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## Breaking news! Happy hens, tasty eggs and fun at the farm

### the happy egg co. – a new, fresh-thinking British brand

At the happy egg co. the hens always come first, which is why you'll now see happy hens at farms across the land getting out and about having fun in their very own outdoor adventure playground, designed to stimulate and satisfy their natural curiosity!

On the happy egg co. farms, hens have the freedom to roam around, forage and explore..... enjoying time on swings provided for perching pleasure, or egging each other on to go 'dustbathing' in the sandpits; when they're not too busy bug hunting in the 'brashings', pecking string spiders in the henhouse or enjoying other amusements with their fellow feathered friends. This leaves the chilled out hens free to concentrate on the serious business of laying naturally great eggs.

It's an easy egg-uation:

**hens love to try new things,**  
+ **the happy egg co. loves its hens being happy**  
+ **the happiest hens lay tasty eggs**  
= **so everyone's happy!**

Happy hens are cared for on specially selected British Free Range farms which are regularly visited by the happy egg co. "fields team" (experts in hen behaviour) who are always on hand to lend support and advice to farmers.

These fantastic farms provide the ideal environment for hens...

Andrew Joret, Technical Director, says: "We have been working with hens for many years but we wanted to know what really makes hens happy. So we observed hens on the farm and discovered what they seem to enjoy doing, and enhanced their environment accordingly. The result is happier, healthier free range flocks that produce excellent quality eggs... we have an ongoing commitment to researching the behaviour of hens, and are currently developing projects with major British universities."

With hens this happy, who knows what could be next - barn dances and egg-sercise classes perhaps?

the happy egg co. exceeds standard requirements laid down for Free Range hens... we believe that this makes a real difference.

Happy hens lay naturally nutritious and delicious golden yolked eggs of exceptional quality. The bright, eye catching packaging will be found in major supermarkets nationwide, including Asda, Sainsbury's, Tesco, Co-op, Somerfield and Morrisons priced at £1.58 for six medium eggs and £1.78 for six large eggs.

**For further information, images, samples or interviews please contact Honey PR.**

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