

## The Eggs of Spring!

---

**Ottawa, March 1999** — Easter without eggs is like Christmas without a tree! For centuries, Easter has been associated with eggs. To mark the occasion, the Canadian Egg Marketing Agency (CEMA) is offering a free booklet of seasonal recipes and craft ideas.

The "*Paint on eggs*" section is full of new suggestions and tips for decorating Easter eggs, for instance, using dried pasta. The "*Brunch with eggs*" section, on the other hand, features six deliciously festive brunch recipes on detachable cards. The booklet is free and will be available in the egg section of major Canadian grocery stores as of March. Quantities of "*Brunch with eggs*, *Paint on eggs*" are limited, so don't wait to pick up your copy.

What's more, "egg lovers" who send in the entry form in the "*Brunch with eggs*, *Paint on eggs*" booklet before April 15, 1999, have a chance to win one of 40 Napoleon gas grills, worth approximately \$1,000. So, get cracking!

Make sure eggs are on your brunch menu this Easter! Eggs are an excellent source of nutrition. Egg white consists mainly of high-quality protein, while the yolk contains vitamins A, D, E and B<sub>12</sub> and iron, to mention only a few of the nutrients. Eggs are an important part of a healthy balanced diet.

For more nutritional information about eggs, as well as recipes and craft ideas, visit the remainder of our website.

**Happy Easter!**

- 30 -

**Source:**

Joanne Charlebois  
(613) 238-2514 (Ext. 260)

Sylvie Chapron  
(613) 238-2514 (Ext. 265)



[www.canadaegg.ca](http://www.canadaegg.ca)  
[www.oeufcanada.ca](http://www.oeufcanada.ca)

---

## Consumption up for third year in a row

Ottawa, May 1999 — Canadians continue to enjoy eggs, eating more of them for the third year in a row, Statistics Canada says. Statistics Canada data released today shows that the average Canadian ate 1.2 more eggs in 1998 than 1997. In three years, Canadians have increased the number of eggs they eat by more than three-quarters of a dozen: a 9.6-egg increase on average!

"This is wonderful news for our industry," says Charlie Van Arnam, marketing committee chairman for the Canadian Egg Marketing Agency. "Our industry is strong and continues to grow in response to Canadians wanting more eggs on their plates."

Increasingly, the health community is recognizing the health benefits of eggs. Canada's Food Guide to Healthy Eating recognizes eggs as part of a balanced diet. And recent scientific evidence from the Harvard School of Public Health in Boston concluded that an egg a day is unlikely to impact the risk of coronary heart disease or stroke among healthy people.

"Eggs are a very natural food and contain the highest quality protein found in any food, any food," says Van Arnam. "As an egg farmer, I'm very proud to grow this excellent food for the men, women and children of Canada."

In addition, Statistics Canada says Canada's population continues to grow. In 1998, farmers fed 296,400 more Canadians than they did in 1997. "So we've met that demand and even topped it with increased per capita consumption," Van Arnam says. In all, the average Canadian ate 182.4 eggs in 1998.

Joanne Charlebois, CEMA's Chief Marketing Officer, says the Statistics Canada numbers are consistent with other research. "Eggs are seen by Canadians as healthy and nutritious."

"Add to that the fact they are versatile and easy to prepare, simply put, eggs are good food," Charlebois says.

- eggs -

#### **FOR MORE INFORMATION:**

Charlie Van Arnam  
403) 337-2463

Joanne Charlebois  
(613) 238-2514 extension 260

---

#### **Backgrounder**

An egg is an egg....and more!

- Eggs have the highest quality protein of any food. The protein found in eggs is the gold

standard dietitians and health professionals use to measure the protein of other foods.

