

# What Wegmans customers are saying...

As a store manager, you work hard to earn your customers' trust. But Wegmans Corporate is undermining that trust. Their transparent excuses for the cruelty uncovered at Wegmans Egg Farm have led many formerly loyal customers to feel angry and betrayed. Just take a look at just a few of the thousands of customer comments sent to Danny Wegman in recent months:

"I was appalled to see the conditions in which you force your hens to live. Shame on you. I have been shopping at Wegmans since I was a Teenager in Buffalo, New York. I have always sung the praises of Wegmans, but no more. I will urge everyone I know to boycott your stores until you improve conditions for the hens."

— **J.M. of Washington DC, who shops at Wegmans Dulles**

"Our family really likes to shop at your store, but I am appalled to find that your hens live out their lives in one of those cruel cages. This doesn't conform to the image your store has given to your faithful shoppers."

— **N.P. of Hop Bottom PA, who shops at Wegmans Scranton**

"Shame on you Danny Wegman, your greed is not becoming."

— **SG of Rochester NY, who shops at Wegmans Henrietta**

"I love Wegmans - this is horribly disappointing to me. For years I have paid extra for Wegmans omega eggs. I will no longer do this. As a longtime loyal customer I hope that Wegmans can be persuaded to improve this appalling situation."

— **L.D. of Syracuse NY, who shops at Wegmans Dewitt**

"I'm so disappointed in Wegmans over this. While I realize they do a lot for the community in many ways, the 'food you feel good about' campaign rings alarmingly false when information like this comes to light."

— **J.K. of Rochester NY, who shops at Wegmans Latta Rd**

"I've always viewed Wegmans as a standard bearer for our community [...] But now I hear that the company who stresses outstanding treatment of its customers cannot afford the same to the animals it uses. Battery cages should and must not be used -- especially when there are other more humane options. Until your company changes this outrageous policy, I am forced to boycott your store and will encourage others to do the same. Sincerely, an ashamed and disappointed ex-Wegmans customer."

— **S.A. of Dunkirk NY, who shops at Wegmans McKinley**

"I am shocked that such a well respected store would allow this cruelty. We as consumers can only have our say in the wallet. Therefore, I will not be buying Wegmans eggs any longer."

— **D.H. of Holley NY, who shops at Wegmans Ridgemont**

"How disappointing for a supposed trend setting supermarket. I think Wegmans should stop farming eggs in this fashion, and will take our business elsewhere in the meanwhile."

— **R.H of Webster NY, who shops at Wegmans Eastway**

"Please be true to your high standards and be kind to the hens gracious enough to give us eggs for your beautiful stores. This is what your customers want. Isn't the customer always right at Wegmans?"

— **M.C. of Rochester NY, who shops at Wegmans East Ave**

"The treatment of these animals is reprehensible and needs to stop."

— **M.S. of Orchard Park NY, who shops at Wegmans West Seneca**

"This kind of thing is disgusting. Outright disconcert for life, in order to make a couple dollars. And then, to try to cover up the problem, instead of fixing it, makes it even worse. Signed, -A former Wegman's shopper"

— **J.S. who shops at Wegmans Marketplace**

"I've lost a lot of respect for what I thought was a humane and forward-thinking company. I do, however, have the hope that Wegmans will make the right choice and cease their support for such a heartless action."

— **R.F. of Syracuse NY, who shops at Wegmans Dewitt**

"Having learned about this horrible cruelty to egg-laying hens, I cannot in good conscience continue to patronize Wegmans. Whole Foods and Wild Oats will get all of my business instead."

— **C.C. of Bridgewater NJ, who shops at Wegmans Bridgewater**

"I have been avoiding your store since I learned of the cruel conditions at your egg farm. Convert to 100% free range eggs and I'll be back."

— **E.O. of Rochester NY, who shops at Wegmans Pittsford**

"I feel betrayed and have lost respect for the company I have worked over 20 years for. Now that the truth is revealed, my conscience will no longer enable me to purchase your eggs. I wonder, how customers might now feel about purchasing any products from your aisles. Respect is earned in all avenues of a business. In this case it means acknowledging error and actively making changes for the best. Is this treatment really giving your best?"

— **[Name withheld] of Rochester NY**

"I love Wegmans but am absolutely disgusted. I will go to another grocery store if I have to."

— **C.R. of Downingtown PA, who shops at Wegmans Downingtown**

"It's incredibly disappointing to me that Wegmans continues to engage in such horrific practices when they have the capability to use much more humane methods."

— **J.E. of Rochester NY, who shops at Wegmans Marketplace**

"I have been a lifelong customer of Wegmans, and am extremely disturbed to hear of the Wegman's choice to use wire battery cages. My husband and I will no longer be patronizing your store until further action towards resolution is taken."

— **L.R. of Rochester NY, who shops at Wegmans Marketplace**

"I refuse to shop at your nice new store now since I discovered this. It is cruel, and barbaric and I refuse to purchase from your store until I know you are trying to make things better for these poor animals. Shame on you."

— **C.O. of Hunt Valley MD, who shops at Wegmans Hunt Valley**

"I was deeply disturbed by the conditions shown at Wegmans egg farm. I have been a Life-long (53 years) supporter of Wegmans [...] I know that this won't have any effect on Danny's ability to gas up the boat this summer, but I will not shop at Wegmans again until this is changed."

— **M.B. of Rochester NY, who shops at Wegmans Ridgemont**

# WHAT IS INCLUDED IN THIS KIT:

**1. DVD: Egg Excuses from Wegmans Corporate: Fact or Fiction?**

**2. The facts behind the excuses that Corporate wants you to make when addressing customer concerns**

**3. Reference sheet documenting sources so you can check the facts for yourself**

**4. Comments from Wegmans shoppers: what formerly loyal customers are saying**

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Vegetarian Education Group  
at the University of Rochester