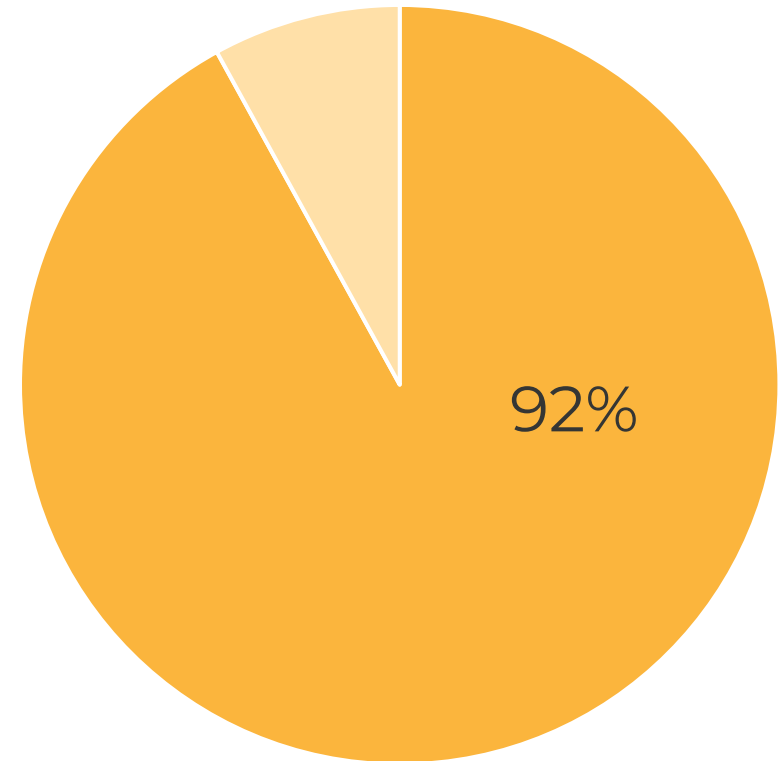




EGG INSIGHTS, TRENDS & RESOURCES



92% U.S. households purchase eggs at least once a year



NielsenIQ Homescan Panel, Total US, All Outlet, 52 weeks ending 7/31/21



Egg Consumption

Per Capita Egg Consumption*

(Total egg production, less exports, plus imports, divided by total population. It does not represent demand.)

	Total	Shell Egg	Egg Product
2023**	287.4	n/a	n/a
2022	276.6	196.2	80.4
2021	280.4	201.1	79.3
2020	285.4	209.6	75.8
2019	291.6	205.0	86.6
2018	287.5	204.0	83.5

