

California Egg Sales Exploding

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California eggs are safe, healthy, flavorful, and more popular than ever before. America is now 'scrambling' for California eggs.

As 508-million Iowa eggs are being recalled across the USA, California eggs have been free of Salmonella for more than a decade, thanks to the **California Egg Quality Assurance Program**.

"The California egg industry has long been focused on food safety which is why we worked with the science community and governmental agencies to develop and implement the Egg Quality Assurance program way back in 1995," said **Arnie Riebli**, the **Association of California Egg Farmers** president.

"This is the country's most stringent quality control program designed to ensure the safety and quality of California-produced eggs and its success proves it is," added Riebli.

The **CEQAP** is known as one of America's strictest egg quality programs, with requirements more extensive than the egg safety regulations recently implemented by the FDA. The California program requires FIVE salmonella enteridis tests to the FDA's three.



"Consumers can buy California-produced eggs with confidence because the California Egg Quality Assurance Program was designed and implemented to provide the nation's safest supply of eggs and has been in effect for more than fifteen years," said **Richard Matteis** of the **California Farm Bureau Federation**.

The current egg recall in America is causing massive consumer interest in --- and exploding sales of --- California eggs.

Since mid-August, more than one half-billion eggs have been recalled from Iowa farms, and 1,500 people have become sick. The state of California has not had a case of salmonella from eggs in more than a decade.

Due to California's Egg Quality Assurance Program, consumers everywhere can buy healthy California eggs with confidence. They may cost a little more but they're worth every penny. Plus, California eggs actually have FLAVOR!

Californians: Support our California economy and our hard-working Central Valley egg farmers by purchasing California eggs. Ask your grocer where their eggs are from. *Support California!*

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