



## FREQUENTLY ASKED QUESTIONS

### **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. ProEgg is headquartered in Aurora, CO, and serves the western United States – 13 states with a population of 78 million.

### **WHO ARE THE MEMBERS INVOLVED IN THE COOPERATIVE?**

There are six members who each have deep roots in the egg business, have demonstrated success and share similar values for how they can better serve the collective customer base and consumers who depend on a consistent supply of nutritious, high-quality eggs. The members include Central Valley Eggs, LLC; Colorado Egg, LLC; Hickman’s EggRanch, Inc.; Oakdell Egg Farms, Inc.; Morning Fresh Farms; and Willamette Egg Farms, LLC.

### **HOW DOES THE COOPERATIVE WORK?**

ProEgg aggregates members’ shell egg production under the cooperative umbrella structure. The six 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.



## FREQUENTLY ASKED QUESTIONS

### **WHAT BENEFITS DOES THE COOPERATIVE OFFER TO CUSTOMERS?**

ProEgg members believe the customer experience with the cooperative will be an important advantage for their customers. Combining production under the cooperative umbrella will lead to stability within the overall egg supply chain, create contingencies to avoid supply disruption, develop sustainable logistics and maximize the available egg volume in the region. Future distribution enhancements will ensure freshness of the eggs by minimizing the time from farm to store.

### **WHAT TYPE OF EGGS WILL BE SOLD THROUGH THE COOPERATIVE?**

Customers can purchase all retail and foodservice shell eggs from the cooperative. ProEgg's production offerings includespecialty eggs, retail branded eggs, and eggs produced in various housing methods.

### **HOW DOES THE COOPERATIVE ENSURE HIGH-QUALITY EGG PRODUCTS FOR CUSTOMERS?**

ProEgg members have a shared commitment to maintaining high standards through recognized best management practices for egg production. Each has robust food safety programs, operates under several animal welfare certifications and maintains strong standards for sustainable farm operations and environmental responsibility.