



Registered Charity
No: 1109060

Battery Hen Welfare Trust

"Working to inspire a free range future"

Tel: 01769 580310

Email: jane.howorth@bhwt.org.uk

Web: www.bhwt.org.uk

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Charity Aims to Tickle Mr Kipling's Fancies with Free Range Feather Campaign

The Battery Hen Welfare Trust is about to take on Mr Kipling with its new 'Free Range Feather Campaign'. Mr Kipling currently uses caged eggs in its product range and the charity wants supporters and members of the hen keeping public to send feathers to Mr Kipling requesting free range fancies and chicken friendly cherry bakewells.

Jane Howorth, Founder of the Battery Hen Welfare Trust, says: "Mr Kipling claims to make exceedingly good cakes and we'd like to see him using exceedingly good British free range eggs and our campaign aims to encourage this positive change."

The Battery Hen Welfare Trust, which was set up in 2003, has so far found new free range retirement homes for over 135,000+ battery hens destined for slaughter but its work to encourage consumers to become hen friendly is the main aim of the Charity.

"Nowadays most British consumers want food that tastes good but ticks all the right boxes too and we want to see Mr Kipling do just that. We have some *great* British farmers currently producing high welfare eggs from some of the happiest hens farmed in the UK and we believe Mr Kipling should be using them. This initiative is about helping hens and helping British producers too."

Anyone wanting to find out more information about how you can join the Mr Kipling Feather Campaign, be a caring consumer or re-home some ex battery hens can visit the charity website at www.bhwt.org.uk.

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Contact Details:

Jane Howorth, Founder
Tel: 01769 580310
Email: jane.howorth@bhwt.org.uk

Jayne Cox, Consumer Research Co-ordinator
Tel: 01234 714697
Email: jayne.cox@bhwt.org.uk



Jane Howorth BHWT Founder

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