



**“Always from Cage-Free Hens”**

## **Table of Contents**

Introduction .....	2
211 1511 Organic 1 Doz. Jumbo Brown Pulp Carton .....	3
211 1611 Organic 1 Doz. Jumbo Brown Plastic Carton .....	4
211 1621 Organic ½ Doz. Jumbo Brown Plastic Carton.....	5
211 2511 Organic 1 Doz. X-Large Brown Pulp Carton .....	6
211 2525 Organic ½ Doz. X-Large Brown Pulp Carton.....	7
211 3511 Organic 1 Doz. Large Brown Pulp Carton .....	8
211 3611 Organic 1 Doz. Large Brown Plastic Carton .....	9
211 3625 Organic ½ Doz. Large Brown Plastic Carton .....	10
311 1211 Cage Free 1 Doz. Jumbo White Pulp Carton .....	11
311 1511 Cage Free 1 Doz. Jumbo Brown Pulp Carton.....	12
311 1611 Cage Free 1 Doz. Jumbo Brown Plastic Carton .....	13
311 1621 Cage Free ½ Doz. Jumbo Brown Plastic Carton .....	14
311 2211 Cage Free 1 Doz. X-Large White Pulp Carton.....	15
311 2511 Cage Free 1 Doz. X-Large Brown Pulp Carton .....	16
311 3211 Cage Free 1 Doz. Large White Pulp Carton .....	17
311 3311 Cage Free 1 Doz. Large White Plastic Carton.....	18
311 3325 Cage Free ½ Doz. Large White Plastic Carton.....	19
311 3511 Cage Free 1 Doz. Large Brown Pulp Carton .....	20
311 3611 Cage Free 1 Doz. Large Brown Plastic Carton .....	21
311 3625 Cage Free ½ Doz. Large Brown Plastic Carton .....	22
351 1511 Pastured Eggs 1 Doz. Jumbo Brown Pulp Carton .....	23
351 3511 Pastured Eggs 1 Doz. Large Brown Pulp Carton .....	24
411 3511 Omega 3 1 Doz. Large Brown Pulp Carton .....	25
411 3611 Omega3 1 Doz. Large Brown Plastic Carton .....	26
411 3625 Omega3 ½ Doz. Large Brown Plastic Carton .....	27
511 3625 Cage Free Fertile ½ Doz. Large Brown Plastic Carton .....	28
Food Service • Cage Free Shell Eggs.....	29
Food Service • Organic Shell Eggs .....	30



**COMPANY HISTORY:** Nature's Yoke expresses the positive side of natural foods. "We are naturally *yoked to nature*. We connect to nature through natural products. When nature works together, things work well."

George Weaver III represents the third generation of his family to be in the egg business. Grandfather George Weaver Sr. originally developed an egg business on his family's farm in New Holland, PA. That was almost 50 years ago. In 1962, Mr. Weaver started selling eggs produced on his farm directly to supermarkets in nearby cities. Soon he began working with other local farmers to sell their eggs to retailers as well.

Then about 23 years ago, George Weaver Jr. ventured into the premium egg business. He sought to offer a value-added egg to his customers. Requests were coming for organic eggs and George Jr. saw potential there. He called for a higher quality feed. He focused on better housing for his chickens. And the eggs he sold were fresher, because with local products the eggs spent much less time in transit and storage.

The trend to offer a high quality egg prompted the company to become certified organic in 1994. Most of these eggs were packed for other marketing companies with varying expectations of the farms.

Partnerships with local farmers who had empty chicken houses continued to develop. Many local farmers had stopped raising eggs years ago as the mass producers controlled most of the market. These houses had been antiquated from the pressures of mass production farming techniques. They were ready to be equipped for cage-free farming since they were small scale operations. With the strong public trend toward natural and organic foods by 2000, the demand was building for eggs that people felt safe feeding their families and themselves.

Then in 2000, George Weaver III decided to offer a brand name of his own—Nature's Yoke. Nature's Yoke provides the guidelines to the farmers they partner with on how to raise the chickens to meet a certain standard. In return Nature's Yoke provides packaging and marketing for the goods the farmers produce. The benefit of this arrangement has been two-fold. Nature's Yoke now has a larger supply of eggs that have been produced in accordance with their standards, and once-struggling local farmers now have found a profitable way to use their property again. Not just any farm is up to the Nature's Yoke standards for natural eggs. Currently, 50 some small, family farmers care for the chickens that produce Nature's Yoke eggs. These farms are located in the Central Pennsylvania region, most within Lancaster County. Each and every farm is cage free, and several are USDA certified organic.

What does Nature's Yoke require of the farmers? First of all, **Cage Free**. This means that the chickens are not kept in cages—neither the shopping cart size nor the larger ones modified to meet the term cage free, instead the chickens have the freedom to roam about at will in large barns. Secondly, Nature's Yoke uses absolutely no drugs, hormones, or antibiotics. Exercise and fresh air naturally stimulate the immune system to fight sickness and disease.

On the organic front, the chickens are fed only certified organic feeds, produced according to organic specifications. These are cage-free chickens with outdoor access and are cared for according to organic guidelines. These eggs carry a paper trail from the farm to the carton verifying organic procedures. Pennsylvania Certified Organic monitors and certifies the Nature's Yoke organic eggs.

Nature's Yoke is committed to sustainable farming and supporting local farmers. "Local is our goal," Weaver says. "There are enough small farmers locally that we can grow our business though. We haven't maximized our sources yet. We feel it's very important to help as many local, sustainable farmers as we can to survive and thrive."

Nature's Yoke offers many choices for the egg consumer. There are eggs with white shells and eggs with brown shells. There are natural veggie fed, cage free eggs and there are organic certified eggs. Omega3 enriched eggs are yet another option. And then there are the fertile eggs. Fertile eggs come from farms where hens and roosters are housed together. Some customers feel these eggs have greater health benefits—a different hormone makeup. Nature's Yoke offers various sizes-- medium, large, extra-large and jumbo. You can find them in a beautiful, safely packed tri-fold plastic carton or in the more "earthy" pulp carton. They most often are presented in 1 dozen packs but ½ dozens are also available.

The company has an established distribution network in New York, New England, New Jersey, the Philadelphia area and the Baltimore region. But distribution via larger distributors makes the line southward to Florida, northward to Maine, and westward even to California.

The eggs are packaged on the Weaver Homestead in New Holland, PA. They are cleaned and graded. Then they must pass through the newest, state-of-the-art blood detector which removes any eggs with blood spots. The dirt detector, also the newest technology available, is to help the customers receive high quality products. Crack detectors sort out eggs that should be sent to the breaker instead of being sold as a shell egg. After being placed into the cartons, the cartons are hand-packed into cases and prepared to travel on to stores or distributors.

The niche Nature's Yoke has found is clearly one that offers success in today's natural and organic oriented food industry. That is not the only motivation. We are a Christian family...and we want to be good stewards of what God has given us. We believe sustainability is one way we can do that. Our faith, and our concept of our Creator, has a lot to do with how we run our business. We desire to glorify Him.



# Organic Eggs

**1 doz. Jumbo brown, pulp carton**  
**Natures Yoke Item # 211 1511**



Case Weight: 27 lb.	Case Dimensions: 12"x 12"x 13½"	Case Cubic Inches: 1944
Units per Case: 12	Unit Dimensions: 12"x 4"x 2¾"	Carton Type: Pulp
Exp. Date: Packed with 45 day code or less where required by law		Unit Size: 1 Doz.



True value of organic nutrients is found in this pulp carton of Jumbo eggs.

Customers choose this sizable egg due to the extra volume at nearly the same price as the large eggs. The Jumbo is certainly the better buy. And why not enjoy a nice jumbo egg for your morning omelet -- giving extra nutrients above the large egg.

The pulp carton is more economical than the plastic, thereby more competitively priced. In fact, this Jumbo should not retail for any more than the large organic in the plastic 1 dozen carton. But then there is not the eye appeal on the shelf with this pulp carton as it would be for the sharp looking tri-fold plastic cartons.

The pulp carton appeals to the customer who considers plastic to be obnoxious. Even though the plastic carton is of the #1 grade for recycling, many people feel the pulp is more "earthy" since it is more bio-degradable.

The case pack of 12 dozen instead of 15 makes this more appealing to small stores who do not move as much volume. We like to see the Nature's Yoke eggs presented as fresh as possible.

Retailers should strongly consider this SKU. For whatever the reasons, the fact is that this selection has caught a noteworthy percent of growth in the Nature's Yoke line. And we expect considerable more expansion in the future.

The organic certification is given by PCO (Pennsylvania Certified Organic) by the USDAS organic guidelines. And yet, unlike many of the present-day organic producers, our eggs are not produced on **mega** organically certified farms. Instead, we work with small family farms who maintain smaller flocks of birds. Most often there is only one chicken house on the farm. This is in stark contrast to some of the organic certified farms (maybe even called a family farm) where you would see 4 or 6, maybe even 10 or 12, large 2 story houses in rows next to one another. Nature's Yoke eggs come from small, sustainable farms.

