artistic representations of different densities, so we can make an informed decision?

[Richard Mahony](#) It's manifestly evident from their disgraceful attempt to change the meaning of Free Range that the Australian Egg Corporation are to be trusted no more than any of the battery hen farmers who make up most of their members. I applaud the ACCC's decision. We need the ACCC to take a much tougher line with all Australian agricultural industry representative groups, who in general will not act ethically or honestly if they think they can get away with it.

[Frank Frick](#) I interviewed an egg process worker. Naturally I asked about free range. He said yes, there is a small door for them to get out on one side of the barn. So the ones near that at least have an option for going outside. BUT he said, yeah, they go free-range alright, cos we never go and bring those back in. Me: "So, where do they go?" He: "Dunno, they sleep outside...probably the fox gets them."

[Jean Deklerk](#) Let's all be honest, hey?

[Tolvay Family](#) To me, it comes down to honesty in advertising. The term "Free range" implies sustainability without undue intervention. Surely we need

some valid scientific assessments of how many animals can self-sustain per unit area (eg 100m sq, hectare, sq kilometer etc).

If it can't be proven, don't advertise it!

[Moira DCruze](#) I support the ACCC. 20,000 hens per hectare is not free range. Now that people are saying no to cage production it's not acceptable to just move the same conditions outside.

[Frank Frick](#) What I am saying is that the hens which may range outside are not the hens whose eggs you can buy. Because they only harvest the eggs laid in the collection system. INSIDE. Because it costs money to pay someone to go find them and collect them. Please be a bit more realistic about your analysis. And please change the picture to represent a workable model.

[Peta Jones](#) People need to stop burying their heads in the sand when it comes to honesty and truth. Egg Corporation needs to stop kidding itself that they think that what they are doing is right. Their 'poor definition' of free-range is totally unacceptable, cruel and barbaric. There is NOTHING morally acceptable about what they (and others) are doing. Stand your ground ACCC. Someone needs to be the 'voice' for the chickens!

[Gwen Crawford](#) Well done ACCC! This matters to a lot of us. It seems to be that objective numerical standards (eg birds per hectare) would give more clarity and provide a measurable outcome than the use of a phrase such as "free range" which obviously is interpreted in widely varying ways.

[Nik Bebic](#) Can't have your egg AND suck on it too...

[Helen Hoffman](#) Self-respect and empathy are key; plop into the hen's feet - fluff your feathers "if you can!" - we all know what we'd prefer - so too, the hen! It's that simple: to retain self-respect, via logic, principle, backbone - whichever measure - points to REAL (not 'so-called') free range.

[Berry Boison Kelly](#) 20,000 chickens per hectare is not free

[Jo McRae](#) Quality of life is important for everyone. Just because an animal is destined to be killed for human consumption is no reason to not give that animal respect and a decent life.

[Michael Sherlock](#) free range must mean free range sounds like to me that the voice u have isnt bein heard . packin that many chooks into into such small areas can only lead to disaster for eg infections and such. I live in england a million miles away from your troubles but i totaly support the answers ur all seeking . free range is healthier for everyone includin the chooks

[Pete Gorton](#) Free range is free range, and WE (consumers) all know what that means - and some of us are prepared to pay for it. The Egg industry should go and define it's own terminology that does NOT mislead the public. This is like "clean coal" and "even cleaner gas".

[Shauna Armstrong](#) Chickens deserve a better life than being cramped into small spaces - even though they are treated as very little more than egg producing machines! I grew up eating our own free range eggs from happy (and well loved) chooks. Although I can't keep my own chickens at the moment, I would ever eat anything but free range!

[Helen Terese Parks](#) Jo McRae is so right. It is inexcusable to give an animal less than the best possible life and the quickest possible death. If this preposterous suggestion by money hungry egg farmers who just want to re-create battery conditions without sheds succeeds then human kind will have regressed to the Neanderthals.

[Anne Fernley](#) It is great that the ACCC has said no to 20,000 birds being free range. Free range means being "free to range" not cooped up together with hardly any space to move.

Consumers have shown they are willing to pay extra so that chickens can have a proper life so there is really no excuse for producers to ignore what consumers want. Thank you Choice for following this up.

[Tony Harper](#) Free range chooks should be "free ranging" the Egg Corp model is a sick joke. I hope the ACC sticks to this and follows up on the claims of the spurious "free range" producers with prosecutions.

[Peter Hendriks](#) Thanks to ACCC for a sensible and important decision

[Diana Coyle](#) Free range needs to be exactly that...not some marketing ploy by the Egg corp to get a boost up in sales for minimum cost. Support those that only sell free range eggs too!

[Rena Harris](#) Egg-cellent decision!

[Diana Coyle](#) Can we ask the [ACCC Consumer Rights](#) to open up a post on this subject so we can comment directly too?

[Andrea Jansson](#) Good job ACCC! :)

[Richard Matthews](#) We need to ensure that the chooks in the field have a free choice in their diet and not just picking up the scraps others have left behind.

[David Crowther](#) Great suggestion, Diana. The Egg Corporations proposal is hardly better than battery hen "accommodation" without the cages. No thank you.

[Marisa Buskariol](#) Great news. Keep up the good work

[Jim Ford](#) 20,000 chickens per hectare certainly is not "free range" in my opinion and probably too great for the chickens either. It would be good to know how this fits with "free range" poultry product as well.

[Gilly McInnes](#) Great image.

[Tash Hayles](#) the version the Egg Corp wants is simply battery hens without the cages if I am paying extra for free range I want FREE RANGE.

[Marilyn Stoneham](#) Great news Choice. Just shows what a group of people pulling together can do!

[Nick Haggarty](#) Exactly @Tash Hayles

[JJ Miller](#) The Egg Corp are full of people who have shares in the industry or are factory farmers themselves, so naturally they don't give two "clucks" about the consumer let alone the poor hens.... People power is the only way to stop this domination. :D

[Fi Bokulic](#) Happy to support

[Ramona Konrad](#) I am gobsmacked that the Egg Board is showing so little commonsense. I guess that's the contradiction about commonsense ... it's not very common !

[Lorinda Spray](#) Here's to the continued future of Happy Hens roaming FREE!

[Lin Goupillot-Lindstrom](#) Sounds more like 'crowd' range. It's just ridiculous to have that many birds on a hectare.

[Sue Hurly](#) Keep going with the fight for consistency & also a reasonable amount of space for free range hens. I always buy free range - but am never sure if they are truly so.

[Barbara Struthers](#) Compassion must come before profit! We have to ensure that other species are not forced to live gruesome existences simply for human greed. Lets make laws that protect their wellbeing!

[Carol Flynn](#) Keep up the good work! Initial findings needs to become final and apply to the egg industry. Free range has a definition the ACT and WA but is it adhered to? I don't think so....

[Lisa Leeton](#) I want to know that free range means exactly that. A simple phrase that has one meaning and isn't used instead to confuse the consumer.

[Paul Bearpark](#) Just goes to show what we can do when we band together.

[Robyn Young](#) The Egg Corporation's model for Free Range isn't acceptable.

[Merrilyn Mensforth](#) Keep up the good work.

[Joan Hannaford](#) Maybe the people at the egg corporation should all share the same office and see how "free range " that feels. Keep up the good work Choice.

[Kath Ryan](#) If this goes through, I will NOT be buying eggs at all.. or chicken meat.

[Jacqueline Clayden](#) Isn't it bad enough we have to look for and pay more for normal eggs and have them called organic? To change the current guidelines by a factor of 13 is absolutely outrageous! What was the point in trying to get back "organic" in the first place if the egg board can do this?

[John Spencer](#) There's no way 20,000 chooks per hectare can be classed as "free range". Where the hell could they "range" to?

[Carly Curgenvin](#) I support the ACCC standard on free range - 20,000 birds per hectare isn't free range - it's a joke!

[Robert Henderson](#) Free to range in tight cramped conditions. What a joke. Keep free range, free range.

[Barry Brown](#) i support the ACCC standard on free range

[Carol Wocker](#) Free range means free to roam not stand next to 19,999 other chickens. It is so important free range chickens have room to move and have as good a life as farm animals can have.

[Karen Betts](#) I'm wondering what gives us the right to decide that it's okay to allow greed to override humanity by treating fellow creatures in such a way as non free range encourages. Thank god for Choice! And thank you ACCC. You represent those of us trying to be better human beings.

[Maggie Smith](#) How many hens have to suffer so greater profits can be made. I support the ACCC standard.

[Emma Tanner-Smith](#) A stocking density of 20,000 chickens per hectare could only laughingly be described as free range and is quite extraordinary when compared to the EU's stocking density of 2,500 per hectare. Well done ACCC for taking this one on.

[Dianne Beatty](#) 20,000 chickens per hectare does "not accord with MY expectations about the free range production of eggs". Hold firm ACCC.

[John Nakulski](#) Truly eggcelent.

[Mike Oreally](#) If you don't like it do not buy eggs. True free range means I can't afford eggs and an end to the industry.

[Bianca Koehler](#) Well done, ACCC! 20k is way too many birds/hectare. Don't give in! It's about time we have standards when it comes to what's free range.

[Barrie Collins](#) Ethical farming practices are important to me, poultry production inc the production of eggs by battery hens is not ethical, stuffing as many chickens into a hectare as possible isn't ethical either.

[John Nightingale](#) Proper free-range please. 10,000 would give the 100 sq m each.

[Kathryn O'Donovan](#) Thank you ACCC for listening and taking action. A blatant attempt by the Egg Corp to manipulate consumers and cash in on their good intentions. Free range should mean exactly that.

[Sheila Bowtle](#) Why cant they be reasonable... oh they have no reason!

[Norma Martin](#) Please don't try to con us the public - I thought "Free Range" MEANT 'Free Range'! I'm with John - 10,000 chickens per hectare.

[Kaye Weston](#) Free range should mean just that- hens can scratch around freely in pastures, & not miss out on access to outdoors because they are crammed into enclosures where only a few make it out. I make sure I know how chooks are treated before I buy eggs (or chicken to eat)! Stick to your guns, ACCC! Shame on you Egg Corporation.

[Phil Hall](#) Thanks CHOICE for fighting the good fight. Free-Range Chooks should be FREE, not just a marketing tool for the Egg Corporation.

[Sally Tunncliffe](#) I support CHOICE. Please don't revert to 20,000 per hectare. The poor things do not live anything like a natural life in such circumstances and it misleads the consumer.

