

**INDUSTRY TOOLKIT AND  
PRESS RELEASE**

# **WORLD EGG DAY 2022**

**FRIDAY 14 OCTOBER**



 world  
egg day

**#WORLDDEGGDAY**



## 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!

## HOW CAN YOU GET INVOLVED?

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

There are lots of ways you can get involved in World Egg Day celebrations in 2022, from developing a social media campaign to running an awards programme. The promotional possibilities are endless!

To help you get started we have developed this industry toolkit full of useful content, which you are welcome to share.

### WHAT DOES THE TOOLKIT INCLUDE?

- 🥚 2022 theme and key messages
- 🥚 World Egg Day hashtags
- 🥚 Ready-made social media graphics
- 🥚 World Egg Day logo pack
- 🥚 Social media content suggestions
- 🥚 Celebration inspiration from 2021
- 🥚 World Egg Day press release

### ALREADY GOT WORLD EGG DAY PLANS?

Let us know your plans by emailing [info@internationalegg.com](mailto:info@internationalegg.com) so we can amplify the global reach.



## EGGS FOR A BETTER LIFE

This year's World Egg Day theme 'Eggs for a better life' celebrates the incredible egg's power to support not just human health outcomes, but planetary health and people's livelihoods too!

The egg is a brilliantly versatile protein powerhouse, containing 13 different essential nutrients in one tasty, affordable package.





Its all-round goodness delivers a vast variety of benefits to people at every age and stage of life, all around the world. Improving brain function, supporting physical strength, aiding child growth – the egg can do it all!

Along with its many nutritional benefits, the egg is the most environmentally sustainable and affordable animal-source protein available, helping support families around the world as well as the planet itself.



We hope this year's theme will enable everyone to celebrate all that is great about the egg, no matter your location, market or specialism.

## KEY MESSAGES



### BETTER FOR OUR HEALTH

-  Among the most nutritious foods on the planet, one large egg provides 13 essential vitamins and minerals and 6g of high-quality protein.
-  Many of the nutrients found in eggs are commonly under-consumed yet are required as part of a healthy diet to help you perform at your best and avoid serious health issues.
-  The bioavailability and density of their nutrients means eggs have the capacity to directly improve human health outcomes around the world, contributing to a better life for all.
-  The high nutrient density of eggs enables them to support the body's natural immune system, advance physical growth and aid child brain development.

### BETTER FOR OUR PLANET

-  Eggs are a low impact protein source and have the lowest environmental footprint of common animal protein sources and are comparable to some plant-based foods.
-  The egg industry remains committed to producing nutritious foods in environmentally responsible ways, actively supporting a better life for all.

### BETTER FOR OUR LIVELIHOODS

-  The egg industry is a significant source of income for rural populations around the world.
-  In low and middle-income countries, women represent a large proportion of egg farmers and rely on their farms to provide a better life for their children.

## CONNECT WITH US

The easiest way to join in the global conversation on World Egg Day is via social media.



@WorldEgg365



## HASHTAGS

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

# WORLDDEGGDAY

### STATS FROM 2021

Last year, over 100 countries across the globe celebrated World Egg Day on social media, with #WorldEggDay achieving:

-  A reach of 180 million
-  Over 854,000 reactions



## LET'S MAKE THIS YEAR THE BEST ONE YET!

ADDITIONAL THEMED HASHTAGS  
FOR 2022

**#EggsForABetterLife**

**#BetterWithEggs**



## CONTENT TO HELP YOU GET STARTED

We have created a social media toolkit, including a range of graphics, sample posts and World Egg Day logos to help you celebrate. All of the content is available in Spanish and English. If you would like it in another language, please contact us at [info@internationalegg.com](mailto:info@internationalegg.com).



### DOWNLOAD ALL THE WORLD EGG DAY SOCIAL MEDIA GRAPHICS AND SAMPLE POSTS FROM:

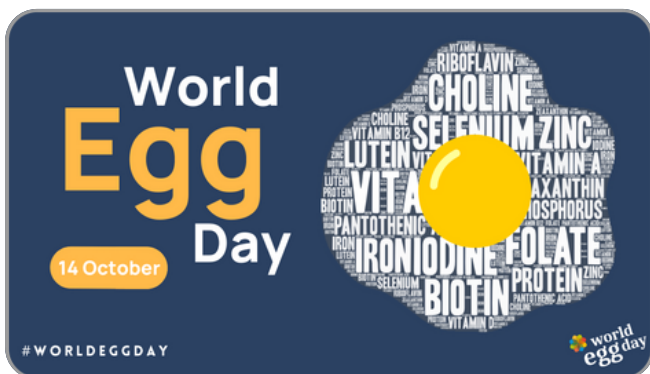
<https://www.internationalegg.com/our-work/world-egg-day/world-egg-day-social-media-toolkit-2022>

### HERE ARE SOME EXAMPLES OF WHAT IS INCLUDED:

Happy World Egg Day! 🥚 🔍 🌍 🐔

Celebrations are taking place around the world today to honour the #nutritional power of the #egg and all the ways it contributes to a #BetterLife! 🇺🇸 🥚 🌍

