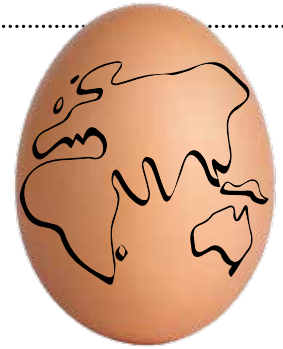


# SMASHING EGG FACTS



FORGET THE NERVOUS 90'S  
**93% OF AUSSIES**  
**EAT EGGS**

THE WORLD'S BEST  
 PROTEIN FOR YOUR NEXT  
**POWERPLAY**



WE LEAD THE WORLD IN  
**CRICKET &**  
**EGG EATING**



AUS	231	
NZ	230	
UK	193	
SOUTH AFRICA	141	
INDIA	66	

(per person, per year)



**EGGS CONTAIN 11 ESSENTIAL  
 VITAMINS & MINERALS**

(That's one for every team member)



**OF AUSSIES  
 LOVE EGGS**

THAT'S AN AVERAGE  
 TO BE PROUD OF

AUSSIES UNDER **EAT THE MOST**  
**35 EGGS**

AUSSIES OVER **EAT THE LEAST**  
**60 EGGS**

## A FEW CRACKING AVERAGES

**42%** OF EGGS ARE  
 EATEN FOR  
**BREAKFAST**



**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**



FOR MORE INFORMATION CONTACT AUSTRALIAN EGGS ON 02 9409 6999 OR [CONTACTS@AUSTRALIANEGGS.ORG.AU](mailto:CONTACTS@AUSTRALIANEGGS.ORG.AU)

# SMASHING EGG FACTS

## FAN FAVOURITES

#1



SCRAMBLED

#2



FRIED

#3



BOILED

#4



OMELETTE

#5



POACHED

#6



IN FRIED RICE

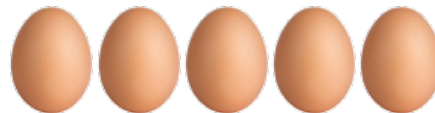


PUT EGGS AT THE TOP OF THE ORDER

The Australian Dietary Guidelines say you can eat eggs every day.\*



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



ON AVERAGE AUSSIES EAT OVER **4 EGGS A WEEK\*** WHAT A GREAT STRIKE RATE!



EVERY YEAR AUSSIES EAT **5.5 BILLION EGGS**

(That's a big total to chase)

THE MORE EGGS AUSSIES CONSUME, THE BETTER THEIR

**CSIRO DIET SCORE**



**QLD HITS**  
EGG CONSUMPTION  
**FOR 6**

31% higher than the national average



LOW IN KILOJOULES AND PACKED WITH PROTEIN, EGGS ARE THE GREAT AUSSIE

**ALL-ROUNDER**



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