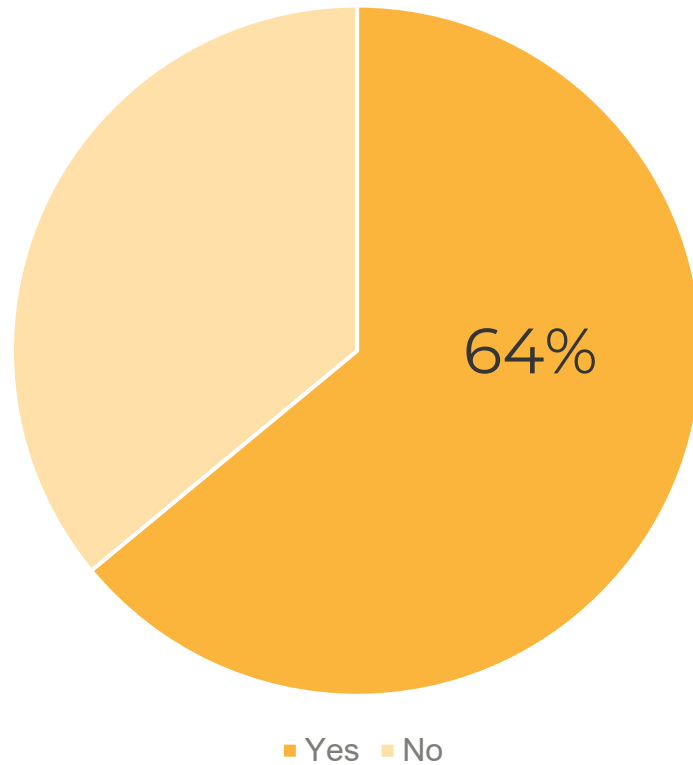
*Egg Industry Center, February 2023

**Projected

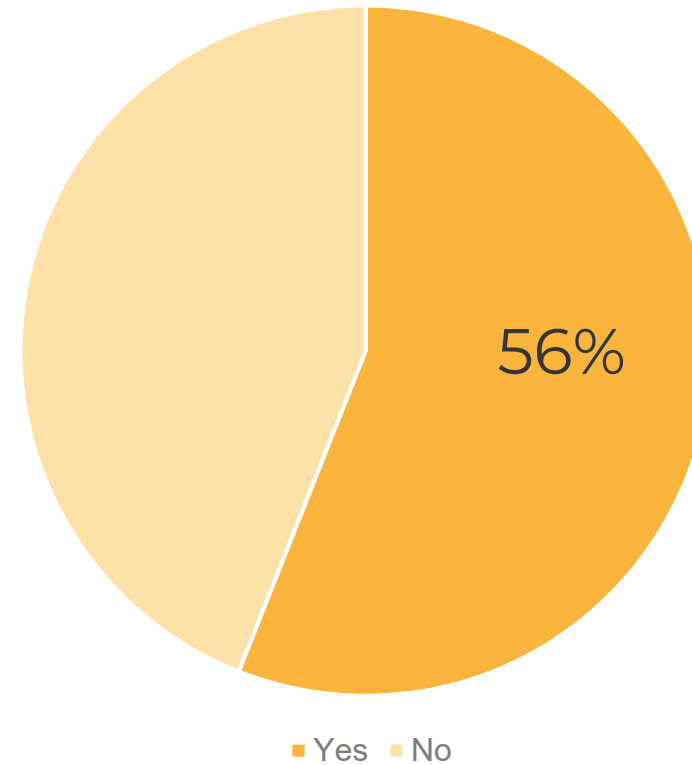


Consumer Beliefs about Eggs - 2022

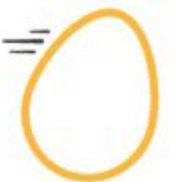
Eggs are a good source of protein



Eggs are healthy



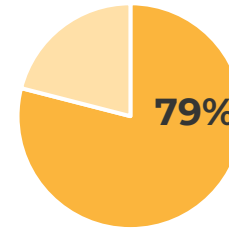
MAi Research, 2022
n=963 consumers surveyed, % in agreement with the above statements





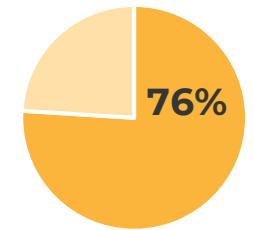
Egg Attribute Agreement - 2022

In addition to protein, eggs provide many other important nutrients



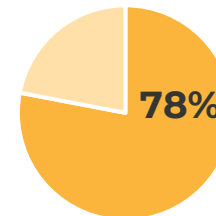
■ Yes ■ No

Eggs are part of my household's diet



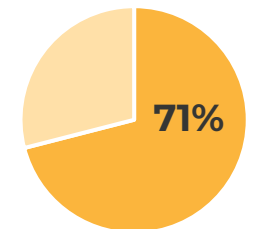
■ Yes ■ No

Eggs are part of a healthy diet



■ Yes ■ No

Eggs help you feel fuller longer



■ Yes ■ No

MAi Research, 2022

n=963 consumers surveyed, % in agreement with the above statements



Nutrition Facts

12 servings per container

Serving size 1 egg (50g)

Amount per serving

Calories 70

% Daily Value*

Total Fat 5g 6%

Saturated Fat 1.5g 8%

Trans Fat 0g

Cholesterol 185mg 62%

Sodium 70mg 3%

Total Carbohydrate 0g 0%

Dietary Fiber 0g 0%

Total Sugars 0g

Includes 0g Added Sugars 0%

Protein 6g 12%

Vitamin D 1mcg 6%

Calcium 30mg 2%

Iron 0.9mg 4%

Potassium 70mg 0%

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.