[Jeff T Thorne](#) I agree with Choice, let's have common sense and treat animals in a humane manner, after all we are supposed to be a sentient race.

[Ed Humphries](#) This change looks like it was only intended to rip off consumers who willingly pay extra for free range due to the increased costs in producing free range. Good work Choice.

[Tania Favazza](#) If you fork out the extra \$s for free range (which most who can, do) you expect a difference in the treatment and welfare of those chickens. What is the point of saying the eggs are from free-range chooks if it means nothing to their welfare? I suppose the point is the extra \$s for stakeholders - SHAME

[Hannah Taylor](#) We fully support ACCC, thank you. I am certain consumers will pay more for genuine free range eggs if they could only trust that they are truly free range! The industry needs to realise that 20,000 is far from a reasonable number to qualify as 'free range' and only serves to undermine the free range industry for all. Any farm that trims the beaks of its hens should absolutely not qualify as 'free range' and this should be part of the test - it's mighty hard to free range without a beak!

[Chris Walker](#) Whatever keeps the cost of my eggs down I support. Cram those chookies in!

[Barry Lingard](#) people need to understand that the less chickens per hectare the more \$ you pay for your eggs. I do think 20000 chickens per hectare is to much. 10000 / hectare is far more resonable.

[Elizabeth Grant](#) Definitely support the ACCC decision! Well done ACCC and thank you.

[Graham Griffith](#) Well I believe that too many eggs is not that hot for your health and so I don't mind paying a premium for a more ethical/humane approach to chicken/egg farming.

[Fiona Mariner](#) I support Choice - treat chickens humanely.

[Mary Cootes O'Riley](#) I support the ACCC decision. I am happy to pay extra knowing that the chickens are having a free-range life ... pretty p*ss'd at the Egg Board for taking advantage of peoples emotions = more profit

[Debbie Tsagatos](#) I support the ACCC decision. I always buy free-range eggs and chickens, and want them to continue to be treated humanely.

[Kosta John Calligeros](#) I like chickens.

[Joanne Jones](#) Consumers want to buy free range eggs that are actually free range, not crammed in. We don't want to be fooled. ACCC - it's the right decision.

[Wendy Spithill](#) I always buy free range eggs and chickens and I expect them to be just that...FREE RANGE!

[Stephanie Spiller](#) The ACCC has made a sensible decision. I wonder why the Egg Corp seems to think that eggs labelled free-range do not need to come from chickens who have the freedom to freely move about?

[Peter Manger](#) Because I barely resist the urge to push all the caged eggs onto the floor as it is... Having to resist "free range" will be too much!

[Kate Garcia](#) I support the ACCC Chickens should all be Fre Range

[Matthias Regner](#) Well done, CHOICE!!!

[Katy Georgiou](#) I'm on your side choice!

[Rosemary Hook](#) Thanks to the ACCC for their decision.....please keep it that way. I've had enough of trying to call black, white.....we need honesty and integrity in society for the well-being of all, not deceit and manipulation. It is a sad commentary that those in the Egg Corporation have no shame.

[Craig Young](#) John Nightingale, 10,000 birds per hectare does NOT mean 100 sqm per bird, it means 1 sqm per bird! EggCorp's definition of free range means each bird gets a patch of ground approximately the size of a pillow, which is a complete joke...unless you're a chicken that is, in which case it's no laughing matter.

[Heather Awcock](#) I totally agree with the comments of Craig Young above. A pillow = free range? its a very bad joke I can't believe that they are trying to overturn the decision. Clearly the consumer wants free range to be free range, not NO range. How would the peeps at the Egg Corporation like to live cheek to jowl with their neighbour? Not at all I suspect. Its about time retail recognised that consumer wants fresh organic produce from happy animals and birds not production line for the sake of a few extra dollars.

[Sarina Skiba](#) I was living in country side and had free range chicken (100 acres - about 38 hectares - and 25-40 chickens). What these people from EggCorp say is a BIG JOKE!!!

[Wendy Miller](#) Thank you Choice and ACCC. It is barbaric behaviour by EggCorp to continue to promote such a ludicrous definition of free range. Their exploitation of birds is unacceptable. Greed at the expense of decency and integrity. If they win, I will not be part of it.

[Valda Ioane](#) As Emma Tanner-Smith said: A stocking density of 20,000 chickens per hectare could only laughingly be described as free range and is quite extraordinary when compared to the EU's stocking density of 2,500 per hectare. Well done ACCC for taking this one on.

[Kim Cummins](#) The consumers are already making their requirements clear - my supermarket now allocates most of its shelf space to free range eggs because that's what consumers are buying. Free range eggs are more expensive. Free range has to retain its true meaning and consumers have proven they are willing to pay the higher production costs of free range eggs. There is no logical or ethical basis for redefining 'free range'. The consumers have spoken.

[Jess Mair](#) The Egg Corporation's model for Free Range is appalling. Well done to the ACCC for realising that consumers expect better.

[Rachel Marett](#) It is a disgrace to expect that 20,000 crooks would constitute free range-that's factory farming!

[Lisa Frazer](#) It's not 'free range' if they're still couped up. I will always buy genuine free range eggs and chicken meat and support our ethical farmers.

[Bryony Macri](#) I support choice :(those poor hens deserve better than this.

[Creighton Smith](#) The poor creatures are not in this world for too long so let's leave them to range free and not be couped up.

[Tatiana Margan](#) Yes the hens deserve better but so do we.

[Linda Mitchener](#) I support "real" free range not 20,000 per ha. I'll pay more for the welfare of hens.

[Mattathias Reggiotsouvis](#) To suggest that 20,000 chickens per hectare allows them to graze freely is deliberately misleading and not in keeping with the spirit of the agreement. Free range requires chicks to be able to "range freely" taking into consideration a suitable amount of land to do said. 20,000 chickens per hectare simply does not allow the chickens to graze freely.

[Colin Molloy](#) AGREED ! 20k is NOT free range!!!!!!

[Sally Woodhead](#) In disgust at the deception by the 'free-range' labelling on eggs, I bought my own chickens so I can be sure I am not contributing to the practice of cramming as many birds as possible per hectare. Such pleasure to see them scratching in the garden and producing lovely fresh eggs. No need for beak trimming when their conditions are not overcrowded and behaviour problems do not occur in truly free-range conditions.

[Kerry Gubb](#) Thanks for the sanity - and humane care - of this decision

[Rod Harding](#) Bloody hell Hash Cash, If I had 20, 000 birds in one spot I would not be complaining to ANYONE!

[Judy Buckley](#) If everyone had a couple of chooks free ranging in their back yard, the people who cram 20,000 chooks into a small space would be unable to sell their cruelly gained eggs and the problem would be solved.

[Amanda Horne](#) If the ACCC doesn't uphold the decision - the only next stop will be to stop eating eggs altogether!! We are paying higher prices for free range eggs which I am happy to pay in return for better living conditions for chickens but if the egg corp gets their way what do you bet they will still charge higher prices!! Shame Egg Corp Shame

[John Thayer](#) I totally support the Choice campaign. The reality of free range egg production must match the consumer's expectations.

[Robyn Humphries](#) Free Range means allowing the birds space to 'free range' NOT jam-packing them into a small space, again !!! theres little differenve here than being jam-packed in a barn. !!! Come on now, how stupid do you think we are ????

[Jennifer Brett](#) I am an independent egg producer and I produce genuinely free range eggs. The more you treat consumers like idiots (by fudging the truth or outright lying) the less they trust you and the less eggs they will buy from you, and the more eggs they will buy from people like me. Does that make any sense to the Egg Corporation? FREE RANGE means free to range.

[Carolyn Whitehead](#) A pillow size does NOT = free range!! Disgusting

[Stu Wright](#) We have 4 layers in our back yard. The egg corporation would have us never let them out of the hen house and still call that free range.

[Monster Zoku Onsomb](#) happy chickens = lots of eggs

[Kel Tidswell](#) We buy free range because we want that standard of care for the chickens, I don't care if it costs another dollar to create them per pack, there is no there choice as far as I'm concerned. Free range should mean just that, not free tiny square in a dirt bowl.

Ross Galtry If you are willing to pay extra for free range eggs then you are entitled to get what you pay for. Not unlike the made in Australia debate ACCC time to stand up and do what your paid for protect the Australian public from marketeers that twist the truth to serve the already profit gauging corporations here and from overseas.

Kristy Parrish I'm happy to pay a bit extra for free range eggs because I want to know the chickens have not been tortured for their whole life. We need to have specific, humane guidelines so consumers can make an informed choice.

David Said fee range means free range, not outdoor factory farming! The industrial egg producers should not defraud consumers with semantics and false definitions

Brenda Smith Essential for us to know that what we think we are choosing to eat is in fact what we are getting ! Well done Choice! More campaigns like this needed. Time for consumers to make informed choices at the till.

Andrea J Drummond Not a good plan to have 20000 chickens on that amount of land.

Heidi Griffin I support the ACCC's decision completely. The Egg Corporations proposal is not "free range" it's just like cage birds in a bigger cage.

Sally O'Wheel When I buy 'free range' eggs, I want that to mean something

Doreen Sutcliffe Well done Choice on your campaign. I buy free range eggs because I want to be assured that the chickens are not cruelly treated and that the eggs produced are indeed from free range chickens and not from an outdoor factory farm. The Egg Corp's push to have 20,000 birds on one hectare and then label them "free range" is duplicitous and odious.

Shula Hampson I'm so suspicious of the term 'free range' that I usually research my eggs before I'll buy them. I want to SEE how those chooks live. I can't eat misery like that.

Hamish Thorp Corporate greed is omnipresent. Consumer sentiment is swinging further to animal welfare in primary production. The Egg Corporation is both greedy and out of touch. Thanks ACCC.

Elisabeth Jackson 20000 per hectare makes free range meaningless. Consumers have shown they are prepared to pay more for a still cheap commodity to stop betters farming of hens and thet should be able to select free range with confidence

Jennie Mitchell Having seen factory farming years ago I vowed never to buy anything but free range. I naively believed that free range meant just that - the chooks could move around and do what nature intended them to do! Some comments here advise getting your own - not always feasible if you live in a unit/apartment etc. We have a responsibility to care for animals, not exploit them for greed!

Gayle Joyberry Hahaha, Rachel, how right you are , they really are crooks. The Egg Corporation stinks, they are a greedy lot and dishonest to boot! What a blessing that we have 3 very happy chooks of our own, this way we have healthy eggs and keep our family and friends happy too. Better to feed our feathered friends than keep the Egg Crooks solvent!!

