

Animal Protection Organization Cracks the Truth on Alderfer Eggs

Animal Outlook, with Richman Law & Policy, sue Alderfer for “free-roaming” egg marketing claims



December 11, 2023 - Washington, D.C. – Animal Outlook and Richman Law & Policy sued Alderfer Family Farm LLC and Alderfer Poultry Farm, Inc. (“Alderfer”) based on allegedly misleading and deceptive marketing claims it makes about its shell egg products. Alderfer, the complaint alleges, misleads consumers by marketing its eggs as laid by “Free Roaming” hens, when many of the egg-laying hens in Alderfer’s supply chain *have no outdoor access at all*. Animal Outlook and Richman Law & Policy are fighting to end this type of unlawful conduct directed at D.C. consumers under the District of Columbia Consumer Protection Procedures Act, and were assisted in drafting the Complaint by students with the Harvard Law School Animal Law & Policy Clinic.

Although Alderfer claims its eggs are laid by “Free Roaming” hens, Animal Outlook intends to prove that Alderfer’s eggs are laid by hens who:

- have no meaningful outdoor access,
- will never touch natural ground cover such as dirt or grass,
- are intensely confined in crowded indoor barns for their entire lives, and, given these conditions,
- are unable to express natural chicken behaviors.

Even in the rare circumstance when Alderfer hens do have “outdoor access,” they are crowded into small, wire-floored “porches” too tiny to accommodate more than a small percentage of the birds at once. The Complaint includes investigative imagery of these porches at farms that partner with Alderfer. Consumer research shows that when consumers see a “Free Roaming” claim on an egg package, they expect that the hens who laid those eggs have continual access to the outdoors and continual access to natural ground cover. Alderfer’s marketing runs clearly contrary to these expectations—Alderfer’s false and deceptive egg-product labeling and marketing must come to an end.

“Animal agriculture sells a fantasy, knowing any decent person would be horrified by the cruel realities of the system, and many people refuse to buy animal products when they get the opportunity to learn the truth.” Cheryl Leahy, Executive Director of Animal Outlook said today. “Alderfer’s free roaming claims are an especially egregious example of this culture of secrecy and lies — they paint a picture to lure in concerned consumers and pad Alderfer’s profits, even though it appears the representations are far from the truth.”

Alderfer eggs are produced in Pennsylvania and are sold throughout the Northeast and the Mid-Atlantic, including in New York, D.C., and Pennsylvania.

To view the complaint, follow this [link](#).

ABOUT ANIMAL OUTLOOK

[Animal Outlook](#) is a national nonprofit 501(c)(3) animal advocacy organization based in Washington, DC, and Los Angeles, CA. It is strategically challenging animal agribusiness through undercover investigations, legal advocacy, corporate and food system reform, and disseminating information about the many harms of animal agriculture, empowering everyone to choose vegan. <https://animaloutlook.org/>

ABOUT RICHMAN LAW & POLICY

[Richman Law & Policy](#) is the leading law firm representing consumers and nonprofit organizations in legal advocacy challenging deceptive marketing claims regarding the “greenwashing” and “humanewashing” of animal products. Using consumer protection statutes and other legal tools, Richman Law & Policy has successfully brought numerous actions against companies and operations that deceive consumers about their alleged sustainability and animal care practices.

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