On the smorgasbord of organic eggs, Nature's Yoke jumbo organic in this pulp carton is a very good selection, both for price and for quality. Give them a try. We believe you will be well satisfied.

This product is Kosher certified by Kehilla Kosher of Los Angeles, CA K-ID #PLR-PZKD



# Organic Eggs

**1 doz. Jumbo brown, plastic carton**  
**Natures Yoke Item # 211 1611**



Case Weight: 25 lb.	Case Dimensions: 12"x 12"x 13½"	Case Cubic Inches: 1944
Units per Case: 12	Unit Dimensions: 12"x 4"x 2¾"	Carton Type: Plastic
Exp. Date: Packed with 45 day code or less where required by law		Unit Size: 1 Doz.



Our organic eggs sell very well in this plastic carton. In fact this item holds first place in movement for the Nature's Yoke line. This item should be strongly considered by every dairy manager for a selection on his shelf.

While we do offer our organic eggs in the pulp carton, first consideration should be given to the plastic carton—a clear plastic with a tri-fold design making it an extra safe shipper. Customers want to see the eggs they are buying. This carton allows for them to see the bottom side of the dozen, unlike the pulp where customers might want to turn each egg to make sure it is not leaking. There is considerably less breakage due to each egg being fully encapsulated in its own cell. Some customers might prefer a pulp carton due to a more “earthy” feel. This same egg is offered in varying sizes in pulp but we still find the plastic the best seller. We conclude that the eye appeal is really good with this carton.

Pennsylvania Certified Organic (PCO) inspects and monitors the production and packaging of this egg. PCO works according to the USDA organic requirements as they monitor the feeds, the housing for the hens, and the handling of the eggs.

Organic eggs must always be from cage free and veggie fed hens. They must always have some access to the outdoors. We like when our farmers have grassy areas for their chickens to run in. We believe this environment is healthful for the chickens, thereby yielding better products for the consumer.

Another difference between us and other organic suppliers is our farm setting. Nature's Yoke organic eggs come from small family farms in Lancaster County, PA and surrounding areas. We do not have a large, complex operation as the in-line farms would where the eggs are economically moved by conveyer directly from the nests into the processing room. Instead, we believe our small, family farms using sustainable farming practices allow us to produce an egg that is worth the fair market value.

This item should be among the top on your list of Nature's Yoke items to stock.

This product is Kosher certified by Kehilla Kosher of Los Angeles, CA K-ID #PLR-PZKD

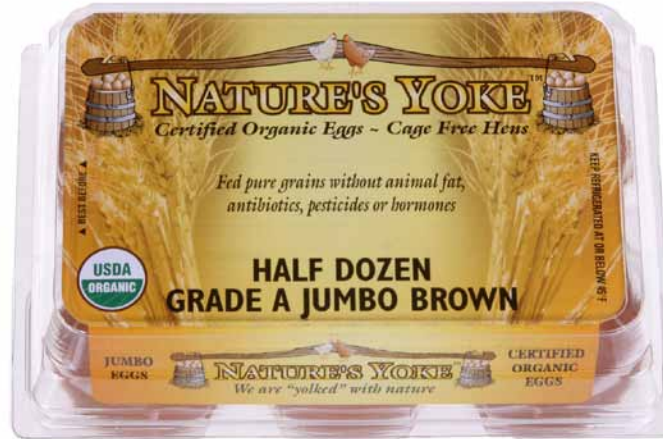


# Organic Eggs

**1/2 doz. Jumbo brown, plastic carton**  
**Natures Yoke Item # 211 1621**



Case Weight: 27 lb.	Case Dimensions: 12"x 12"x 13½"	Case Cubic Inches: 1944
Units per Case: 24	Unit Dimensions: 6"x 4"x 2¾"	Carton Type: Plastic
Exp. Date: Packed with 45 day code or less where required by law		Unit Size: ½ Doz.



Organic eggs provide an excellent source of balanced nutrients. And Jumbo the portions via this item!

With Nature's Yoke organic jumbo eggs in the ½ dozen plastic carton comes the option to offer jumbo eggs in the smaller shops and markets located in the inner city areas. A great selection for cafes and delis, too.

The tri-fold plastic carton encapsulates each egg separately, thereby providing safer transportation to the consumer. This becomes even more of an issue with the jumbo eggs due to the fact of the shells of jumbo eggs are proportionally thinner than the shells of large or extra large eggs.

Much could be noted regarding the eye appeal of this plastic carton. Customers can view the intensity of the brown of the shells without needing to open the carton. The size and the shapes of the egg can also be easily seen.

And certainly the issue of checking for cracks is much clearly addressed in this plastic see-through carton.

Many older folks enjoy jumbo eggs and the ½ dozen is not a burdensome amount to them. Americans as a whole are buying smaller amounts of food and are shopping more frequently than our parents of yesteryear.

Organic certification is by PCO (Pennsylvania Certified Organic). These eggs are from hens that are always cage free and only fed veggie diets, being only of grains and plant foliage.

Kosher certified by Kehilla Kosher of Los Angeles, CA K-ID #PLR-PZKD



# Organic Eggs

**1 doz. X-Large brown, pulp carton**  
**Natures Yoke Item # 211 2511**



Case Weight: 25 lb.	Case Dimensions: 12"x 12"x 13½"	Case Cubic Inches: 1944
Units per Case: 15	Unit Dimensions: 12"x 4"x 2¾"	Carton Type: Pulp
Exp. Date: Packed with 45 day code or less where required by law		Unit Size: 1 Doz.



This attractive pack of organic eggs is a great selection for the health-conscious mother who is looking for the better buy while yet maintaining her values of healthy eating. Extra Large eggs are normally the better buy. They contain 12½ % more food than the standard large sized egg. Let's do the math. If 1 dozen large organic eggs were to sell for \$4.00 a dozen, the extra large should sell for 112½ % of \$4.00. This would equal \$4.50 per dozen for the extra large. Often they are only priced slightly higher at \$.10 or \$.15 per dozen. Nature's Yoke organic extra large eggs are the better buy.

The pulp carton offers a more economical price for the organic eggs than the plastic carton does. True, the eye appeal of the carton is not of equal power, but this carton does not look drab by any means. The warm red bar shouts "Organic" while the earthy brown bar solidifies the "Cage Free" aspect. The wheat tells the story of veggie fed and the yellow background on the natural carton gently ties the Nature's Yoke logo to the quality product it stands for.

This item is packaged in Lancaster County, PA by our family run operation. We work with small farmers who together with their families, produce eggs we can market to retailers that are looking for quality, sustainable farmed goods for their customers. Granted, the mega "organic" operations might be able to offer cheaper eggs at times, but to maintain sustainability of organic foods, many customers would rather not buy the eggs produced on the in-line farms, whether organic or not.

Nature's Yoke extra large organic eggs in this pulp carton should be given consideration. Whether the supermarket or the health food store, it could be a real fit. Presently the movement is "sustainable" and certain growth is expected as organic numbers are increasing.



# Organic Eggs

**1/2 doz. X-Large brown, pulp carton**  
**Natures Yoke Item # 211 2525**



Case Weight: 12 lb.	Case Dimensions: 12"x 12"x 5 3/4"	Case Cubic Inches: 828
Units per Case: 12	Unit Dimensions: 6"x 4"x 2 3/4"	Carton Type: Pulp
Exp. Date: Packed with 45 day code or less where required by law		Unit Size: 1/2 Doz.



A more recent offering from Nature’s Yoke organic eggs comes in the 1/2 dozen pulp carton. This item holds great potential as an alternate to the mostly plastic 1/2 dozens in the marketplace.

These eggs are extra large eggs, giving a better dollar value to the customer. And if you are only getting 6 eggs, you’d better make sure they are sizable!

The 1/2 dozen packs do not sell as quickly as the dozen packs and yet there is a segment of customers looking this way. This pulp carton has a more “earthy” feel and consumers view it as more biodegradable than plastic. The attractive red bars on the carton highlight the **Organic** feature of this item.

From health food stores to the independently owned supermarket, expect to eventually see this item showing up. It’s ideal for the single-person household or older couple who is looking toward organic foods.

The eggs inside the carton are brown and USDA organic. Produced on central Pennsylvania farms using sustainable agricultural practices, these eggs hold a market edge over those that are from *mega organic* operations. Small, family farms are an integral part of feeding the true organic eaters/consumers.

The chickens are cage free and fed a vegetarian diet of grains and foliage. They must have access to the outdoors. We like it if the farmers have fresh grass for the chickens when they go outside. No antibiotics are given to the chickens. And you can be assured, they are not fed animal by-products.

