NZ retailer cage-free commitments | summary compilation

Compiled September 2025 from publicly released retailer statements and corporate sustainability reporting

NZ Supermarket Cage-Free Egg Commitments - Public Summary

A single-page compilation of New Zealand grocery retailers' stated public positions on shell-egg cage-free transition.

Foodstuffs (Pak'nSave + New World banners)

Foodstuffs operates a co-operative grocery business covering both the Pak'nSave and New World banners across the North and South Island networks. Through public press statements and supplier-engagement messaging the group has committed to packaged shell eggs being sourced exclusively from cage-free production by the end of 2027. Public communications frame this as covering own-brand and supplier-branded ranges across both banners. The 2027 deadline applies to packaged shell-egg ranging on shelf; foodservice and processed-egg ingredient lines are not the primary focus of the public commitment.

* end-2027
DEAL DEA

Woolworths NZ (Countdown banner)

Woolworths NZ - the NZ subsidiary of ASX-listed Woolworths Group (WOW) and operator of the Countdown banner - has, under its parent group's Australia + New Zealand cage-free sustainability programme, committed to cage-free shell eggs by the end of 2027, the same deadline Foodstuffs has set. It is running ahead of the rest of the market on that transition: in public sustainability reporting and shelf communications it has indicated that its packaged shell-egg range is already cage-free on shelf, with only a residual colony-cage line still being phased out. The end-2027 commitment remains the formal deadline and the transition is not yet fully complete.

Costco NZ

Costco NZ operates a single-warehouse club format and represents a smaller share of national grocery volume. As of public statements available at compilation date, Costco NZ has not published a NZ-specific cage-free shell-egg deadline.

Combined retailer footprint

Foodstuffs and Woolworths NZ together constitute the dominant duopoly in NZ grocery retail, accounting for approximately 70-80% of national grocery volume (NZCC retail grocery sector market study, 2022). As a consequence the Foodstuffs end-2027 packaged-eggs deadline functions as a de-facto industry deadline for shell-egg producers carrying meaningful colony-cage exposure: range loss on packaged eggs at either of the two retail groups effectively closes off the majority of the addressable retail channel.

** 70-80%
market sh

Implications for shell-egg producers

Producers with material colony-cage capacity face binary range risk: capacity that is not converted (or replaced via barn / free-range supply) in time for the Foodstuffs deadline loses the retail listing. Conversion lead times on colony-to-barn shed retrofits, day-old chick supply, and resource-consent timelines materially constrain the practical conversion runway available to laggard operators.

Sources: compiled from publicly released press statements, retailer annual sustainability reporting, and NZCC Retail Grocery Sector Market Study (8 March 2022). This summary is descriptive of public commitments only; verbatim retailer wording is not reproduced.

Halberd note: verify against current sustainability reports if material