

Happy Egg integrates with Egg Innovations

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Happy Egg, a trailblazer in organic and outdoor access egg farming, announced the completion of its merger with Egg Innovations, a leader in regenerative egg farming. This strategic move further enhances Happy Egg's ability to drive growth in the egg category through innovative farming practices, while expanding its product portfolio.

As the largest free-range egg brand, based on Nielsen, Happy Egg is now better positioned to deliver on consumers' increasing demand for high-quality, humane eggs. With Egg Innovations, Happy Egg adds key resources—including a feed mill, farms, increased organic egg supply and a dedicated packing and distribution centre—better positioning itself to supply the exceptional tasting eggs that consumers have come to love and trust in each Happy Egg.

Led by Alex Worley, CEO of Happy Egg, the unified teams will focus on expanding the availability of the brand's beloved organic and outdoor access eggs while advancing innovations in sustainable farming practices like regenerative agriculture.