The extra large egg is a nice choice since, the larger the egg, the better the buy. And when you’re only getting 6 eggs, you will want to be sure you have enough to enjoy!

These eggs are packed in 12 1/2 dozens per case. This gives a comfortable amount to stock on the shelf and keeps the inventory fresher. Retailers should select this item for better customer service and increased sales in the dairy department.



# Organic Eggs

**1 doz. Large brown, pulp carton**  
**Natures Yoke Item # 211 3511**



Case Weight: 25 lb.	Case Dimensions: 12"x 12"x 13½"	Case Cubic Inches: 1944
Units per Case: 15	Unit Dimensions: 12"x 4"x 2¾"	Carton Type: Pulp
Exp. Date: Packed with 45 day code or less where required by law		Unit Size: 1 Doz.



The staple of Organics – Nature’s Yoke Large brown organic eggs in a bio-degradable pulp carton.

These eggs are from hens that are cage free, veggie fed and are not given antibiotics or synthetic hormones. And all these particulars are followed, not because of some large organization wanting to revamp part of their operation to stay in the market lime-light, but because of small farms.

These small farms are run by families working together for the good of their family and for the good of those who will eat their marketed goods. They care about the future of their children and grandchildren. Thus they find themselves using sustainable practices that are now “in style” and sought after for duplication by the large scale farming industry. But the values of small, independent, family farms can only at best be mimicked in large scale operations.

Nature’s Yoke is committed standing with the independent small family farms as their source of egg for the market. In fact, the mission of Nature’s Yoke is to provide sales and marketing for the small producers.

This pulp carton offers an economical price on the large organic eggs for volume accounts. It is simply the base pricing. There are not increases due to larger sizes or for the extra fancy packaging. This bare-bones approach gives the lowest retail available in the Nature’s Yoke eggs, excepting for the medium size which is not consistently available.

The pulp carton offers an “earthy feel” for the *grass roots* organic shopper. Even though the plastic is recyclable and made from recycled plastic, the pulp is seemingly more eco friendly.

Kosher certified by Organic eggs provide an excellent source of balanced nutrients.



# Organic Eggs

**1 doz. Large brown, plastic carton**  
**Natures Yoke Item # 211 3611**



Case Weight: 25 lb.	Case Dimensions: 12"x 12"x 13½"	Case Cubic Inches: 1944
Units per Case: 15	Unit Dimensions: 12"x 4"x 2¾"	Carton Type: Plastic
Exp. Date: Packed with 45 day code or less where required by law		Unit Size: 1 Doz.



Our organic eggs sell very well in this plastic carton. In fact this item holds first place in movement for the Nature’s Yoke line. This item should be strongly considered by every dairy manager for a selection on his shelf.

While we do offer our organic eggs in the pulp carton, first consideration should be given to the plastic carton—a clear plastic with a tri-fold design making it an extra safe shipper. Customers want to see the eggs they are buying. This carton allows for them to see the bottom side of the dozen, unlike the pulp where customers might want to turn each egg to make sure it is not leaking. There is considerably less breakage due to each egg being fully encapsulated in its own cell. Some customers might prefer a pulp carton due to a more “earthy” feel. This same egg is offered in varying sizes in pulp but we still find the plastic the best seller. We conclude that the eye appeal is really good with this carton.

Pennsylvania Certified Organic (PCO) inspects and monitors the production and packaging of this egg. PCO works according to the USDA organic requirements as they monitor the feeds, the housing for the hens, and the handling of the eggs.

Organic eggs must always be from cage free and veggie fed hens. They must always have some access to the outdoors. We like when our farmers have grassy areas for their chickens to run in. We believe this environment is healthful for the chickens, thereby yielding better products for the consumer.

Another difference between us and other organic suppliers is our farm setting. Nature’s Yoke organic eggs come from small family farms in Lancaster County, PA and surrounding areas. We do not have a large, complex operation as the in-line farms would where the eggs are economically moved by conveyer directly from the nests into the processing room. Instead, we believe our small, family farms using sustainable farming practices allow us to produce an egg that is worth the fair market value.

This item should be among the top on your list of Nature’s Yoke items to stock.

This product is Kosher certified by Kehilla Kosher of Los Angeles, CA K-ID #PLR-PZKD

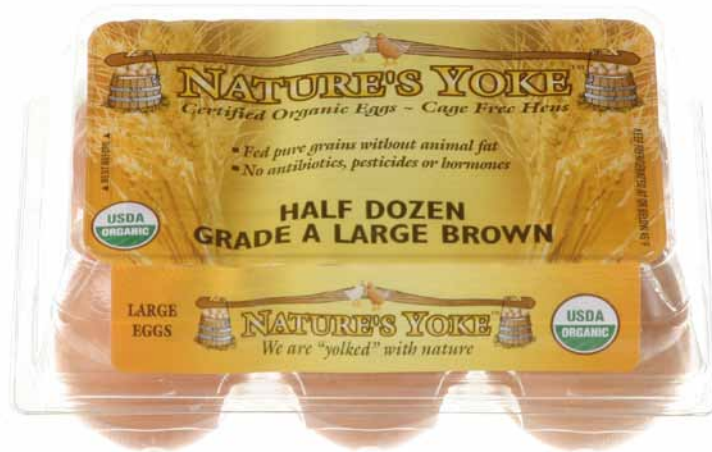


# Organic Eggs

**1/2 doz. Large brown, plastic carton**  
**Natures Yoke Item # 211 3625**



Case Weight: 11 lb.	Case Dimensions: 12"x 12"x 5 3/4"	Case Cubic Inches: 828
Units per Case: 12	Unit Dimensions: 6"x 4"x 2 3/4"	Carton Type: Plastic
Exp. Date: Packed with 45 day code or less where required by law		Unit Size: 1/2 Doz.



Nature's Yoke offers this clean organic 1/2 dozen of large eggs. The attractive clear plastic carton offers not only attractiveness but also extra safe transportation of these organic eggs. Each egg is in a plastic capsule where it is impossible to bump into another egg, even if the carton is upside down. Furthermore, the 1/2 dozen has even more durability than the similar 1 dozen pack due to less weight of contents and the smaller package having a more sturdy, composed make-up.

This item has potential in the supermarket to supply the single-person household or older folks who eat very few eggs. By purchasing in the 1/2 dozen, they can maintain a fresher product. This item will likely never match the 1 dozen movement but it has proven to be a worthwhile item for the supermarkets.

As for the smaller inner city stores, this item certainly should be considered a stocking item. Here many folks are looking for smaller units due to smaller refrigerators and more frequent shopping. And the extra cost per egg due to the smaller pack is worth the difference for the convenience.

Lower retails for the 1/2 dozen appeal to some retailers. And some folks like to pay a lesser price for the moment. Yet we have only seen the 1 dozen to carry the volumes. Likely this is due to the concept that larger quantities are cheaper. And in addition to that is "we've always bought eggs by the dozen."

We pack this item with 12 retail units per case. This smaller case helps store to keep the stock rotated better and to be able to place the full case on the shelf and avoid back-room-shrink.

Fresh large brown organic eggs presented to you in this nice 1/2 dozen pack. And they are produced on small family farms in Lancaster County PA using sustainable farming practices. The chickens are not given hormones or antibiotics.

Nature's Yoke – Always cage free and always veggie fed. Choose Nature's Yoke for items of integrity.

# Cage Free-Veggie Fed Eggs

1 doz. Jumbo white, pulp carton  
Natures Yoke Item # 311 1211



Case Weight: 27 lb.	Case Dimensions: 12"x 12"x 13½"	Case Cubic Inches: 1944
Units per Case: 12	Unit Dimensions: 12"x 4"x 2¾"	Carton Type: Pulp
Exp. Date: Packed with 45 day code or less where required by law	Unit Size: 1 Doz.	



Nature's Yoke jumbo cage free white eggs are offered only in this pulp carton. White eggs tend to be smaller due to the smaller sized chickens which produce them. Consequently there are not as many cage free white jumbos available.

This item holds opportunity above various other selections of Nature's Yoke because there are not such options available from many of the other cage free egg producers. And so the customers are not often offered White jumbo cage free eggs. Jumbo eggs are usually the best buy, considering the weight in comparison to the extra price for the jumbo size.

Following the sky-blue theme of our cage free white eggs, this blue pulp carton does a fair job in holding the eggs in place for transport between the packing room on the farm to the refrigerator in the kitchen where they will be used. Each case contains 12 retail units, giving another point for the smaller retailer to look at stocking this egg.

The eggs follow the criteria of Nature's Yoke's other eggs – Always cage free and always veggie fed. Another note important to the specialty market is the sustainability focus we have on small family farms. Just remember, these Jumbo eggs are not from a Jumbo farm.

Customers can rest assured that there are no animal by-products given to the chickens. This of course costs more for the production, but does not transfer the unhealthful fats sometimes found in eggs from chickens fed animal by-products such as left-over tallow/fats from slaughtering houses.