Chris Moffat Every consumer has a (possibly vague) definition in his/her head of what constitutes "free range". It includes ideas of "free to roam", "space to move", "ground underfoot not covered with chook poo" and "able to get away from the other chooks". The Egg Corporation definition does NOT qualify. Well done ACCC!

Malcolm T Wilson If I am being charged a premium because I choose free range eggs, how can the Egg Corporation justify increasing the definition of free range eggs? Why does the thought cross my mind that the Egg Corporation is only interested in the profits and does not care about the chooks. Funnily, I am not surprised. When does "no you cannot do this"

mean no or they have so much money to waste they can just try to beat down any opposition?

[Joanne Zions](#) The Egg Corp is just wrong. I don't want animals to suffer for my food and I want to know what I am buying please.

[Christine Malinowski](#) free range should be exactly that, I'm sick to death of being lied to about products I purchase.

[Ian Bruce](#) The Egg Corporation's idea is just plain wrong. Free range means "free".

[Amen Keights](#) They must reduce it to an acceptable amount of chickens per hectare and 20000 isn't even close to acceptable in my book!

[Graham Storrs](#) "Free Range" means something to consumers. If the Egg Corporation wants to keep chickens at 20,000 birds per hectare, let them call it "Packed in like sardines" or something else that won't be a complete lie.

[Rowena Morrison Shirtcliff](#) Free Range certainly does not mean 20000 chickens to the hectare!

[Leanne Pitt](#) Free range certainly didn't mean 20000 chickens when I was growing up with free range hens, chicken food for brekkie, hot meal at night!

[Tanya Elson](#) Can't see any opportunity for ranging free with 20k per ha.

[Lesley Mullineux](#) Free range means space for chickens to range free, not a giant paddock cage with a fence around it with and little room for the animals to move about. What about what the chickens want. The welfare of the chickens needs to come first. A good example corporation interest is the live animals export look how our cattle and lambs have suffered at the hands of others. Did any corporation get fined over this???

[Linda Mitchell de Barrios](#) I always buy free-range eggs, I especially try to buy them from local farmers who I know allow their chickens to roam in large paddocks not shoved together in a small fenced bit of greenery that some producers claim is free range. When will these producers realise that it's not just about the taste difference of a free-range egg but that it's more about the welfare of the chickens that produce these eggs for us? It's about time that producers thought more about animal welfare and less about the almighty dollar.

[Eric Davies](#) "Free-range" means precisely that. Increasing densities by any number at all completely defeats the objective. Leave free-range densities alone!

[Paul Ratcliffe](#) It is really important that labels, such as 'free range' are readily understood, so that consumers know what they are buying. Egg labelling has been a schemozzle for a long time, so it's good to see Choice is nailing it down.

[Marita Kemp](#) Make the print on the box what the population density is and we will make our own decision on who we support.

[Lynette Newton](#) I agree - make the producers mark how many hens they have to the hectare and we will choose. The Egg Corporation just seems to work for the big producers who don't care for their hens welfare.

[Kim Gosschalk](#) 20,000 birds per hectare is not free range. ACCC must stand by their decision. Wake up Egg Corporation.

[Dianne Elizabeth Ginis](#) Good grief!!!! Egg Cooperation- get real! This IS RIDICULOUS!!!!

[Vicki Batty](#) 20,000 birds per hectare is high density. The Egg Corporation needs to think of a different label for 20,000 birds per hectare and not try to steal the low density Free Range label which has the second meaning of birds being able to move about freely to range and forage.

[Des Georgiadis](#) I agree with Kim Gosschalk, 20,000 birds per hectare in NOT free range.

[Cameron McLennan](#) 20,000 chickens per hectare allows for half a square metre per bird. This is quite obviously not free range. Serious discussion and agreement should be reached about what amount of area per bird can be considered free-range. It is always going to be somewhat arbitrary, but should be based on a rationale compromise between the welfare of the animals and the desire for economy from farmers/chicken companies.

[Linsey Gaelle](#) I will always pay more to eat the eggs of happy chickens, not abused chickens (and that goes for any other animal/animal byproduct).

[Nicole Wulee](#) when I buy free range I want it to be free range, not an "on trend" marketing phrase.

[Phoebe Flowers](#) Think of all that chook poo! = more chance of egg contamination.

[Narelle Legg](#) well done

[Mary Andreotta](#) My butcher of all people told me years ago that 'free range' is not always what we think it is. Consumers have been duped into paying more for eggs that may have been produced in an environment that is cramped and inhumane. Thank you to Choice and the ACCC for taking a stand against the Egg Corporation's proposed definition of free range.

[Stella Mitchener](#) hopefully one day all eggs will be freerange

[Linda Kastanja](#) If you want total control out of fear, greed and you don't care about an animal's life you choose for chooks in cages. If you dare to trust life and respect and love the life of the animal you use for any kind of production and you are grateful for what it brings you you choose certified organic free range! You are what you eat... I vote for Free range certified organic eggs!

[Jessica Muschamp](#) Please check on the egg cartons sold in supermarkets for the independently accredited Free Range label. Many companies claiming to be Free Range - Pace, SunnyQueen, Farm Pride and Lodden Valley all also sell eggs from caged hens and there are very lax checks on their processes. Besides, you don't want your good conscience free-range egg money going to companies which also sell eggs from brutalized caged hens, do you?

[Michael Dunn](#) Can you trust the "RSPCA" labelled eggs? Can you trust the Coles "Free Range" eggs? How can you really tell???

[Heather Powell](#) Keep fighting for the hens quality of life.....the eggs do taste better!

[Joanne Parker](#) I look for some sort of certification on the egg carton before I buy, not just the words "Free Range" but which certification is best? We need clearer labeling and genuine humane space for hens per hectare. The Egg Corporations proposal has hens in a confined space, just without the cages!

[Warwick Wright](#) Once again we have marketers trying to tell us a square is a circle. There is no way a 13-fold increase in stocking density can retain the terminology "Free range".

[Warwick Wright](#) The term "Free range" is there to inform consumers, not to confuse them. Taking this to a logical conclusion, the description might just as well be labelled "eggs".

[Phillip Casey](#) We want quality not quantity and a healthy environment for the layers. Keep up the good work!

[Juliet Marconi](#) Excellent result.

[Carol Bradley](#) 20000 per hectare is definately not Free Range. What does "truth in advertising" mean?

[Amanda Huege de Serville](#) Thanks Choice for fighting for this one... I want my free range eggs to be good for me and the chooks.

[Vince Stretton](#) Choice, I support the stance you are taking on free range eggs. I am willing to pay a premium for knowing that the chickens that produced the eggs that I am eating have had a quality of life that I'm happy with. I would never accept that 20000 per hectare is free range.

[Juliet Marconi](#) Egg Corp needs to listen to consumers. I choose free range because i care about welfare of animals.

[Michele Thums](#) I agree, great that this dodgy free-range standard has been rejected. Keep up the good work Choice!

[Kellie Wade Kick](#) I always choose free range for a reason - be kind to the chooks that feed us so well.

[Marcia Phillips](#) Free range should mean exactly that! Thank you Choice and all consumers who care enough to take a stand on this issue.

[Sally Pace](#) Go Choice! Free range means something to the consumers, so make sure it means the same to the producers. Or label correctly so we can choose.

[Ian Button](#) Free range needs to mean free chooks, not chockers full of chooks!

[Bronwyn Hodgins](#) How can 20,000 chooks per hectare be classed as free range? This would be like living in a slum. Its Wrong!!!

[Nathalie Bourgois](#) If the Egg Corporation dignatories believe that 20,000 chooks per hectare is free range, I am very concerned about their IQs and who they are supposed to represent. Obviously they have all raised to their level of incompetency!

[Maxine Powell](#) It does really make you wonder how stupid the Egg Corp thinks consumers are.

[Stephanie Argall](#) Consumer power is wonderful, and should never be underestimated.

[Alexandra Barlow](#) 20,000 birds per hectare is akin to having them caged - it's not free range if the density is such that they can't move freely. Why aren't these producers being charged under the animal cruelty laws? If you had an aviary of budgies or parrots with a prorated equivalent high density in which the birds couldn't move the authorities would step in, remove and re-home them. Why isn't the Egg Corporation being charged with false advertising and failing to provide a product as described? It's an absolute disgrace. In these enlightened times of organic farming and better animal husbandry it's just not an acceptable way to treat animals - any animal!

[Gemma Cafarella](#) A win for chickens and consumers!

[Rina Cohen](#) The ACCC made the right decision, let's hope it sticks

[Carolyn Dunnewijk](#) That is not free range that is caged on grass, well done Choice stick to your guns ACCC

[Wendy Chambers](#) when I buy, I do make a conscience decision to buy an egg, that has been laid by a mother living the 'good life'. I can only think that reason will prevail and the ACCC will ensure, Free Range, means free to range.

[Lisa Marie Obst](#) ACCC I applaud you on a great decision!

[Karl Jens](#) Definitely do NOT think 20,000 hens per hectare is "free range", well done ACCC

[Lucie Pepeyan](#) As a consumer, I make purchasing decisions based on the information available to me, so it's important for that information to be meaningful. The Egg

Corporation's proposed definition of free range is misleading and unreasonable and makes a mockery of the term.

Kelly Hazzard I totally support the ACCC. We have 40 chooks free-ranging on an acre and think it's not enough room for them.

We sell some of our eggs and everyone loves real "free range". They taste amazing. So check the carton carefully.

20,000 on a hectare is not free range. It's all about money and cashing in on the label. These people don't care about the birds. It's disgusting.

Sue Brewster-Jones Pure greed! Factory farming by another name. Of course they are very aware the unsuspecting public will completely fall for it. Thoroughly support this effort. Why not buy eggs from your local 'farmers market'? Or your local little egg farmer. We do and know exactly where they are coming from, plus they look and taste fabulous! Go real "free range"!

Marika Mercer I definitely agree ACCC has made the right decision, and hope for more stringent criteria and labelling Australia-wide in future.

Ingeborg de R We have 7 chickens at home and they have 3 acres to run around on - that is Free Range!

Karen O'Donnell Dilution of 'free range' equates to gross misleading of consumers. I applaud the ACCC for their fine decision!

