



Question 3 Makes Economic Sense for Massachusetts

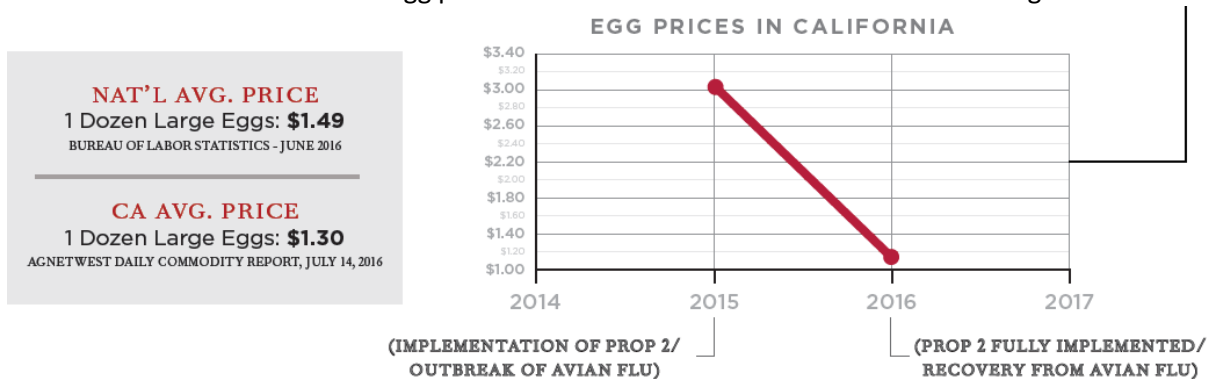
What would the impact of Question 3 be on food prices?

Egg industry studies show that it costs only 1-2 cents more per egg to use cage-free methods. Over 200 of the top grocery and restaurant companies have already committed to switching to 100% cage-free eggs. McDonald's has publicly stated that the conversion won't cause the company to raise its prices even a penny.

The USDA funded an Iowa State study that determined it can cost 11 percent *less* not to use gestation crates. And the American Veal Association "recommends that the entire veal industry convert to the group housing methodology," acknowledging the economic feasibility of such a switch.

What happened in California?

An avian influenza outbreak was the primary cause of the temporary rise in California egg prices in 2015. The disease led producers to kill millions of laying hens across the country, dramatically restricting supply. Less than two years after the implementation of California's similar hen protection law, prices have dropped below those seen before passage. In fact, the Kirkpatrick Foundation released a [report](#) in the summer of 2016 that found egg prices in California were *below* the national average.



Fox guarding the hen house

The egg industry feigns concern for its consumers, but it actually gouged them for years in a massive price-fixing scheme. To date, egg producers have paid \$59 million to compensate victims of this scandal.

Hidden costs of the current system

Meat and egg producers that use cages simply externalize costs, with animals and consumers paying the price. For example, the FDA estimates that 142,000 Americans are sickened every year by consuming eggs tainted with *Salmonella*; meanwhile, research shows that cage confinement facilities are significantly more likely to harbor this dangerous bacteria, which is why the Center for Food Safety urges a YES vote on Question 3. The economic cost of these illnesses, in the form of medical bills and lost productivity, is significant.