

Easter Bunny tops Santa to post egg record



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Australian egg consumption continues to soar with the latest data showing Australians consumed record numbers of eggs over the Easter period.

Grocery scan data from IRI shows Australians consumed more than 246 million healthy and delicious hen eggs in April 2017, a 10.8 per cent jump from last year's Easter period.

This strong growth has continued on the back of a record Christmas period with customers buying 7.7 million eggs per day throughout December 2016.

Australian Egg Corporation Ltd (AECL) Managing Director, Rowan McMonnies said Easter is traditionally the second biggest time of the year for egg sales by volume with Christmas normally being the biggest. This year Easter took the lead with retail consumers purchasing 8.2 million eggs per day on average in April – appropriate considering the festival's close association with eggs.

"This is representative of a trend towards greater overall consumption and love of eggs in Australia and has coincided with the AECL's 'Unbeatable for Breakfast' campaign which ran from late January to March 2017," Mr McMonnies said.

"Demand for both cage and cage free varieties continue to grow," he said.

"In April, cage eggs sales were up 5.1 per cent on April last year and free range had very strong growth, up 13.6 per cent.

Since Easter, AECL and egg farmers have also been reminding Australians that eggs are "**OK Every Day**" with television and promotion campaign.

"The **OK Every Day** sticker on egg cartons is aimed at supporting Australian consumers as they choose to put eggs on their plate more often by providing comfort that eating eggs every day is approved by Australian Dietary Guidelines," Mr McMonnies said.

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