

WORLD EGG DAY 2020

INDUSTRY INFORMATION PACK

FRIDAY 9 OCTOBER 2020
WORLDEGGDAY.COM



 world
eggday

WORLD EGG DAY

WHAT IS WORLD EGG DAY?

World Egg Day is a global celebration of the highly nutritious and brilliantly versatile egg! It is celebrated every year on the second Friday in October and is a fantastic opportunity for the global egg industry and egg lovers alike to promote our fantastic product.

WHY SHOULD YOU GET INVOLVED?

World Egg Day is a brilliant opportunity to make sure everyone in the world knows what we already know, that eggs are an excellent, affordable source of high-quality nutrition, with the potential to help feed the world.

HOW CAN YOU GET INVOLVED?

There are lots of ways you can get involved in World Egg Day celebrations in 2020, from developing a social media campaign to running an awards programme. The promotional possibilities are as endless as your imagination, however to help you get started we have developed this pack of useful content that you are welcome to share.



2020 THEME AND KEY MESSAGES

EGGS, MUCH MORE THAN THE PERFECT PROTEIN

Eggs are a nutritional powerhouse, renowned as a source of high-quality protein. However, they are also one of the most nutrient-dense natural food sources, offering wide-ranging nutritional and environmental benefits which can often be overlooked.

We want to change this by promoting the far reaching benefits of eating eggs, from the range of vitamins and nutrients found within a single egg, to the improvements the industry has made to its environmental sustainability.

We hope this year's theme 'Eggs: much more than the perfect protein' will enable all egg related businesses to celebrate everything great about the egg, no matter your specialism or location.

KEY MESSAGES

To support members, we have developed a range of key messages you may wish to incorporate within your campaigns. You don't need to include them all, the beauty of this year's theme is that it allows organisations to choose messages that will resonate best within their markets:

1. Eggs are one of the most nutrient dense natural food sources available to humankind and are actively helping to feed the growing world population.
2. Eggs are a good source of protein, but also contain 14 nutrients essential for maintaining a healthy lifestyle.
3. Eggs are highly nutritious, containing all the essential amino acids the body needs for good health in all ages.
4. Eggs are one of the best sources of choline, an essential nutrient critical for foetal brain development.
5. Eggs are one of the few foods which naturally contain vitamin D.
6. Eggs offer the most sustainable form of animal protein thanks to ongoing commitments and improvements made by the industry and have been identified as a low environmental impact protein source.



SOCIAL MEDIA

CONNECT WITH US

The easiest way to join in the global conversation on World Egg Day is by connecting with us on social media.



www.facebook.com/WEggDay



www.twitter.com/World_Egg_Day

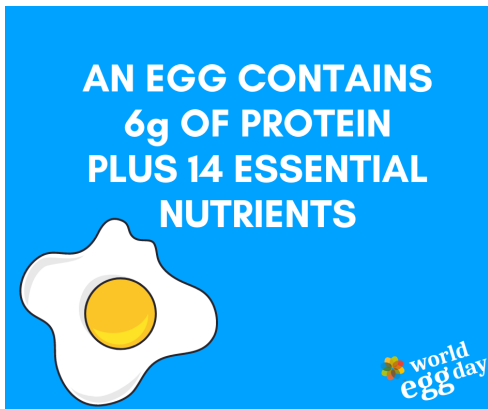


www.instagram.com/World_Egg_Day

Keep World Egg Day trending globally by using #WorldEggDay in your social media communications.

CONTENT IDEAS

We've created a range of new social media graphics and sample messages for Facebook, Twitter and Instagram, which you are welcome to use to help celebrate World Egg Day.



DOWNLOAD YOUR DIGITAL RESOURCES FROM
WWW.INTERNATIONALEGG.COM/REPRESENTING-THE-INDUSTRY/EGG-INDUSTRY/WED-WORLD-EGG-DAY/



EVENTS

NEED SOME INSPIRATION?

Over the past 20 years members of the egg industry have celebrated World Egg Day with a range of unique promotional events. We have included a selection of previous events below which we hope will inspire your organisation.

In light of the ongoing global COVID-19 pandemic, please ensure that any events are run in accordance to your individual country governmental guidelines.

WORLD RECORD ATTEMPTS



In 2019, Fenavi, the National Federation of Poultry Farmers in Colombia, achieved a Guinness World Record for the largest scrambled eggs, cooking over 59,000 eggs!