Harold Schranz Free range means that the birds have room to move and forage without being stressed by each other ... 0.5 square metres per bird seems more than a little tight. In the EU, "the maximum stocking density is not greater than 2500 hens per hectare of ground available to the hens or one hen per 4m2"http://en.wikipedia.org/wiki/Free_range

Shiree Pilkinton I personally do not appreciate being treated like a fool. 20,000 birds per hectare is NOT my idea of FREE RANGE, and I feel sure that most people would feel the same way. As consumers, we deserve to be able to purchase goods that are sold to us without deception. If the Egg producers agree to cover the packaging (I mean completely cover it!) in text saying "these free range eggs came from a property where there are 20,000 chooks per hectare" (and therefore stand by your product 100% and with transparency and respect) - then that is a lot fairer. ie if consumers can purchase goods with ALL the information provided so we can make the best choice, this is more acceptable.

Ken Greenland Corporations priority is profits and distorting the interpretation of free range to suit their profit margin is well within their mission statements. I agree with the ACCC's decision against them.

Barbara Mack I would like to see the Egg Board Free Range with 20000 others on one hectare

Martin Paulo The Egg Corporation's definition is misleading. It is behavior like this that teach us consumers not to trust business...

Caroline Cuthbert I choose to buy free range eggs on the basis that the chooks are kept in the most natural way possible - its not natural to pack 20,000 chooks to a hectare. I'm happy to pay a little more for happier birds and better eggs.

Kirrily Graham Who's best interest are the ACCC meant to be acting on behalf of?? So listen to the consumers and not the corporation, pretty simple really. I don't hear any consumers demanding 20,000 birds per hectare

Dawn Balcombe It's disappointing the definition of free range doesn't mean much to the Egg Corporation

[Glynis Cole](#) The reason I choose to purchase Certified Free Range eggs and chickens and pay so much more for it, is the belief that the birds have a decent quality of life. The Egg Corp have no right to reduce or water down the consumer's right to choose to support the ethical treatment of these creatures.

[Megan George](#) I'm happy to pay more for eggs from chickens who are treated well - 20 000 chickens in a hectare is not allowing the chickens enough space to move freely!

[Jasmine Andrews](#) There is a larger principle at stake here, even larger than animal welfare and food quality. Consumers have come to expect words like "free range" to mean certain things. We can't allow people to change the definitions of these words to suit themselves and make more money through deceit.

[Olivia Patterson](#) Yes. The ACCC's choice was the right one.

[Imants Ezergailis](#) Egg Corp proposal is just a cage by another name! Shame on them for putting \$\$ before humane treatment of animals.

[Oleg Kiorsak](#) sure, as long as they are marching in perfect lines, they are "free"...

[Eddie Qld](#) So true Glynis.

[Starshadow](#) Free range should mean really free range.

[Mark Rodrigues](#) 2 chooks per square meter is very crowded. And that is assuming they are allowed to use all of it, and not confined to a single barn on a 1 hectare plot of land.

[Raelene Sutton](#) Of course the ACCC's choice was the right one. The only difference between caged birds and the Egg Corporation "free range" version is that the chooks will be outside rather than in cages.

[Sharron Woodward](#) Go vegan therefore cruelty free. Nothing kind or humane about free range or barn laid. Be kind to hens & go vegan. Be kind to male chicks & go vegan

[Leah Anderson](#) i support the ACCC's decision to overturn that ridiculous idea. Free range needs some of the 'range'.

[Tony Robinson](#) Free range. Means a huge chook shed were chooks run free. But is still a form of cage so really it's no free range I've been on a free range farm so I've seen what free range is.

[Daniel Carter](#) Thanks ACCC. Stop companies greenwashing.

[Rebecca Archer](#) That is very misleading, and not what I would consider or imagine to be free range. I certainly wouldn't buy eggs from this supplier. I support the decision by the ACCC.

[Sarah Cornish](#) Free range should mean exactly that

[Greg Edwards](#) Thanks ACCC. Free range - it doesn't mean shed with no range.

[Carly Marriner](#) Great job Choice!

[Fran Cooper](#) Well done ACCC, your definition is the right one.

[Peter A. Esdale](#) Keep at it ACCC, "Free Range" must be defined in a manner that relates to consumer perception. It should not relate in anyway to intensive "feed-lot" situations, whether they be in a shed or outside. Your graphic says it all!

[Sally Collyer](#) Well done, ACCC!

[Deborah Rogowski](#) Like most people I am willing to pay more for eggs if I know they really are free range.

[Sherry Hill](#) Well done ACCC again, I pay more for free range eggs and I consider the Egg Board`s numbers are dishonest when applied to the term Free (to) Range.

Karen O'Grady 'Free range' becomes a farcical term under The Egg Corporation's proposal. Consumers will lose confidence in the product. Please continue the fight for genuinely free range eggs!

Helen Flavel I've been paying much higher prices for genuine free range eggs for years. How hard can it be to work out what Free Range should mean.

Amanda Thompson Thank you ACCC for making a wise and humane decision. Please let it be a permanent one.

Jacqui Adams Goo to see the ACCC is performing their role beautifully! ;)

Mary Nolan The Egg Corporation's definition of free range is false. Chickens that are cooped up inside or outside sheds in huge numbers are not free-range. Stop misleading the public Egg Corporation. We don't like being deceived.

Paul Ratliff All animals should be treated with dignity

Tamara Lay I support the ACCC's decision to reject the Australian Egg Corporation's proposed definition of 'free range'. Consumers who wish to buy free range chicken products expect those animals to have a very good quality of life. I watched the AECL's video advocating their approach to 'free range' - and if that farm is the best example they could show consumers, then I'm not sold on it. <http://www.aecl.org/media-centre/new-video-free-range-explained-by-aecl-md-james-kellaway>

Maxine Arentz I expect the ACCC to promote truth in advertising. The Egg Corporations interpretation of "Free Range" is not the same as a reasonable persons and therefore cannot be considered True. Stand your ground ACCC, we are right behind you.

Rita McDowell Let's hope the Egg Corporation lose their appeal. 'Free Range' should really mean free range

Magda Giagias Free range doesn't mean "not in a cage but squashed".

Megan Eastaughffe Keep up the good fight!! Free range standards must be maintained!

Lauren Ilic Happy to pay more for better quality of life

Debbie Klaus Happy to pay more for the well being of the chickens

Pearl Moyseyenko Yes, I definitely support the ACCC's decision and hope the Egg Corporation lose their appeal.

David Gray I fully applaud the ACCC decision. Please keep up the good work.

Andrew Kingston Free range means just that being free and able to range about. Happy to pay more for happy chooks!

Rebecca Smith egg corporation 'free range' is fraud upon the consumer. I only get free range eggs for my kids, but if the standards change, I won't be buying any.

Charlie Franklin Well done Choice. How can this many chickens in a confined space be called free range.

John Carruthers Good to see the regulator has done its job and reflected what the person in the street would reckon they're buying when they see "free range" on the side of an egg carton.

Albert Mah Thank you ACCC for making the right decision. The Egg Corporation's attempt to have up to 20000 hens per hectare declared as free range is disingenuous and unethical.

Joanne Wheeler Egg corporation "free range" just not acceptable. Good on the ACCC.

Richard Lucas The ACCC's ruling means that ordinary Australians will still be able to easily discern the difference between eggs that are ethically produced and those that are not. Quashing the Egg Corporation's appeal would send a clear message to companies who would potentially undertake a similar ploy.

Overthe Moon I eat the left sided free range

Roy Stall I support the ACCC!!

Alexandria Answer You think free range means in a paddock! Your wrong they are still in a barn with no soft grass or soil to roam in. The barn is climatized & light regulated & hens still pick at each others feathers. There is no such thing as free range in a paddock hens, in Australia. They might not be in a cage, but they are not enjoying the beautiful sunshine & fresh air either! Or the joys of getting worms or insects which is their natural diet

Tony Stokes We absolutely agree with the ACCC decision!

Zoe Cooke When I buy free range I want to know I am actually getting true 'free range eggs'. I completely support the ACCC's decision.

Eileen Ray Because these chickens are not properly free range I now have my own chickens to provide us with eggs. Each chicken has 9 square meters, and that is barely enough, as they ate every shred of grass very quickly. Now I am constructing a chook tractor so they can get better access to worms and grass.

Jerome Emma Anderson We. Need greater regulation on free range they value add there products and producers who do the right thing need protecting as we'll as consumers. Offenders need sever fines that basically put them out of business.

John Anderson I support. Most people expect free range to mean birds live outside in paddocks with room to run around and fly; with protection from predators just like they are living "free" on the "range"!!!

Damian Van Loon Thank you ACCC for looking after animal welfare rights in your decision regarding the model code for free range, don't let the Egg Corporation get their own way, I'm happy to pay more for my free range eggs and we also need a National Certification system which is audited at least once per year with heavy fines for those found cheating.

Jade Herrod Agree with the ACCC! All our animals that give to us should be better taken care of!

Paul Russell I agree with the ACCC. Free range means FREE to RANGE around and feed where you want, not cramed in with a thousand other chickens in an area big enough for 100.

David Philip Steele 1 Ha = 10,000 square metres (m²); so 20,000 birds / Ha = 2 birds / m². Now the EU regulates open-air runs must at least satisfy the conditions specified in Article 4(1)(3)(b)(ii) of Directive 1999/74/EC whereby the maximum stocking density is not greater than 2500 hens per hectare of ground available to the hens or one hen per 4 m² at all times. So the Egg Corporation wants a stocking density 8 times that of EU recommendations. This is NOT free range and will cause excessive stress and disease in flocks so densely housed

James Perkins Hell yes it was the correct call, ACCC! Even if you are not that big on animal welfare, to call 20,000 birds per hectare free-range was just plain dishonest!

Lynne Hille Excellent achievement ACCC & choice - keep up the great work!!!!

David Williams Correct! Free range appeals to ethical people and should therefore be ethical as opposed to outdoor battery chicken farming as proposed.

Yvonne Donnell Agree with ACCC

[Mark George](#) I agree with the ACCC and choice. Chicken farming needs to be free range. Better life for the chickens better food products for the humans.

[Sonya Mckenna](#) I always thought that free range meant that they wandered around eating green vegetation and bugs, I was horrified when I found out how they are tricking us, 20,000 birds per acre is outrageous . Nearly as bad as the cages . I don't mind paying up to \$8 but not if they are not real free range

[Rachel Bond](#) The picture says it all.

[Miriam Alford](#) Egg Corporation definition of Free Range is 'free to range beyond any reasonable and humane standard'

[Louise Hargrave-Smith](#) I'd rather pay more and be assured of picture 1 ...well done CHOICE !!!!

