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**Pennsylvania Egg Producer to Settle \$287,500 Class Action Lawsuit Over
"Free-Roaming" Claims**

*Deceptive Marketing Language Removed After Groundbreaking Investigation Reveals Limited
Space and Outdoor Access for Hens*

Telford, PA — March 18, 2025 — Alderfer Poultry Farm, Inc., a Pennsylvania-based egg producer, has agreed to pay \$287,500 to settle a federal class action lawsuit regarding allegedly deceptive marketing claims that the chickens who lay its eggs are "free-roaming." The company will remove all "free-roaming" language from its packaging and marketing materials under the settlement and a tandem agreement reached in another lawsuit, *Animal Outlook v. Alderfer*.

Animal rights organization Animal Outlook, represented by Richman Law & Policy, alleged that Alderfer's "free-roaming" marketing claims were misleading to consumers. Animal Outlook's investigation flew drones over Alderfer's facilities to demonstrate that some birds had no outdoor access whatsoever. The complaint included **photo evidence** that even in cases where "outdoor access" was provided, hens were restricted to small, wire-floored "porches" that could only accommodate a fraction of the facility's bird population. These conditions, the complaint alleged, prevented the hens from engaging in natural behaviors and accessing soil or grass. This marks the first known use of drone footage as evidence in a consumer deception lawsuit against an egg producer.



Drone surveillance of Alderfer facilities in Williamsport, PA, shows "free-roaming" hens who have only minimal semi-outdoor access, namely a screened-in porch area that is too cramped to accommodate more than a small percentage of the hens at once. Gregory Kemp/ Animal Outlook/ We Animals.

"At a time when egg prices are soaring and consumers are paying premium prices for specialty eggs, it's more important than ever that marketing claims accurately reflect production practices," said Ben Williamson, Executive Director of Animal Outlook. "Consumer research clearly shows that people expect 'free-roaming' eggs to come from hens with consistent outdoor

access and natural ground cover. Our complaint provides drone footage showing that the birds at Alderfer did not have that." Continues Williamson "The best thing any individual can do to avoid paying high prices for eggs or to make certain that they are not participating in the suffering of farmed animals is to choose from the many plant-based egg options available."

According to a 2023 Dynata survey, commissioned by Animal Outlook, of East Coast consumers of shell eggs, 93% believe that eggs labeled "Free Roaming" are laid by hens who have access to the outdoors at least once a day. Seventy percent of the same consumers believe that eggs labeled "Free Roaming" are laid by hens who have continual access to natural ground cover, such as grass or dirt. The complaint alleges that, when shown images of Alderfer porches, 82% of respondents did not consider hens who had no access to the outdoors beyond these porches to be "Free Roaming."

Alderfer eggs are distributed throughout the Northeast and Mid-Atlantic regions, including New York, Washington D.C., and Pennsylvania. As part of the settlement, the company will cease using "free-roaming" claims across all marketing channels.

For more information, and more photographs please visit:

<https://animaloutlook.org/legal-advocacy/#Alderfer>

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Animal Outlook is a nonprofit animal protection organization working to end the abuse of farmed animals through undercover investigations, litigation, corporate outreach, public education, and other advocacy programs. <http://animaloutlook.org>