**FOR IMMEDIATE RELEASE**

**New Research from Kent**®**Nutrition Group Could**

**Mean Cost Savings on Eggs**

Benefits Include Feed Cost Savings and Increased Egg Production
with Home Fresh Extra Egg Layer Feed

MUSCATINE, Iowa (March XX, 2025) – Whether you’re a seasoned backyard chicken owner or considering starting your own flock, new research could help you maximize egg production while keeping feed costs low. A recent study conducted by Kent Nutrition Group nutritionist, Dr. Michael Edmonds, reveals that hens fed Kent Blue Seal brand Home Fresh Extra Egg Layer increased egg production at a lower feed cost compared to those fed the leading national brand of poultry feed. According to a late-February report from the U.S. Department of Agriculture, egg prices—averaging $4.90 nationwide as of March 13—are projected to increase by another 41% by the end of 2025, this research highlights an opportunity for both current and future chicken owners to stretch their feed budget while ensuring a steady supply of nutritious eggs.

**Key Findings from the Study:**

**Cost Savings**

* One dozen eggs produced by hens fed Home Fresh Extra Egg Layer cost $1.50.
* Hens fed Home Fresh Extra Egg Layer resulted in a feed cost savings of $0.40 per dozen less than those fed the leading national brand.
* Switching to Home Fresh Extra Egg Layer could save chicken owners $150 to $450 per year in feed costs, depending on flock size.

“Raising backyard chickens has become an increasingly popular way for families to take control of their food sources and save money,” says David Martise, Home Fresh Product Manager. “This research demonstrates that the right feed can make a major difference in cost efficiency and egg production, helping chicken owners get the most from their flocks.”

**More Eggs, More Value**

* Hens fed Home Fresh Extra Egg Layer produce more eggs than the leading national brand.
* Home Fresh Extra Egg Layer’s quality ingredients support optimal feed efficiency, allowing hens to consume 15% less feed compared to the leading national brand.
* Depending on flock size, this could mean an increase of 15 to 45 dozen eggs per year compared to the leading national brand.

"With the superior nutritional quality and high energy levels supplied by Home Fresh Extra Egg Layer, hens require less feed intake and produce more eggs. This makes it a cost-effective choice compared to the leading national brand, adding up to economic benefits and enhanced productivity,” said Dr. Edmonds.

**Superior Egg Quality**

Beyond cost savings and increased egg production, the study also found eggs produced by hens fed Home Fresh Extra Egg Layer were superior in quality.

* Eggs produced by hens fed Home Fresh Extra Egg Layer contain an impressive 85% more vitamin E than those from the leading national brand.
	+ Vitamin E is beneficial for heart health and immune support and contains free radical-fighting antioxidants.
* Compared to the leading national brand, eggs from hens fed Home Fresh Extra Egg Layer contain notably higher levels of manganese (45%), vitamin A (17%) and zinc (6%), which provide the consumer several health benefits.
	+ Manganese is beneficial for bone health, metabolism and wound healing.
	+ Vitamin A supports vision, the immune system and healthy skin and hair
	+ Zinc supports immune health and metabolism.
* The shells of eggs produced by hens fed Home Fresh Extra Egg Layer are also remarkably stronger than those of the leading national brand.

“With the rising cost of eggs and families looking to bring the healthiest food choices to the table, choosing a high-quality feed like Home Fresh Extra Egg Layer is a smart investment,” added Martise. “It ensures more nutritious eggs while keeping backyard chicken ownership cost-effective.”

For more information about Home Fresh Extra Egg Layer visit https://kentfeeds.com/product/home-fresh-extra-egg-layer

**ABOUT KENT® CORPORATION**

Since 1927, KENT Corporation has leveraged its core strengths of animal care and human nutrition, resulting in the diversified company it is today. KENT is a worldwide leader in manufacturing and marketing ag-based specialty ingredients and consumer products. The award-winning and family-owned business is led by third-generation family member, Gage A. Kent. KENT is headquartered in Muscatine, Iowa, USA.

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