

What the world did to celebrate 2014 World Egg Day

World Egg Day 2014 was celebrated on 10th October with a great variety of events and promotions from around the world:

The celebration of World Egg Day in **Canada** had the theme of 'giving back to communities – at home and abroad', the following link shows a video launched by Egg Farmers of Canada to celebrate World Egg Day and their involvement around Heart for Africa's Project Canaan. We wanted to share that video with you, please click here. Additionally they had partnered with Breakfast Club of Canada and provided 130,000 children with nutritious egg breakfast on World Egg Day. Close to 1,300 World Egg Day celebration kits that include egg coupons, recipe ideas and posters had already been distributed to elementary schools across Canada. The Canadian egg industry is spearheading the addition of an egg farm to Project Canaan, an expanding sustainable farming initiative. The project will help feed orphaned children and teach Swazi locals world-class farming practices commonly used throughout Canada.

In **Bangladesh** the Bangladesh Animal Agriculture Association (BAAS) along with support from the United Nations Food and Agriculture Organization (FAO) organised a rally for World Egg Day, where 5000 boiled eggs (each one placed inside in a colour printed single food grade paper box) were distributed free to local people to raise awareness of the goodness of the egg. FAO Bangladesh also provided 1000 T-shirts and 1000 Caps for the rally. A seminar has also been organised for the 1st November, to present the benefits of eggs to the consumers, physicians, dieticians and industry. This will cover the nutrition of eggs - benefits to human health; egg industry and layer management.

The Poultry Association of **Nigeria** (PAN) had this year been promoting egg consumption for children within Nigeria. The theme for this year's World Egg Day being "An Egg a Day for the Nigerian Child". Activities arranged by PAN to commemorate this day included an international Press Conference held in PAN Head Quarters in Abuja, Nigeria, roadshows in all the poultry product producing states in Nigeria with information leaflets shared, giving out boiled eggs during the roadshows, and some school education programmes initiated too.

In **Zambia** the Poultry Association of Zambia had organised many different promotional activities including a radio discussion on eggs; an essay competition on 'eggs and nutrition' for schoolchildren; 'pop ups' with egg messages and World Egg Day logo to be displayed at supermarkets. There were also articles written for two national daily newspapers.

Brazil ran events all week in the lead-up to World Egg Day with posters and bulletins promoting the benefits of consuming eggs, available in display racks in 29 Zaffari supermarket chain stores. Every customer who bought eggs were then eligible for a free Egg Kit (Bag, T-shirt, Spatula, Skillet and Egg Puzzle). There were several media opportunities utilised too, including the distribution of 2000 copies of the Metro newspaper in personalized egg cartons.

World Egg Day in **New Zealand** was planned by Egg Producers Federation of New Zealand Inc. to include a promotional segment on TV2 'WHAT NOW LIVE!' and featured 'The Egg Guy' and a World Egg Day Challenge - Kids competed to win a mini iPad.

In **Namibia** the Poultry Producers Association created a Facebook page with many different recipes containing eggs. They also launched a competition which generated a lot of interest and resulted in excellent participation. There were announcements of World Egg Day throughout the media and emphasis was made of the importance of eggs in a healthy diet.

In **France**, 500 000 eggs were given away by the French egg industry. In addition to this charity event, an educational movie about the French egg sector was launched on World Egg Day. It can be seen through the website <http://www.cnpo.fr/> The French egg sector also asked “Euro-Toques”, a European Chef’s Association to celebrate the use of eggs in their restaurants.

Nepal produced an e-card to wish a Happy World Egg Day and had emailed this out to more than 1000 organizations, association and people of Nepal and abroad, to advertise the event.

The American Egg Board in the **USA** distributed a Media Fact Sheet ahead of World Egg Day and also planned a major social media outreach; leading up to World Egg Day, the 'Incredible Adventurer Egg' (an egg decorated to look like Indiana Jones) travelled the world sharing global egg facts and Incredible Egg ethnic recipes on Facebook, Twitter and Instagram. On World Egg Day, Twitter users were also encouraged to enter a contest (#MyWorldEggDay) by answering a series of egg questions and posting photos / videos of themselves eating eggs or cooking egg dishes for a chance to win a travel gift certificate.

World Egg Day was celebrated in **Turkey** with the theme of “Eggs as the Source of Life and Egg Discoveries”. Yum-Bir-Turkish Egg Producers Association, in collaboration with the Directorate General for Innovation and Technology of the Ministry of National Education, had already completed a painting and story contest entitled “Eggs as the Source of Life and Egg Discoveries”. This was aimed at school students in 81 provinces. The contest received great attention and many students took part in it. The winners of the contest, selected among 153 paintings and 93 stories from 57 provinces, were given their prizes at a ceremony that took place on WED at the Ankara Hilton Hotel.

In **Mexico**, the promotion of eggs was carried out nationwide and ended on World Egg Day with a series of Seminars and special events about the egg, all designed to increase egg consumption.

In **Zimbabwe**, the Zimbabwe Poultry Association had lots of exciting activities organized for World Egg Day including educating the consumer about the benefits of eggs through press releases, advertisements, through the use of websites and facebook. There was an educational road show targeted at selected schools in Zimbabwe. Retailers ran egg promotions during the month of October with a prize of a vehicle being won. On World Egg Day, there was another promotion involving retailers that had distributed free eggs to shoppers and then additionally had run in-store promotions on different healthy ways of preparing eggs along with the circulation of egg recipes and nutritional facts.

India celebrated World Egg Day with the Indian Government, the Animal Husbandry Department of Maharashtra State Government and Pune and Pimpri-Chinchwad Municipal Corporation distributing boiled eggs to around 53,000 school children in 154 schools in the two cities of Pune and Pimpri-Chinchwad. There were talks and presentations on the nutrition values of eggs and World Egg Day. Children took a pledge that they will eat at least three eggs per week. Around 100 industry representatives and vets from the Government bodies attended the event.

Barbados gave away eggs to school children; spoke about eggs and demonstrated with chefs, the preparation of egg dishes on national television and in major stores in Bridgetown.

The Hungarian Poultry Product Board organised in **Hungary**, an Egg Symposium (13th year of this event) which took place on World Egg Day and covered such topics as, audits on food chain safety at egg packaging centres; how to reduce microbiological risks on egg and egg products and Red Mite. Followed by discussion on the subjects presented. For the first time companies connected with the egg sector (feed, packaging, animal health, etc.) were also invited to take part in and to sponsor the event.

Sri Lanka celebrated World Egg Day on 13th October 2014 in Hatton where a Nutrition Programme was organized for school children of the Tea Estate Sector. This was jointly arranged with the Chairman of Hatton Dickoya Urban Council, Dr A Nandakumar. Around 300 school children and teachers from several neighbouring schools attended the programme along with members of the general public; they were informed of the Nutritional Value of Eggs.

In **Spain** Instituto de Estudios del Huevo presented an event held in Madrid to celebrate World Egg Day with awards presented to the best research conducted, to the best recipe and to the best audio visual work. Additionally, La Organización Interprofesional del Huevo y sus Productos (INPROVO) presented in the Ministry of Agriculture, to the press, consumer organisations and other companies connected to the food chain, the results of a Survey on the general knowledge of the Spanish consumers on egg production, marking, labelling and handling.

In **Hong Kong**, there was a competition to see who came up with an inventive new way to use eggs in a recipe; it is hoped that going forward, a different event will be created each year to mark and celebrate World Egg Day.