We also require our eggs to be produced without using the antibiotics that may be used in regular egg production. Many consumers today are concerned that they are not eating food from animals fed antibiotics on low levels to fight sickness and disease. Instead they are requesting products farmed in healthy conditions where the animals are not tightly confined and can move about and exercise thereby giving them better health.

Satisfy your customers with this SKU. Jumbo your options with greater profits, gain happier customers who want to eat eggs from happier chickens.

It is noteworthy that this item is also kosher certified by Kehilla Kosher of Los Angeles, CA K-ID # PLR-PZKD. This is another point of consideration to stocking Nature's Yoke Cage Free White Jumbo Eggs.

# Cage Free-Veggie Fed Eggs

1 doz. Jumbo brown, pulp carton  
Natures Yoke Item # 311 1511



Case Weight: 27 lb.	Case Dimensions: 12"x 12"x 13½"	Case Cubic Inches: 1944
Units per Case: 12	Unit Dimensions: 12"x 4"x 2¾"	Carton Type: Pulp
Exp. Date: Packed with 45 day code or less where required by law	Unit Size: 1 Doz.	



The **Green** pack. The **Jumbo** egg. The **Small** farm. The **Veggie** feed. The **Cage Free** hens. And the **fair** price. All these goodies make this delectable item worth your consideration.

The pulp carton gives the “earthy” feel. Many “eco-minded” consumers like this type of carton even if it is not as easily recycled as the plastic carton. Being biodegradable gives the pack an extra punch. And then to consider the economics of it, it certainly is a better price tag than the plastic carton for the same egg.

Jumbo eggs are the best buy due to the extra poundage of food you obtain without much of an increase in the price you pay. And when you’re eating healthful food such as cage free eggs, you may as well have a good serving size of it. Eggs certainly are hard to beat for the balanced nutrition they contain.

Even if it’s **Jumbo**, it does not mean it comes from a jumbo egg farm. Nature’s Yoke emphasizes their focus of working with small farms. Quality feed produces larger eggs.

Nature’s Yoke requires all production must come from chickens feed only grains and veggie foliage. We allow No Animal By-Products to be fed to our hens producing eggs for your consumption. In fact, we desire to continue enhancing our chickens’ nutrition so as to produce a better quality of egg than you might find elsewhere. We believe that your feed to the chickens if important to produce healthful eggs.

“Happy Hens” is the term sometimes given to the cage free hens. And so are these chickens happy? Perhaps if you were to hear them in the morning, you would likely conclude that they are certainly happy. They move about in the large buildings in which they can scratch and peck instinctively. Heathly chickens should produce a healthy egg. Is that not so?

If you are looking for a specialty egg bargain, look no further. This brown egg is most likely the best bargain you will find – it is Jumbo and it is cage free, in the pulp carton fresh from a small farm to you.

Kosher certified by Kehilla Kosher of Los Angeles, CA K-ID # PLR-PZKD

# Cage Free-Veggie Fed Eggs

1 doz. Jumbo brown, plastic carton

Natures Yoke Item # 311 1611



Case Weight: 25 lb.	Case Dimensions: 12"x 12"x 13½"	Case Cubic Inches: 1944
Units per Case: 12	Unit Dimensions: 12"x 4"x 2¾"	Carton Type: Plastic
Exp. Date: Packed with 45 day code or less where required by law	Unit Size: 1 Doz.	



Jumbo! That's the first exciting thing about this cage free egg. Jumbo eggs are more difficult to produce and therefore are not as common as large or extra large. But the interest for the jumbo egg runs strong, especially in inner-city stores. And comparing it to the large or extra large, it is usually the better buy.

This plastic, see-through carton holds another appeal for the consumer; they can see the product they are about to purchase. The retailer loses fewer eggs from breakage because the customer does not need to open each carton to examine the eggs before they purchase them.

A third point to consider is that this plastic carton is the tri-fold type which holds the eggs in a proper position away from any of its nearby neighbors. Any way you turn the carton, the eggs cannot make contact with each other. This certainly reduces breakage during transit to the store, packing the items onto the shelf and during the customer handling process. After paying for a dozen at the checkout, customers like to be able to place 12 eggs into their refrigerator instead of only having eleven left and later finding another two were cracked.

Furthermore, the individual cell where the egg is placed to travel has been made a little larger to accommodate the larger jumbo eggs which can tend to be too crowded in some of the earlier Jumbo plastic cartons. While the jumbo egg is usually thinner shelled than a medium or large, this increased size enables the shell to maintain its pack of nutrients until the chef is ready for the ingredients to flow into his pans.

As with all of our products, these eggs are from cage free hens. They are free to move about in large buildings and to fly up to roosts to sleep at night. They hop into nesting boxes where they like to lay their eggs in the secluded, shaded nests as they would do in the large out-of-doors environment. And then after a hen has laid her egg, she begins her loud cackle. You can now enjoy a delicious omelet a few mornings later! Fresh eggs from cage free, veggie fed hens!

This carton is differentiated from its sister carton of large cage free brown eggs by the enlargement of JUMBO on the top of the carton. Our theme color of green for the cage free brown eggs has been slightly altered but yet the base colors still connect it to the family.

Give this item strong consideration. The case pack of 12 enables better rotation. Large supermarkets will want to order multiple cases while this lesser amount is super for the small grocer who only sells a few dozen a week.

Jumbo eggs from small family farms, packed with care, and delivered with service -- Nature's Yoke Cage Free Jumbo Brown Eggs.

# Cage Free-Veggie Fed Eggs

1/2 doz. Jumbo brown, plastic carton

Natures Yoke Item # 311 1621



Case Weight: 25 lb.	Case Dimensions: 12"x 12"x 13½"	Case Cubic Inches: 1944
Units per Case: 24	Unit Dimensions: 6"x 4"x 2¾"	Carton Type: Plastic
Exp. Date: Packed with 45 day code or less where required by law	Unit Size: ½ Doz.	



An inner-city celebrity, the Nature's Yoke cage free brown jumbo egg in this ½ dozen pack has proven a success. Here are likely some reasons many retailers stock it, even beyond the inner-city market arena.

As egg experts readily know, the jumbo eggs are usually the best buy. Inner city folks often find jumbo eggs difficult to get. Yet they relish such when available to them.

Another characteristic of the inner city market is the limited space -- both on the retailers shelf and the consumers refrigerator.

Cage free eggs are increasing in sales especially among college students and others of the younger generation. This small pack is more accommodating to the apartment life-style, making good sense to select this item to replace the commodity ½ dozen pack.

Brown eggs are delectable for many folks wanting the more healthful cuisine. The chickens that lay brown eggs are generally a heavier bodied bird and consume more feed than the hens developed solely for egg production in caged houses. This added feed consumption equates to less conversion of eggs per pound of feed but the birds tend to be of better health and more able to naturally ward off sickness and disease.

Antibiotics are not found in our chicken's feed. And that is another selling point of this product.

All Nature's Yoke eggs are produced without the use of animal by-products in the feed. Our customers can rest assured they are not going to be eating eggs from chickens fed animal fats and proteins processed from the bones and excess fats left over from cattle slaughtering houses. New studies are suggesting that those animal fats (saturated fats) fed to the chickens are transferred into the egg. Veggie fed eggs do not have those fats transferred into them since the feed does not contain the saturated fats.

Cage free jumbo brown eggs in a clear tri-fold plastic carton – a worthwhile choice for you!

This product is Kosher certified by Kehilla Kosher of Los Angeles, CA K-ID #PLR-PZKD

# Cage Free-Veggie Fed Eggs

1 doz. X-Large white, pulp carton

Natures Yoke Item # 311 2211



Case Weight: 27 lb.	Case Dimensions: 12"x 12"x 13½"	Case Cubic Inches: 1944
Units per Case: 15	Unit Dimensions: 12"x 4"x 2¾"	Carton Type: Pulp
Exp. Date: Packed with 45 day code or less where required by law	Unit Size: 1 Doz.	



A clean look. A fresh approach. An extra large egg.

White and cage free. And what more would you want? Perhaps veggie fed? It's that too.

This pulp carton, and the cage free, veggie fed, extra large eggs offer super sales where even slight interest is developing for only cage free eggs. Some states have already ruled against production of eggs in the cage operations. Certainly more will follow suit. Aggressive markets can be preparing for such changes by offering this SKU.

Stocking this item in the dairy case is definitely worth the consideration. Some stores in the past have offered such items and found the reception surprisingly pleasant. Why not step up in your market field. We have the product for you!

Since most specialty eggs have been brown, the white eggs are at times considered a lower item for consideration. But with this egg possibly replacing one of the commodity white eggs you stock, it offers justifiable reasons to become a volume mover for any market in a middle-to-upper class area. Special consideration for markets close to colleges, universities, hospitals or other entities that affect the natural and organic market trends.