[Georgia Presutti](#) I agree with ACCC and Choice.

[Annie McGlynn](#) I agree with the ACCC and choice. Give these Chicks some room!

[Melanie Hood](#) Thanks Choice & ACCC, free range should be picture 1. The Egg Corp needs to look at what consumers want and not just think of their profits.

[Martin Johnson King](#) What's 20,000 free-range hens to the hectare? Well, "misleading" "deceptive" and "unconscionable" are terms that come to mind. Unacceptable and in breach of Australian Consumer Law. There's no argument.

[Ann Reynolds](#) 20,000 hens per hectare does not make me comfortable that they can be called 'free range'.

[Jake Charters](#) people pay extra for free range because they want and expect the chickens to have a better quality of life!!!

[Jennifer Davis](#) There is nothing "free" about 20,000 birds in only one hectare. That is a prison.

[Lisa Stein](#) Yes to the 'Model Code free range' birds that can move are free range!

[Peter Daughtry](#) Grossly over-crowded free range as per the egg corporation model is only a marginal improvement on cages, Consumers are often willing to pay a little extra if they have information about the positive welfare of the birds who provide their eggs. Please keep us briefed, Choice.

[Carolyn Polson](#) Thank you Choice for highlighting the nonsense of Australia "Free-range". Most Australians would be horrified to learn that the eggs they are buying come from conditions like this. We need info on "free-range" meat as well.

[Shirley Brookes](#) I want to feel reliant on the description of the food I buy and eat so am prepared to pay a premium for free range such as the model code free range.

[Ray MacRae](#) I feel free range should mean just that. Then we could say not free range. Consumers could please themselves.

[John Hargreaves](#) In what sense are 20,000 chooks a hectare free ranging? The term implies the ability to forage for food, which not only produces better quality product, but also a better lifestyle for the chook. We have a right to know what we eat; we have a right to make informed choices about supporting sustainable and respectful animal husbandry. The Egg Corporation's approach will transform the phrase 'free range' into weasel words designed to manipulate the consumer; nothing more.

[Bernadette Keefe](#) 20,000 chooks a hectare is bad for the chooks, the land they are on and our health. I too am happy to pay more for healthy eggs from healthy chooks but I want clear labelling to show this is exactly what I am buying.

[Marten Skö](#) Definitely the right decision by the ACCC. There is no way 20,000 birds per hectare is acceptable by any stretch of the imagination.

[Amanda Kreusch](#) I fixed the problem in my house. We got 4 chickens of our own. No more buying eggs. Everyone should do that. But for eating purposes free range should be FREE RANGE

[Yaralie Parker](#) I think its the right decision. I want free range to mean a comfortable normal life for a chicken, not the same crappy life of a caged hen. Thank you accc

[Deb Robinson](#) As a consumer I demand proper product labelling. Free range should mean free range. thank you ACCC.

[Matthew Farrugia](#) Absolutely, free i'm sure incorporates freedom of movement. Let the chickens be chickens!!!!

[Nicole Wulee](#) I want consumer information not marketing slogans, if it's free range then it should mean what we think it means, ie. the chicken is ranging free!

[Kate Heron](#) Free the chooks!

[Jenni Armstrong](#) Thank you Choice & ACCC!! Are you listening Egg Corporation?? Free all caged Chickens as well. They exist in the most disturbing conditions.

[Leoni Zakarias](#) other countries have changed why is Australia always so behind...

[Holley Adams](#) Free range has to actually mean what it says or people will just say 'it's all lies anyway I'll just go with the cheapest'.

[Marilyn Elson](#) We should have the confidence to buy free range eggs, not eggs which come from an outside environment which is no different to those in cages. They are overcrowded whether in cages or 20,000 per hectare. Time for truth in advertising.

[Elizabeth Smith](#) Vive la difference! I support the ACCC's decision. ONLY free range eggs for breakfast at Braeside!!!

[Sari Peck](#) Simple, under the current law I will not buy free range from a supermarket shelf, I get my eggs only from places where I know there is no breeding and the animals are truly free to roam and graze, this could be a neighbour, a friend or the local certified organic farmer where I can see it with my own eyes, anything else is a lie and will never be an option for me until it changes dramatically.

[Linda Mira-Bateman](#) The ACCC is right. The public perception of frre range is certainly not 20,000 per hectare , and 20.000 per hectare is just another form of fctory farming.

[Helen Askew](#) Thank you ACCC, for retaining the important distinction between "free range" and other cruel, commercial egg and chicken farming methods bent on maximising profit. Free range means room to roam around!

[Alain Middleton](#) Thank you ACCC for finally taking a stand on truth, and not some distortion to allow for economic greed by the marketers, and trying to bluff the public that it is a better product and thus more expensive.

[Melanie Smith](#) Yes I support the ACCC. We need to be able to make informed choices. I do not buy some eggs currently labelled "free range" when it is clear by omission that the hens are not free to roam, and always read the fine print. Unfortunately many people make assumptions about what "free range" means and buy eggs that are kept in barns or cages a lot of the time.

[Diana Griffiths](#) Hope the right hand picture is not what 'free range' means in the uk

[Jaala Freeman](#) I support the ACCC. People pay extra for free range because they want to treat animals ethically. 20,000 birds per hectare is not what the average person would imagine free range to be.

[Janet Johnson](#) Life in a cage is NO life.

[Stephen John Evans](#) I totally agree, the expectation I have of 'Free range chicken

[Stephen John Evans](#) does not accord with what the Egg Corporation is peddling. Who is their CEO, Gordon Gecko?

[Peter Baldwin](#) I support the ACCC decision because "20,000 birds per hectare" is not my expectation of keeping "free-range chickens".

[Louise Salter](#) I support the ACCC decision. 20,000 birds per hectare is not an acceptable definition for free range chickens.

[Nicole Jacobsen](#) I support the ACCC. 20 000 birds per hectare is not free range. We are meant to be making the world a better place not pretending to. If you want 20 000 chickens per hectare call it what it is.....CRUELTY.....not free range!

[Jody Travers](#) I agree with Nicole ^. & If I pay 'free range' prices \$\$\$ for my eggs, I want the hens they come from to be truly free range!

[Christina Demers](#) I support the ACCC. Tell it like it is, 20,000 birds per hectare is NOT free range.

[Mark Ammermann](#) It is disingenuous of the Egg Corporation to market it's eggs on a perception of welfare while trying to undermine the definition of that welfare.

[Frank Neilsen](#) Which means that each chook would be able to "free range" on an area about the size of a bath towel (0.5 square metres).

[Rosemary Barker](#) Just who can we trust with the welfare of animals - or humans for that matter? Certainly not the money orientated food producers and its shareholders. They need regulating by a humane government body which is not a paper tiger.

[Lynette Lee](#) Good on you ACCC - keep up the good fight.

[Annette Cheesman](#) I support the ACCC decision 100%

[Carolyn Hart](#) Thank you Choice and ACCC. Consumers have a right to understand what they are buying. Free range should mean free to range, not standing in a field with 20,000 chickens per hectare.

[Doc Trots](#) I support the ACCC's decision to reject the free-range standard that proposed increasing "free range" stocking densities by 13-fold

[Suzette Mobilia](#) I support the ACCC. Does the Egg Corporation want to add Animal cruelty to it's portfolio? Just give a member of Egg Board the comparative space they want to give a chicken and force them to live and produce in same! I'd be interested in the results of that little experiment!

[Natalie Bate](#) Free range must be free range, not some phoney version of it where the birds still suffer so appallingly. The ACCC must stand firm with their true definition of free range and not submit to mere market forces. Life is not synonymous with the Economy and must never be reduced to such.

[Sonya Tyrrell](#) At least something is starting to happen for those poor animals. I support the ACCC.

[Fridge Magnet](#) I support the ACCC's decision.

[Franklin Furler](#) I'm a dog and I support all efforts to improve the lot of other animals! Well done ACCC and Choice!

[Sharon Fordham Crawford](#) Let's keep free range chickens to a reasonable number per hectare. I support ACCC's decision. Well done ACCC and Choice!

[Jessica Helen](#) The free range standards that the Egg Corporation are lobbying for do not in any way resemble what the general public expects 'free range' means. The ACCC have therefore made the right decision and I thank them for it.

Much of the public are appalled by factory farming and are willing to pay extra to avoid products produced this way - we need to know that we're not supporting cruelty.

[Susan Grimes](#) Free range also means lots of room and more natural activity. I will only buy where I know the farm (drive past the one that I support) and can "see" that the level of birds is reasonable

[Theresa Bon](#) I support the ACCC. The term 'Free Range' must never be used to conveniently make something awful appear more attractive; it must be representative of genuine processes which ensure animal welfare is a priority. 20,000 birds per hectare is a disgrace. It doesn't even come close to reasonable. I'm happy to pay more for free range products but I want confidence that the animal welfare practices it implies are genuine.

[Gail Artley](#) Good on the ACCC, for not bowing to the Egg Corporation's definition of 'free range'!

[Susan Graham](#) Well done Choice on pursuing this issue. The Egg Corporation's proposed strategy is abhorrent on so many levels I don't know where to start! Keep up the good work.

[Paul Andrew Francis](#) I would like to get the people from the egg corp and put them 20,000 to the hectare for 48 hours or until they agree to reconsider, which ever occurs first.

[Ashleigh Kemp](#) I support ACCC decision to reject Egg Corp definition of free range!

[Frances Ball](#) Certainly made me think about buying eggs from Woollies or Coles with the free range logo on them. I actually, fool that I am, thought free range meant exactly that - free to range and supplement their food with anything they can find that they fancy! Good on you ACCC.

[Julie Miller](#) I am a small free range egg producer and am appalled by the stocking density that the Egg corporation is proposing. We run 1200 chickens from sun up to sun down over 2 treed hectares. With a stocking density of 20,000 over a hectare the chickens will be free to range if they can get out of their shed. An alternative name, maybe 'cage free' could be used. Best to buy your free range eggs from butchers, small shops and farmers markets where you can ask about the source of the eggs

[Sandra Howard](#) As is usual bureaucracy has it wrong. What we need is less of them in the paddock and a few smarter ones doing the right thing.

[Katy Plummer](#) I will stop buying eggs altogether if I feel like I am being lied to.

[Chole Harrison](#) Happy chickens make better eggs. FREEDOM FOR THE CHICKENS!

[Dom Tych](#) The Egg Corporation will have egg on their face if they continue to attempt the deception. What a lie to take advantage of people!

