

Eggsaminer

Website

All About the Egg

Recipes

Iowa's Egg Industry

FAQ

Nutrition

December 19, 2017

Happy holidays!

We have been busy, over the past few months, educating consumers and promoting the incredible edible egg. Please take a moment to read, and see what we have been up to at the Iowa Egg Council, and we would like to wish all of you a safe and healthy holiday.

PROMOTIONS UPDATE

EGG PRODUCTION VIDEO *GENERATIONS OF EGG FARMING*



Iowa Egg Council has been working hard to bring consumers what they want, and that is to see where their food comes from. Our recently completed egg production video touches on topics such as, egg production, animal care, food safety, biosecurity and environmental issues.

The video can be viewed [here](#) also.

EGG NUTRITION CENTER RESEARCH

AMA RECOMMENDATIONS HIGHLIGHT IMPORTANCE OF CHOLINE FOR PREGNANCY



The Egg Nutrition Center (ENC) recently reported that the American Medical Association recommends all prenatal vitamins to include choline. Choline is an essential nutrient that is particularly important during pregnancy, as it impacts fetal brain development and can help prevent birth defects.

Unfortunately, choline is not found in high quantities in many foods; however, eggs have one of the highest amounts of choline of any food. Two large eggs contain more than half of the recommended intake (450mg) for pregnant women - and can help them meet their needs.

To read more about changing perspectives on choline click [here](#).

EGG-ON-A-STICK *A FAIR FAVORITE*

The egg-on-a-stick continues to be a fair favorite at both the Iowa State Fair and the Clay County Fair. A record breaking 162,576 eggs were handed out at the Iowa State Fair, and 24,760 eggs were handed out at the Clay County Fair.

The egg-on-a-stick has become a tradition for families, making it one of their first stops before seeing the rest of the fair.

Fairgoers recognize the nutritional quality found in eggs, and we heard from many, "it is the healthiest thing at the fair."

Of course, we would not be able to hand out the large amount of eggs we do if wasn't for our producers, staff and hundreds of volunteers.



You know what they say about a double yolk?! Lucky you!

HEART & EGG REUNION TOUR *REUNITED...AND IT FEELS SO GOOD*

Just as the Iowa Egg Council has formed a partnership with the American Heart

Association (AHA) in Des Moines, we have also reached out to our friends in the east and have partnered with the Cedar Rapids chapter for their annual heart walk.



Walkers getting warmed up.

The American Heart Association hosted its annual Heart Walk in September. Close to 3,000 walkers gathered at the McGrath Amphitheater in Cedar Rapids. The IEC handed out our famous egg-on-a-stick to heart walk participants, which were a huge hit. This provided us with a great opportunity to showcase eggs as a great snack before and after a workout.

According to AHA guidelines, an egg a day is an acceptable and healthy food choice.

WORLD EGG DAY *#CRACKANEGG FOR HUNGER*



Casey's CEO, Terry Handley and Fareway CEO, Reynolds Kramer participate in the #crackanegg for hunger challenge.

We celebrated World Egg Day, Friday, October 13, in a unique way. The Iowa Egg Council along with business leaders in, and around Des Moines, and Iowa residents participated in the Crack An Egg For Hunger Challenge.

Our intentions with the social media campaign was to celebrate the efforts our egg producers make throughout the year to bring nature's most healthy food to families. The campaign was aimed at raising money for Iowa's Food Bank System and families in need.

For everyone that participated in the challenge, posted the video on their social media account (Facebook, Twitter and Instagram) and tagged their post with #crackanegg, the Iowa Egg Council donated a dozen eggs to the Iowa food banks.

The campaign was a success, and the IEC, along with Fareway, will be adding

the donation to our holiday donation after the first of the year.

To view the full #crackanegg video, click [here](#)

HOW DO YOU LIKE YOUR EGGS?

The American Egg Board Inspires Consumers to Think Outside the Carton

The Incredible Egg and its new "How do you like your eggs?" campaign inspires consumers to think differently about eggs - beyond the typical scrambled or over-easy. The most recent campaign, from The Incredible Egg, encourages consumers to explore new ways and occasions for which they enjoy eggs.

The campaign, has been launched digitally, and it takes a light-hearted approach to eggs, combining colorful characters and personalities with egg dishes, such as a Santa, who of course prefers his eggs nogged. The How Do You Like Your Eggs? campaign characters express their personality through several egg puns and cracked jokes.



Santa prefers his eggs "nogged"!

In addition to the new campaign, the American Egg Board has also released new incredible egg recipes inspired by eggs versatility, nutrition and flavor.

For more information about The Incredible Egg, its newest ad campaign and delicious recipes, visit IncredibleEgg.org

HOLIDAY RECIPES

SISTER MARY'S HEAVENLY DEVILED EGGS



INGREDIENTS:

- 14 large, hard-boiled EGGS
- 1/2 cup mayonnaise
- 1/2 cup sour cream
- 1-1/2 tsp. Dijon mustard
- 1 tsp. fresh lemon juice
- 1/4 tsp. ground pepper
- 1/3 cup crumbled cooked bacon
- 1/4 cup finely shredded sharp Cheddar cheese (1 oz.)
- 2 tbsp. chopped fresh chives

DIRECTIONS:

1. CUT eggs lengthwise in half. REMOVE yolks to medium bowl. RESERVE 24 white halves. Finely CHOP remaining 4 white halves and set aside.
2. MASH yolks with fork. ADD mayonnaise, sour cream, mustard, lemon juice and pepper; mix well. ADD chopped egg whites, bacon, cheese and chives; mix well.
3. SPOON 1 heaping tablespoon yolk mixture into each reserved egg white half. REFRIGERATE, covered, to blend flavors. SPRINKLE with paprika just before serving, if desired.

Please visit the Iowa Egg Council on [Facebook](#), [Twitter](#), [Instagram](#), [YouTube](#) and [Pinterest](#)! There you will find incredible egg recipes, cooking videos, product and nutritional information, fun facts and lots more!

For more information on Iowa Egg Council activities, please contact Katie Nola, Director of Consumer Affairs at katie@iowaegg.org.

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