The Good News About Egg Nutrition

When it comes to key nutrients for healthy living, eggs rule the roost. They are a compact, natural source of vitamins and minerals to help keep you energized. They're a good source of protein and a brain supporter for every age and stage, all for just 70 calories per large egg.

Eggs are more than high quality protein. They are an all-around nutrient powerhouse, a complete protein with essential vitamins and minerals for healthy living. But don't forget the yolks, folks. Nearly half of an egg's protein and most of its vitamins and minerals—including those essential for supporting our brains and bodies—are found in the yolk.

Eggs can be included
in a heart-healthy diet
for healthy adults¹



- **Science is in alliance: Heart-healthy eating can include eggs**, as supported by a 2020 Harvard School of Public Health analysis.²
- Eggs can be included as part of a heart-healthy diet for healthy adults, according to the **American Heart Association**.¹
- **Common knowledge hasn't caught up with decades of science.** Science says that eggs do not impact heart health.³ Eggs are nutrient-rich and widely acknowledged to be part of a healthy diet for every age and stage.⁴

A Nutrient Powerhouse

Eggs are more than high-quality protein. They're an all-around nutrient powerhouse — a complete protein with essential vitamins and minerals for healthy living.

One large egg packs a nutritious punch⁵:

- ✓ 70 calories
- ✓ 6g high-quality protein
- ✓ 1g polyunsaturated fat
2g monounsaturated fat
- ✓ Excellent source of vitamin B12, biotin, iodine, selenium, and choline plus a good source of riboflavin, pantothenic acid, and protein
- ✓ All 9 essential amino acids
- ✓ 252 mcg lutein + zeaxanthin



The Good News About Egg Nutrition

Heart Health

Science is in alliance: Heart-healthy eating can include eggs, as supported by an abundance of research including a recent Harvard study evaluating more than 20 years of data. Eggs are also recommended for healthy adults as part of a heart-healthy diet according to the American Heart Association.

[Read more.](#)



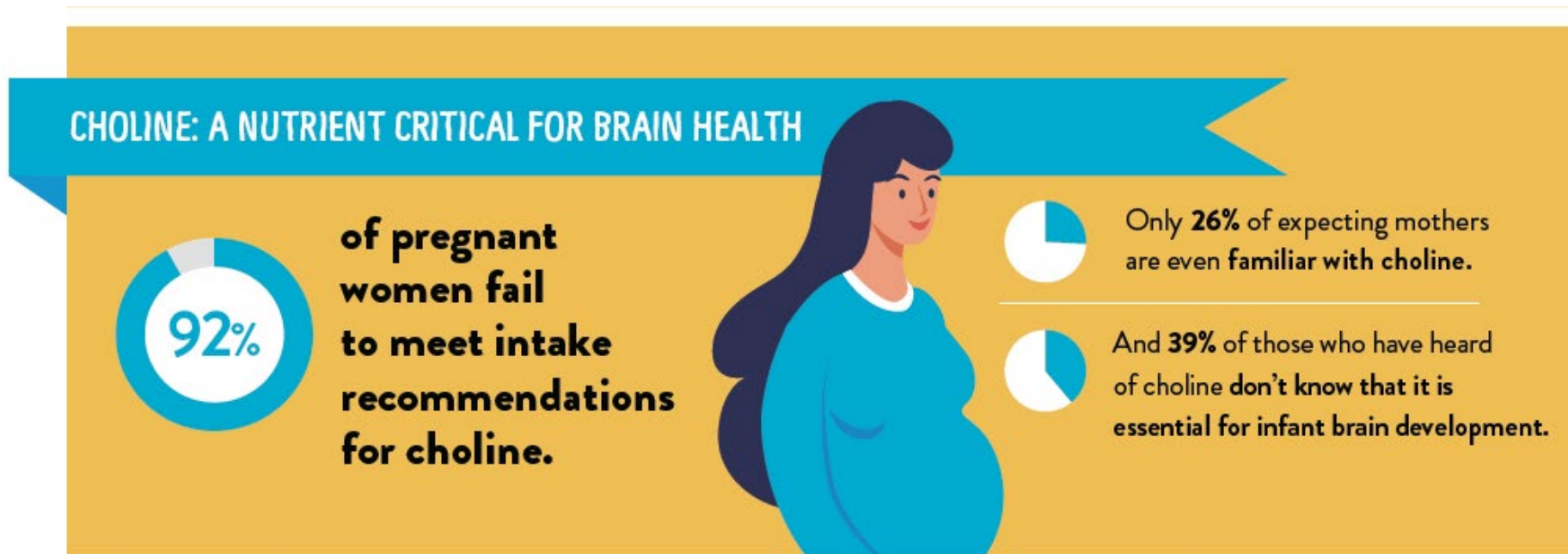
Looking for recipes that fit into a heart-healthy diet?
You can find meal inspiration at incredibleegg.org/hearthealthyrecipes



