

ProEgg

cooperative

ProEgg is a farmer cooperative of experienced egg producers with farms across the western United States. ProEgg is organized under the Capper-Volstead Act.

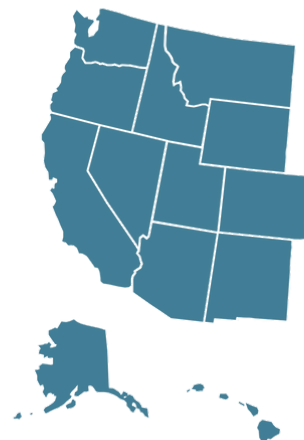
Our members have deep roots in the egg business, have demonstrated success and share similar values for how we can better serve our collective customer base and consumers who depend on a consistent supply of nutritious, high-quality eggs.

WHAT WE DO

As a farmer-owned cooperative, ProEgg members “pool” their shell eggs together to maximize the cooperative’s offerings to the members’ customer base. This sharing of resources and expertise creates assurances for retail and foodservice egg customers, and it allows for the development of a more stable and consistent egg supply chain in the geographic area ProEgg serves.

WHERE WE ARE LOCATED

ProEgg serves the western United States, encompassing 13 states with a population of 78 million. Our member farms are located throughout this area to serve every state within this region.



THE COOPERATIVE BENEFIT

ProEgg was formed with the recognition that creating a combined entity to aggregate supply and market shell eggs would create significant opportunities for improvement to better serve retail and foodservice shell egg customers. They include:



- Logistical advantages through more sustainable transportation and distribution practices
- Focused egg sales and marketing by the ProEgg team and “one-stop shopping” for customers
- Strong egg supply chain stability and continuity with contingencies against supply disruption
- Shared purchasing power for inputs such as feed, packaging and other expenses
- Diverse product offerings available to meet the changing needs of retail and foodservice customers, such as specialty eggs and eggs meeting state-specific housing requirements

HOW IT WORKS

ProEgg aggregates members’ shell egg production under the cooperative umbrella structure. The ProEgg members provide eggs produced to the cooperative for sale. Current customers of individual members will have the opportunity to become customers of the cooperative.

ProEgg’s geographic area is structured to provide economies of scale, while remaining committed to meet local and regional needs. The cooperative’s sales and marketing team will market and sell members’ shell eggs to current and future retail and foodservice customers. ProEgg conducts all sales, pricing, payment and accounting within the cooperative.

Customers can purchase all retail and foodservice shell eggs as they have in the past. ProEgg’s production offerings include specialty eggs, retail branded eggs, and eggs produced in various housing methods.