

# EGGS UNCAGED

CAMPAIGN PACK





# WELCOME

Thank you for downloading this campaign pack to take action for Australian egg laying hens who are being exploited in cage-free and free-range farms. This document contains action ideas, advice and resources to help you plan your own action to raise awareness about the reality of the Australian egg industry, and encourage people to make kinder, plant-based choices.

## THE PROBLEMS WITH FREE-RANGE AND CAGE-FREE?

In Australia, federal laws require eggs that label themselves as free-range to come from chickens who are allowed access to the outdoors. Free-range farms are able to provide just one square metre of outdoor space for each hen. There are no legal requirements or standards which apply to cage-free or 'barn-laid' egg production systems.

Most consumers buying free-range or cage-free eggs do so because they care about the wellbeing of chickens. Brands sold in major supermarkets market themselves as 'truly free-range,' (Josh's Rainbow Eggs) 'free range by nature,' (Valley Park Farms) and having 'nothing to hide' (Farm Pride).

In reality, there are many issues with free-range and cage-free egg production. These include increased risks of aggression and cannibalisation, malnutrition, reproductive illnesses, feather pecking and the use of starvation to force moulting in chickens, increasing egg-laying productivity.

No matter if they come from free range, cage-free or caged farms, eggs are the product of so much suffering. From newborn male chicks, ground alive on their first day of life, to 18 month old 'spent hens' killed at a slaughterhouse, the egg industry is responsible for the slaughter of millions of chickens every year.



A photograph of a dead chicken lying on its back on a rusty metal grate. The chicken's body is discolored, showing signs of decay, and its legs are splayed out. The grate is made of a diamond-shaped mesh and appears to be part of a cage or enclosure.

## WHO THIS PACK IS FOR

This pack is for anyone who wants to help raise awareness about Australian egg farms and the Australian egg industry in general. Whether you're an outreach pro or completely new to activism, we hope you will find something in here that lets you spread the word and change hearts and minds.

## HOW TO TAKE ACTION

Most consumers believe that they are making the kindest choice they can when they choose to purchase free-range or cage-free eggs and egg products. We want to help raise awareness that the egg industry is lying to consumers by hiding key parts of their operation, including the harm it does to millions of birds.

There are many actions you can take to raise awareness about egg farming. Below, you will find a list of suggested actions, plus detailed instructions on how to make it happen.

### Suggested actions

Chalking

Video outreach

Pay-per-view outreach

Public transport outreach

Stickering

Postering

# INSTRUCTIONS



# CHALKING

Organise a few friends, pick an area with good foot traffic and spend a few hours chalking messages, facts and images about the reality of the Australian egg industry.

Good locations might be a footpath next to the beach, parks and bus stops. Make sure to only chalk in public areas, not on private property, and only do so in pedestrian areas.

*Tip: Chalking is not against the law as it is only temporary. However, some people can get annoyed. Make sure to have a bottle of water to wash away your chalking if business owners or police start to have an issue.*

## Suggested messages

No egg is ethical

Don't buy the free range lie

Do you know who died for your free-range eggs?

No chicken survives the egg industry

[eggsuncaged.com.au](http://eggsuncaged.com.au)

## Equipment

Sidewalk chalk in different colours (Officeworks has great, low-cost options such as this 64 pack of sidewalk chalk or this bucket of 15 sticks)

Water bottle.

Messaging ideas.





## VIDEO OUTREACH

Get a small group together and use a laptop, large tablet or TV (plugged into a battery) to show footage of dairy cows in factory farms, as well as other realities of the Australian dairy industry. Have other people holding signs, chalking and talking to the public.

You can get large scale, professional quality posters printed and laminated at Officeworks to display during the event. You could also have a sign making day in advance, so you have handmade placards with messaging and images.

### Equipment

Posters and placards (see designs)	Bluetooth speakers
Flyers ( <a href="#">purchase here</a> )	Foldout table
Stickers (see designs)	Chalk
Laptops or portable TVs with batteries	USBs with footage

### Suggested messaging for a Facebook Event

Join us for video outreach to show the public the reality of the Australian egg industry!

When: Time and date

Where: Location

What to wear: Dark coloured comfortable clothing.

In 2025 Farm Transparency Project investigated seven Victorian egg farms offering free-range and cage-free eggs. From small, local producers to major supermarket suppliers, we found the same suffering and misery in each shed we visited.

The farms we investigated included some of the biggest suppliers of free range eggs in the country, including Josh's Rainbow Eggs, Valley Park Farms and Farm Pride, a major supplier of Coles Brand Free Range.

No matter the label, there is no such thing as an ethical egg.

Join us to share the reality of modern animal farming through video outreach and engagement with the public.

