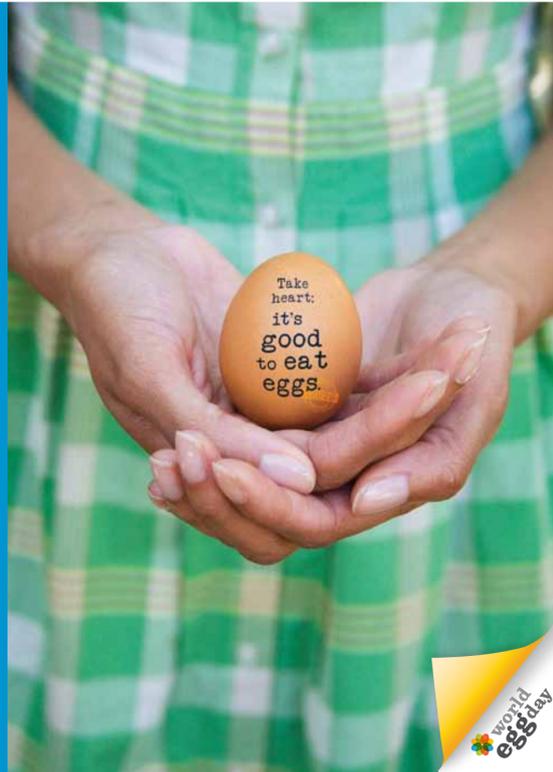


Don't fret about the fat found in eggs, because two thirds of it is the healthy, unsaturated kind. It's not going to hurt you one bit. And when you consider that the fat in eggs helps your body use nutrients like Vitamin A, D, E and K, you can't afford not to eat eggs.

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world  
egg day

### Eggs are good for you and good for the earth.

In addition to all the wonderful health benefits eggs provide, eggs also happen to be one of the world's most sustainable protein sources. Did you know that the production of 10 dozen eggs only requires about 42 square meters of land<sup>1</sup> and emits less greenhouse gases than any other type of major food production? How's that for efficiency. Plus, egg producers make use of land that isn't fertile enough for crops, recycling manure to enrich soil and protecting water quality by striving for zero waste discharge<sup>2</sup>.

Eggs...efficient, environment-friendly and excellent nutrition. What more could you ask for?

<sup>1</sup>Green Eggs vs. Hen, Nina Rostagi, 2010  
<sup>2</sup>The International Egg Commission, 2011

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Eggs are an excellent source of choline, an essential nutrient that promotes fetal brain development and helps prevent birth defects. Just two eggs provide roughly half the recommended daily amount, and that's not the only way **egg nutrients benefit moms and babies**. Eggs also naturally contain folate, another birth defect preventing mineral that also decreases the risk of low birth weight.

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Recent studies find no link between eggs and heart disease. You may be surprised to learn that good fats and nutrients in eggs can be beneficial to heart health. Eggs are an important part of a balanced diet.

So **take heart,**  
**it's good to eat eggs**  
for good health and nutrition.

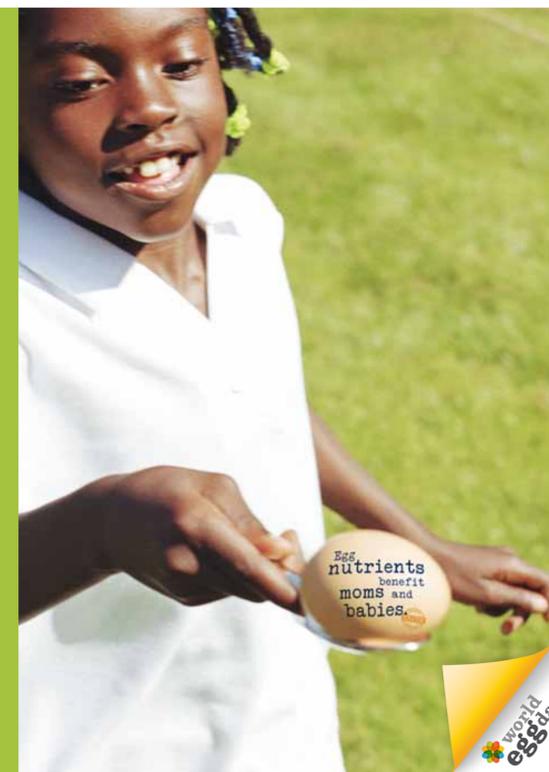
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Eggs are an affordable, nutrient dense food. In only 75 calories, one large egg provides an impressive six grams of high-quality protein and at least 13 essential vitamins and minerals. Plus, egg yolks contain lutein and zeaxanthin, relatives of beta-carotene, that have been linked to healthy eyes and a reduced risk of macular degeneration. It's **perfect nutrition,** **perfectly packaged.** Add all that to the fact that egg protein sets the standard by which the value of all other protein is measured, and you'll see: eggs really do have it all.

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world  
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### Let's hear it for the original super food.

For centuries, eggs have provided healthy, high-quality protein to people around the globe. No food is more versatile, with countless preparations accepted in almost every culture at any meal. No food provides as much nutrition in so few calories at such a low cost, helping families stay financially and physically fit. And no food contains so many key ingredients for life, making eggs nutritionally essential for us all.

It's no wonder that World Egg Day has been set aside to recognize the healthful role eggs play in our bodies. Take a moment to understand the truth about egg nutrition, and join us today in recognizing the many benefits this humble food source provides.

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