

Born Free[®] eggs with freshness date and traceability code.



Born Free[®] is the first company in the nation to offer this new and innovative feature which improves the convenience and safety of their eggs.

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BORN FREE
A005 EXP 01 16

Quick Reference Questions



What information will be provided on each egg?

The top line of the mark provides a date indicating the freshness of the egg. Freshness is a generic term used to define the various dating practices used in the industry such as EXP. The EXP date represents the last date the egg is recommended to be used.

The bottom line in the mark gives a traceability code number which allows the consumer to locate the plant where the egg was packed into the carton. A consumer can call Born Free at 1-800-370-1439 or send a request to info@bornfreeeggs.com to receive this information.

How is the mark made?

The mark is made using an etching process which utilizes laser technology. A high-energy light beam removes a fine layer of the eggshell. A contrasting mark is created during the process. It is easy to read and tamper-proof.

Does adding this information affect the integrity of the egg?

No. The contents remain untouched and the shell's strength is unaltered. Testing has been performed in conjunction with government and private agencies and also the University of Minnesota's Department of Animal and Food safety.

Do consumers value these features?

Yes. A survey was conducted following an initial in-market trial. The results showed that consumers do value having a freshness date and traceability code on each egg. The numbers are impressive.

- 89% found the traceability program to be a valuable service.
- 73% indicated the freshness date on each egg to be more convenient.
- 72% had added confidence in the product.

How are consumers being made aware of this new service at the store level?

Consumer information cards have been developed. These cards are available for placement in card holders that fit into the standard, dairy-case rail strip. The cards introduce the process and answer the most frequently asked questions about our new value-added feature.

Who puts the marks on the eggs?

Born Free partnered with EggFusion, Inc. to have the marks placed on their eggs. EggFusion is a privately held company providing the only USDA-authorized solution for applying permanent, tamper-proof markings to eggs.

Are USDA Inspectors aware of this new process?

The appropriate agencies in your state have been provided with a letter from EggFusion, Inc., the developer and manufacturer of the laser etching equipment. The letter details the testing conducted and the organizations responsible.



www.bornfreeeggs.com