PRESS BRIEFINGS



In 2019, the Irish Egg Association held a press briefing and photocall with sport stars and influencers to promote the benefits of eating eggs.

FUN RUNS



In 2019, The Phillipines celebrated World Egg Day with its fifth annual 'Eatlog Run', a family friendly fun run which promotes eggs as part of a healthy diet.

AWARDS



In 2018, Australian Eggs launched its 'Eggsellence Awards' which aims to find the greatest egg dish in Australia every year.



EGGS, MUCH MORE THAN THE PERFECT PROTEIN

Eggs have been recognised as a protein powerhouse for many years as they contain the highest quality protein naturally available. However, the benefits of eating eggs are far more wide-ranging than protein alone, with eggs offering a healthy and sustainable source of essential nutrients needed for all stages of life.

Containing the majority of the vitamins, minerals and antioxidants required by the human body, eggs are often referred to as nature's 'vitamin pill', and for good reason. Eggs contain 14 essential nutrients, including vitamins A, B and E, as well as folate, iron and zinc.

Eggs also provide one of the highest amounts of choline in any natural food source, an often-under consumed but critical nutrient for neurocognitive development and health throughout the lifespan. This has resulted in eggs being recognised as an important food group, particularly for pregnant and lactating women in many regions around the world.

Another essential nutrient which can be found in eggs is vitamin D, which is key to strengthening healthy bones and teeth. Around 1 billion people are estimated to have low vitamin D levels, and eggs are one of the few foods which naturally contain this essential nutrient.

However, it is not just the substantial health benefits that make eggs a great food choice to support healthy diets, eggs have notable sustainability credentials too, making them a great choice to feed the growing global population.

Eggs are considered a low environmental impact protein source, owing to new efficiencies and ongoing commitments made both on-farm and in the egg supply chain. They require very little water use, and the overall footprint of the egg has significantly reduced over the last 50 years.

Eggs are playing a significant role in the eradication of malnutrition around the world, thanks to their affordability combined with their nutrient density, helping to dramatically improve the health outcomes of children in nutritionally vulnerable areas.

The egg offers a host of unique benefits in our diets and plays a valuable role in supporting the growing global population. Help to honour the multitude of benefits eggs provide by celebrating World Egg Day on Friday 9 October 2020.



NUTRITION EXPERTS HAIL 'EGGSELLENT' HEALTH BENEFITS, AS NATIONS CELEBRATE WORLD EGG DAY

The health benefits of eggs will be hailed across the globe on Friday 9 October 2020 as countries celebrate one of the original superfoods on World Egg Day. Providing a high-quality source of protein, the nutritional value of the egg is undeniable, and experts from the International Egg Nutrition Centre (IENC) have identified five reasons to eat more eggs this World Egg Day.

1. Eggs are among the most nutritious foods on the planet, and a fantastic source of protein

A single egg contains 14 essential nutrients including vitamins A, B, D and E, as well as being a source of calcium, selenium and iodine. Along with six grams of protein, eggs are one of the most nutritious foods available globally

2. Eggs contain choline which aids healthy brain development

This little-known nutrient plays an important role in building cell membranes, impacting a number of vital functions within the body, and eggs are one of the best natural sources of choline. Not only does it aid healthy brain development, it also plays a role in liver function and metabolism and has been found to reduce the risk of breast cancer by 24% [i].

3. Eggs can reduce the risk of heart disease

Studies have found that eating eggs can lower the risk of heart disease in healthy people. Despite containing cholesterol, eggs contain high density level (HDL) or 'good cholesterol' and research shows that people with higher levels of HDL generally have reduced risks of heart disease.

4. Eating eggs can maintain good eye health

Vitamin A deficiency is one of the leading causes of blindness across the globe, and eggs are a great natural source of vitamin A. The yolks also contain powerful antioxidants which can counteract some degenerative processes affecting eye health.

5. Eggs have benefits for all ages

Eggs are a great source of nutrition at any age. From providing the building blocks during foetal development, to containing the level of nutrients needed to sustain energy throughout the day, eggs are a healthy source of protein that should be enjoyed by all ages.

Celebrations will be taking place around the world to mark World Egg Day 2020.

To find out more visit www.worldeggday.com.

[i] Xu X, et al. Choline metabolism and risk of breast cancer in a population-based study. The FASEB Journal, published online on January 29, 2008.

