



WHOLE FOODS **SALT**
PROCESSED ORGANIC
HEALTH **SUGAR**
SUSTAINABILITY **NUTRITION**
FAT **TRACEABILITY**
WELLNESS NATURAL
PROTEIN

Marketing



Annual spend in NZ



EGGS



WEETBIX



NUTRIGRAIN



UP & GO



BEEF + LAMB

MEDIA SPEND

\$450k

\$1.5M

\$1.1M

\$2.0M

\$1.0M

EST TOTAL
ANNUAL
MARKETING
BUDGET

\$720k

\$3.5M

\$2.4M

\$3.0M

\$3.5M

Goal =

**GROW NZ
CONSUMPTION OF
EGGS**



BREAKFAST



INSPIRE



HEALTH



How much, how often?



.....**33%**



.....**17%**



.....**21%**



.....**12%**



.....**7%**



.....**4%**



.....**3%**



.....**3%**

Outdoor Campaign - Bus Shelters





eggs have
104%
more protein
than muesli!



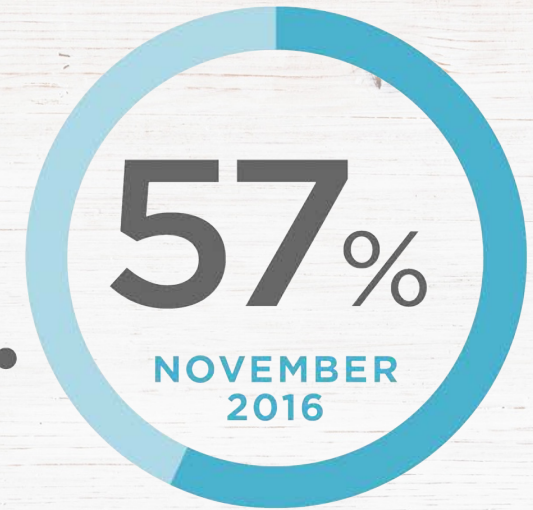
visit eggs.org.nz



*no.1 protein
at breakfast*



NOVEMBER
2016



APRIL
2017



Recipe Inspiration

iLOVEeggs
New Zealand

Home [Egg Recipes](#) [Health and Nutrition](#) [Egg Facts](#) [News & Updates](#)

A collection of tasty recipe ideas and inspirations for any meal occasion.

If you're cooking for only 1-2 people, looking for larger lower cost dinners for flats or wanting ideas for larger families and groups, there's something for everyone in this range of recipe leaflets and eBooks. [Click on any of the images below to print your own copy, or download in PDF format.](#)



Dinner Cracked Recipe Book

Great tasting, great value dinner ideas for every day of the week. All under \$15.



The Great NZ Bacon & Egg Pie Recipe Book



NZ's Favourite Egg Recipes Book

A tasty collection of some of NZ's all time favourite recipes.



Kiwi Kids Favourite Egg Recipes

A yummy collection for kids to make, or to simply enjoy eating.



Recipes and Meal Ideas for 1-2 people

Tasty, quick and healthy



New Recipe Ideas - for large groups and families



Popular Recipes for Young Families



Best Breakfast Recipes

Start your day off great - with the #1 protein breakfast option

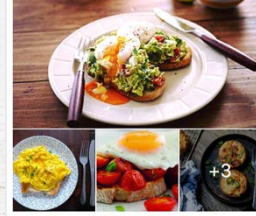
NZ Eggs updated their cover photo.
Published by Frank Cartwright · 11 · 7 July · 🇳🇿

Mini quiches and frittatas are so quick, easy and definitely tasty, great for a lunchbox too! The possibilities are endless... so mix n match to make your own tasty creations. <http://www.eggs.org.nz/project/mini-frittatas/>



NZ Eggs added 6 new photos.
Published by Frank Cartwright · 11 · 28 August at 08:10 · 🇳🇿

It's a beautiful Saturday morning and it feels like spring is here - just perfect for a yummy breakfast we think. Simply eggs with toast, or maybe a quick savoury omelette or even a petit frittata for a brunch or lunch? For more ideas and inspiration visit our recipe page: <http://www.eggs.org.nz/breakfast/> Have a great weekend! #eggs #loveeggs #bestbreakfast #eggsforall



NZ Eggs Published by Frank Cartwright · 11 · 26 June · 🇳🇿

Light as air pikelets make a great morning tea treat - we love this recipe from our friends at bite.co.nz



Light as air pikelets

BITE.CO.NZ

2,711 people reached

Boost Post



iLOVEeggs
New Zealand

Dinner Cracked Recipes

Simply delicious, great value dinner recipes for any day of the week.