[Brie Turner](#) Oh sigh! Nothing like false advertising to make you want to boycott a product & a company. Why is it so difficult? Let the poor chickens have some reasonable space, even if that means the eggs cost more, sensible people will pay it for a far superior product. It's not rocket science.

[Emma Simper](#) Yayyy! Well done Accc and down with factory farming!

[Kate McLean](#) let the birds run free!

[Stuart Saal](#) Good to see the ACCC has a heart and brain

[Chantal Williams](#) don't mislead consumers AEC, free range means free to range not crammed in a shed!

[Jenn Busniak](#) Would we be allowed the same density for humans???

[Helen Wells](#) I'm so pleased to see some sense and hope it stays as lower number per hectare as possible..

[Anthony Hyland](#) Free Range means free to range/roam. 20,000 birds per hectare would need to be labelled 'have access to 0.5 sqm outdoors' with a photo of the actual chooks on the farm so that there is no false advertising misleading customers!!!! I hope ACCC keeps to their guns!!

[Anthony Hyland](#) Haha I just realised that based on their numbers we would be allowed to have 2000 chooks on our little 1/4 acre!!!!!! That is the most ridiculous thing I've ever heard!!!!!!

[Mark S Burgunder](#) 20,000 birds per hectare is lunacy and certainly not free range. We've noticed some of our own chickens are "loners" that actually like a bit of solitude. At 20,000 birds per hectare that wouldn't be possible.

We as a society need to stop seeing animals just as a resource! They are living, breathing beings with feelings.

[John Andrea Bain](#) It's all about the money....Give the hens a good life, most people are happy to pay a little more for eggs and chicken meat.

[Jacqui Weller](#) the birds need room to move, this is why we pay more for free range. The proposed number of birds remains animal cruelty

[Martine Mahoney](#) I will only buy free range eggs, the supermarkets etc.. Shouldn't stock any other type!!!!

[Rach Sol Bosch](#) Good on you ACCC. Genuine free-range. 20000 per hectare is ridiculous.

[Alison Moore](#) I absolutely support the ACCC's decision, 20,000 chooks per hectare is not "free range"! Ridiculous!!

[Cassie May](#) I will only ever buy eggs that are laid by happy and healthy chickens that have plenty of room to be chickens! 20 000 chickens per hectare is animal cruelty and that I am passionately against!

[Lindsay Brown](#) There are more eggs sold as free range than there are free range eggs laid.

[Errin Jayne](#) Its the right thing to do for the hens. Free range should be true to its meaning. I think even more people would buy free range if they knew it was accurate to its name.

[Toni Geary](#) Definitely support the Model Code Free Range. 20,000 birds per hectare is cruelty!!

[Melissa Starling](#) If you have to trim their beaks so they don't seriously hurt each other, they are overcrowded.

[Jenni Lennox](#) I'm happy to pay extra for free range eggs, and I'm so glad that the definition of free range is actually what I believe it should be!

[Tiffani Jho](#) I completely support the Model Code. We spend more money for free range because we expect that the hens will be kept in a certain way. To call something 'free range' when it's 20K hens/hectare is fraud.

Facebook wall posts and direct messages

[Ewan Samway](#) Well done on maintaining the integrity of food labelling. Free Range Eggs should be free range. ACCC is to be applauded for siding with consumers and small producers.

[Paula McDonald](#) ACCC has made the right decision, and keep the people's perception of free range true to its name.

[Kevin Cox](#) The ACCC is right. It is disappointing that the Egg Corporation wishes to go against the umpire's decision and appeal against it.

[Renae Nottage](#) The ACCC has agreed with public perception, let's keep free range exactly that!

[Elisabeth Schuhle](#) The ACCC has made the correct decision! It is time that we prefer good healthy living to corporate profits.

[Rosie Spear](#) The ACCC has made the right decision. Let's hope the Egg Corporation reverses their vow to try to overturn that decision.

[Pearton Peartons](#) Egg corporation + corporate business = greed and eggsploitation. Some things never change - they couldn't care less about animal welfare. They should consider how they'd feel if their families were forced to exist in similar conditions. Well done Choice and ACCC. What we need to do now is tell them how much space each chicken needs. Better still, why don't we all keep our own chooks and put the corporations out of business.

[Fran Snowdon](#) Free range is not chooks wondering around on a few square metres of bare ground. Free range is about picking through fresh grass, healthy earth and fresh air. Rain, hail or shine.

[Danelle Friend](#) Brick bats to the Egg Corporation and more brick bats to the producers who are lobbying the Egg Corporation to pursue a view that 2 chickens per square metre is free range, fair or decent. I'm happy to pay more for free range.

[Tony Rees](#) The Egg Corporation is, sadly but typically, following the Gordon Gecko maxim: Greed is good. 20,000 chooks per hectare is absurd. The ACCC agreed and pressure must be maintained to ensure that its decision is not overturned.

[Robert Gordijn](#) Happy to pay the current rate for Free Range eggs. Not happy to pay current rate for crammed range eggs!

[Mathew Barley](#) 1/2 a square metre per chook is hardly consistent with what a reasonable person would understand by "free range". If that standard is to be used, let the producers label it as "half square eggs", but be clear that it is mis-description to call it "free range".

[Edward Brennan](#) Agree completely - and let the labelling make the price - half-square eggs cheaper than full-square eggs.

[Penelope Hope](#) Thank heavens for some sanity in the chicken debate. How can the Egg Corp and the farmers who support it even contemplate that number of chickens per HA. Thanks to Choice

[Pru Mac](#) Thank you Choice for giving us the ability to have a say and giving the chickens a far better life...

[Stephany Panhuysen](#) so glad that the laughable proposal of 20,000 chickens per hectare as put forward by the Egg Corporation to define the meaning of free range was rejected by the ACCC.

[Ingrid Shaw](#) Let's keep the pressure on the Egg Corporation which is much too comfortable exploiting animals like the sweet defenceless chickens. To receive eggs, from an animal is

a gift of love and nurturing from the hens to us humans. How dare we not thank them and treat them with kindness and consideration for all that the hens do for us!

[Peggy Stacy](#) I agree, that 20K is too many, but what is a good number

[Paul Watson](#) 20K chooks per hectare...that's not "free range" in anyone's language!! Kudos to CHOICE...maintain the rage re this!

[Vincent Kerner](#) In the mid 1980's the Victorian Egg Board forced persons to pay an additional amount for eggs that could be shipped over from NSW just to have a little stamp put on the egg.

The Egg Corporation is no better - playing up to the major suppliers, and now wanting the public, to accept their definition of free range birds per hectare.

The fight is a good fight - it has to go on!

[Brent Anderson](#) goodon Choice

[Mitchell Nuttall](#) I really believe that the Egg Corporation need to listen to the people, it's just pure bloody greed.

How can you sit there and tell us that in all honesty having 20,000 hens per hectare is alright let alone being so called "FREE RANGE".

You should be ashamed of yourselves even thinking that this is a good choice. The whole Egg Corporation need to be SACKED.

THE PEOPLE SAY NO.....THE HENS SAY NO. Thanks CHOICE and ACCC. - Raylene Nuttall

[Peter Jeffrey](#) The Egg Corporation is not looking out for the consumers interest in this... it's very self serving to make decisions of this nature. 20,000 chooks per hectare is hardly free range.

[Elizabeth Linton-Suffolk de Mouton](#) Thank heaven for CHOICE. The new R.S.P.C.A. Since the animal welfare leagues have sold themselves for corporate money precious little time is being spent on the concerns of animals.

I cannot include P.E.T.A as they appear just to be another crazy cult.

Godfrey Zone from Happy Valley

[Peter White](#) Good choice ACCC! (so to speak). Please continue. Free range means precisely that. No legal/corporate euphemisms, please, to obfuscate the issue.

[Peter Hallinan](#) This is a great decision.

[Rebecca Wootton](#) Consumers need to clearly know what they are purchasing and the this means not allowing the Egg Corporation to change the definition of "free-range". Consumers do not define "free range" to be 20000 birds per hectare.

[Jackie Box](#) Thank you ACCC for doing the right thing. It's time the Egg Corporation realised that consumers care.

[Kylie Jones](#) come on Egg Corporation be real, 20000 chooks per hectare. I'd like to see you living in those cramped conditions. bet you like your 1/4 acre block and your 4x2 to live in

[Jens Boehme](#) It's obvious that the Egg Corporation is only out to increase profits by making a mockery of the term "free range". Just the latest example of corporate greed knowing no bounds - exactly the sort of organisation who stops at nothing and couldn't care less about our planet.

[Lee Gardiner](#) Real Free range chickens and eggs is the only way to go, no more shed or battery hens for us.

[Jeanne- Doug Robson](#) Farmers have it hard. But chooks need a fair go! We have 3 chooks to our 1 hectare.

[Michael Gliksman](#) The Egg Corporation is a disgrace. So too will be the ACCC if it backtracks on this.

[Yola Colgan](#) The happier the hen the tastier the egg. Shop bought free range eggs do not even remotely compare with REAL free range eggs e.g. backyard chooks who are free to roam the yard and peck at the lawn, scratch the earth looking for worms or bugs, and occasionally flap their wings excitedly and 'fly' from one end of the yard to the other. Not only do their eggs look different (bright orange yolks) but they taste amazing. Sometimes too the eggs are so big they don't even fit into the extra large egg cartons! I know several people who are used to such good eggs, and they say they would rather stop eating eggs altogether than resort to shop bought 'free range' eggs. Something to think about....

[Ron Sandilands](#) 20,000 birds per hectare is NOT FREE RAnge. Ask any chook!

[Susan Dixie Chapman](#) I support the Choice campaign to reject the Egg Corporations attempts to influence the ACCC to alter it's decision to limit the number of birds per hectare. Free range should mean what it says. Let's hear it for the chooks!

[Helen Wotherspoon](#) Free Range to me should mean what it says. I sincerely believe the majority of people purchase free range eggs thinking the chickens are definately not in a stressful situation. I am happy to pay extra knowing they have plenty of room to roam and graze.

[Jennie Cullen](#) It's about time the egg corporation listened to what the people want. Don't give in to them Choice and ACCC.

[Bruce Gill](#) Keep up the good work Choice and keep the Egg Corporation honest.

[Lynda Gordon-Squire](#) Good to see some sense in this decision but there's some way to go before a sensible definition of free range products is reached. Consumers do not want to buy products that claim to be free range where birds are packed together like sardines in a tin.

