



## **Cage-free 100 Action Kit**

**All you need to know about encouraging  
restaurants to adopt a cage-free policy**



## Introduction

The *Canadian Coalition for Farm Animals* is a coalition of animal welfare organizations dedicated to ending use of battery cages for laying hens, crates for pregnant sows, and long-distance animal transportation. We do this through consumer education and promotion of humane food alternatives in Canada.



An estimated 98 per cent of Canada's 26 million egg-laying hens are kept in small, cramped "battery" cages where they are unable to perform natural behaviours such as nesting, perching, dust-bathing, stretching a wing or walking around - activities that are important to them. Each bird has less space than a sheet of notebook paper. Hens are forced to stand on sloping wire floors, and they suffer feather loss and skin damage due to constant rubbing against the cage and cage-mates.

Some countries have banned use of battery cages. The European Union is phasing out use of conventional battery cages by 2012.

There are viable alternatives to battery cages, where free-run hens are kept in open barns and can move around and lay their eggs in nest boxes. Certified organic eggs come from hens with access to the outdoors at least part of the time.



## **What is Cage-free 100?**

The Canadian Coalition for Farm Animals is asking restaurants across Canada to choose free-run, free-range or certified organic eggs instead of battery eggs. Our goal is to convince 100 restaurants across Canada to use only cage-free eggs. Ambitious, we know. That's why we need your help!

## **What can you do?**

CCFA needs your help to convince as many restaurants as possible to switch to cage-free eggs. Here is what you can do to help us sign up cage-free restaurants:

1. Think about local restaurants in your neighbourhood that may be progressive (for example, do they already offer Fair Trade coffee or some organic items)? Find out the restaurant manager or owner's name.
2. Use the letter provided in this action kit as a way to make initial contact with a restaurant. Alternatively, you may choose to approach a restaurant owner or manager in person (but be prepared)!
3. Bring materials provided on the CCFA website to your meeting (or enclose them with the letter), such as a fact sheet or photos from a battery egg farm, to provide to the restaurant manager or owner. A CD of a battery egg farm can also be provided, if needed.

<http://www.humanefood.ca/docs/FactSheets/Battery2004.pdf>

<http://www.humanefood.ca/Battery-photos.html>

4. Offer to provide a list of suppliers that produce free run/range or organic eggs.
5. If you send a letter, follow-up with the restaurant - be polite but persistent!
6. Ask the owner or manager to sign the cage-free pledge (in this action kit) to go cage-free and mail it to the CCFA address:

213-33 Hazelton Lane  
 Toronto, Ontario  
 M5R 2E3



7. Follow-up. Check to make sure that the restaurant has followed through with its commitment to use only cage-free eggs.

### **How does the restaurant benefit from this pledge?**

- A mention on CCFA's website: [www.humanefood.ca](http://www.humanefood.ca)
- CCFA will provide a certificate that can be posted in the place of business;
- A press release will be issued in the community; and
- A listing in an ad once we have reached our goal.

### **Other tips**

1. The first step is to **learn as much as possible about the issue**. You will need to clearly explain the issue of battery cages, and to answer questions.
2. Use the materials on the CCFA website: [www.humanefood.ca](http://www.humanefood.ca). Other useful websites are: [www.ChickenOut.ca](http://www.ChickenOut.ca) or [www.NoBatteryEggs.com](http://www.NoBatteryEggs.com).
3. **Practice what you preach**. Make sure your diet follows the campaign philosophy; eat only cage-free eggs, if you eat eggs. Observers are quick to attack inconsistencies.
4. Smile, **be friendly**, and don't get into arguments with the restaurant staff. Be respectful, but consistent, in dealing with your contacts.
5. **Dress appropriately** when doing campaign work. People are more likely to listen to campaigners who look like them.

### **Frequently asked questions**

1. What if a restaurant already uses only cage-free eggs, should they be approached anyway?

Yes, absolutely! There may be restaurants that have already gone cage-free that we don't know about. They can be approached about signing a pledge and added to our list of cage-free restaurants.



2. What should I say if the restaurant is concerned about the increased cost of cage-free eggs?

Cage-free eggs cost more but there's a reason why. Eggs from caged hens are cheaper because production is maximized at the expense of the hens. Socially responsible food choices usually cost more but many consumers are willing to pay extra when they understand the true cost of cheap eggs. The increased cost for cage-free eggs is approximately 20 cents per egg. For a 2-3 egg omelette, for example, this amounts to only 40-60 cents more.

If you have additional questions, do not hesitate to email ([info@humanefood.ca](mailto:info@humanefood.ca)) or phone us. We will provide back-up, and answer questions.

Lynn Kavanagh (416.466.5328)  
Stephanie Brown (416.920.4984)

Thank you for helping out!



DATE

MANAGER OR OWNER'S NAME  
 RESTAURANT NAME  
 ADDRESS

Dear Mr/Ms. \_\_\_\_\_:

**Re: Cage-free eggs**

On behalf of the *Canadian Coalition for Farm Animals (CCFA)*, I would like to ask for your help, as a business owner or manager, related to farm animal welfare issues.

The *Cage-free 100* is a CCFA campaign to help improve the welfare of egg laying hens. Presently, approximately 98% of 26 million hens in Canadian egg farms are confined in wire “battery cages” so restrictive the birds aren’t even able to spread their wings. As you can see from the enclosed photographs, many of their natural behaviors—nesting, dust bathing, perching, and even walking—are thwarted. These birds endure lives of daily frustration and immense suffering.

As you may know, a growing number of institutions and retailers have recently adopted policies pledging to use only cage-free eggs in their food service venues. Public opinion polls show there is growing concern for farm animal welfare among the public.

In return for taking the pledge, CCFA will:

- Mention your restaurant on its website as well as providing a link to yours;
- Provide a certificate that can be posted in your restaurant; and
- Issue a press release and provide a listing in an ad once we have reached our goal.

I look forward to hearing your thoughts on this important issue. Please contact me at your earliest convenience. I may be reached at \_\_\_\_\_ or \_\_\_\_\_.

Sincerely,

YOUR NAME



## CAGE-FREE PLEDGE

RESTAURANT NAME: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

TITLE: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

PHONE: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ PROVINCE: \_\_\_\_\_ POSTAL CODE: \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_ WEBSITE: \_\_\_\_\_