MEDIA RELEASE: 8 DECEMBER 2025

Major free-range egg producer acknowledges 18-month long deception

Major free-range egg producer, Josh's Rainbow Eggs has publicly acknowledged that they have been misleading consumers with claims that they rehome all their ex-layer hens.



A photo of a dead hen at Josh's Rainbow Eggs. Image: Farm Transparency Project (2025)

Following an investigation by animal protection group Farm Transparency Project (FTP), which included testimony from ex-workers and footage of dead and sick hens taken inside the sheds at Josh's Rainbow Egg's Monegeetta farm, the business made changes to their website to remove multiple instances of the word 'ethical' and to add a statement saying that, since May 2024 they have been sending their ex-laying hens to a local processor, where they are slaughtered for human consumption. This replaces a former section of their website where they claimed that all of their ex-layer hens are rehomed to backyard homes. *See below for screenshots from the website showing changes made between December 2nd and December 5th 2025. The website's former text can also still be viewed via the wayback machine.*

The changes come after FTP contacted the company and threatened to report them to the Australian Competition and Consumer Commission (ACCC) if they didn't make immediate changes.

Harley McDonald-Eckersall, FTPs Strategy and Campaigns Director, said that the organisation continued to be surprised at the dishonesty displayed by Josh's Rainbow Eggs.

"While investigating Josh's Rainbow Eggs, I talked to ex-workers who had been made to clean floors with toothbrushes and pressured to work for more than 12 hours straight, with barely any breaks. Now, we've uncovered that this company which, up until last week proudly described themselves as ethical, has been straight-up lying to their customers for over 1.5 years, telling them that ethical egg production is a priority for the company and that their hens go on to live happy lives. We had suspicions that they weren't rehoming their hens, but to see it confirmed by the company in response to our publication was a shock. Now we know the truth, but Josh's still has a lot to answer for."

FTP has issued a public call-out for anyone who has been deceived by Josh's Rainbow Eggs to submit a complaint to the ACCC, and for anyone who took part in the farm's "rehoming program" prior to May 2024 to contact them.

Website - 2nd December 2025

Woolworths coles La-Marina_edited.jpg FOODWORKS IGA

Truly Free Range, Ethical Eggs



We provide a unique offering, as we are an ethical, environmentally sustainable egg with a great story.

SUSTAINABILITY

Ethical

We put the welfare of our hens first. Our hens live in small flocks so they have heaps of space in the shed and all go outside every day. The farm is 250 acres, with a stocking density of 1500 hens per hectare.

Our hens get to do all the things hens love to do; scratch, peck and forage for grass, bugs and seeds, dustbathe, and roost on perches. When they are older we don't kill our hens but give them away to backyard families so they can live out their lives.

How well we treat our hens is number one for our customers. We have called our eggs ethical eggs because we believe we are raising our hens in a way that allows them to do all the things that hens love to do.

To understand what makes a management system ethical, we believe we need to look at the ability of the hen to express its innate behaviours, to express its true chicken-ness!

Website - 5th December 2025

Truly Free Range Eggs

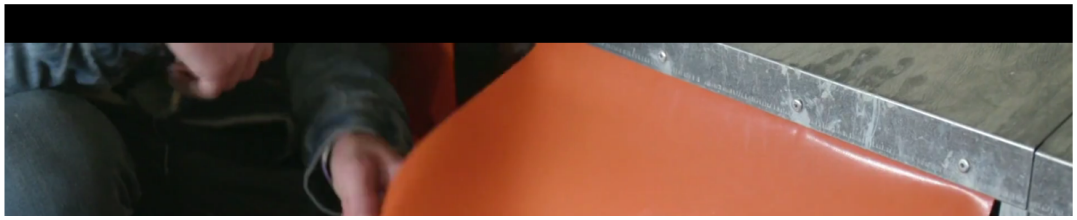




We provide a unique offering, as we are an environmentally sustainable egg with a great story.



After bird flu impacted 11 farms in Victoria in May 2024, we have been unable to give away our older hens to backyarders. This is not allowed as it poses a significant risk to the entire egg industry. We have found a local processor who is processing all our hens for human consumption. Our goal is to work with a charity partner so we can have this valuable protein shared with families in need.



Facilities related to this media release:
Josh's Rainbow Eggs, Monegeetta VIC

Campaigns related to this media release:
Eggs Uncaged
Eggs Exposed

Farm Transparency Project (FTP) is a non-profit animal protection charity, dedicated to ending the abuse and exploitation of animals in farms, slaughterhouses and other commercial settings. Through comprehensive investigations, documentary films, and the creation of innovative tools and resources, FTP seeks to force industry transparency and educate consumers by shining a light on the brutal reality endured by animals in the name of profit.