Another consideration to stocking the white-shelled egg is the fact that some customers are afraid of a "strong taste" of a brown egg. While many of the shoppers who are looking for added health benefits in the cage free egg like that thought of the "stronger taste", a significant amount wish for cage free but not in the brown shell.

Extra large eggs give nice size servings of many valuable nutrients in one serving. Whether it is protein, the healthful type of cholesterol, lutien or choline, let's make it extra large!

Some stricter Kosher groups will only allow consumption of white eggs at given times, thereby creating a further reason for stocking this item.

This item has been certified by Kehilla Kosher of Los Angeles, CA K-ID #PLR-PZKD and should meet the criteria of any Kosher requests.

Select Nature's Yoke cage free veggie fed white X-Large egg in the pulp 1 dozen carton. Enjoy.

# Cage Free-Veggie Fed Eggs

1 doz. X-Large brown, pulp carton  
Natures Yoke Item # 311 2511



Case Weight: 27 lb.	Case Dimensions: 12"x 12"x 13½"	Case Cubic Inches: 1944
Units per Case: 15	Unit Dimensions: 12"x 4"x 2¾"	Carton Type: Pulp
Exp. Date: Packed with 45 day code or less where required by law	Unit Size: 1 Doz.	



This item is just a bit larger than our super seller, item # 311 3611, the Nature's Yoke cage free brown in the clear plastic tri-fold carton. And perhaps the sales will soon be a bit greater also.

This pulp carton brings a cheaper price for this larger cage free, veggie fed egg. The eye appeal certainly is not the same as the plastic carton, yet the more serious customers will gladly save a few cents to get a larger egg as long as the quality and commitment to cage free is there. We will certainly maintain that, whatever type packing we offer our products in. Nature's Yoke eggs, always veggie fed and from cage free hens.

Some markets have chosen to offer only cage free eggs in their dairy case. Many of those entrepreneurs have made successful businesses with that approach. But often those stores want a selection of more than just the plastic carton. Likewise, Nature's Yoke offers the pulp carton for larger movement at a bit more economical price.

Cage free from Nature's Yoke means the hens are loose in large buildings where they can scratch and peck in a natural manner as wild jungle fowl would do. This also enables the hens to exercise, hop up onto the perches or run about as they would wish to do. If chickens can be happy, these hens sure sound like they are. Every morning, they actively proclaim their songs of satisfaction.

Veggie fed means that the chickens are only fed grains and plant foliage. Our interest is in maintaining a cutting edge on the hens' diets that will not only meet our claims but will provide nutrition of superior quality to that of our claims. We feel that what the chicken eats will definitely influence the quality of the egg.

This egg holds potential for great sales in the marketplace. Increasing volumes in sales indicate the time for more dairy cases to show this item in the selection of eggs. Move out the commodity brown eggs to make room for the egg that will make a royal replacement – Nature's Yoke cage free extra large brown eggs.

This product is Kosher certified by Kehilla Kosher of Los Angeles, CA K-ID #PLR-PZKD

# Cage Free-Veggie Fed Eggs

1 doz. Large white, pulp carton

Natures Yoke Item # 311 3211



Case Weight: 25 lb.	Case Dimensions: 12"x 12"x 13½"	Case Cubic Inches: 1944
Units per Case: 15	Unit Dimensions: 12"x 4"x 2¾"	Carton Type: Pulp
Exp. Date: Packed with 45 day code or less where required by law	Unit Size: 1 Doz.	



As *cage free* makes national news, aggressive retailers are stocking their shelves! What's a better item to stock than this **economical cage free** large white egg? Consider the following reasons why this carton and egg might have potential for your usage.

This item stocks the store with the newest market trends. The state of California has legislated for all egg production there to be cage free in the near future. It only seems reasonable that this trend will filter into other states as well. And it most certainly is. A fair percent of consumers in other states are favoring the change. So present them **today** with the market items they are wishing to have. To be among the first to meet the market trends will build confidence with your customers.

Most stores of any size now offer cage free eggs. These eggs are usually placed in an extra attractive, extra costly, fancy carton which naturally drives the price upward. This Nature's Yoke item however, is packed in the eco-friendly pulp carton. With a cheaper pack and thereby a lower retail, it becomes more in-line for a replacement of the commodity egg.

Furthermore, this egg is priced according to the more established farm production costs versus the floating egg market pricing which can sometimes be quite high and other times extremely low and therefore cause the farmer to lose money. Based on the cost of production, packaging, shipping, and marketing; this item is in accordance with sustainability – a fair trade value given to every person involved from the production at the farm to the store and to the consumer.

This product meets the same criteria of all Nature's Yoke eggs including: (1) Always from cage free hens; (2) Always from veggie fed hens; (3) No animal by-products in the feed; (4) No antibiotics given to the chickens; (5) No production/growth stimulants or manufactured hormones given to the chickens.

*All Natural* and *Cage Free* are both highlighted on this pulp carton of large white eggs. It's simply a nice, clean item to stock on any grocer's shelf and suitable for many customers.

This product is Kosher certified by Kehilla Kosher of Los Angeles, CA K-ID #PLR-PZKD, This white shelled egg attracts the stricter Kosher consumers.

# Cage Free-Veggie Fed Eggs

1 doz. Large white, plastic case

Natures Yoke Item # 311 3311



Case Weight: 25 lb.	Case Dimensions: 12"x 12"x 13½"	Case Cubic Inches: 1944
Units per Case: 15	Unit Dimensions: 12"x 4"x 2¾"	Carton Type: Plastic
Exp. Date: Packed with 45 day code or less where required by law	Unit Size: 1 Doz.	



Now Kosher cage free! This selection highlights the Kosher along with the cage free classification. Some folks consider all eggs Kosher. Others look for the symbol and then are satisfied. Still others feel that only white eggs can truly be Kosher eggs.

These eggs are graded in a Kosher certified plant where each egg is inspected by a blood detector. This machine x-rays the egg to detect any protein or blood spots. Any disqualifying egg is condemned and pulled out. This machine, which we've recently installed, is the newest technology available, providing products for the cutting edge in Kosher.

Nature's Yoke is committed to having **all** their products cage free. This enables the consumer to build reliance on the line without needing to wonder whether the egg is just packed in a cage-free-looking carton or if it really is cage free. The hens are never housed in cages. Instead they are allowed to roam throughout large buildings where they can exercise their wings and legs while jumping, running, scratching, or walking around singing their contented k-o-k, k-o-k, k-o-k song.

This egg is veggie fed qualified as well. This means the hens are not fed any by-products of fat or bones of slaughtered beef and dairy cattle. Feeding strictly grains and leaf matter to the hens gives a natural diet. This produces eggs without a trace of saturated fats (which according to recent studies can be found in eggs from hens that are fed animal fats).

Sky blue goes well with the 12 pure white "clouds" packed safely in this plastic carton. Freshness. Eye-catching design. Outstanding buzzwords — **Cage free ~ Veggie fed**. This carton has the ability to catch people's attention.

The sister to this item is the cage free veggie fed, large brown egg also packed in the clear plastic carton. So what's the difference? Obviously it is the color of the shell. Many folks looking for value added eggs are thinking of brown eggs. But since white eggs have dominated the commodity market for so many years, some of present day society has never tasted a brown egg, yet they want to enjoy cage free eggs. This enables them to do just that.

Consider the four 1 dozen plastic cartons offered by Nature's Yoke – Organic Large Brown; Omega3 Large Brown; Cage free, Veggie fed Large Brown; and the one you've just read about, Cage free, Veggie fed Large White -- for a very nice looking shelf of fresh eggs.

# Cage Free-Veggie Fed Eggs

1/2 doz. Large white, plastic carton

Natures Yoke Item # 311 3325



Case Weight: 11 lb.	Case Dimensions: 12"x 12"x 5 3/4"	Case Cubic Inches: 828
Units per Case: 12	Unit Dimensions: 6"x 4"x 2 3/4"	Carton Type: Plastic
Exp. Date: Packed with 45 day code or less where required by law	Unit Size: 1/2 Doz.	



Most all stores need to carry a 1/2 dozen pack of white eggs. Old folks cannot think of stocking 1 full dozen in their refrigerator. And campus dwellers want freshness above the savings, without even thinking of the cramped cool food storage they have. And so, there is obviously a need for 1/2 dozen of white eggs.

Now this item offers that 1/2 dozen in a nice, classy, clear plastic carton that is as neat as it looks. The tri-fold plastic would enhance any dairy case. A safer pack seems fitting for the folks who are not as steady as they once were. And besides, the sky-blue label accents the cleanliness of the white, fresh eggs. While your stocking 1/2 dozens, go ahead and make it worthwhile with Nature's Yoke cage free white eggs in the 1/2 dozen pack.

The case pack of 12 retail units give a very fresh approach to rotation of the 1/2 dozen. Most any retailer will be able to sell them quickly enough to keep from shrink or poor quality of older eggs.