#EggsForABetterLife #BetterWithEggs  
#Eggs #EggNutrition



Egg farmers all around the world are implementing new solutions to help feed the growing population while also protecting the planet! 🐔 🥚 🌍 ♻️

As a low-impact protein source, eggs have a powerful role to play in the food systems of the future 🐔 🔍

#WorldEggDay #EggsForABetterLife  
#BetterWithEggs #EggNutrition



This year's World Egg Day theme 'Eggs for a better life' celebrates the incredible egg's power to support not just human health outcomes, but planetary health and people's livelihoods too! 🇺🇸 🇯🇵 🇬🇧 🇮🇹 🇪🇺 🇨🇦 🇦🇺

This #WorldEggDay, discover all the incredible reasons to #ChooseEggs! 🔍 📺 🥚

#EggsForABetterLife #BetterWithEggs #Eggs #EggNutrition



## WORLD EGG DAY LOGO PACK, AVAILABLE IN 21 LANGUAGES!

DOWNLOAD THE WORLD EGG DAY LOGO PACK FROM:

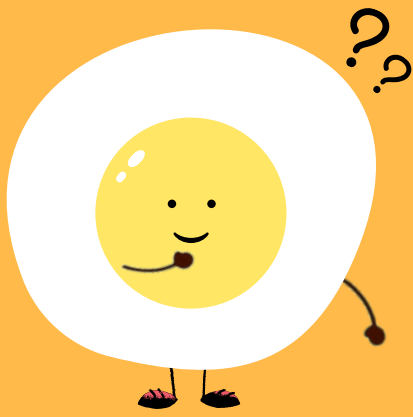
[www.internationalegg.com/resource/world-egg-day-logo-pack](http://www.internationalegg.com/resource/world-egg-day-logo-pack)



DOWNLOAD YOUR FULL SOCIAL MEDIA  
TOOLKIT FROM:

<https://www.internationalegg.com/our-work/world-egg-day/world-egg-day-social-media-toolkit-2022>





## CELEBRATION IDEAS

Over the years, members of the global egg industry have celebrated World Egg Day in many unique ways.

Here are some examples from last year to help you get inspired.



### EGG THEATRE FESTIVAL

In Croatia, Hartmann organised a 3-day theatre festival named 'The Egg' for the 6th year in a row.



### VIRTUAL MUSIC FESTIVAL

2021 saw the return of Brazil's Egg Music Festival, where university students competed on social media to win a prize.



### EGG EXPERT WEBINARS

In Mexico, the INA organised a special webinar programme with expert speakers from across the country.



### TIKTOK DANCE CHALLENGE

The #LODIAngtlog campaign in the Philippines featured an engaging TikTok Egg Dance Challenge.



### EXCLUSIVE EGG COOK BOOK

Australian Eggs released a special cook book filled with egg recipes, freely available to download from their website.



### EGG-BASED COMPETITIONS

In Pakistan, a range of competitions were hosted, including best egg dish, best egg carving, and best egg poster.

## WORLD EGG DAY 2022: EGGS FOR A BETTER LIFE

- 🥚 World Egg Day will be celebrated across the globe on Friday 14 October 2022.
- 🥚 The annual event honours the highly nutritious and brilliantly versatile egg, highlighting the vast range of unique benefits it brings to human and planetary health, contributing to a better life for all.
- 🥚 To mark World Egg Day 2022, **[ADD YOUR ORGANISATION NAME HERE]** will **[SUMMARISE HOW YOU WILL CELEBRATE]**.

On Friday 14 October, egg fans worldwide will celebrate the power of the egg and all its nutritional, environmental and societal benefits.

The global event, celebrated on the second Friday of October every year, welcomes everyone to honour the unique contribution eggs make to supporting people around the world.

Among the most nutritious foods on the planet, one large egg provides 13 essential vitamins and minerals and 6g of protein, making this perfect package a healthy and affordable addition to the diets of people of all ages.

Many of the nutrients found in eggs are commonly under-consumed yet are required as part of a healthy diet to help you perform at your best and avoid serious health issues.

Key nutrients include choline, supporting brain development and function; vitamin A for eye health, healthy skin and immune function; and vitamin D, which plays an essential role in bone health. Eggs are also packed with high-quality protein, essential for the strength and repair of muscle and tissue.

Along with their nutritional value, eggs are the most environmentally sustainable and affordable animal-source protein available, helping support families around the world as well as the planet itself.

To mark this year's celebration, **[ADD YOUR ORGANISATION NAME HERE]** will **[EXPLAIN HOW YOU WILL CELEBRATE]**.

Join in the celebrations wherever you are by sharing your favourite egg dish using #WorldEggDay on social media.

**DOWNLOAD AS A WORD DOCUMENT FROM:**

<https://www.internationalegg.com/our-work/world-egg-day/world-egg-day-2022-eggs-for-a-better-life>







Tell us your World Egg Day plans by emailing  
**[info@internationalegg.com](mailto:info@internationalegg.com)** so we amplify the global reach!