

2015 World Egg Day Celebrations from around the world

This special 20th year of World Egg Day was marked around the world with some fantastic events –

Denmark marked the occasion of World Egg Day for the fourth consecutive year. Food writers were invited to an information meeting which ended with an excellent egg-lunch made by a leading Michelin star Danish chef. The food critics will then be writing about eggs during the following year.

Honduras celebrated in the city of San Pedro Sula and Tegucigalpa by sharing the nutritional value of the egg with schools. They also launched the Nutritional Value Egg Conference. Students also prepared a series of 2 egg-based recipes for which a sampling was conducted with awards for the first three places. Additionally there were donations of eggs to hospitals and child care centres in San Pedro Sula. Delivering egg breakfasts to the Wrap Foundation shelter in Tegucigalpa also took place; the hostel welcomes people from all over the country who go to the capital for medical consultation or for more specialised treatment. There was much media interest in all the events which took place over Honduras, including TV, Radio and press coverage.

This is the second year of celebrations for World Egg Day in **Hong Kong**, with activities having been arranged by C.P. Merchandising Co. Ltd (CP Group Thailand). There was a cooking competition with a focus on more healthy, delicious and creative egg recipes. An Event Day on Sunday 11th October was held in a shopping mall, reaching the shoppers and sharing in the good news of the value of the egg.

In **Bangladesh** the Bangladesh Animal Agriculture Society (BAAS) along with support from the United Nations Food and Agriculture Organization (FAO) organised a round table discussion on eggs incorporating all the current concerns of the stakeholders, this meeting took place at the premises of 'The Daily Star' – a leading English newspaper in Bangladesh. Additionally posters and leaflets on the importance of the egg have been distributed. These events were also in addition to Bangladesh's regular programmes which included a rally and free boiled egg distribution amongst consumers. There was also an egg recipe cooking competition held during November.

The Hungarian Poultry Product Board organised in **Hungary**, two activities to celebrate World Egg Day. The first focused towards the egg industry and consisted of an Egg Symposium to taking place on World Egg Day itself; this being the 14th year of this event. The second activity was aimed at consumers with an Egg Festival held on 9th and 10th October in Kecskemét.

World Egg Day in **Canada** was marked by inviting Canadians to share their top reasons to be #Thankful4Eggs; this begun on September 28th and led up to World Egg Day on 9th October. Favourite egg dishes were shared and tweeted as to why they are thankful for eggs using the hashtag #Thankful4Eggs. They also challenged the online food community through GastroPost,—made up of 30,000 food lovers, bloggers and Instagramers—to prepare their favourite egg dish and share photos on social media. Central to the #Thankful4Eggs celebration is the message that eggs are a high-quality source of protein. To honour this, Breakfast Club of Canada and Breakfast for Learning provided nutritious egg breakfasts to students on World Egg Day. Close to 1,400 World Egg Day celebration kits that include egg vouchers, recipe booklets, stickers and posters have been distributed to elementary and secondary schools across Canada. On October 9th, these students also enjoyed a tasty meal made with eggs and take part in the #Thankful4Eggs celebration!

In **Malaysia**, there was a livestock exhibition “Livestock Asia 2015” which was held during 21st to 23rd September. Malaysia is a country with a high consumption of eggs per capita and as the event was quite close to World Egg Day, the exhibition was dedicated to World Egg Day celebrations. There were expected to be about 250 exhibiting companies at the 3 day event, which usually attracts about 9000 visitors over the period. This was an excellent opportunity to promote the egg.

Spain marked the 20th year of World Egg Day with activities lasting the whole week! Monday 5th INPROVO celebrated a press meeting to present the second year of the communication campaign “El huevo, de etiqueta”; Tuesday 6th Clara y Moreno, the friendly inflatable egg-mascots, visited Maravillas Market in Madrid and handed out campaign leaflets and took some photographs with customers; Thursday 8th in the morning, Instituto de Estudios del Huevo held a press meeting to present the latest research on egg investigation applied to food, cosmetics and packaging industries. Thereupon two leading Spanish chefs explained the culinary creations based on these innovations and journalists had the opportunity to taste them; Thursday 8th in the evening, there was an event at the Real Academia de Bellas Artes de Madrid. The Research Prize and the Golden Award were presented, as well as a recipe contest and an audio visual communication contest with prizes; Friday 9th Clara y Moreno again went visiting, this time to La Paz Market in Madrid and handed out campaign leaflets and also had some photographs taken with customers. A very intense week but extremely rewarding for those involved.

