

The Age

## Environment

### Coles to cut price of free-range eggs

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Coles is cutting its store brand free-range egg prices by 18 per cent to persuade customers to switch from caged eggs.

Surveys by the supermarket chain showed 95 per cent of its customers would switch to free-range if the price were lower.

Coles also has announced it will phase out its own brand of caged eggs by 2013.

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The price of 12 Coles Brand free-range eggs (700 grams) will fall from \$4.89 to \$4.00, a decline of 18.2 per cent.

The Coles merchandise director, John Durkan, said customers generally preferred to buy free-range rather than caged eggs but, for many, the higher price had been too big a barrier.

The retail egg market in Australia is worth \$1.5 billion. More than 345 million dozen eggs were produced last year by more than 300 egg farms.

According to the Australian Egg Corporation, free-range eggs account for a little more than a quarter of eggs produced in Australia.

Ron Moore of the Free Range Farmers Association said Coles's move was not surprising because demand for free-range eggs had been rising steadily in recent years.



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