Friday Night Pizza Frittata



Simple Baked Tomatoes, Chorizo, Feta & Eggs



Favourite Family Pie



Cheesy Potato, Leek & Ham Bake



Easy Cauliflower and Red Onion Bake



Classic Spaghetti Carbonara



Super Summer Quiche



Tasty Tomato Pesto Tart



No Fuss Egg & Bacon Stuffed Potatoes



Easy Spinach and Feta Bake



Delicious Lemony Chicken



Speedy Egg Noodles



Five ways with Frittatas: This month we are featuring one of the world's most versatile and simple recipes - the Frittata, and we explore a variety of new and different tastes. They're so easy to prepare and you can make one with any vegetables, proteins, herbs and spices that you have on hand, or use up any leftovers. **How often can we eat eggs?** It's a question often asked and a Ministry of Health statement helps to unscramble all the old school attitudes and misinformation towards enjoying eggs every day. Plus we are inviting your feedback on the type of recipes you love most or would like to see more of in our short reader survey below. *Enjoy.*

FEATURED RECIPE



Who doesn't love pasta? Here is a great new recipe idea. A pasta frittata... very satisfying and a very tasty lunch or dinner. Just perfect for using any leftover spaghetti. You can also use gluten free pasta which works well in this dish.

[Pasta Frittata Recipe Link](#)



BEST BEFORE

Farmer Brown
Good eggs.
Good choice.



BE IN TO
WIN
eggs for
a year!

PLUS A "DINNER CRACKED"
PRIZE PACK

enter at www.eggs.org.nz/win
Entries close 9/4/17

7
TWELVE LARGE

Fresh
cage
eggs

7

Net 7

6
MORNING HARVEST
FAMILY FARM FRESH
20 FRESH
Large Eggs

Good eggs.
Good choice.

BE IN TO
WIN
eggs for
a year!

PLUS A "DINNER CRACKED"
PRIZE PACK

enter at www.eggs.org.nz/win
Entries close 9/4/17

6
TWELVE STANDARD

Fresh
cage
eggs

6

shippers.
in bottles from all other sites in current
shippers.

pouches
and 6 x 1Kg



2015

vs

2017

AVERAGE NUMBER OF
MONTHLY VISITS
TO EGGS WEBSITE



20,000

34,400

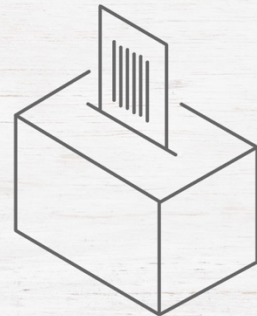
NUMBER OF
PEOPLE ON EGGS
DATABASE



19,400

78,100

NUMBER OF PEOPLE
THAT ENTERED
DINNER CRACKED
PROMOTION



N/A

28,000

Nutrition & Healthiness





“Eggs are a healthy, natural whole food that the New Zealand Ministry of Health Eating and Activity Guidelines state can be enjoyed by most people every day of the week”.

41%

Niki Bezzant: Eggs are eggxactly what you should eat

27 Aug, 2017 5:00am

3 m



After decades of communicating the need to limit one of New Zealand's favourite foods, a new statement from nutrition experts is giving Kiwis clarification on what has become an age-old question: Are eggs good for you? And how often can we eat them?

By: [Niki Bezzant](#)



Eggs, those little protein-packed wonders, are right up there on my list of favourites. I eat them regularly and not many days pass for me without an egg in them. Most of the time it's for breakfast, but they also feature in my lunches and dinners. That old slogan: "Where there's an egg in the house, there's a meal in the house" is still a goodie.

Some people might be surprised to hear that.

There's a continued level of misunderstanding about the healthiness of eggs - I often query how often they're "allowed" to eat them.

