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For Immediate Release



Sunny Queen Farms

Sunny Queen's Organic Eggs Crack the National Market

Australia's organic wholesale and retail sectors are growing at between 30-50% per annum* as Australians become more aware of how their food is grown and increasingly opt for chemical free produce.

This trend extends to eggs. Although still a small segment (unit sales only 2.8% of the total egg market**) the growth rate of organic eggs is a huge 55% versus last year, and this trend is expected to continue.

Sunny Queen Farms is now the only national egg brand in Australia, so now the whole country can enjoy their deliciously healthy Organic Free Range eggs, available at all Coles stores.

Organic systems work in harmony with nature, keeping harmful chemicals out of our land, water and air, creating a healthy environment rich in wildlife, woodlands and nutrients.

Sunny Queen Organic Free Range eggs come from farms that are Australian Certified Organic (ACO), giving consumers a guarantee of Organic integrity. Australian Certified Organic (ACO) currently certifies about 55% of the Australian organic industry, and their bud logo appears on about 70% of all certified organic product in Australia.

The happy, healthy Sunny Queen hens are fed only on certified organic mix and range freely over natural organic pastures.

Like all Sunny Queen eggs, their Organic Free Range eggs come fresh from the farm and are free of hormones, antibiotics and preservatives.





Sunny Queen Farms

All farms are independently audited on a regular basis to ensure the highest standards at all times, giving you the reassurance that you are buying the finest quality Organic Free Range eggs available.

Look for the packs with the happy faces, because that's the way they make you feel!

Sunny Queen is also 100 per cent owned by Australian farmers – and proud of it. Farms are located across Australia. So next time you crack a Sunny Queen egg, you'll crack a Sunny Queen smile too.

* Organic Federation of Australia, February 2006 Update, www.ofa.org.au

** AC Nielsen Australia Scantrack, Total egg market unit sales, MAT to 12/03/06

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