

16 September 2019

Hon Emma Hurst MLC  
Committee Chair  
Select Committee on the Use of Battery Cages for Hens in the Egg Production Industry

By email:

Dear Ms Hurst,

Thank you for your letter in relation to the above inquiry.

You have asked about Coles' commitments in relation to cage free eggs. Coles has committed to only sell cage free shell eggs in our supermarkets by 2023. In 2023 all Own Brand products with eggs as an ingredient will be sourced from cage free systems.

Coles is committed to sourcing products that have a standard of animal welfare that meets our customers' expectations. Our customers tell us that animal welfare is important to them and increasingly we are finding they want to buy cage free eggs. The trends are that sales of cage eggs are declining, and cage free eggs are increasing.

In relation to the phase out of cage eggs and the support we are providing to our producers, all of our Coles Own Brand shell eggs have been cage free since 2013. Coles is working with our proprietary egg suppliers to increase production of cage free eggs at a sustainable pace, allowing our farmers time to adapt.

Coles suppliers, product developers and commercial teams are all working together to ensure that new products being developed, as well as those currently in our stores that are in plan for reformulation, are developed with higher welfare ingredients in mind.

Coles is unable to provide information about future pricing as this information is commercial in confidence.

Yours sincerely,

**Vicki Bon**  
Government and Industry Relations Manager