

# World Egg Day 2012 Celebrated Across the World

World Egg Day is growing, so why don't you start planning your involvement for 11<sup>th</sup> October 2013

Friday October 12th marked World Egg Day 2012, and the international egg industry used the event to really make a difference. With the support of the International Egg Commission (IEC) and egg associations around the world, the egg industry pledged to help feed the underfed and undernourished and to provide a sustainable, affordable, high quality food supply to people across the planet.

World Egg Day was celebrated the world over from Vietnam to Mozambique, from Switzerland to Argentina, and here are just a few examples of how countries celebrated this special day:

A special celebration was held in Tay Ho Weekend Market, **Vietnam** which included an egg cookery show, egg painting, and special consumer discounts, which was supported by a Facebook campaign. World Egg Day was also celebrated at Vietstock 2012 in Ho Chi Minh City over 10<sup>th</sup> - 12<sup>th</sup> October where Novus decorated their booth with the World Egg Day Logo and gave away boiled eggs, promoting their health properties to visitors

Egg Farmers of **Canada** utilised social media to celebrate with their fans and followers, branding October as World Egg Month. Egg Farmers of Ontario were also out in full force visiting Grade 1 students in Hanmer where a winning school was treated to a visit with hens in the egg trailer, tested their egg packing skills in an egg game and finished off with a delicious hot breakfast. They also popped up in Ottawa where they treated the lunchtime crowds to 'eggs-panadas', tested people's egg trivia and gave away prizes. Ottawa Mayor Jim Watson attended this event as well as local MPs.

In **Thailand**, the children at Banlamung Home for Boys celebrated the day with the help of the Novus team, who donated 1000 eggs and additional funding to the school.

British Egg Week 2012 has been hailed as a major success by the British egg industry after this year's **UK** campaign trended at top spot on Twitter and generated national TV, radio and newspaper coverage. National newspapers covered research which suggested a link between an individual's egg choice and their personality type. The research was commissioned by the British Egg Information Service and helped to emphasise the versatility of eggs.

Crowds gathered in **Mozambique** to hear about World Egg Day, a chef was present to demonstrate different ways you can prepare eggs. Schools were visited and eggs were distributed.

In Ogun State, **Nigeria** a road show organised by the Poultry Association of Nigeria and Norgem Nigeria Limited passed along the streets visiting schools, hospitals, garages, markets and fast food centres. Around 250 crates (7,500 units) of boiled and fresh eggs were freely distributed to the public. After which a grand finale was held at Abeokuta Grammar School where poultry professionals converged with school children to celebrate the day.

World Egg Day was celebrated in **Brazil** school visits and school lunches and snacks served containing eggs. Supermarkets put out tables promoting eggs with a chef to demonstrate recipes and restaurants also put on demonstrations.

On 18<sup>th</sup> October **Spain** celebrated World Egg Day, slightly later due to a national holiday. 160 people attended an event at the Ritz hotel in Madrid and awards were presented, one going to the Spanish television programme 'La Manana de la 1' which focuses on nutrition, cooking and health. Maria del Mar of Inprovo then appeared on 'La Manana de la 1' the following day and so World Egg Day received strong television coverage.

Many events took place in the **USA**, with the American Egg Board ensuring strong media coverage of the day. We received great pictures from events in St Louis, USA which included an omelette demonstration from Howard Helmer to company employees and high school students and kindergarten children eating egg pizza and playing egg race games. Following that Tim Asbridge from Rose Acre Farms also shared with them how eggs make it from the farm to the table.

In **Iran**, school children celebrated the day, receiving egg sandwiches, and other party gifts including balloons and hats.

Promotional tents were set out in a small town of **Uganda** where volunteers visited local schools, provided cookery demonstrations and egg painting competitions took place for younger children.

'Falling in love with Eggs' was the theme of the World Egg Day celebrations in **Taiwan**. A high profile event was organised by Novus, Taiwan Anibo and Ruixin Bio-tech. Many local branded eggs were displayed to the audience in the spirit of advocating that a healthy lifestyle can start from eating quality eggs. There was a strong attendance from all sectors of the Taiwan egg producing and food processing industry.

The celebration of World Egg Day was held on 12<sup>th</sup> October in **Mexico**. The Instituto Nacional Avicola (INA) organised a series of lectures which were open to the public. Over 400 people attended the conference which addressed issues such as Avian Influenza and myths and facts about egg consumption in Mexico. A survey was also carried out to discover the opinion of people about the egg industry in Mexico. The event received 170 mentions on national radio.

Organisations also took the opportunity to celebrate internally and inspire their employees about the many benefits of the egg. Avicoper in **Argentina** sent out a 'Happy Egg Week' mailshot. DSM **Switzerland** employees were greeted at work with a massive "egg cake". Employees at company office in **Thailand** also enjoyed "in-house" celebrations with staff egg competitions.