These eggs are produced on small farms. Most of these farms are run by young to middle-aged families, working together with a goal in mind of serving others with their farmed goods. This is the core of sustainable farming methods.

Furthermore these eggs are from cage free hens. We feel this style of egg production gives better health to the hens and thereby the hens give us better quality of eggs and egg health. Better exercise. Better air to breathe. Better native environment. Better eggs.

Try the better to get the best!

Kosher certified by Kehilla Kosher of Los Angeles, CA K-ID # PLR-PZKD

# Cage Free-Veggie Fed Eggs

1 doz. Large brown, pulp carton

Natures Yoke Item # 311 3511



Case Weight: 25 lb.	Case Dimensions: 12"x 12"x 13½"	Case Cubic Inches: 1944
Units per Case: 15	Unit Dimensions: 12"x 4"x 2¾"	Carton Type: Pulp
Exp. Date: Packed with 45 day code or less where required by law		Unit Size: 1 Doz.



Nature's Yoke presents their large cage free brown eggs in this "green" pulp carton. It's green because of the color of the ink printed on it and it's green because of its earthy feel. Bio-degradable is what many folks think of when they see this.

The sister to this item is a near-the-top seller, in the clear plastic carton, the tri-fold style which is excellent for eye appeal and has great, safe-transporting features. But this pulp offers the same egg in a more down to earth carton at a lower cost. Once customers understand the value of this egg, the pulp carton is an excellent stocking item.

Cage free brown eggs are a large mover in the specialty eggs market. Likely the brown eggs will continue to grow in sales as more folks are trying the cage free eggs and are excitedly pleased with their observations. And brown eggs are considered healthier by some.

Often the yolks are darker colored. New studies are claiming an increase of choline is found in darker colored yolks. And choline is said to be very important in eye health.

The brown shell at least offers a closer feel to "Grandpa's" eggs. And as we look at where farming was 75 years ago and its intensification since then, we all would enjoy a bit more of Grandpa's (or maybe "Great-Grandpa's) gardening and small scale farming methods. Quality once was the market aim instead of quantity.

Step up your sales in large brown eggs by stocking cage free in this SKU. A stable price gives customers the option to plan their shopping with a budgeted approach instead of the roll-a-coaster pricing of commodity eggs. And a stable price gives the farmer a fair market price every day for his labor and investment, thereby being a sustainable farmer with a future for his sons and daughters.

Be informed that this item is also Kosher certified by Kehilla Kosher of Los Angeles, CA K-ID #PLR-PZKD.

Cage free and veggie fed, no antibiotics given to the hens and produced on small family farms in Lancaster county area of Pennsylvania. Fresh, clean, and bright – a selection for your consideration.

# Cage Free-Veggie Fed Eggs

1 doz. Large brown, plastic case

Natures Yoke Item # 311 3611



Case Weight: 25 lb.	Case Dimensions: 12"x 12"x 13½"	Case Cubic Inches: 1944
Units per Case: 15	Unit Dimensions: 12"x 4"x 2¾"	Carton Type: Plastic
Exp. Date: Packed with 45 day code or less where required by law	Unit Size: 1 Doz.	



This next to best seller is a *green* beauty. In fact, we feel this item should be stocked in any grocery store that wants to sell Nature's Yoke eggs. Let us tell you why.

It is a cage free egg. When we call it cage free, we mean that these birds are running loose in a large building. We do not require the farmers to give them outside access, but on some farms that does happen. As the birds are allowed to roam in these large buildings, they are able to exercise their wings as well as scratch and run about as they wish. All Nature's Yoke eggs are Cage Free.

In addition to being cage free, this egg is veggie fed. This means we feed our chickens only grains and foliage. We use NO animal by-products in our feed. Because of the mad cow disease and other similar issues, customers want to move away from products that contain renderings of other animals.

There are also no antibiotics given to the chickens. More exercise and fewer birds in the buildings allows the chickens to naturally build up better immune systems and have less disease problems. We feel that a healthy chicken ought to produce a healthy egg. What do you think?

This egg is not an organic egg. Therefore it is more economical for the consumer who wants a brown specialty egg without the higher price tag of organic.

This brown egg holds higher sales than the cage free white since many shoppers see the brown egg as being richer and most often are offered in the specialty line. "*And remember, Grandma's eggs were always brown*". We offer the cage free white for those who prefer that since most conventionally-produced eggs are white.

Most importantly, take note of the carton—a clear plastic with the tri-fold makes an extra safe shipper. Customers want to see the eggs they are buying. This carton allows them to see the bottom side of the dozen, unlike the pulp where customers might want to turn each egg to make sure it is not leaking. There is considerably less breakage due to each egg being fully encapsulated in its own cell. Some customers might prefer a pulp carton due to a more "earthy" feel. This same egg is offered in varying sizes in pulp but we still find the plastic the best seller. We conclude that the eye appeal is really good with this carton. And it's *green, like most veggies are!*

This product is Kosher certified by Kehilla Kosher of Los Angeles, CA K-ID #PLR-PZKD

# Cage Free-Veggie Fed Eggs

1/2 doz. Large brown, plastic carton

Natures Yoke Item # 311 3625



Case Weight: 11 lb.	Case Dimensions: 12"x 12"x 5 3/4"	Case Cubic Inches: 828
Units per Case: 12	Unit Dimensions: 6"x 4"x 2 3/4"	Carton Type: Plastic
Exp. Date: Packed with 45 day code or less where required by law	Unit Size: 1/2 Doz.	



Large cage free brown in the 1/2 dozen pack is a nice option for small stores in the inner city regions where they may not feel they have room for the dozen pack of brown eggs. Twelve retail packs come in each case.

Health food shops ought to look at the possibilities for this item as a source for their customers who only want 1/2 dozen eggs at a time. Brown cage free are often more sought after by the health-food shoppers and those of smaller households at times want the smaller amount.

“Green” is the theme for the eggs in this green carton. The pack has a very neat and clean appearance. The reception of the same eggs in the 1 dozen pack has been outstanding. And certainly the 1/2 dozen pack merits some consideration, depending on the criteria the customers are looking for. But as far as looks, the “green” shines out!

There is a strong shipping feature in this pack. There is less give and more of a tighter fit with this carton as there is less distance between the corner that latch the top in place. And with less mass contained inside the smaller pack, there seems to be less breakage, making this of the ultimate safe shipper.

Nature’s Yoke offers 4 other large eggs in the 1/2 dozen pack. If a retailer wants a large selection of 1/2 dozens to offer specialty eggs at lower retail, here’s the full arrangement. Certainly this egg should be included in the mix. And there’s no doubt this egg would likely be the top seller.

Veggie fed is another “green” selling point. The hens are not fed animal by-products such as bone meal or animal protein or animal fats. The hens enjoy grains and foliage in a feed free of antibiotics and synthetic hormones.

Kosher certified by Kehilla Kosher of Los Angeles, CA K-ID #PLR-PZKD.

Select this green, cute egg pack for added beauty and class for your egg case.

# Pastured Eggs

**1 doz. Jumbo brown, pulp carton**  
**Natures Yoke Item # 351 1511**



Case Weight: 27 lb.	Case Dimensions: 12"x 12"x 13½"	Case Cubic Inches: 1944
Units per Case: 12	Unit Dimensions: 12"x 4"x 2¾"	Carton Type: Pulp
Exp. Date: Packed with 45 day code or less where required by law	Unit Size: 1 Doz.	



Nature's Yoke has a Jumbo reason for you to consider this new pastured egg, produced on small sustainable farms. These eggs are from chickens who have more than "outside access." They are outside dwellers, eating the grasses and legumes in the paddock fields around their shelter.

Public awareness is growing concerning the benefits of grass-fed dairy goods. From grass-fed beef to grass-fed pork, the tell tale signs are positive. Eggs naturally are very nutritious, but the grass-fed eggs boast even greater nutrients.

Vitamin E levels are increased in eggs from pastured chickens. Vitamin A also is found in higher amounts.

Omega 3 fats are naturally gained from the pasture diet. And interestingly, Omega 6 fats (not as good as the omega 3 fats) are not increased as often found when feeding omega 3 enriched grains to gain higher levels of Omega 3. This ratio is important to many folks who have studied into the benefits of Omega 3 fatty acids. Studies on pastured eggs point the added benefits of Omega 3 from legumes and grasses consumed by the hens and transferred into the eggs.

Very small flocks of chickens are the source of these jumbo eggs. The eggs are hand-gathered, since most of these farms do not use modern machinery and electricity. Such small family farming is truly sustainable farming. While organic eggs can be produced inside large buildings with thousands of hens grouped together, this pastured production in small flocks gives an edge over organic eggs. Folks looking for local food supply are pleased to find food from this type of operations.

We feel the future of these Jumbo Pastured eggs is very promising. Dairy managers ought to be giving spacing for at least one pastured egg for customers to select.

