

Eggs

Iceland has committed to end the sale of eggs from caged hens in its UK stores by 2025. We are working with the campaigning animal welfare charity Compassion in World Farming (CIWF) and directly with our suppliers to meet this target, while continuing to support the families we serve by providing affordable food.

In the financial year 2018/2019, we saw a 7% sales conversion from enriched caged eggs to free range eggs; sales of eggs from enriched cages dropped from 69% to 62%, while sales of free range eggs increased from 31% to 38%.

Financial Year	Proportion of free range Shell Eggs	Proportion of Shell Eggs from enriched cages
2017/18	31%	69%
2018/19	38%	62%

During the year, we introduced a number of initiatives to improve the sale of cage-free eggs including changes to packaging and merchandising, and consciously choosing free range eggs over eggs from caged hens in our special offers. Organic eggs are also available in 500 of our stores in the UK.