- Eggs are loaded with vitamins and minerals. Take a look at this list of vitamins and minerals found in one large egg and the percentage of recommended daily intake:

Vitamin A	9.5%	Thiamin	2.5%	Calcium	2.5%
Vitamin D	13%	Riboflavin	16%	Phosphorus	8%
Vitamin E	5.5%	Niacin	5.5%	Magnesium	2%
Vitamin B6	4%	Folacin	10.5%	Iron	5%
Vitamin B12	25%	Pantothenic Acid	9%	Zinc	6%

- About 20 percent of the eggs produced by Canada's farmers are processed into liquid, frozen and dried form. These processed eggs are used in the manufacture of many different foods from mayonnaise to noodles and baked goods.
- Eggs are used to make health care products, shampoo, pet foods and adhesives.
- Because the egg white, or the albumen, contains natural antimicrobial properties, eggs are excellent for use in pharmaceutical products. Eye drops, toothpaste and throat lozenges to fight bacteria have been made from egg ingredients.
- Eggs are used in products that deliver drugs to tumors.
- Hospitals use eggs in diagnostic tests to identify some viruses and diseases.
- Eggs are among the safest food available to humans. The shell protects the egg interior from bacteria. Another membrane sticks to the shell and yet another membrane surrounds the egg white to further protect the interior of the egg. The egg white itself contains natural antimicrobial properties.
- Ever wonder what that thick white stuff is in the egg? The chalaza is a pair of spiral bands anchoring the yolk to the centre of the egg white. Very fresh eggs have very pronounced chalazas.
- The only nutritional difference between brown and white eggs is the colour of the shell. White eggs come from white hens; brown eggs come from brown ones.
- The colour of the yolk is influenced by what the hen eats. For example, Western Canadian eggs and those from the Atlantic provinces have lighter yolks because of the wheat in the hen's diet. Eggs from Central Canada have darker yolks because of the corn in the hen's diet.



[www.canadaegg.ca](http://www.canadaegg.ca)  
[www.oeufcanada.ca](http://www.oeufcanada.ca)

---

## Famous Farmers Love Their Eggs!

---

Ottawa, July 2, 1999 —No matter how you define success, the "Grade A Goodness" television campaign conducted by the Canadian Egg Marketing Agency (CEMA) measures up. Egg farmers and their families from across Canada participated in the

ads, gaining lasting public exposure from coast to coast, and in at least one case, abroad.

Most importantly, the campaign helped maintain growth in the egg market. Statistics Canada reported that the average Canadian ate 1.2 more eggs in 1998 than 1997. In three years, Canadians have increased the average number of eggs they eat by 9.6 eggs.

"We attribute this increase, at least in part, to the appeal generated by the ads, by the real egg farmers in them," says Joanne Charlebois, CEMA's Chief Marketing Officer.

In the ads, egg farmers and their families, from Cape Breton Island to the farmlands of Alberta, speak honestly and credibly about their love of farming and of eggs. The whole premise of the campaign is to capture real farmers speaking as naturally as possible, Charlebois points out.

"We like to pass on the story exactly the way the farmers tell it. They are direct, honest and trusting – they never lie about anything!" she says.

So, for the past three years, the Agency has searched among the nation's egg farmers to find the ideal candidates. Take farmer Jim Johnstone, for example. His sincerity and weathered appearance has made a strong impression on viewers – he was recognized as "the egg farmer" as far away as Mexico.

And if imitation is another measure of success, then the "*Grade A Goodness*" campaign hits the mark there as well.

"When advertising is directly imitated, you know it has become a part of popular culture, and that's a real mark of success," Charlebois reflects, referring to the chocolate egg and Comedy channel parodies based on the campaign.

Though the television advertisements have received high praise, CEMA recognizes that its other programs have helped boost Canada's interest in eggs. Other elements of the Agency's marketing efforts include retail promotions and outreach to health professionals. "Eggs are recognized in Canada's Food Guide to Healthy Eating as part of a balanced diet," says Charlebois.

And, she adds, CEMA is just one member in a team that's responsible for the industry's success. Egg farmers, graders, processors and provincial marketing boards, not to mention retailers, are all responsible for delivering eggs every day to households from coast to coast.

"The image of eggs as a natural, healthy and easy alternative is obviously hitting home with Canadians. They are eating more of them every year," Charlebois says.

- eggs -

**FOR MORE INFORMATION:**

Joanne Charlebois  
(613) 238-2514, extension 260

Bernadette Cox  
(613) 238-2514, extension 235

---

## Recipe

Do you love eggs as much as the farmers you see on television advertising them? If you do, you may want to try this recipe for your next family meal.

