

Statement on Canadian eggs

OTTAWA-- (February 22, 2002) Canadian eggs are among the safest food in the world and are produced according to strict standards.

Tests conducted by the Canadian Food Inspection Agency (CFIA) consistently show eggs are in compliance with federal government standards, said Canadian Egg Marketing Agency (CEMA) Chairman Laurent Souligny.

"It is very unfortunate that some individuals and organizations pose as third-party watchdogs to misrepresent CFIA's research data and scare consumers," said Souligny. "The truth is that Canada has a high-quality supply of safe eggs. Eggs that do not meet the government's stringent standards don't make it to the grocery shelf."

Hen feed and the hygienic practices of Canadian egg farmers are designed to produce safe and nutritious eggs. Indeed, field inspectors employed by CEMA inspect every regulated egg farm annually and monitor practices for compliance with internationally recognized principles.

"Canadians trust eggs because they are naturally safe and nutritious. They know eggs are part of a well balanced diet. That is why each year for the past five consecutive years Canadians have increased the number of eggs they eat," he concluded.

Eggs are an excellent source of protein, containing all of the amino acids essential for good health. They have numerous vitamins and minerals, including micronutrients believed to be beneficial for eyesight and memory.

- 30 -

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MARKETING AGENCY
OFFICE CANADIEN DE
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FOR IMMEDIATE RELEASE

Eggs Make the Grade for Healthy Eating!

The new year got off to a cracking good start this January when Canadian eggs teamed up with the Heart and Stroke Foundation's **Health Check™** program. **Health Check™** is a national food information program developed by the Heart and Stroke Foundation of Canada to respond to the needs of consumers who want to make healthy food choices. All shell eggs qualify for this symbol. The symbol will appear on many egg cartons in the coming months.



At the heart of the **Health Check™** program is the **Health Check™** symbol, backed by the Heart and Stroke Foundation name. This symbol on cartons of Canadian eggs tells consumers that eggs make the grade for nutrient criteria based on *Canada's Food Guide to Healthy Eating*.

Research shows that no significant link has been established between eating eggs and developing cardiovascular disease. Eggs are a good source of essential nutrients and a healthy choice to take to heart — not only are they nutritious, they're delicious, inexpensive and easy to prepare!

Eggs are part of the balanced diet recommended by *Canada's Food Guide to Healthy Eating* and they provide excellent nutritional value for just pennies. Nutrition Month's theme this year is "The ABCs of Healthy Eating." It's a great time to learn more about eggs and their health benefits. For more information on the many nutritional benefits of eggs, visit www.canadaegg.ca. Bon appétit... here's to your good health!

- 30 -

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Nutrition Month 2002

In the spirit of this year's Nutrition Month theme, the ABCs of Healthy Eating, the following fact sheets bring together the benefits of including eggs in a balanced diet. There are a lot of beneficial nutrients hiding under an egg shell. The nutritional value of eggs, their positive long-term impact on health and their versatility make them a key ingredient in a balanced diet. Eggs are not only nutritious; they are delicious, inexpensive and easy to prepare!

[Eggs-quisite!](#)



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[Take eggs to heart](#)



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[Keep an eye on eggs!](#)



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[Eggs: an exceptional protein builder!](#)



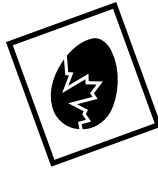
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Eggs-quisite!

More than ever, the egg is being recognized for its outstanding nutritional qualities. Nearly all the essential nutrients required for proper functioning of the human body are hiding under that shell.

The consensus is that eggs are an excellent source of high-quality protein and 11 essential nutrients, and are one of the rare food sources of vitamins A, D and K. They are also an excellent source of choline, an essential nutrient that plays an important role in brain development and memory.

Better yet, eggs are considered to be a “functional food.” According to the Institute of Food Technologists, not only do these foods supply basic nutritional needs, they also play an important role in the healthy development of the body. So eating eggs means eating better. What’s more, they are inexpensive and easy to prepare.

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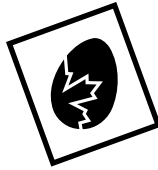
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Ref.: Hu et al. JAMA 1999; 281:1387-1394, N Engl J Med 1997; 337:1491-1499, BMJ 1996; 313:84-90, J Clin Epidemiol 1996; 49:211-216.

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Take eggs to heart

It's time to give eggs a break! That's because, contrary to popular belief, eggs do not have a negative effect on blood cholesterol levels. In fact, a study by the prestigious Harvard School of Public Health found no significant link between eating eggs and developing cardiovascular disease in healthy individuals.

