



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 11th October 2019, 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%¹.

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 that 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 2019. To find out more visit www.worldeggday.com.

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Editor's notes

World Egg Day was established in Vienna in 1996 to raise awareness of the benefits of eggs and their importance in human nutrition. Today the event is celebrated right across the globe, as countries continue to promote the importance of eggs.

Web: www.worldeggday.com

Twitter: @WorldEggDay #WorldEggDay

Instagram: @World_Egg_Day #WorldEggDay

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World Egg Day 2019

Take a look at our list of events that have taken place in the past and some of our suggestions for possible future events. We hope that these events inspire you, please share your activities with us by emailing hannah@internationalegg.com

To help the egg industry prepare for this year's World Egg Day, we have put together an information pack which includes template press releases, key messages that focus on a variety of positive protein messages for a range of audiences, and a selection of fascinating egg facts. You will also see our vibrant World Egg Day logo available for use in multiple languages.

The world egg day information pack, logos and country celebrations are available here: <https://www.internationalegg.com/representing-the-industry/egg-industry/wed-world-egg-day/>

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.