[Helen McHarg](#) Great work so far Choice!! The Egg Corporation's view is a disgrace!

[Pauline Garde](#) I support ACCC's definition of free range eggs. I reject the Egg Corporation's view completely.

[Margaret Murray](#) Keep up the good work Choice!!!

[David Wood](#) Thank you ACCC for your common sense.

[Duncan Reilly](#) I appreciate the ACCC free range choice. Thanks ACCC.

[John Wood](#) good work ACCC

[Phil Wa](#) "Free range" implies chickens should have space to stand up, stretch and turn around, in short room to move about.

[Robyn Maddern](#) Living in a densely crowed and stressful situation is not what I expect when I pay extra for a free range product. I want to know that some consideration has been given to the animal and that big business has to abide by standards imposed for the well-being of the animals.

[Roma Guerin](#) This whole argument is just playing with words. People are not fools. Free Range means what it says, not packing them in like sardines! Try doing that with people, see how far you'd get!

[Peter Mackinlay](#) To get this in perspective:

20,000 birds per hectare = 2 birds per 1.0 m²,

2,500 birds per hectare = 1 bird per 4.0 m², or eight times as much space.

The EU regs for free range birds (per Wikipedia) require that:

- hens have continuous daytime access to open-air runs, except in the case of temporary restrictions imposed by veterinary authorities,
- the open-air runs to which hens have access is mainly covered with vegetation and not used for other purposes except for orchards, woodland and livestock grazing if the latter is authorised by the competent authorities,
- the open-air runs must at least satisfy the conditions specified in Article 4(1)(3)(b)(ii) of Directive 1999/74/EC whereby the maximum stocking density is not greater than 2500 hens per hectare of ground available to the hens or one hen per 4m² at all times and the runs are not extending beyond a radius of 150 m from the nearest pophole of the building.

Eggs-actly! The Egg Corporation will have egg on its face if it proceeds with its ridiculous claim. I'm ova them and their fowl ways

[Neville Moon](#) Most of us are happy to pay a premium for free range eggs, however we expect and want free range eggs. The Egg Corporation is looking to grab the premium by changing the definition of free range.... not happy. Hold your ground ACCC, you have our support

[Regina Kohlert](#) It should be in everybody's interest - producers and consumers - that the term FREE RANGE stands for something. The Egg Corporation just has to come up with a new marketing term for high-density farming without watering down this definition.

[Denzil Berger](#) It is really good to see the consumers point of view is acknowledged

[Robert Hooper](#) Without a national free-range standard that meets consumer expectations, the lies and deceptive packaging statements will continue unabated. It's time this industry became more sophisticated.

[Gerald Bot](#) 20,000 birds per hectare = free range.

Maybe we should try and pack all the members of the Egg Corporation in a room, with similar ratio...

Might give them a new perspective on quality of life (and the concept of freedom...).

[Mark Wallace](#) People against this might come back as a chicken in the next life

[Bruce Jensen](#) Keep the pressure up!!!

[John Eleftheriou](#) Egg producers should be made have packaging that includes "Hens per Hectare (H/H)". Then we can at least compare, instead of relying on flubbery interpretations of "Free Range"

[Shaun Newman](#) A great win for "free-range" eggs thanks to the ACCC

[Fred Gumblegaffa](#) Don't they realize there's money in doing it right. Short term thinking.

[Richard Banner](#) It is time to get rid of the practice of battery hen egg production.

[Michael Hogan](#) Please don't soften any regulations. I am happy to pay extra so that reasonable conditions are provided. Fyi I am middle aged conservative male.

[Peter Horler](#) If the Australian Egg Corporation thinks a chook with 1 square meter to move in is free range, they have no soul. If this is another multinational on the make, or blue through and through, the ACCC must win this fight!

Emails (names have been removed because to respect privacy)

Email 1

There is no justification for increasing the allowed stocking density allowed by the RSPCA under its Approved Farming Scheme (2,500 birds per hectare) by nearly an order of magnitude! 'Free range' would become a total misnomer.

Email 2

I wholeheartedly support Choice to ensure free range chickens have the space to wander the paddocks freely by providing a model code for free range chickens. The Egg Corporation's idea of free range is to deliberately mislead and rip off consumers by charging a higher price for an inferior product.

Email 3

CONGRATULATIONS.....long overdue...and CHOICE has succeeded where others have failed.....BRILLIANT....

Email 4

Obviously, as 1 hectare is 10,000 square metres, putting 20,000 hens to the hectare means only one half of a square metre per hen. This is definitely not in accord with my expectations of "free range".

Email 5

To the ACCC,

Please reject the Australian Egg Corporation's proposal to increase the free range stocking density.

It is important that consumers are given appropriate labelling to enable them to make an informed choice. Approval of the Egg Corporation's proposal will take away my ability to choose between a free range product and an intensively farmed product.

Email 6

To whom it may concern,

I wish to support the Choice campaign to resist the Australian Egg Board's proposal to increase the free range stocking levels above the Standard now set. In purchasing free range products it is our intent to support producers who ensure a humane existence for their animals against the profit motivation, and we would be aghast to see that the cruelty implicit in more density of animal stock levels would be anticipated as free range.

Email 7

Great news that the ACCC listened to Choice and its members. More than 20,000 chooks per hectare does not constitute 'free range production of eggs'.

Email 8

The ACCC has made an excellent finding regarding the outrageous proposal put forward by the Egg Corporation. Aiming for 20,000 hens per hectare is completely unacceptable and makes a mockery of the term "free-range". The EC bid for beak trimming compounds the offensive terms of their proposal.

I fully support the "Choice" submission to the ACCC and look forward to a consistent national standard for free-range egg production. It is definitely time to eliminate the guess work for consumers who wish to make ethical and humane decisions when purchasing eggs. A national standard that requires the best of animal welfare principles and practices would be beneficial for all concerned.

Email 9

Great news about the ACC finding. The whole issue of "Free Range" is extremely misleading and purposely designed to mislead the consumer into thinking the birds are wandering about in a paddock. Any attempt to overturn the finding by the Egg Corporation should be strenuously defended.

Email 10

RE CHOICE "FREE RANGE?" EGGS.

I SUPPORT THIS 100%.

I feel "WE ARE BEING CONNED, AGAIN & AGAIN. ENOUGH IS ENOUGH.

THANKS CHOICE. KEEP UP YOUR GOOD WORK AS A VOICE FOR US.

Email 11

Dear Choice

Well done for your work in this area. I totally support your campaign. Having kept chickens for years I am appalled at the conditions to which some are subjected - 20 000 per hectare is definitely NOT free range!

Keep up the great work

Email 12

The proposed Egg Corporation's definition of "free range" being 20,000 chickens per hectare is absurd - a complete sham.

Please, Choice, vigorously oppose this misnomer. 20,000 chickens per hectare is not a realistic standard of "free range" - this is not free range.

Email 13

I have always purchased Free Range Eggs on the understanding that the chooks live happy healthy lives in natural environments where they have access to grassed wide open outdoor spaces with room to forage, roam and socialise, protection against predators and safe barns to sleep in and lay their eggs with straw and hay on the floor, 24 hour access to fresh water and not a cage to be seen. The egg corporation proposal is a complete betrayal of all of the above and contrary to basic rights (both the chickens and mine). It is shameful the people could be charged a lot of money believing they are doing the right thing for the chickens. This is misleading and actually downright fraud. No one who buys free range would agree with 20,000 birds per hectare. Thank you to the ACCC for standing up for our rights and understanding of common language usage. Please continue to hold the line and make the egg corporation be held accountable to more things than just profit.

Email 14

For many years now I have been buying only free range eggs for my family and my adult children now do likewise. When travelling throughout Australia we go without eggs if I cannot find free range. I sincerely trust that I have not been supporting poultry farmers who pack 20,000 chickens per hectare! That density of chooks far exceeds my expectations about the free range production of eggs.

I strongly support CHOICE in its fight for a consistent national free-range that meets my expectations. Currently how can we tell if the so called 'free-range' eggs we buy really are free-range?

I also want the ACCC to know that my family applauds and supports their decision to reject any dodgy free-range 'standard'.

Email 15

Please convey my support for the ACCC decision on the maximum stocking density for chickens to be categorised as free range.

The Egg Corporation's position is gross and ridiculous.

Email 16

Myself and my husband, Danny Tubb, support ACCC in their decision to reject the dodgy free-range standard 100%. We also support CHOICE 100% with their continuation to fight for a consistent national free-range standard that meets consumer expectations. All animals deserve to have a happy and stress free life, not couped up like "caged animals" just for our benefit. It's just not fair.

Email 17

Could you also please let the ACCC know that we appreciate their preliminary decision on free range eggs, a victory for common sense.

Email 18

Thank you choice and ACCC for rejecting the ridiculous claims from the egg corporation for 20,000 chickens per hectare. Having some experience with chickens it is clear to me that such an area would be barren dirt within a week or so and the overcrowding would make the term "free range" meaningless. Even half that number would still require regular rotation of the paddock to ensure fresh grass and other pickings for the chickens as without this the term would still be meaningless. A farm with ten thousand chickens would therefor require at least ten hectares to provide for rotation and recovery of the paddocks and even that would be the absolute bare minimum.

Email 19

I would like to applaud the ACCC on its initial assessment that 20,000 chickens per hectare does "not accord with consumer expectations about the free range production of eggs".

As a consumer, I strongly support this initial assessment and hope that the final decision will reflect the views found in the initial assessment.

Email 20

I support the decision of the ACCC regarding FREE RANGE EGGS.

Email 21

I ABSOLUTELY SUPPORT THE CAMPAIGN BY CHOICE REGARDING THE FREE RANGE EGG DEBATE

Email 22

I today received your e-mail re Free Range. Not only am I not in a position to support your campaign but I would argue strongly it is not an issue in which Choice should be playing a role. Is Choice moving away from its reason for being and has it in fact been captured by activists who are pushing their private agendas. Please feel free to forward this e-mail so

that the regulatory authorities whose job it is to review these standards are aware that not all members of Choice support this agenda.

Email 23

Hello Choice Campaigns Team,

Thank you for this opportunity to communicate with the ACCC regarding free range eggs.

We lived in Hobart for 10 years, from 1982. At that time, a persistent campaigner against battery hens, nicknamed the "chook lady", used to stand outside parliament house, ringing a hand bell all the while that members were arriving for the day's business. She was vilified and ridiculed by some. However my wife and I and many, many others supported her campaign and have only bought free range eggs since that time. She has finally been vindicated and Tasmania has now banned the cage egg system.

