ENDING CAGES WORLDWIDE
WE WORK TO

END THE ABUSE

OF CHICKENS WORLDWIDE
HOW RANKING REPORTS CAN HELP IMPROVE LAYER HEN WELFARE; A CASE STUDY OF THE AFRICA RANKING REPORT
South African egg supply: In 2021, 706.7 million dozen eggs were produced in South Africa by 26.85 million hens.

Avg extrapolated hen productivity in South Africa = 315 eggs per hen (706.7 * 12 / 26.85)

Pick n Pay South African retail market share = 16%

South African retail sector egg market share ≈ 70%

**Pick n Pay egg usage:** 16% * 70% * 8,480,400,000 = 949,804,800 eggs

**Pick n Pay hen usage:** 949,804,800 / 315 = 3.02 million hens (South Africa only, so including other countries of operation probably increases the number by 5-10%)

% of hens in cages used by **Pick n Pay:** Looking at their online shopping website, only 3 out of the 35 egg brands on sale at their Hyper Woodmead store (one of the largest in SA) are "free-range", so Pick n Pay likely sources **over 90% of their eggs** from caged hens (also considering that premium eggs like free-range are sold in fewer quantities than conventional eggs).
Open Wing Alliance

AFRICA RANKING REPORT: WHICH COMPANIES ARE LEADING THE WAY ON ANIMAL WELFARE IN AFRICA?

Thanks to changemakers like you, the cage-free movement is growing across Africa! A new report by the Open Wing Alliance outlines which companies are leading the way—and which are lagging behind.
88% of cage-free egg commitments with deadlines of 2021 or earlier have been fulfilled
Unilever is 100% Cage-free in Africa

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It has been estimated that hens kept in indoor cage-free systems will experience an average of 60% less pain compared to hens kept in cages. For such a small welfare improvement, the benefit to these animals is significant.
THANK YOU
QUESTIONS?

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