This pulp carton of Jumbo eggs offers of the best food for high protein from grass-fed sources at a very reasonable cost. A fresh package of Nature's Yoke Jumbo Pastured fresh eggs is farm fresh from a small, fresh pastureland of fresh green grass in springtime and fresh growing grasses all summer long. Winter foraging is used as much as possible without destroying the grasslands for the coming spring.

# Pastured Eggs

**1 doz. Large brown, pulp carton**  
**Natures Yoke Item # 351 3511**



Case Weight: 25 lb.	Case Dimensions: 12"x 12"x 13½"	Case Cubic Inches: 1944
Units per Case: 15	Unit Dimensions: 12"x 4"x 2¾"	Carton Type: Pulp
Exp. Date: Packed with 45 day code or less where required by law	Unit Size: 1 Doz.	



New to the market! The Pastured Egg.

On an increasingly larger scale, Americans are undertaking the challenge of buying grass-fed beef, milk from grass-fed cows; even choosing chicken and turkey grown on grassy meadows versus the poultry housed in cages or even the cage-free indoor operations.

Why the interest in pastured, grass-fed? Studies are revealing considerable health benefits in consuming dairy and meat products from genuine grass-fed programs. Omega 3 levels are naturally higher in grass-fed eggs. Vitamin A and E levels are also found to be substantially higher in the pastured egg.

And there is the fact of CLA (conjugated linoleic acid), a healthy fat found in foods from grass-fed sources. Unlike the synthetic sources of CLA, the natural form has no side effects.

Consumer interest in these eggs is growing rapidly and we believe the pastured egg will be a mainstay in our future production and sales. We recommend your trying this product – your customers will be delighted.

This item comes in a new style pulp carton designed to give better support in shipping than the traditional pulp cartons have. The open air scene on the carton tells part of the story of these eggs. More details follow on the inside of the carton.

Order the grass-fed hamburger. Stock the raw milk cheese from grass-fed cows. Keep plenty of grass-fed pork on hand. But don't forget the pastured eggs! Now available from Nature's Yoke. There is no imitation that equals the real thing!

# Omega 3 Eggs

1 doz. Large brown, pulp carton  
Natures Yoke Item # 411 3511



Case Weight: 25 lb.	Case Dimensions: 12"x 12"x 13½"	Case Cubic Inches: 1944
Units per Case: 15	Unit Dimensions: 12"x 4"x 2¾"	Carton Type: Pulp
Exp. Date: Packed with 45 day code or less where required by law	Unit Size: 1 Doz.	



Health and Wealth! Great item for co-ops, health food stores and markets concerned about the environmental impact of plastics.

One egg in this carton contains at least 225 mg of Omega 3 fatty acids which according to modern studies help to counter certain diseases and promote healthful heart and blood flow.

The chickens are fed flax seed and other veggie products in order to increase Omega 3 levels.

A notable aspect to the Nature's Yoke Omega 3 eggs is that these eggs are from cage free hens on small family farms.

In contrast, main-line producers are introducing Omega 3 enhanced eggs, but only using the large, caged-hen operations to produce their eggs. And by using a designer egg carton, they compete with the sustainable operations at the cost of the consumer buying an egg he perceives to be from a cage free, small, sustainable farm.

Nature's Yoke Omega 3 large eggs in the pulp 1 dozen pack is certainly a worthwhile consideration. Movement has been good and considerable growth is expected.

This carton is more economical than its sister product pack in the class, clear plastic carton. Volume marketing of Omega 3 eggs would certainly merit stocking of this SKU.

Kosher certified by Kehilla Kosher of Los Angeles, CA K-ID # PLR-PZKD

# Omega 3 Eggs

**1 doz. Large brown, plastic case**  
**Natures Yoke Item # 411 3611**



Case Weight: 25 lb.	Case Dimensions: 12"x 12"x 13½"	Case Cubic Inches: 1944
Units per Case: 15	Unit Dimensions: 12"x 4"x 2¾"	Carton Type: Plastic
Exp. Date: Packed with 45 day code or less where required by law		Unit Size: 1 Doz.



This is our third most recommended item on our line of plastic, one dozen cartons. With 225 mg of Omega 3 fatty acids per egg, this carton is swelling in sales movement.

This item is everything the Cage-Free Veggie-Fed brown egg is and in addition, boasts the Omega 3 enrichment.

Why stock Omega 3 eggs? Studies are showing the value of Omega 3, hence the quest for foods containing this essential fatty acid. Eggs produced by chickens on a grass diet hold higher levels of this fatty acid than the conventionally produced eggs. Other methods of enrichment are attained from a diet of flax seed or fish oils. Nature's Yoke eggs are enriched by feeding flax seed to the chickens.

Like our two top sellers, you'll find this egg in our clear plastic carton, which features the tri-fold design for heightened safety in transportation. Customers like to see what they are buying and this carton allows them to view the bottom side of the dozen, unlike the pulp carton where customers will need to turn each egg in order to ensure absence of leakage. There is considerably less breakage due to each egg being fully encapsulated in its own cell. Some customers will prefer a pulp carton, desiring the more "earthy" feel, so in consideration of this demand, we have recently begun to offer this same egg, size large, in a pulp carton. We do, however, expect that plastic will remain the best seller.

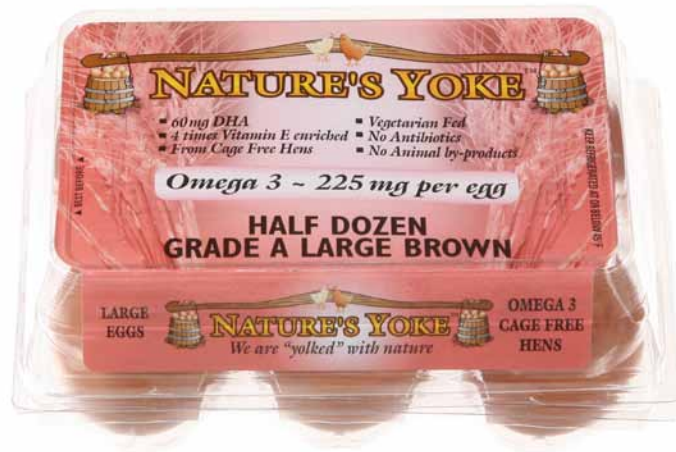
This product is Kosher certified by Kehilla Kosher of Los Angeles, CA K-ID #PLR-PZKD

# Omega 3 Eggs

**1/2 doz. Large brown, plastic carton**  
**Natures Yoke Item # 411 3625**



Case Weight: 11 lb.	Case Dimensions: 12"x 12"x 5 3/4"	Case Cubic Inches: 828
Units per Case: 12	Unit Dimensions: 6"x 4"x 2 3/4"	Carton Type: Plastic
Exp. Date: Packed with 45 day code or less where required by law	Unit Size: 1/2 Doz.	



Omega 3 seems to be gaining momentum in the health food industry. Documented studies are showing favorable results from increased intake of this essential fatty acid.

This 1/2 dozen pack of Omega 3 eggs is an attractive option especially for those aware of the results of these studies. The smaller carton is more readily chosen by those in households of one or two persons, fewer eggs being desirable in this instance due to increased ability to keep fresh eggs on hand.

Besides the smaller retail pack, the case pack on this item is only 12 retail units per case. This enables stores to increase their selection of eggs, by using the 1/2 dozens and yet being able to stock a full case out on the shelf.

Cage-Free along with the Omega 3 can boost sales by gaining buyers from both markets as well as meeting the demands of those needing both. Further, the term Veggie-Fed applies to these eggs as well since we feed the chicken flax seed meal to enhance the Omega 3 levels.

Each egg contains 225 mg of Omega 3, with 75 mg of this being DHA (known as better quality type of Omega 3). This is printed on the carton as well, giving the customer more knowledge of the value contained in the eggs he is purchasing.

We offer this half-dozen pack in plastic cartons only. Combining heightened safety in transportation with eye-catching design, the positive attributes of the tri-fold plastic carton cause it to be highly favored.

The heart K kosher certification symbol is placed on the carton, providing additional incentive for the customer to select this item. Kosher certified by Kehilla Kosher of Los Angeles, CA K-ID #PLR-PZKD.

# Cage Free Fertile Eggs

1/2 doz. Large brown, plastic carton

Natures Yoke Item # 511 3625



Case Weight: 11 lb.	Case Dimensions: 12"x 12"x 5 3/4"	Case Cubic Inches: 828
Units per Case: 12	Unit Dimensions: 6"x 4"x 2 3/4"	Carton Type: Plastic
Exp. Date: Packed with 45 day code or less where required by law	Unit Size: 1/2 Doz.	



A Fertile egg! Will it hatch? No, these eggs cannot hatch since they have been moved, fresh from the hens nest into the cold temperature of a refrigerated cooler.