Recent Colmar Brunton Research found only 41 per cent of us know healthy people can eat eggs every day. In the older population it's even lower, with just 32 per cent of those over 60 believing it's okay to eat eggs daily.



www.eggseveryday.org.nz

iLOVEeggs
New Zealand

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Are eggs good for us – and how often
can we eat them?

The new statement, agreed by the Ministry of Health, says:

“Eggs are a healthy, natural whole food that the New Zealand Ministry of Health Eating and Activity Guidelines state can be enjoyed by most people every day of the week”.

After decades of communicating the need to limit eggs, it has now become evident that eggs have had a very unfair report card; the

INDUSTRY PERFORMANCE

LAST 5 YEARS

JULY 2012

JULY 2017

CHANGE %

NZ EGG INDUSTRY VOLUME
MILLIONS DOZENS

81.5

93.7

+14.6%

NZ POPULATION
MILLIONS

4.4

4.8

+8.7%

SUPERMARKET EGG VOLUME
MILLION DOZENS

42

49.9

+18.7%

SUPERMARKET EGG VALUE
MILLIONS DOLLARS

171

229

+34.2%

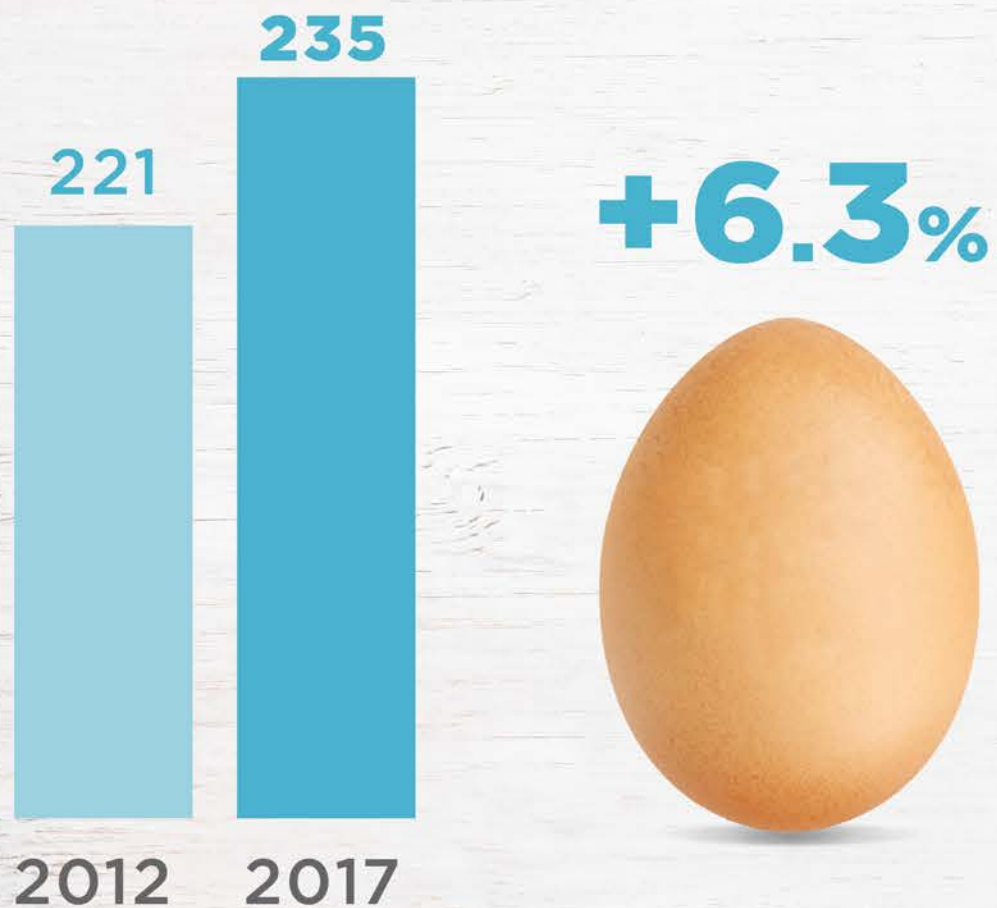
**PER CAPITA CONSUMPTION
OF EGGS**

221

235

+6.3%

Consumption



NZ EGG CONSUMPTION
PER CAPITA HAS **GROWN**