My respect for farmers is being sorely tested, every time I hear about factory farming techniques, live animal export etc.. I am beginning to despise these people who wish to fool the public into accepting produce, that stems from cruelty.

I would like to say thank you to the ACCC for refusing to change the accepted definition of free range. I sincerely hope that this position will not be weakened in any way and would like to see a legally binding definition of free range, at least as rigorous as the one that is generally accepted now. This should be a first step towards the outlawing of cage eggs all together.

Email 24

It's time to get some consistency and honesty in the free range badge. I support Choice's efforts in this matter.

Email 25

Please pass on my comments to the ACCC:

The Egg Corp's definition of "free-range" is akin to moving 20,000 chickens out of 20,000 small cages into one large cage. It does NOT increase the square-metre per chicken in order for the bird to "range freely", as per the true definition of the label.

This Egg Corp proposal / appeal does NOT, repeat NOT, convert their 20,000 chickens into "free range" ones. It does convert their MARKETING language in order to deliberately and cynically MISLEAD consumers, at the same time FRAUDULENTLY getting a better price for the eggs so produced from the consumer.

I strongly urge the ACCC not to allow this fraud to be perpetrated on the consumer and to dismiss forcefully this crass stupidity of the Egg Corp.

Email 26

Dear Sir / Madam,

Laying hens that are deemed "free range" should be held in low density numbers. This underpins the whole concept and associated lower poultry stress levels for "free range" hens. High density stocking of birds typically leads to increased occurrence of hens fighting and disease.

As consumers are expected to pay more for "free range" eggs there needs to be truth in the way these hens are managed. Low density numbers would be one of the essential aspects of there management.

Email 27

Thanks ACCC for rejecting the dodgy free-range standard of 20,000 birds per hectare.

Email 28

Free Range should be just that. Chickens free to wander at will in a natural environment. I am happy to pay more so that chickens can have some freedom. If they are not Free Range don't try to fool the public into thinking they are. Shame on you Egg Corporation!

Email 29

I WOULD YOU TO PASS ON MY SUPPORT FOR THE STAND THAT CHOICE HAS TAKEN ON THIS SO CALLED FREE RANGE EGG DEBACLE. THERE COMES A TIME WHEN ENOUGH IS ENOUGH FROM THESE DODGE EGG PRODUCERS. & THE AUTHORITIES LISTENED TO THE PEOPLE WHO ARE THE BUYERS AFTER ALL. !!!!!!!!!!!!!!!

Email 30

"Free Range" does not infer Crowded Range when chooks per plot are discussed.

Humans cannot work properly in a crowded situation and they are stressed - same with chooks.

Ask any small chook keeper. The larger keepers are tied to the dollar.

Please be reasonable when defining number of chooks per plot related to Free Range - I will pay the difference if I know the standards are reasonable.

20,000 Chooks per hectare ain't even close to reasonable!!!!

Email 31

I don't subscribe to Facebook, so would appreciate it very much if you would pass on to ACCC my absolute opposition to the increase in stocking density of free range chickens as proposed by the Australian Egg Corporation.

To be described as "free range", I would expect chickens to have much more room to move and forage. The proposed increase would make the term "free range" a joke.

Email 32

I am pleased at the initial response to proposals to increase stock density and still be called free range. As a consumer my expectation is that free range emphasis 'range', as in giving the animal adequate space to move freely and to forage in pasture; not to live a factory barn-like existence but outdoors scratching in dirt and droppings, reliant on pellets for all nutrition.

I buy free range products because I believe they are animals that have been treated humanely, please continue to resist the increase in stocking levels.

Email 33

Great work so far but keep at it with the chook legislation.

Email 34

To ACCC

Thank you for a sensible and compassionate decision on free range eggs, please apply a humane and decent standard for all descriptions of 'free range' meats as well.

Thanks to Choice for Hesse efforts. Now pigs please. I will never eat pork but if people are going to eat these creatures we are obliged by our so called superior status to behave in a humane and kind manner.

I cringe when I see animals being trucked to abattoir. I know the size of markets is a driver of a lot of thoughtless rather than deliberately cruel practice. Empathy is a quality that could be taught at school in an ethics program. As beings who have the fate of creatures great & small in our power, we are very poorly behaved and will answer for our cruel and thoughtless behaviour eventually in some way.

Email 35

Thank you for continuing the campaign against the proposed change to the definition of free range eggs. I am prepared to pay more for free range eggs as per the current definition and recognise that the quality of the eggs and the quality of life for the chickens make this worthwhile.

I am at a loss to see why the definition should be changed - apart from greed and an attempt to fool consumers. There are problems with our labelling laws now, please don't add egg labelling to the list.

Email 36

Dear Choice,

I suggest you forward your two drawings to ACCC - the one showing the "model code free range" chickens, with lots of space for the chickens to range/move and that wanted by the Egg Corporation.

I would be very pleased if the ACCC stick to their decision and the Egg Corporation fails to overturn that decision.

Email 37

To whom it may concern,

I wish to voice my support for the Choice campaign and ACCC initial position in relation to the definition of free range for egg production.

As a consumer, I believe that industry terms used for marketing and sales purposes should at least align with the reasonable expectations of consumers, if not directly correspond to them.

My interpretation as a general citizen and purchaser of egg and chicken products is that the animals have minimal boundaries to their movement and are stocked in density patterns that do not restrict their movement within these boundaries. The attempt by the Egg Corporation to apply this term to more restrictive conditions to the animals feels to me as a consumer to be equivalent to false and misleading advertising. I would request that if the Egg Corporation wishes to endorse particular animal husbandry terms, that it socialise alternative terms with the customer base and introduce an alternative term that allows consumers to make informed choices when selecting brands or products.

Your consideration of my view is appreciated.

Email 38

Please tell the ACCC to maintain and extend strict standards for free range designation so consumers know exactly how their eggs, chicken etc are kept.

Email 39

I wholeheartedly support the ACCC's initial assessment of the AECL's application Certification Trade Mark relating to a proposed national egg quality assurance program.

I urge the ACCC to remain firm in its stance.

What the AECL seeks would clearly breach section 18 of the Australian Consumer Law and the corresponding offences for false representations in respect of products.

Email 40

I wish to protest against the changes proposed by the Australian Egg Corporation in respect of the definition of free range stocking densities.

It is my opinion that the proposed definition and standard does not reflect the current expectation of Australian consumers.

Email 41

Free Range needs to be real - we pay a premium for it. The Egg Corporations proposal is ludicrous and would result in consumers paying a premium for a product that is deceptively labelled.

I am sure the ACCC will put a stop to this as they should.

Email 42

We buy our eggs from the local Growers' Markets and although they are not as cheap as in the Supermarkets, they are superb, with large dark yellow yolks and shells that don't disintegrate when you try to crack them. This is especially provoking when you are trying to separate the yolks from the whites. It is good to know that the hens have a happy lifestyle and get out and scratch and have a normal hen social life. Blessings on your campaign.

Email 43

Does the Egg Corporation think we consumers are idiots? No way do I support their approach. They want to limit space per bird to half a square metre. Healthy, happy and unstressed birds need much much more space.

Email 44

As a concerned consumer, I am willing to pay more for genuine low numbers of hens per hectare eggs, as long as I can be sure that that is what I am getting.

Each egg carton should have printed on it the number of hens per hectare, and clearly indicate the conditions for the hens eg fully free to roam.

Email 45

Thank you ACCC for rejecting the proposed change of density for free range chickens....

As one consumer who always buys free range, your decision means that I shall continue to purchase eggs that truly are free range.....not some twisted definition.

Email 46

I support the stand taken by Choice. 20,000 per hectare is an open air factory

Email 47

I am glad to hear of the ACCC's thoughts on free range chicken numbers. Having spoken with local chicken growers and got their thoughts on the matter I very strongly support this campaign. Keep up the good work

Email 48

Can you please pass on to the ACCC our support for their decision on free range stocking densities. We urge the ACCC to stand by their initial assessment and resist the Egg Corporation attempts to overturn the decision.

Email 49

We are stunned that anyone could suggest 20,000 chickens per hectare could be healthy, let alone **free range**.

As some who has planted tree seedlings at 6,000 trees per hectare, I have a clear idea of what that actually represents and I would consider it already too dense for **free range**. We would consider 5,000 birds per hectare an absolute maximum and would prefer a lower

stocking rate.

Thank you for providing an email option to comment - not all of us have embraced Facebook for many different reasons.

Please forward our opinions to the relevant ACCC,

Email 50

I do not have access to Facebook.

Please add my vote for more humane definitions of free-range chickens' conditions. I support the ACCC's action to reject the dodgy free-range standard.

Email 51

I support the CHOICE campaign against increasing the density of chickens in so-called free-range farming. I am strongly opposed to battery farming of hens, and as I always purchase free range eggs, I am outraged by deceptive representations of farming methods as 'free range', when the chickens are still subjected to cruel and unhealthy overcrowding. Happy to pay more for eggs from ethically farmed chooks!

Email 52

Dear Sir /Madam, the proposed suggested guidelines of allowing eggs to be labelled free range as long as there are no more than 20, 000 birds per hectare is completely nonsensical and way too high a limit. Even a 1000 chickens per hectare limit is not allowing the birds a chance to find natural feed such as insects, grubs etc. To label eggs free range under such conditions is tongue in cheek and any farmer worth his salt knows this.

Email 53

Please add my voice to the Free Range campaign.

Email 54

I strongly disagree with the term 'free range' being used falsely - ie. where farmers are raising battery like numbers of chickens in an outdoor environment.

Email 55

I do support the Choice campaign regarding the definition of 'free range.' As a former government regulator, I know it is important to stop unscrupulous attempts to con consumers into believing they are buying lamb when in fact it is mutton.

Email 56

I totally support Choice's campaign to ensure that a consistent national standard for free-range egg production is implemented.

I am opposed to any moves by the Australian Egg Corporation to increase free range stocking densities.

I ask that ACCC recognise consumer expectations about the free range production of eggs and that they act upon these expectations by introducing standards that will require egg producers to comply with what consumers want.

Email 57

Hi there,

Thank you for all your hard work helping to convince the ACCC to not allow the Egg Corporation to increase density of hens deemed "free range".

If this were allowed it would become very difficult to work out which eggs were truly free

range.

The proposed higher densities are not what a consumer imagines free range to be.

The hens would not be able to range freely and would probably be at higher risk of disease - defeating the whole point of free range.