This is not a hatching egg. In order for an egg to hatch, it must be kept above 50 degrees until placed into the incubation temperature of 99 to 101 degrees. This temperature of approximately 100 degrees must be maintained for 3 weeks in which time the chick would develop. And so consequently, with the cooling of our eggs to less than 50 degrees, you cannot hatch these eggs.

Perhaps the fertile egg is the most controversial item Nature's Yoke offers. And while we are neither doctors nor scientists, we cannot claim absolute benefits from this egg. But we do offer it for customers requesting it.

Why would folks want to buy a fertile egg? According to some claims and thoughts, the hormones are more balance in an egg that is fertile. Others like the more old-fashioned way of egg production when the hens and roosters would have been housed together in the open barnyards. Perhaps someday the claims will be studied and documented where we can declare an added value, but not so for the present.

We make not claims as to superior properties or health benefits in the fertile eggs. We know of no proven studies at this point to which to make such claims. But again, we wish to produce products that our customers are requesting and our goal is to provide the best of its class that we can.

The market for this egg is mainly in the health food stores but also supermarkets, have found customers looking for the product as well. Some upper-scale supermarkets have found fertile eggs to be in great demand. And as more folks are looking to the health food buying trends, we can expect to see this item moving up in sales all around.

And the cage free and veggie fed attributes add more of a selling dimension besides the fertility issue of these eggs.

This 1/2 dozen pack is the only fertile egg we offer. None-the-less, with the reasonable price on this pack, it will be within range of other fertile egg options. It is certainly worth giving the small space it takes on the shelf to give it a fair try. And many markets do not stock fertile eggs. Here's your opportunity to draw more customers into your store for your dairy department!

This item is not Kosher certified due to the eggs being fertile eggs.

# Food Service • Cage Free Shell Eggs

Case Weight: 25 lb. | Case Dimensions: 12"x 12"x 13½" | Case Cubic Inches: 1944 | Doz. per Case: 15

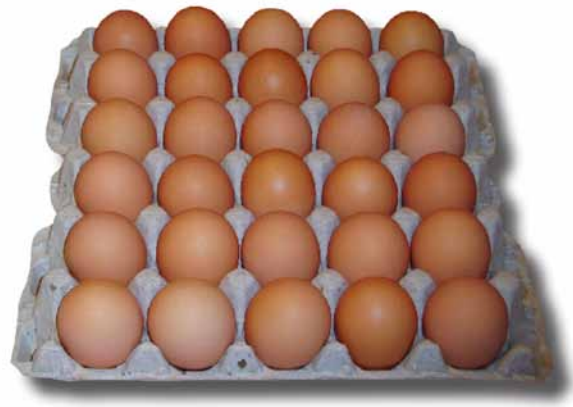
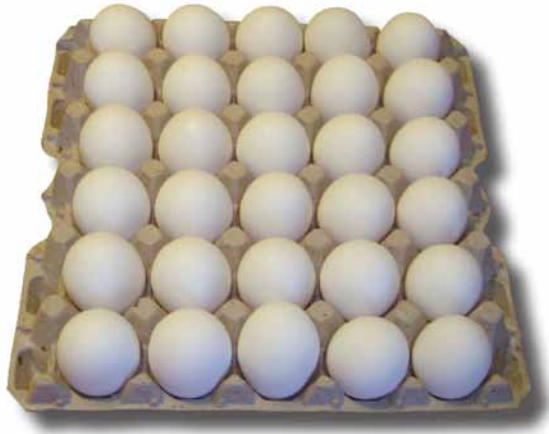
White Large

White X-Large

Brown Large

Brown X-Large

Exp. Date: Packed with 45 day code or less where required by law



I'm sure you've heard it – "An egg is an egg." Many folks believe it.

We often hear, "Is there really a difference?" "Are value-added eggs noticeably better than the regular commodity eggs?"

Perhaps if you would have been raised on a small farm, you'd know. That is, a farm where the chickens were running in the fresh spring grass, scratching around in the dirt, and flapping their wings in the sunshine, and the eggs were gathered and used by the farm occupants. You'd have an answer then. That is unless you never compared your fresh fare of real eggs to those offered in the city markets from the mega operations where "factory" seems more of the term than "farm".

If you'd fry these farm eggs for several months, and then try some commodity eggs, you would understand. But just what is the difference? Experience will give you the answer. "Fry to try and know the difference."

We understand there are many egg variables in the market these days. Mega operations are trying to improve the looks of their commodity. And some of these mega operations are even becoming certified by organizations to give credibility to the goods they are offering. But so often the product is less than what it is portrayed to be.

Nature's Yoke is interested in small farms. We have no mega, in-line chicken houses where several houses are lined up in rows next to each other. Over the years we have focused on the individual house operations, which were often too small for the other egg packers to relate to. And now, as the small farm focus is becoming more popular, our practice of catering to the small farmer is indeed worth noting.

We offer these cage free eggs from our farmers to you for use in your kitchen. If you want a good result, you need to start with something good. And eggs are a great start, whether for breakfast at the crack of dawn or for the evening dinner desserts at sunset. On the farm, it matters. Why not in your kitchen too?

These eggs are from chickens which are not fed animal fats and other animal by-products from the rendering houses. And so, it becomes a health issue as new studies are showing. Recent tests claim that "veggie fed" eggs do not have saturated fats as opposed to those from chickens fed the animal by-products. If you want your clients to keep eating, feed them healthily!

Which should you choose – White or Brown? Generally food service likes the white since that is what they are used to but the choice is certainly yours. Brown eggs are produced by differing breeds than the white egg layers. In the retail line, folks wanting the more original style eggs choose the brown since that was the old-fashioned farm egg. Newer breeds have been developed to lay the white eggs and in addition to that, these hens have been chosen to be smaller birds yet producing a large egg. Brown eggs tend to be a bit richer in color and some would also say stronger in flavor.

So remember, Nature's Yoke offers these eggs to you from small family farms in Lancaster County, Pa. and a few from bordering counties. "Fry to try and know the difference."



# Food Service • Organic Shell Eggs

Case Weight: 25 lb.

Case Dimensions: 12"x 12"x 13½"

Case Cubic Inches: 1944

Doz. per Case: 15  
Except Jumbo which is 12

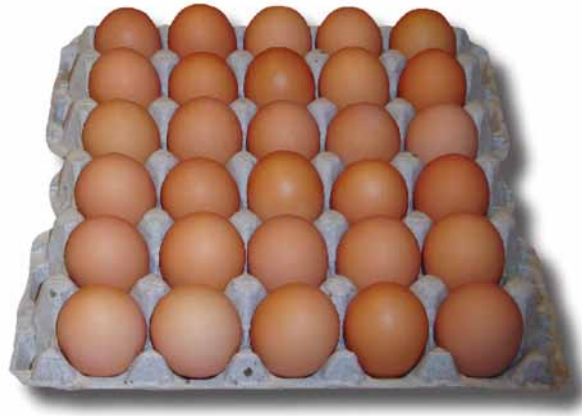
Brown Large

Brown X-Large

Brown Omega3 X-Large

Brown Omega3 Large

Exp. Date: Packed with 45 day code or less where required by law



Organic eggs in your kitchen? Sure. Why not?

Yes, you're thinking of the cost. But how much does it really cost?

We all know that eggs are really cheap. Even if you pay the organic egg price, it is cheap food. We find tremendous value in an egg. But why should you consider the extra dollars for organic eggs?

Organic foods are still gaining in the market. Many consumers are becoming organic customers. They will add an extra dollar or two just to know that they are eating organic. And when you serve 2 eggs that cost you an extra \$.25 or \$.30 to gain an extra \$2.00 or even more – Why not?

And you think your customers would not care about the difference? Some would not. But then those who do would tell their friends and then you might even see a difference! Why not risk it? You might have customers to gain. Word of mouth is the best advertising, especially when it's a morsel of organic eggs on the plate.

In the retail market, organic eggs have increased in sales where store owners once declared they could never sell such items in their store because "our customers only want the cheapest". But now the thought has become, "What is cheaper? Eating healthier? Or the lowest dollar foods?" Sure, some still only want the cheapest regardless what everyone else says. But not all. And it's those that matter in your success.

Nature's Yoke offers your kitchen these organic eggs from small family farms in Lancaster, Pa. where the hens are always cage free and are never fed animal by-products, antibiotics, or hormones. The farms are noted for their sustainable farming, preparing for the future generations to carry on the family farm to offer kitchens like yours fresh food for generations.

We do not work with large complexes of conventional or organic production. When we use the term *organic*, it is what we mean – **organic**. So don't settle for a supposed organic source. Look for the small family farms without the mega connections tied in. Your customers will appreciate your move toward true organic foods. Get started early with the morning menu: ***Organic Eggs fresh from small family farms served by your health-caring -chef.***

Organic eggs, loose, in Large, Extra Large and even Jumbo for you to serve, for your baking and your cooking. Place your order today.