Industry Engagement Toolkit | Protein

Key messages

* Starting the day with a high-quality protein, like eggs, for breakfast can help provide energy for your day1.
* Eggs are an excellent way to get protein, as they are considered a good source of high-quality protein2.
* Eggs provide the highest quality protein available, closely matching human requirements for essential amino acids3.
* Eggs are a good source of protein which is necessary for normal growth and development4.
* Eggs are a good source of protein which can contribute to the growth of muscle mass5.
* Eggs provide a valuable source of quality protein. Protein is essential for tissue growth and repair5.

Social media content

To help you promote the nutritional power of the egg, the IEC has developed a range of **sample social media posts** with **matching graphics.**

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|  | #Eggs not only contain 6g of #protein, they also contain 13 essential #nutrients and provide valuable nutrition to people of all ages! 🥚🍳👨‍👩‍👧‍👦  Plus, the #bioavailability and density of their nutrients means eggs have the capacity to directly improve human health outcomes around the world 🥚💪🧠📢🌍  #EggsForAll #Eggs #EggNutrition #ProteinPower #EggProtein |
|  | Did you know...? 🤔 It’s not just the QUANTITY of protein in your food that matters, but the QUALITY too! 💪🤯  Eggs provide the highest quality protein naturally available, meaning your body can reap more benefits for every bite you take 🥚🍽🙌  Crack open the truth about protein quality and why it matters: <https://bit.ly/3oKNvK6> 👈🍳  #Protein #ProteinQuality #ProteinPower #EggProtein #EggNutrition #Eggs |
|  | Eggs provide the highest quality protein naturally available! 🥇🥚👏  One egg contains 6 grams of high-quality protein and all nine essential amino acids 🤯🍳  Find out more about protein quality now: <https://bit.ly/3oKNvK6> 👈🍳  #HealthyProtein #ProteinQuality #EggProtein #ProteinPower #Eggs #EggNutrititon |
|  | Eggs hold the number 1 spot when it comes to protein quality! 🥇🥚💪  One egg contains 6 grams of high-quality protein and all nine essential amino acids 🤯🍳  Learn more: <https://bit.ly/3oKNvK6> 👈🍳  #HealthyProtein #ProteinQuality #EggProtein #ProteinPower #Eggs #EggNutrititon |

Check out your downloaded toolkit for all the social media graphics for Instagram, Facebook and Twitter.

References

1 Pesta, D.H., & Samuel, V.T. (2014). *A high-protein diet for reducing body fat: mechanisms and possible caveats*. Nutr Metab (Lond) 11, 53. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4258944/>.

2 Food and Drug Administration: Center for Food Safety and Applied Nutrition. (2013). *A Food Labelling Guide: Guidance for Industry*. <https://www.fda.gov/files/food/published/Food-Labeling-Guide-%28PDF%29.pdf>.

3 Hoffman, J.R., & Falvo, M.J. (2004). Protein – Which is Best? J Sports Sci Med 3(3), 118-30. <https://pubmed.ncbi.nlm.nih.gov/24482589/>.

4 Food & Nutrition Australia. (2018). *Australian Eggs – Nutrient Analysis Report 2018*. <https://www.australianeggs.org.au/nutrition/nutrients-and-vitamins>.

5 Food Standards Australia New Zealand. (2017). *Australia New Zealand Food Standards Code – Schedule 4 – Nutrition, health and related claims*. Canberra, Australia. <https://www.legislation.gov.au/Details/F2017C00711>.