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Sauder's Eggs Rolls Out New Packaging Highlighting Ethically Hatched Hens and Full Natural Beaks

LITITZ, PA (November 2026) — Sauder's Eggs is bringing its latest animal welfare advancements to grocery shelves with updated packaging highlighting eggs from ethically hatched hens that retain their full, natural beaks. The rollout includes the company's branded Free Range, Free Range Organic, Pasture Raised and Pasture Raised Organic eggs in Large and Extra Large sizes.

The launch marks the next step in the commitments Sauder's announced in June to adopt in-ovo sexing technology and raise hens without beak trimming across its designated premium egg offerings. The updated cartons help shoppers identify participating products and understand the farming practices behind them.

"We're always looking for better ways to care for our hens, and these changes reflect years of research, testing and work with our farm partners," said Mark Sauder, President and CEO of Sauder's Eggs. "These commitments are another step in our ongoing work to improve animal welfare while supporting the family farms that produce our eggs."

Animal Welfare From the Hatchery to the Farm

In-ovo sexing technology identifies a chick's sex while it is still developing inside the egg, allowing hatcheries to separate eggs containing male embryos during incubation and hatch only females for egg production. This avoids the need to cull male chicks after hatching. Eggs identified as male can be diverted to other uses.

The natural beak initiative allows hens to retain their full beaks without trimming. To support the transition, Sauder's spent several years testing flock management practices, drawing on guidance from animal science experts and experience with its own flocks. The approach combines careful management of lighting, ventilation and nutrition with environmental enrichment that gives hens opportunities to

forage, perch, dust bathe and engage in other natural behaviors. Together, these practices address animal welfare at the hatchery and throughout a hen's life.

The updated Sauder's Eggs packaging features a prominent red heart on the cartons with the message, "Our hens are ethically hatched and have full natural beaks." The heart helps shoppers identify products that meet these commitments.

The distinctive sleeve design provides more space to communicate these commitments alongside familiar product attributes such as free range, organic and pasture raised. Inside the sleeve, information about Sauder's family history offers shoppers another opportunity to connect with the company behind their eggs.

"Our customers want to know how their eggs are produced, and we want to make that information clear and accessible," said Sauder. "These cartons represent the work our team and farm partners are doing to put these commitments into practice, from the hatchery through the daily care of our hens."

Shoppers can learn more about Sauder's animal welfare practices and the family farms behind its eggs at www.saudereggs.com.

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About Sauder's Eggs

Sauder's Eggs is a family-owned business headquartered in Lititz, Pennsylvania. Founded more than 80 years ago, the company supplies farm-fresh eggs to retailers and consumers across the Mid-Atlantic, Northeast and Midwest. Sauder's partners with approximately 60 farms and processes around 1.1 billion eggs annually. Guided by integrity, quality and community values, the company remains committed to nourishing families and supporting the communities it serves.

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