### **Egg & Salsa Burritos**

8 eggs

1/4 cup (50 mL) milk

1 green onion, finely chopped

Salt, pepper and hot pepper sauce, to taste

1 tbsp (15 mL) butter

8 flour tortillas, heated

8 small lettuce leaves

1/2 cup (125 mL) chunky salsa

Sour cream (optional)

1 cup (250 mL) shredded Canadian Cheddar or Monterey Jack cheese

Garnishes, to taste

Beat together eggs, milk, green onion, salt, pepper and hot pepper sauce. Heat medium non-stick skillet over medium-high heat. Add butter. When melted, pour in egg mixture and immediately reduce heat to medium-low. As mixture begins to set, gently move spatula across bottom and sides of skillet to form large, soft curds. Cook until eggs are thickened and no visible liquid egg remains, but they are still moist. Place a lettuce leaf over each tortilla. Spoon egg mixture evenly onto centre of each tortilla. Top with salsa, sour cream and cheese. Roll up. Secure with toothpick. Garnish to taste. Serve hot or cold.

**Makes 8 burritos, 4 to 6 servings.**

**Preparation time: 10 minutes**

**Cooking time: 5 minutes**

***Suggestion for Complete Meal: Serve with an apple and milk.***



[www.canadaegg.ca](http://www.canadaegg.ca)  
[www.oeufcanada.ca](http://www.oeufcanada.ca)

---

## New data shows eggs better than ever before

---

**OTTAWA, October 7, 1999**--New data compiled for the Canadian Egg Marketing Agency (CEMA) confirms eggs are a powerhouse of nutrition for young and old alike. The Canadian egg has changed through the years and today's adult is eating a food with 22 percent less fat and 31 percent less cholesterol than the egg eaten as a child.

CEMA says it is particularly pleased that the trend for reduced fat in eggs has continued through the years.

"Dietary cholesterol is not a health issue for most people but the level of fat in diets can be a problem for some," says Anne Kennedy, a registered dietitian employed by the Agency. Now, the latest data available shows the average egg contains only 4.7 grams of fat, down more than 20 percent from the six grams recorded in Health Canada's Canadian Nutrient File prior to 1989. In 1989, the file was updated to show that 50 grams of egg, no shell, had only five grams of fat.

"What this means is eggs fit easily into a balanced diet and can be eaten frequently," Ms. Kennedy says.

According to Health Canada's Nutrition Recommendations for Canadians, calories from fat should be limited to 30 percent of energy. This means a healthy woman consuming 1,800 calories a day can feel free to consume about 60 grams of fat on a given day. And a healthy man consuming 2,700 calories a day can consume about 90 grams of fat.

"What's important," says Kennedy, "is to balance the diet. It's O.K. to consume more than 30 percent of calories from fat on any given day if later—the next day or the day after that—you go easy on the fat," she says. "Variety, moderation and activity are the keys to good health."

CEMA attributes the recent changes in egg nutrition to improvements in laying hen breeding and feed farmers are giving their birds. "We fully expect the industry to continue improving its production methods so Canadians are provided with only the best quality eggs possible," she says.

A marked development is a continued reduction in the cholesterol of eggs. Today's Canadian egg has only 190 milligrams of cholesterol, down from the 274 milligrams on the pre-1989 record books. That's more than a 30 per

cent reduction! The 1989 Canadian Nutrient File shows a large egg has 215 milligrams of cholesterol.

Two years ago, the Canadian Egg Marketing Agency and Health Canada began discussions to update the Canadian Nutrient File, a compilation of data on the nutrient values of various foods. Eggs were randomly selected from 12 farmers across Canada in October and December of 1998. They were then analyzed for their nutrients.

"Eggs have the highest quality protein found in any food and are easily digestible," says Kennedy. "They have many important nutrients such as vitamin B12, riboflavin and folic acid. The latest data confirms Canadians can continue to enjoy eggs," she adds.

**!eggs!**

**FOR MORE INFORMATION:**

Anne Kennedy, Nutrition Programs Manager  
(613) 238-2514 extension 264

Laurent Souigny, Vice Chairman  
(613) 524-3173

For further nutrition information, visit the rest of our website.



[www.canadaegg.ca](http://www.canadaegg.ca)  
[www.oeufcanada.ca](http://www.oeufcanada.ca)