**Letter Farmers Can Share with Retailers**

**Dear [Retailer’s Name],**

I’m reaching out with some exciting news that presents a real opportunity for all of us who proudly support eggs.

The U.S. Food and Drug Administration (FDA) recently updated its definition of what qualifies as “healthy,” and for the first time—eggs officially meet the criteria.

This recognition is more than just a label. It’s a long-awaited validation of what we've known for years: eggs are a nutritional powerhouse that’s both versatile and fundamental to a balanced diet. Now that eggs meet the FDA’s definition of “healthy,” we have new opportunities to showcase their value to shoppers.

**What This Means for Your Business:**

With this new designation, there are several ways you can take advantage of this moment to engage your customers and drive value:

**For Your Shelves:**

* **Product Placement:** Shoppers are actively looking for healthy options. This is a great time to spotlight eggs!
* **Promotional Campaigns:** Whether it’s in-store signage or digital ads, using this designation can attract health-conscious shoppers – and for your convenience, we have ready-to-use materials available to support both.
* **Consumer Education:** The updated definition offers a valuable opportunity to engage shoppers with messaging that reinforces eggs as a smart, nutrient-rich choice. Informative materials that explain the healthy label and what it means will reinforce shopper trust and boost confidence when reaching for a carton.

**For Your Store:**

* This milestone opens doors to stronger messaging, smarter marketing, and clearer communications—all of which help tell a compelling story about eggs as a nutritious choice for your customers.

We have resources you can use right away that break everything down simply and clearly, including:

* [Overview of FDA’s New Healthy Definition](https://www.incredibleegg.org/wp-content/uploads/2025/05/Healthy-Backgrounder-Quick-Overview.pdf)
* [Nutrition in an Egg Shell Handout](https://www.incredibleegg.org/wp-content/uploads/2025/05/Nutrition-in-an-Egg-Shell-Handout-FINAL.pdf)
* [Dozen Reasons Why Eggs are Healthy Handout](https://www.incredibleegg.org/wp-content/uploads/2025/05/Dozen-Reasons-Why-Eggs-are-Healthy-Handout.pdf)
* In-Store Signage, available [here](https://www.incredibleegg.org/wp-content/uploads/2025/05/EAH_InStoreSignage_5x3.pdf) and [here](https://www.incredibleegg.org/wp-content/uploads/2025/05/EAH_InStoreSignage_8x8.pdf)
* Digital Banner Ads, available [here](https://www.incredibleegg.org/wp-content/uploads/2025/05/Digital-Ad-1.jpg), [here](https://www.incredibleegg.org/wp-content/uploads/2025/05/Digital-Ad-2.jpg), and [here](https://www.incredibleegg.org/wp-content/uploads/2025/05/Digital-Ad-3.jpg)
* [Virtual Cooking Demo Guide](https://www.incredibleegg.org/wp-content/uploads/2025/05/Virtual-Cooking-Demo-Cheat-Sheet-Healthy.pdf)
* [Soundbites for Intercom Announcements and Radio Spots](https://www.incredibleegg.org/wp-content/uploads/2025/05/Retailer-Scripts-HEALTHY.pdf)

I’d be happy to share these with you directly or walk through them together.

Eggs are an affordable and nutritious choice for families—and now we have even more reason to promote them with pride. Let’s work together to help spread the word and make the most of this milestone.

Please don’t hesitate to reach out if you have any questions, need resources, or want to talk about how we can collaborate to highlight eggs in your stores.