In the **UK**, British Lion Eggs held various campaigns during the British Egg Week from 5th to 11th October; they were challenging a group of top bloggers to celebrate by creating a classic egg recipe with a twist. The ShortCut Eggspert bloggers were posting their classics with a twist until Sunday 11th October so have a look on social media by searching for #BritishEggWeek. Additionally they are also working with new mums on the importance of introducing eggs during weaning, and also partnering with a slimming organisation by introducing ten healthy egg recipes.

New Zealand had issued a press release to accompany a World Egg Day recipe booklet displaying the country’s favourite egg recipes (as voted by Eggs Incs’ database of over 1,700 egg lovers); scrambled eggs was the top pick for breakfast, with poached eggs hot on its heels for the title. When it came to lunch there was no competition for the bacon and egg pie, which was streaks ahead of its closest rival, the classic quiche. Carbonara slid into the top spot as the favourite dinner option. Staking its claim as a true Kiwi icon, the traditional Pavlova is sitting pretty at number one as New Zealand’s favourite egg dessert.

In **Brazil**, Project Ovovs RS celebrated a ‘World Egg Week’ and prepared a comprehensive programme to celebrate the egg. During the week there was a range of activities including distribution of materials with information on the benefits of eggs and also recipes. There was also to be egg tasting experiences and lots of activities for children. During the week 20,000 dozen eggs were donated to charitable organisations.

In **Nigeria** to mark World Egg Day 2015, Funtuna Eggs, a subsidiary of Animal Care Services and Konsult had a week packed with activities celebrating healthy diets and lifestyle. Starting from the University of Ibadan, it launched the first ‘QUAD PACK’ presentation of eggs in Nigeria to college students along with an egg cook out, egg race and the sharing of souvenirs including egg recipe books. Funtuna Eggs also visited two community hospitals where lectures were given on the benefits of including eggs in one’s diet and the effect on lifestyle. Two orphanages were visited where gifts, activity books and eggs were donated. Stakeholders in poultry farming also met in Lagos to mark World Egg Day by holding a programme entitled “Benefits of Eating One Egg a Day by the Nigerian Child.” Dr. Olawumi Funso, an agriculture expert said “Millions of Nigerian children are malnourished

because they lack necessary nutrients, the egg is one of the most affordable solutions to problems associated with vitamins A, B2, B12, D, Folate, protein, selenium, choline and iodine. The egg is an important vitamin pill for all ages both old and young.”

World Egg Day was celebrated in four different areas of **India**. In Bhubneswar a Regional Poultry Conference of Eastern states was held. In Vijayawada, the Capital of Andhra Pradesh, on 9th October the day was marked by the distribution of hard boiled eggs, pamphlets containing the nutrient value of eggs to the public. They also organised a cooking competition using egg recipes. Prizes and mementos were awarded to the best farmers, egg traders and winners of the cooking competition. There was also a 2K run organised. Chief Minister N Chandrababu Naidu inaugurated the World Egg Day celebrations and important dignitaries from South India were invited to also take part.

We have also heard that in the **USA**, White Castle, America’s first fast-food hamburger chain, celebrated World Egg Day on 9th October by offering one free egg on any Slider. John Howeth, Senior Vice President of AEB said of the event “White Castle joins America’s egg farmers and the world in celebrating the Incredible Edible Egg — one of the highest quality proteins of any food available. World Egg Day celebrates an important global cause, and we’re excited White Castle is taking part by offering a free egg on any Slider to its customers.”

The 20th World Egg Day was celebrated in **Nepal** with a Facebook campaign, education and egg eating competition held in Chitwan. This year, the slogan was “EGG, to find a place in the daily diet of Nepalese as the aim to secure food produced locally.”

World Egg Day is becoming more recognised globally as an event to mark in the calendar to promote all the goodness and value that the egg has to offer. Celebrations are arranged and planned each year to allow for the opportunity to announce the egg as the wonderfully natural and nutritious product that it is.