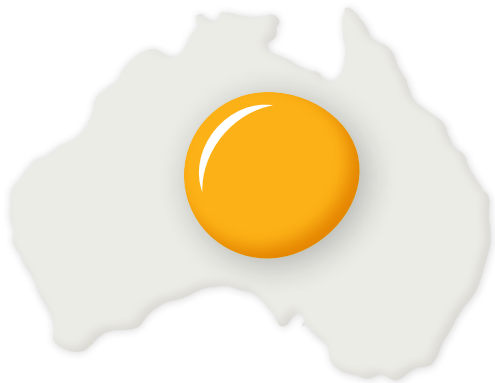


EGGSTRAORDINARY FACTS






93%
OF AUSTRALIANS
EAT EGGS

EGGS CONTAIN
THE HIGHEST QUALITY
PROTEIN ON THE
PLANET



WE SMASH THE POMS AND KIWIS
**IN CRICKET AND
EGG EATING**



AUS 231 
NZ 230 
UK 193 
(per person, per year)

EGGS ARE UNBEATABLE FOR PREGNANT WOMEN, KIDS AND SENIORS



**EGGS CONTAIN 11 ESSENTIAL
VITAMINS & MINERALS**



63% OF AUSSIES
SAY THEY ARE
EGG LOVERS

AUSSIES UNDER **EAT THE MOST**
35 EGGS

AUSSIES OVER **EAT THE LEAST**
60 EGGS

UNBEATABLE ALL DAY

42% OF EGGS ARE
EATEN FOR
BREAKFAST



UNBEATABLE EVERY DAY

51% OF EGGS ARE
EATEN ON
WEEKDAYS

58% OF EGGS ARE
EATEN FOR
LUNCH/DINNER

49% OF EGGS ARE
EATEN ON
WEEKENDS

**EVERY DAY,
AUSSIES DEMOLISH
15 MILLION EGGS**



EGGSTRAORDINARY FACTS

AUSSIES LOVE THEIR EGGS

#1  SCRAMBLED

#2  FRIED

#3  BOILED

#4  OMELETTE

#5  POACHED

#6  IN FRIED RICE

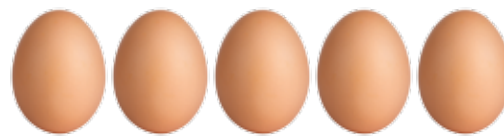


THE AUSTRALIAN DIETARY GUIDELINES SAY YOU CAN EAT

EGGS EVERY DAY^o



THIS YEAR AUSSIES ATE **35% MORE EGGS** THAN IN 2007



ON AVERAGE AUSSIES EAT OVER **5 EGGS A WEEK***



EVERY YEAR AUSSIES EAT 5.5 BILLION EGGS!

THE MORE EGGS AUSSIES CONSUME, THE BETTER THEIR

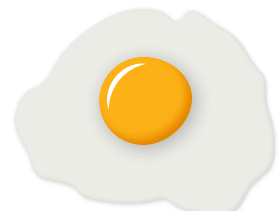
CSIRO DIET SCORE

ONE EXTRA LARGE EGG HAS LESS CALORIES THAN ONE MEDIUM APPLE



305KJ

VS



290KJ



LOW IN CALORIES AND PACKED WITH PROTEIN, EGGS ARE GREAT BEFORE OR AFTER A

WORKOUT



FOR MORE INFORMATION CONTACT AUSTRALIAN EGGS ON 02 9409 6999 OR CONTACTS@AUSTRALIANEGGS.ORG.AU