The Good News About Egg Nutrition

Brain Health

The choline in eggs helps support life-long brain health at every age and stage, including memory, thinking, mood and more. Eggs are one of the few foods that are rich in choline. Most Americans would benefit from eating more choline to meet the recommended daily intake. [Learn more about eggs and brain health.](#)



The Good News About Egg Nutrition

Babies and Toddlers

Eggs are a yes-brainer for babies and toddlers. The American Academy of Pediatrics (AAP) cites choline as a key nutrient that supports brain health from conception through two years of age. Eggs are the greatest source of choline among everyday foods. Yet 90% of pregnant women don't get enough choline.

Eggs are also a complete protein and have several other key vitamins and minerals recommended by the AAP for little ones' growing brains and bodies, including vitamin B-12 and iodine.

The latest research shows that introducing eggs when a baby is developmentally ready at about 4 to 6 months of age may be associated with reduced risk of egg allergy.

[Learn more about egg benefits for babies and toddlers](#)





The Good News About Egg Nutrition

Weight Management

Eggs fill the tank without breaking the calorie bank, helping you feel satisfied while you are managing your weight. One large egg is a complete protein that is low in carbs and provides essential vitamins and minerals all for just 70 calories.

[Learn more about egg benefits for weight management](#)

Additional Egg Nutrition Information

For more information about the health benefits of eggs, check out [**A Dozen Ways to Become an Eggspert**](#)

For nutrient composition of egg products, check out our resource on [**Nutrition Composition Tables**](#)



Egg Functionality in Food Applications

- Adhesion
- Aeration/Foaming/Structure
- Antimicrobial
- Binding
- Browning/Color
- Clarification
- Coagulation/Thickening
- Coating/Drying/Finishing/Gloss/Insulation
- Crystallization Control/Freezability
- Edible Packaging
- Emulsification
- Flavor
- Fortification/Protein Enrichment
- Humectancy/Moisturizing
- Leavening
- pH Stability
- Richness
- Shelf-Life Extension
- Tenderization/Texture
- Whipping



Eggs can bring a wide range of functional benefits to snack foods



Texture & Ingredient Binder



Nutrition Boost



Aeration





Egg Product Buyers' Guide

Egg Product Buyers' Guide

To locate a supplier of U.S. Egg Products visit:

<https://www.incredibleegg.org/buyersguide>

REAL Eggs
Make a REAL
Difference

20
23

the
INCREDIBLE EGG



Questions?

Visit www.incredibleegg.org/ [INSERT URL OF STUDENT COMPETITION PAGE]

Contact: Elisa Maloberti at emaloberti@aeb.org