

Vegetarian Fed Hens, Cage Free Eggs, Egg-cetera

This is an Eggstended version of our ask the Eggspert, which will return next newsletter.

This question and versions close to it are sent thru our website several times per year. After the incredible coverage from Fox 10 Morning Show on January 12th, this question was sent to two Hickman's emails. I guess the following is the perfect "Eggs-ample" of Women are from Venus, Men are from Mars, or Marketing Communications techniques, ASU verses UofA-tale of two siblings. Both responses were sent to the consumer researcher investigating Hickman's eggs. The following response is from Clint Hickman, Vice President of Marketing:

"Thank you very much for your nice message, and especially your support of local farming. We currently do not have plans to house cage free chickens. The intense heat of Arizona makes it almost an impossibility to keep chickens comfortable in a cage free environment. However, we do offer a Cage Free Brown egg that we buy from either Moark Farms in Colorado or Soncrest Farms in Texas. You can find these packages in Basha's, AJ's, Albertson's or Sprout's. Unfortunately, when we purchase these eggs, the cost to us approaches almost \$1.30/dozen. We can't come close to the .89 a dozen figure...wish we could. Another consideration we feel is important in not trying to house cage free birds is our uncomfortability factor from a

food safety standpoint. We invest a lot of money in a USDA certified product and HAACP expenses to put forth an egg we can be comfortable with. A chicken that is allowed to roam in its fecal matter does not appeal to us when we are trying to offer a safe food source. We

vaccinate all of our chickens to try to maintain a salmonella free environment. Our company feels that putting birds on the floor discounts food safety and we do not want to take such a large risk. Thanks for your questions and feel free to call me at your leisure if you would like!" 623-872-2309. Clint

The same consumer emailed Sharman

"Thank you so much for taking the time to contact our company. Hickman's Egg Ranch, Inc., is a member of the United Egg Producers, UEP. All of our ranches have the battery-style cage density. However, new regulations developed with several animal rights organizations and the UEP have stipulated more cage space, per hen caged. Hickman's, along with 98% of the commercial laying industry have adopted these guidelines.



Hickman Chicks and Roosters all see eye to eye raising money for Heart and Cancer research.

The Animal Care Logo certifies that we are in conformity with the current guideline recommendation in addition to other stipulations regarding general poultry husbandry practices, and will continue to increase allowable space per hen, as directed to by the Animal Care Logo auditors.

We do offer the Moark Cage Free Brown eggs. Hickman's ranches do not have a completely cage free environment, but do offer this label to satisfy those consumers seeking cage free produced shell eggs. The Moark label Cage Free Browns can be found in all major grocery retailers dairy cases. If they are not on the shelves, the dairy managers can special order to accommodate your needs. We felt that it was necessary to offer an independent label, as residents of Arizona have seen our laying environments, on

our website and on many television broadcasts. Moark Productions does have a website and are very responsive to their customer inquiry. In addition, we are food safety compliant with HAACP; we don't feel that we could attain such certification in a truly cage-free, roaming laying environment.

It is our policy to send a complimentary Hickman gift pack to all people that contact our site. If you would like a free fun pack, please forward the address to where you prefer to receive it.

Respectfully Sharman Hickman."

Let us know which version you prefer and receive a Hickman fun pack for free!



Kids Coupe

The Chick Gang is looking for participants in the Banner/WildlifeWorld Zoo Egg Safety Drop. Admission to the zoo is free for all participants. Banner is providing several new attractions, car seat safety checks, Air-Evac, Bike Derby, and several other "eggsiting" things.

The official event is May 1st, 2004, at the Wildlife World

Zoo. For more information about the event email shickman@hickmanseggs.com, or robinelle.shroder@bannerhealth.org. We all know chickens and coyotes don't mix. But, we might have a Phoenix Coyotes Representative attend our event!

Cackle from Christian Age 12, Son of Chick Gang Member: Jenna, and stylist from Rolf's!

