



## **Eggs on top of the world as Aussies tuck into even more of nature's multivitamin**

*New research, unveiled for World Egg Day, highlights popularity of eggs with 15 million eaten in Australia each day*

**Friday October 13, Sydney, Australia:** Aussies have shown a real taste for eggs in new research unveiled to celebrate World Egg Day. Consumers now eat 35 per cent more eggs than they did a decade ago, with the average Australian enjoying more than 18,100 in their lifetime.

Findings from Australian Eggs show yearly consumption has grown to 231 eggs per person in 12 months to June 2017. That's up from 225 in the previous year and just 175 in 2007.

Australian eggs are now so popular that approximately 15 million eggs are eaten every day which reflects annual consumption in Australia of 5.5 billion eggs per year.

Health and wellbeing trends, coupled with the rising cost of living have contributed to this rapid growth in consumption. Consumers are looking for affordable meal options without compromising on nutrition.

World Egg Day is a global celebration of eggs as a versatile and affordable wholefood, and provides a chance to showcase the important role eggs play in diets around the world.

Rowan McMonnies, Managing Director, Australian Eggs says it's fantastic to see the message of World Egg Day filtering through, as more Australians recognise the value of eggs in eating healthily without breaking the bank.

"There's no doubt Aussies love eggs and, on World Egg Day, we're excited to see long-term consumption growth shows no signs of slowing," he says.

"Eggs are one of the healthiest foods you can eat. They're so full of nutrients that they're often referred to as nature's multivitamin. That eggs are also an inexpensive choice simply gives Aussies more bang for their buck.

"There are few other options for extremely nutritious wholefoods at such a competitive price. This makes eggs a great choice for all in contributing to a healthy and balanced diet."

### **How do we like our eggs?**

To celebrate World Egg Day, egg lovers across Australia have also revealed their favourite ways to eat eggs. Eggs are a popular choice in Australia – 93 per cent of households eat eggs with 63 per cent describing themselves as egg lovers.



But Queenslanders top the list when it comes to eating eggs, with consumption 31 per cent above the national average. Consumption in South Australia is seven per cent above average and Western Australia is six per cent above average, with Tasmania, Victoria and New South Wales following.

Those under 35 years of age are the most likely to eat eggs with those over 65 the least likely, despite eggs having a number of nutritional benefits matching the requirements of older Australians.

And eggs aren't just a weekend treat, with 51 per cent consumed on a weekday, highlighting just how versatile they are as a meal option.

Most eggs are eaten at breakfast for an energy-packed start to the day (42 per cent), with 63 per cent of Australians eating an egg for breakfast at least once a week. This is followed by dinner at 30 per cent and lunch at 28 per cent.

What hasn't changed however, is how we like them best. Egg preferences remain the same as in 2016, with most Aussies opting for a classic scrambled egg above all others:

1. Scrambled
2. Fried
3. Boiled
4. Omelette
5. Poached

"Eggs are versatile enough to form the basis of different meals, no matter when you might be getting hungry," McMonnies says.

"However you best like your eggs, we encourage Aussies to celebrate World Egg Day by cooking up a plate of your favourites!"

For more information, visit [www.eggs.org.au](http://www.eggs.org.au).

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### **About the CSIRO Healthy Diet Score**

The [CSIRO Healthy Diet Score](#) is a scientifically validated survey that assesses a person's diet against Australia's healthy eating guidelines, providing a single dietary quality score on a 100-point scale. An individual's score is based on food variety, frequency, quantity as well as attributes such as age and gender. In addition to their overall score, people who complete the online assessment will receive feedback on how they can improve their diet.

### **About Australian Eggs**

Australian Eggs is an Industry Services Body (ISB) or provider of Marketing and Research & Development (R&D) services for the benefit of all stakeholders, principally egg producers. For information about Australian Eggs visit or to learn more about eggs, visit [eggs.org.au](http://eggs.org.au), or connect with us on [www.facebook.com/AustralianEggs](https://www.facebook.com/AustralianEggs)