Dietary cholesterol is essential for body functions. Certain factors, such as body type, family history and diet, can contribute to elevated blood cholesterol levels. But, when it comes to cardiovascular disease and diet, it's better to point the finger at saturated fats and trans fats. These two types of fat are found in pastries, potato chips, processed foods and any food that lists hydrogenated oils.

One large egg contains barely 5 grams of fat, of which only 1.5 grams is saturated. And best of all, it contains no trans fats. What's more, it contains just 71 calories and is full of vitamins and minerals. Whether you eat one egg a week or more than one egg a day, there's no evidence to support the notion that you increase the risk to your heart and arteries, as long as you're in good health. So enjoy... these facts confirm that it's good to eat eggs!

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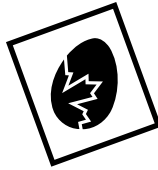
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Keep an eye on eggs!

It's plain to see that eggs are good for your eyes. That's because egg yolks contain lutein and zeaxanthin, two antioxidants from the carotenoid family that contribute to improving eye health and protecting eyes from ultraviolet rays.

These two carotenoids help to reduce the risk of age-related macular degeneration, the main cause of blindness in Canadians over 65 years of age. What's more, data from the *Beaver Dam Eye Study* shows that people who eat eggs every day have less risk of developing cataracts.

These antioxidants are also found in certain leafy green vegetables, such as spinach. However, the body metabolizes the lutein and zeaxanthin found in eggs more efficiently — yet another reason why eggs are good for your health.

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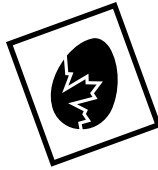
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Eggs: an exceptional protein builder!

Eggs are an excellent source of high-quality protein. In fact, the quality of protein found in eggs sets the standard for determining the quality of other dietary protein.

Protein is essential for building and repairing body tissue. Muscles, skin and organs are all made from protein. Protein is evaluated according to its effectiveness in building new body tissue — and the protein found in eggs surpasses all other foods with a rating of 93.7%!

Protein is comprised of 20 different amino acids, 9 of which cannot be produced by your body. These amino acids are essential and must be provided by your diet. Eggs contain all 9 essential amino acids, which are valuable building blocks of protein.

One large egg contains 6 grams of protein and only 71 calories, which makes eggs a great addition to a well-balanced diet.

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MEDIA RELEASE
CANADIAN EGG MARKETING AGENCY

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FOR RELEASE: Immediate

Operation Omelette team moving through Canada

CEMA campaign promotes egg consumption

OTTAWA--Reception to the Canadian Egg Marketing Agency's Operation Omelette campaign has been eggceptional, says Marketing Manager Sylvie Chapron.

Launched at the end of March, Operation Omelette has been touring 69 communities coast-to-coast, reaching an estimated 80 percent of the Canadian population by the time the tour ends August 10. A two-person egg team, together with a 20-foot inflatable egg, has been promoting the ease of preparing omelettes as a quick meal solution. Speaking during radio and television shows, at community events and directly with consumers visiting the mascot, the egg team is celebrating the creativity of Canada's cooks and the diversity of regional approaches to omelette making.

"The goal of all our marketing campaigns is to increase the consumption of shell eggs in Canada," Chapron says. "We are having considerable success with the average consumer now eating 16 dozen eggs a year, up from 14.4 in 1995."

Statistics Canada data released recently for 2001 shows Canadians have increased their consumption of eggs for the sixth year in a row.

The Operation Omelette theme allows Canadians who are now familiar with the egg agency's omelette television commercials to participate in a very active way in the fun and ease of making omelettes. "We are showing Canadians the versatility of making eggs for a meal at any time of day," Chapron adds.

A How to Omelette brochure is in popular demand during the community events. It provides the easy steps needed to make anything from a

zucchini and Swiss cheese omelette to a sumptuous strawberry-orange omelette topped off with whipped cream. In addition, a recipe rally contest encourages those visiting the egg team or the www.eggs.ca website to enter their favourite omelette recipes for an opportunity to win one of dozens of prizes courtesy of the Canadian Egg Marketing Agency, DeLonghi and Signature Vacations. The grand prize will see two people travel for a seven-night all-inclusive vacation to the Dominican Republic. Recipes of the month will be selected and posted on the website.

So far, the egg team has been to several communities in Newfoundland, Nova Scotia, Prince Edward Island, New Brunswick, Quebec and Ontario. The campaign continues in Ontario for the rest of the month and the first part of June before taking in the Prairies and British Columbia in the latter part of June and in July and August.

- 30 -

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