# **PAY-PER-VIEW OR FOOD FOR THOUGHT OUTREACH**

Similar to video outreach but this time you're offering to pay the public a small amount (say \$2) or giving them a free vegan treat to watch a short video. Have laptops with headphones to show them a 2-3 minute video of Australian egg farms and then discuss with them how it makes them feel about consuming egg products. Other people can also engage with the public with signs and chalk messages.

You could also consider setting up a table with free egg alternatives and offering them to people who are willing to watch the short video. Consider store-bought cakes, biscuits, cupcakes and other treats. You could also make tofu 'egg' sandwiches, mini quiches and other savoury dishes.

## **Equipment**

Same as video outreach.

Plant-based egg alternatives or \$2 coins.

## **Suggested messaging for a Facebook Event**

Same as video outreach.

We will be offering members of the public free, vegan treats/\$2 to watch a short video about the reality of Australian egg farming. Come along to help us raise awareness and create a kinder world for all animals.





## PUBLIC TRANSPORT OUTREACH

Gather a group of friends together and separate into groups of 2-3. Start at a central location and jump on a train or tram with a laptop. During the trip, have one or two people stand and show footage while another talks to members of the public who seem interested. Make sure to remain calm and polite when engaging with the public.

### Equipment

Posters and placards (see designs)  
Flyers (purchase here)  
Stickers (purchase here)  
Laptops or portable TVs with stands

USBs with footage  
Public transport cards  
Train maps

# STICKERING AND POSTERING

## Stickering

Print out stickers on sticker paper using the designs below and put them up. Focus on areas with high foot traffic such as parks, busy pedestrian streets and bus and train stops. Stick to public areas, not private property. You can print on sticker paper at Officeworks or buy sticker paper and print them off at your home or office.

## Equipment

Stickers ([purchase here](#))

## Posting

Print out posters from the poster designs below and put them up in your area. Focus on areas with high foot traffic such as parks, busy pedestrian streets and bus and train stops. Stick to public areas, not private property. Other good posting locations include community noticeboards and supermarkets or libraries, vegan cafes and electricity poles or light posts.

You can print posters off at Officeworks or using your home printer. You could also print off posters and put them in letterboxes in your area.

## Equipment

Posters (see designs)

Tape

Scissors

Hole punch

Zip-ties



**NO EGG IS ETHICAL**  
EGGSUNCAGED.COM.AU



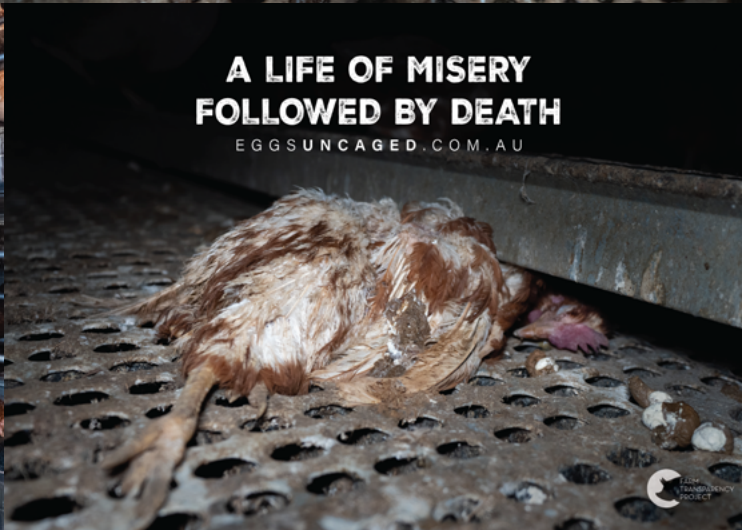
**NO CHICKEN SURVIVES  
THE EGG INDUSTRY**  
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**THEY DON'T CARE THAT YOU  
BUY 'FREE-RANGE' EGGS**  
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EGGSUNCAGED.COM.AU  
**THIS IS A BARN-LAID  
EGG FARM**



**A LIFE OF MISERY  
FOLLOWED BY DEATH**  
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EGGSUNCAGED.COM.AU  
**THIS IS A FREE-RANGE  
EGG FARM**



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EGGSUNCAGED.COM.AU



**THIS IS A  
FREE-RANGE EGG FARM**  
EGGSUNCAGED.COM.AU





## HOW TO PRINT

To print your own sticker or posters we recommend using the Print + Create services offered by Officeworks.

1. Download our files from the FTP repository
2. Go to [Officeworks.com.au](https://www.officeworks.com.au) and click 'Print + Create'
3. Select 'Sticky Prints' or 'Colour Posters'
4. Click 'Create' and 'Upload your design'
5. Add the design you want to be printed
- 6a. For posters - choose the material and laminate options
- 6b. For Stickers - chose sizing and cropping
7. Add to your cart, check out and choose your delivery options

### Download files

Stickers

Sticker sheets

Posters