"Why did the hen go to the Dr?" To get a "chick-up"
Send your AA rated chicken or egg joke and receive a Hickman fun pack!!!
shickman@hickmanseggs.com



EGGNITER NEWS

by George Bango



Fit or fat ... Mission Impossible? We hate to mention it, but Spring is the perfect time to get back into shape. What better way than to add the Egniter to your diet? Mens Fitness magazine listed Mesa and Phoenix in the top 25 fattest city rankings! Contact gbango@hickmanseggs.com, for samples mailed direct to your home or office. Its good business to keep your team



members fit. The day after Christmas the Arizona Republic ran an article on how much more productive and cost effective fit employees contribute to your "bottom" line! If that isn't motivation enough contact George. He is also very good at recommending a training regimen to fit your lifestyle. His motto was to look better at 40 than he did at 30, Mission Accomplished!!!

NEW!!! Hickman's Deluxe Magic Watch
These watches are available for \$35, contact shickman@hickmanseggs.com, for yours.
Look for Grant, Audrey, and Michael Hickman's, publishing of Ed Nelson's work next newsletter.



Eggcellent Customer

by Clint Hickman & Maria Garcia

All we can say is that the retailer's name of the game seems to be EGGSPANSION!!! The photo displayed is Bashas new store on Dysart and Camelback. Only 3 miles from the Cardinals and the Coyotes Stadiums. This store is another store bringing the best of both worlds, a combination of AJ's Specialty items with

Bashas' competitive pricing, all brought to you at the peak of customer service. Sprouts also are eggspanning with their new location in Tucson.

Looks like we have a ringer to enter in the next Bashas Golf Tournament, Bill Hickman, Sr., shot his age, **74!**

Bashas' Best Set at Dysart and Camelback, courtesy of Maria Garcia



EGG-KNOWLEDGEMENTS+



The tres hermanos photo, from left: Billy Hickman, Eggsecutive VP, Glenn Hickman, President, and Clint Hickman VP, Marketing.

10Fox's in the Hen House!

Corey McCloskey and his camera crew from Fox Channel 10 Morning Show did an Eggclusive live shoot from our Maricopa facility on Clint's birthday, January 12th! The mention of our website on air shot our stats thru theroof. Email came from Lake Havasu, Phoenix, and from an Iowa visitor that happened to be visiting Phoenix. The piece focused on our processing plant. In addition discussion about the animal care logo and all the protein-based diets, resulting in higher pricing for everyone. Corey was careful to mention that eggs are still Egg-onimical at over 6 servings of protein for \$1. "Well thanks for letting us be out there..and thanks for being such a quality company." Richie, Richie Tang, Associate Producer-Fox 10 Arizona Morning KSAZ TV, PHOENIX

Breaking News in the Arizona Republic

Billy, Glenn, Clint, and Sharman, all enjoyed some baked egg dishes for Christmas Breakfast for thousands of readers. The star ingredient of each entrée was you can guess, EGGS!!! The most important part of the article was getting people to enjoy a healthy, homemade breakfast entrée without leaving their home on such a

special morning. For the recipes that appeared in the Republic, go to our website, click on recipes, look for Eggchilada Casserole, Baked Dizzy Toast, Eggs Florentine, and Spicy Pepper Pots. We thought it

important to share special holiday foods at such a special time of year. Karen Fernau, the writer, focused on how easy it is to use baked egg dishes for a healthy, comfort food, Christmas breakfast. The American Egg Board also gives great tips for cooking temperatures and variations on recipes, at www.aeb.org.

Show me the Why ... and Egg Protein

Sprouts' Nutritionist, Patti Mulligan, gave some tips on our Hickman's Eggniter for Good Day Arizona, over 56,700 viewers in TV land watched her on her segment.

Pillar of Health, Keeping Coyotes Healthy

Congratulations to Connie Harmsen, CEO Banner Estrella Medical, and Honorary Chick Gang Member. Banner Estrella Hospital is standing tall as one of the prettiest buildings on Thomas Road. It is also the official hospital of the Coyotes.

Digging for the Golden Egg

We wish to thank the staff at the Arizona Mineral Museum for offering free admissions in our egg cartons. Hickman's feel that offering the Wildlife ZooPass and the admission to the Museum are valuable offers to families that purchase our Hickman label eggs. Kids have fun and learn a few

things. It is a well-known fact that two of the Hickman's went for Geology as a lab science to get thru undergrad requirements. Hmmm???

Chick Gang give up Shoes?

Johanna Mullins, Monica Torres, Kim Miller, and Lori Stratford, all Chick Gang members helped Luke Air Force Base, get shoes for the kids of devastated Iraq, at the request of some of Luke AFB's deployed soldiers. Is anyone shocked that the Chicks had 'Eggstra' shoes laying around???

