Industry Engagement Toolkit | Eggs for fitness

Key messages

* Eggs are a nutrition powerhouse, with one egg containing 6 grams of high-quality protein and 9 essential amino acids, all for 70 calories1.
* Starting the day with a high-quality protein like eggs for breakfast can help provide lasting energy2.
* Eggs provide the highest quality protein of all food sources, closely matching human requirements for essential amino acids3.
* Eggs are a good source of protein which contributes to the growth of muscle mass4.
* Eggs provide a valuable source of quality protein. Protein is essential for tissue growth and repair4.
* Eggs contain a range of nutrients, as well as high-quality protein, which support exercise recovery1.
* Eggs provide a valuable source of nutrients required by sports people, including iron, folate and vitamin B121.

Social media content

To help you promote the nutritional power of the egg, the IEC has developed a range of **sample social media posts** with **matching graphics.**

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|  | Diet and nutrition is a key aspect of exercise, to rebuild muscle and replenish energy stores 🍽💪⚡  Eggs contain a range of nutrients, as well as high-quality protein, which support exercise recovery 🥚🏋️‍♀️🙌  Read ‘Egg-cellect fuel for your fitness goals’ to find out more: <https://bit.ly/3GfDqNu> 👈  #Eggs #EggNutrition #FitnessFuel #EggProtein |
|  | Did you know…? 🤔 Consuming high-quality egg protein within 2 hours of training can help repair and grow your muscle more efficiently and effectively! 🥚💪🙌  Discover more about how eggs can support your fitness journey: <https://bit.ly/3GfDqNu> 👈  #Eggs #EggNutrition #FitnessFuel #EggProtein |
|  | With 13 essential nutrients, 6g of protein, just 70 calories, one large egg has a unique nutrition profile that is ideal for active people of all ages! 🥚💪🏋️‍♀️  Find out more: <https://bit.ly/3GfDqNu> 👈  #Eggs #EggNutrition #FitnessFuel #EggProtein |
|  | Eggs contain the highest-quality protein naturally available, making them the perfect addition to the diets of athletes! 🥚💪🏋️‍♀️  Plus they are affordable and versatile, and “can be prepared with most meal choices” according to the International Society of Sports Nutrition 😋🍽📢  Learn more about why eggs are an ideal option for exercise nutrition: <https://bit.ly/3GfDqNu> 👈  #Eggs #EggNutrition #FitnessFuel #EggProtein |
|  | When it comes to post-workout diets, make sure to include the yolk as well as the white! 🍳🏋️‍♀️💪  🥚“When you throw away the yolk, you throw away the majority of essential nutrients and around half the protein.”🥚 explains British Egg Industry Council Chairman, Andrew Joret 📢  Read ‘Egg-cellent fuel for your fitness goals’ to learn more: <https://bit.ly/3GfDqNu> 👈  #Eggs #EggNutrition #FitnessFuel #EggProtein |
|  | Eggs are packed with protein and essential nutrients, ready to fuel your fitness goals! 🍳🏋️‍♀️💪  Whether it’s professional sports, personal fitness or leisurely activity, it is important to ensure you get the right nutrition pre- and post-workout 😋🍽📢  Explore why eggs are the perfect ally for exercise: <https://bit.ly/3GfDqNu> 👈  #Eggs #EggNutrition #FitnessFuel #EggProtein |

Check out your downloaded toolkit for all the social media graphics for Instagram, Facebook and Twitter.

**PLEASE NOTE: The messages included in this toolkit are provided as examples and may need to be tailored to meet country-specific messaging regulations and cultural contexts.**

References

1 Egg Nutrition Centre. (2019). *Egg Nutrition Facts Labels*. <https://www.incredibleegg.org/nutrition/egg-nutrition-facts>.

2 Pesta, D.H., & Samuel, V.T. (2014). *A high-protein diet for reducing body fat: mechanisms and possible caveats*. Nutr Metab (Lond) 11, 53. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4258944/>.

3 Hoffman, J.R., & Falvo, M.J. (2004). Protein – Which is Best? J Sports Sci Med 3(3), 118-30. <https://pubmed.ncbi.nlm.nih.gov/24482589/>.

4 Food Standards Australia New Zealand. (2017). *Australia New Zealand Food Standards Code – Schedule 4 – Nutrition, health and related claims*. Canberra, Australia. <https://www.legislation.gov.au/Details/F2017C00711>.