



MORRISON

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PLEASANT VALLEY FARMS

EGGS-ACTLY THE BEST

No one knows who first asked that age-old question: “Which came first, the chicken or the egg?” A quick Internet search offers endless answers ranging from the scientifically serious to punchlines. But for family-owned Pleasant Valley Farms in Farmington, California, the answer is easy: Their chickens come first.

Pleasant Valley Farms traces its roots back to 1962, when the family began supplying high quality eggs to surrounding communities in the Central Valley and retail stores throughout Northern California. In 2005, the second generation of the family acquired the company and established what is now Pleasant Valley Farms. Since that time, the company has earned its reputation as a reliable, farm direct source of top quality eggs, selling through wholesale, direct store delivery (DSD), and warehouse delivery channels.

With more than 500,000 birds, Pleasant Valley Farms today is a fully integrated operation. Chicks arrive the day after hatching, giving the company full control over how they are fed, nurtured, and cared for. The company operates its own feed mill, enabling it to ensure their birds receive a top quality diet that is free from hormones, steroids, antibiotics, and animal by-products. The company strongly believes that their caring, hands-on efforts to ensure the highest quality feed helps maintain a healthy flock and achieve the best quality eggs for their customers.

It doesn’t end there. Pleasant Valley Farms is “Certified Humane®” by Humane Farm Animal Care, a 501(c)(3) nonprofit organization that is dedicated to improving the lives of farm animals and expanding consumer awareness of humane farming practices. The Certified Humane® seal on every carton assures consumers that the company meets objective standards for the treatment of their birds.

Pleasant Valley Farms’ eggs are also California Shell Egg Food Safety Compliant (“CA SEFS Compliant”), meaning the eggs have gone through measures to reduce the risk of salmonella that requires testing, vaccination, and a minimum amount of space per bird.

California egg farmers were required to be 100 percent cage-free by January 1 of this year. Pleasant Valley Farms is well ahead of the curve, with their operations having been cage-free since 2014. Cage-free is defined as a controlled environment for egg-laying hens in which they are free to roam unrestricted. The birds must also be provided areas that allow them to engage in natural behaviors such as scratch areas, perches, nest boxes, and dust bathing areas. In addition, their birds for organic production have year-round access to outdoor areas.

The impact of the egg industry in California is notable. According to the U.S. Poultry

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PLEASANT VALLEY FARMS, CONTINUED ▼

& Egg Association, California is the 10th largest egg producing state. In total, they report that the California industry accounts for more than 10,000 jobs, over \$750 million in wages, and boasts a total economic impact of approximately \$3.4 billion.

It is safe to say that Pleasant Valley Farms is in egg country. San Joaquin County, where Pleasant Valley Farms is located, is a top ten agricultural county in both California and the United States. According to the California Department of Food and Agriculture, eggs are a top five crop in the county.



Californians love eggs, and Pleasant Valley Farms offers white, brown, cage free, and organic eggs. The Association of California Egg Farmers notes that Californians consume about 300 eggs per year each for all uses. One hen produces about that much per year, so California alone needs about 40 million hens to keep up.

As reported by United Egg Producers, per capita consumption of eggs in the United States increased 15 percent over the past 20 years. There was an approximately 2 percent decrease in consumption in 2020 attributed to a decrease in production caused by COVID-19 issues (e.g., labor, supply, and distribution). With these now easing, consumption may be expected to increase.

The third generation of this family farm has begun to take over daily operations and is diligently sustaining Pleasant Valley Farm's quality and guaranteed freshness.



Just as the generations before them, they are committed to working hard to supply superior quality eggs.

We are privileged at Morrison to serve Pleasant Valley Farms, providing support for their accounting and management team during a period of transition. Morrison's work began during the first months of the pandemic, so has been largely remote. While having significant remote capacity prior to the pandemic, Morrison has added to its abilities to serve clients both remotely and onsite as needed. We are honored to work alongside innovative family-owned companies such like Pleasant Valley Farms.