No weak links in this Chain!

Thanks to the organizers of the Arizona Chain Reaction. This group focuses on directing Arizonans to support locally-owned businesses by purchasing their products and/or services. The members of the Chain Reaction are quite diverse, but share one commonality, and that is to support the "little guy/gal?" The spokespeople have been on the cover of the Republic's Business Section, several TV shows, and in numerous local newspapers, like the Tribune. For more information on supporting these Arizona-based companies, check out their website at azchainreaction@yahoo.com. Our thanks go to Kimber Lanning, for getting Hickman's Egg Ranch, Inc., involved. Does anyone remember the Turquoise Tortoise in Valley West Mall? Kimber now owns Stinkweeds Records by our favorite university-ASU, sorry Dr. Bicknell!!!

10,000 Huevos por los Ninos

Sonia Falcone's Latinos Unidos provided an egg breakfast for their Christmas Eggstravanza. The event also

provided gifts to over 10,000 kids at the new Ranch Market on 16th Street and Roosevelt.

Our own Charlie's Angel, full-throttle in more ways than one

Our busy college co-ed returned home for Christmas break. Her first priority was to get Christmas bikes for several kids. She purchased four bikes from Walmart and our Marketing Man, Clint, matched her donation. You might remember her, she's so fast on the track, the Reno Police Department gives her speeding tickets! Why is she "Charlie's" Angel, Charlie in transportation is her proud father and the mastermind behind the transportation on Egg Planet Central.



Stacia Edmond Raced to Get Bikes for Kids!

Also, we need to add that Mark in IT kicked down the difficulty a notch for the Eggdrop Game, try your luck!

Hatch Dates

January: Maria Garcia, Sharman Hickman, Monica Torres, Steve Ellman, Veronica Bossack, Logan Gunkel, Ben Tolmachoff, Clint Hickman

February: Katrina Bossack, Esther Rodriguez, Jennifer Bossack, Tanner & Taylor Gunkel, Drew Barrymore

March: Glenn & Audrey Hickman, Tia Gunkel, Shane Tatum, Brenna Hickman

New Nests: Adam & Nadia Silva, Congratulations!

Billy's MVP

By Billy Hickman



Maria Garcia

We thought it best to start off the year, with a real winner. Not only is she this issue's MVP, she celebrates her ??th Birthday on January 2nd, you can ask her to fill in the number! Maria has been in all aspects of our retail business. She was responsible for making the Christmas

baskets for the Ak-Chin gift giving event, just before Christmas, during a very busy egg selling season. Whether she was selling flats of chex to a large family thru the front door or making a sales call to a national retailer, courtesy and professionalism are her first priority. Dan Figor, Bashas' Chandler Office, "Maria is an invaluable asset to Hickman's Egg Ranch Inc. and Bashas Inc. Her attention to detail, professionalism, and adorable personality makes her an outstanding choice for the MVP award. Maria shows her versatility by adapting to our 3 distinctly different formats and offers plenty of sound merchandising advice. Although she handles many accounts, we know she's just a phone call away."

Eggposure

We will try to keep you updated on our "eggposure" ahead of the events. Just check this section. Remember, the chick gang is always looking for more members.

Arizona National Stock Show, December 27th-December 31st, Farmer for a day experience, see photo

Upcoming Events: Attention Chick/Rooster Gang Members!!!

Mock Egg Drop for Nickelodeon, January 31st, 2004-Wildlife World Zoo

Arizona Agriculture Day- March 10th, 2004-Heritage Square, Lunch for a buck!

Cowboys for Kids Rodeo, Cavecreek-March 26th-27th

Buckeye Parade Entry, April 19th-looking for a Chicken Suit Wearer!!!

Third Annual Egg Safety Drop, May 1, 2004-Wildlife World Zoo

Egg Email: From Hawaii and Lake Havasu & Egg-o-torial comments

Jacob Kuiper from Hawaii, "It is nice to research a company with so many positive links."

Donna Carlton, Parks and Recreation Coordinator for Lake Havasu City, contacted Hickman's for Color Me Growth Charts at their annual kids event. We hope to have some of the artist's works for our next newsletter.

Arlene Kulzer, President, Arrowhead Community Bank, "I was very impressed with the picture of Nacho in his retirement present. Wow!"

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