

Open Day to celebrate World Egg Day

Four free range eggs farms are getting together to demonstrate to consumer what free range farming all about

GRANTVILLE, VICTORIA, AUSTRALIA, September 26, 2013 /EINPresswire.com/ -- Controversy over standards in the egg industry has led to consumer uncertainty about labels and brands - particularly free range.

In an effort to help restore consumer confidence and to demonstrate the good environmental performance of properly managed farms, four free range egg farms are getting together to show consumers what free range means. An Open Day to celebrate World Egg Day will be held at the Grantville property of Freeranger Eggs on Sunday October 13.

The farm was the 2012 Australian national winner of the prestigious Energy Globe Award for it's sustainable approach to farming and the ability for the production system to be replicated almost anywhere in the world.

The three other farms involved are Inverloch Free Range, Glorious Googies from Korumburra and Free As A Bird from Tooradin.

Information sheets can be downloaded from the Freeranger Eggs website <http://www.freeranger.com.au/fact-sheet-downloads.html> and the farmers will be available on the day to discuss all issues about free range production.

Phil and Anne Westwood are hosting the day to show how a real free range farm works and why genuine free range eggs are likely to never be found on supermarket shelves. It will provide an opportunity to develop a good understanding of what makes a real free range egg farm work.

Diversity and consumer expectations are key ingredients. Traditional mixed farming methods, rather than creating a monoculture are what it is all about. The day should help participants to be clear about what they think 'free range' means. Every time consumers buy eggs they are entitled to know what they are getting.

Philip Westwood
Freeranger Eggs
03456788483
[email us here](#)

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