

2018 World Egg Day Celebrations

Australia celebrated World Egg Day with an exceptional campaign built around the Eggsellence Award. Consumers were asked to nominate their favourite egg recipes from Australian cafés and restaurants, the entries were judged by an expert panel including celebrity chef, Manu Feildel. See the entries and winner here:

<https://eggsellence.australianeggs.org.au/>

On the 8th October **Austria** held a press conference in Vienna, which focused on the purchasing standards for eggs and egg products in the public food supply, especially in schools; focusing on the standards of animal welfare and labelling of the origin.

In **Bangladesh**, the Bangladesh Animal Agriculture Society (BAAS) supported by FAO Bangladesh celebrated the World Egg Day with a rally; where 5000 boiled eggs were distributed to consumers, they also celebrated with colourful banners, t-shirts and a charity run. A 'road show on eggs' was aired on leading tv channel 'GTV TV' where the hosts talked to different types of consumers including farm labourers, drivers and educationists. At the end of November, they will also be holding Egg Fest 2018, which will celebrate the egg with a local rally, publications, demonstrations and cooking recipes. Also held in September was Chicken Fest 2018 where there was a children's drawing competition of chickens and eggs as well as cooked products for consumers to taste.

Brazil celebrated with a week of activities including a promotional video "A Dozen Admirable Professions" with professionals that, in one way or another, develop and execute functions that call for a diet rich in vitamins and nutrients. In addition, special events across the country were organised, with a fresh take on Brazilian gastronomy as well as special egg-based menus at restaurants and egg-based tastings and nutritional promotion will be hosted at 5 major universities, as well as other events. Activities at schools are taking place with donations of thousands of eggs and hundreds of Ovos RS activity books and coloring pencils.

On World Egg Day **Canadian** farmers were in stores across the country sharing their passion for farming with consumers and answered questions about eggs. In the lead up, social media was used to share the amazing benefits of eating eggs and working with online influencers and bloggers who took part in the celebration by sharing what they loved most about eggs. There was also a recipe outreach programs on TV and social media, a food bank contest and information packs were sent to foodservice operators and chains on how they could celebrate World Egg Month.

This year **Colombia** celebrated World Egg Day across nine cities throughout September and October. They targeted children and young people in an entertaining way to promote the benefits of including the egg in your daily diet, using the concept "Eat more eggs does more for you". The promotion reached 14,000 children across Colombia with special uniforms, games, gifts and egg snacks throughout the activities.

In **Croatia**, egg business Hartmann in cooperation with theatre company Oberon organised a theatre festival for over 1200 children and youths. Other activities included an egg decorating workshop and a story-telling programme for young children with the theme of 'healthy eating' which focussed on stories about nutrition.

A social media campaign encouraging people to egg more eggs throughout **Denmark** was rolled out to promote the egg and its nutritional benefits.

In **Ghana**, World Egg Day efforts included a float of 2000 egg crates being distributed, followed by presentations from Ministers and dignitaries on the benefits of eggs. Schools celebrated with egg quizzes and egg donations were received in schools and hospitals.

Celebrations in **Hungary** commenced on the 9th October with a breakfast news conference, and a special egg consumption and production presentation from Hungary's Poultry Product Council vice president, followed by nutritionist talks on breakfast habits for children and a chef showcasing simple egg breakfast recipes for all. On October 12th an additional conference was held to cover a wide range of egg related topics.

India distributed three million boiled eggs to school children for World Egg Day, alongside delivering an educational programme planned at the Government medical college in Pune. Ministers, celebrities and students of various colleges and schools were all invited to take part in the celebrations.

On the 12th October, **Indonesia** celebrated World Egg Day by distributing 1,000 eggs to local communities, as well as organised activities to promote the benefits of eggs including; poultry and egg seminars, sessions on radio and TV talkshows, nutrition promoting walks, free health checks and competitions including a photo contest at the Chicken and Egg Festival.

Iran celebrated World Egg Day with a large egg seminar, with speeches from the Minister of Agriculture and the Minister of Food and Drug taking part, alongside OIE and FAO representatives.

The **Irish** Egg Association teamed up with Irish sports heroes Cian Lynch and Nikki Evans as well as celebrity chef and fitness advocate, Roz Purcell to celebrate World Egg Day, they conducted marketing campaigns across radio stations, newspapers and social media to promote and celebrate World Egg Day.

Iecave Youth Centre and School organised World Egg Day celebration in **Latvia**. They held a range of activities including an orienteering "Egg Hunt", egg painting and a climbing wall.

New Zealand planned a consumer education campaign, where key media and influencers were sent a pack of World Egg Day materials including egg cups, nutritional information, recipes, and a special poem "In praise of eggs". They also ran a Facebook promotion to win World Egg Day prize packs, including egg cups and recipes.

In **Pakistan** World Egg day was celebrated on 12th October. Celebrations took place at Pakistan Maritime Museum Karachi where Wisdom School students presented egg nutrition through a series of stage drama, songs, models, painting and walk. There were also nutritionist talks informing the audience about the role of eggs in combating the stunted growth issue in Pakistan.

On the 13th October the **Philippine** Egg Board arranged an exciting adventure family fun run day "Eatlog Run", with activities promoting the benefits of eggs to human health and

encouraged all age groups and fitness levels to participate, ranging from a children's 500-meter dash to a 10km scrambles egg singles run.

Poland promoted egg consumption across meal times as a nutritious and healthy food, with campaigns across social media and websites. They also introduced special World Egg Day packaging to promote and celebrate the day.

In **Spain**, social media campaigns will be rolled out, alongside a video press release and new publications, they were all released to showcase key interviews and nutritionist talks about the egg as a nutritious food source. They have also committed to donate 12,000 eggs to the Spanish Federation of Food Banks throughout 2019. On 18th October an event is taking place to discuss 'hen happiness' and to present the role of the egg in the nutrition and health, focused in active people, with a range of egg tapas for people to sample.

Switzerland celebrated with multiple activities including touring of the 'biggest Swiss Chicken', which traveled through the country and arrived in St. Gallen in time for the major World Egg Day celebrations on the 12th of October. [View on YouTube.](#)

A special exhibition project in **Turkey** took place with 105 chicken eggs from 33 countries. Eggs in all shapes, sizes and colours were displayed alongside key egg information across various cities in Turkey.

In the **United Arab Emirates** a social media campaign advertising World Egg Day and the activities that were planned throughout the country.

In the **UK** World Egg Day was encompassed with British Egg Week. 2018's theme of 'Don't get hangry, get cracking' was to target the UK with recipe inspiration, the recipe inspiration includes 'Eggstra quick breakfasts', 'On the go lunches' and 'Power snacks'. The campaign was active across a range of platforms and press, alongside a survey to find the hangriest areas of the country. British Lion eggs partnered with influential mum [Liza Prideaux](#) to challenge her 88,000 social followers to avoid being 'hangry' by developing and sharing exciting hunger-busting recipes and videos on Instagram and YouTube.

In the **USA**, Americans were geared up for World Egg Day by exploring eggceptional flavours from around the world, which could all be found in the Windy City of Chicago! To start off with tamago—Japanese omelet—or a French Croque Madame ham and cheese sandwich, then finish the day with Ethiopian Doro Wat or the Italian classic Carbonara. Find out more <https://www.incredibleegg.org/blog/world-egg-day-egg-restaurant-tour/> A nutritional video and articles were released to celebrate the egg and its benefits throughout the world.