

Celebrate National Egg Month
The Incredible Edible Egg Reminds Moms that Important Days Should Start with Eggs

Park Ridge, Ill. (May 5, 2011) – May is National Egg Month, and with the school year winding down and final exams around the corner, it’s an important time for your family to eat a high-quality protein breakfast, like eggs. The all-natural protein in eggs can help your kids perform their best on big days, when it matters most. And, with recent USDA data showing that one large egg is now 14 percent lower in cholesterol (down from 215 mg to 185 mg) and 64 percent higher in vitamin D,ⁱ there’s no excuse not to get cracking.

“National Egg Month is a terrific time to take a closer look at eggs – they are a great source of high-quality protein and contain 13 essential vitamins and minerals, all for just 15 cents apiece,” said Dr. Mitch Kanter, executive director of the Egg Nutrition Center. “Choosing eggs for breakfast is an easy way to deliciously – and healthfully – celebrate.”

It’s no secret that breakfast is the most important meal of the day. Research suggests that feeding your kids a nutritious breakfast can improve memory, test grades and school attendance.ⁱⁱ Additional research in adolescents links eating a protein-based breakfast, like eggs, with alleviating hunger and consuming fewer calories at lunch, which could help maintain weight.ⁱⁱⁱ Celebrate National Egg Month and the end of the school year by preparing healthy and delicious breakfast options for your family. While school mornings are often hectic, make them easier by following these no-fuss, 3-minute recipes that ensure kids head to school with the energy and focus they need to get through the day. And, at less than 70 cents per serving, these incredible recipes fit within even the tightest budgets!

- [Egg & Cheese Breakfast Burrito](#) (\$0.57 per serving)
- [Microwave Coffee Cup Scramble](#) (\$0.69 per serving)
- [Apple-Cinnamon Oatmeal with an Egg Boost](#) (\$0.67 per serving)

Continue celebrating National Egg Month by helping America’s egg farmers get eggs to families in need across the U.S. Visit www.GoodEggProject.org to make a pledge to “Eat good. Do good every day.” For every pledge, America’s egg farmers will donate one egg to Feeding America. Since 2009, America’s egg farmers have donated more than 28 million eggs to help feed the hungry.

For egg-cellent recipes, nutrition information and cooking tips, visit www.incredibleegg.org.

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About the Good Egg Project

America’s egg farmers launched the Good Egg Project to educate Americans about where eggs come from and encourage people to eat good, and do good every day. America’s egg farmers are committed to doing what’s right for their hens, the environment and their communities. They are proud to provide Americans with safe, affordable and nutritious food. For more information visit www.GoodEggProject.org. In addition to the more than 12 million eggs America’s Egg Farmers donate to the hungry annually, for every pledge, America’s egg farmers will also donate an additional egg to Feeding America, up to 1 million eggs.

About the American Egg Board (AEB)

AEB is the U.S. egg producer's link to the consumer in communicating the value of the incredible edible egg™ and is funded from a national legislative checkoff on all egg production from companies with greater than 75,000 layers, in the continental United States. The board consists of 18 members and 18 alternates from all regions of the

country who are appointed by the Secretary of Agriculture. The AEB staff carries out the programs under the board direction. AEB is located in Park Ridge, Ill. Visit www.IncredibleEgg.org for more information.

ⁱ US Department of Agriculture, Agricultural Research Service, 2011. USDA National Nutrient Database for Standard Reference, Release 23. Online. Available at: Nutrient Data Laboratory Home Page, http://www.ars.usda.gov/main/site_main.htm?modecode=12-35-45-00. Accessed March 14, 2011.

ⁱⁱ Rampersaud G, et al. Breakfast habits, nutritional status, body weight, and academic performance in children and adolescents. JADA 2005; 105:743-760.

ⁱⁱⁱ Leidy HJ, Racki EM. The addition of a protein-rich breakfast and its effect on acute appetite control and food intake in 'breakfast skipping' adolescents. Int J Obs 2010. 34, 1125-1133