

Eggsaminer

Website

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December 21, 2015

2015 Year in Review!



2015 was a year filled with egg-cellent news, egg-citing events, and the un-egg-pected! Okay, okay, enough 'egg' puns!

The Iowa egg industry was given good news for eggs, at the beginning of the year, when the Dietary Guidelines Advisory Committee, the nation's top nutrition panel, decided to drop warnings about eating foods high in cholesterol. Experts now say cholesterol in the diet is no longer considered a "nutrient of concern." The Iowa Egg Council welcomed the release of the report, and it amplified what we all know to be true, that eggs are great for our health," according to Iowa Egg Council Executive Director Randy Olson.

Iowa's egg farmers celebrated a new state fair record for eggs-on-a-stick handed out at the Iowa State Fair. A total of 145,584 hard cooked eggs were distributed to fairgoers. This number breaks last year's record by more than 8,000 eggs!

Not only did the Iowa State Fair break a new record, but the Clay County Fair did as well. 23,640 eggs-on-a-stick were handed out to fairgoers. This broke last year's record by more than 1,500 eggs!

The egg-on-a-stick has become a tradition for many people at the fairs. We heard over and over, again, how happy folks were to see us at the fair, and that the egg-on-

a-stick is one of their favorite foods at the fair.

To find more information about what the IEC was up to in 2015, and for great recipe ideas visit the [Iowa Egg Council](#).

Holiday Recipe Ideas



Looking for a gift idea this holiday season? Personal gifts show recipients that you put thought and work into your gift. Gifts contained in "jars" can be made in anything that's clear and has a secure lid. Gift the festive look of jars filled with **Cranberry White Chocolate Cookie** mix. For this recipe and more [stop by](#) our website.

The holidays can be a bit stressful with gift shopping, decorating, baking, cooking, holiday parties - the list goes on and on! Don't let Christmas morning brunch add to the stress. Keep it simple with make ahead Caramel French Toast with Strawberry Sauce. It's ooey, gooey and delicious!



Partnership Update



Iowa Food and Family Project

We continue to support the Iowa Food & Family Project (IFFP) and all efforts to educate and bring consumers and farmers together for a common good. All Iowans benefit when we have a greater understanding of where our food comes from and have trust in the men and women who provide it.

The IFFP conducted a recent Consumer Pulse Poll, and the results are in! Approximately 350 shoppers, throughout the state, are surveyed on their views of food and farming. Here are the results from those surveyed, by the numbers:

- 84% - Hold a positive impression of farming
- 75% - Find food labels helpful
- 74% - Believe farmers do a good to great job in caring for their animals
- 66% - Trust farmers to do things right
- 65% - Rank food labeled "local" at the top of the list

For a complete overview of survey results, visit [Iowa Food and Family](#).

Coming soon...



IOWA EGG COUNCIL

Look for the **Iowa Egg Council** at these upcoming events:

Inspire Health Fair, January 16, Des Moines - [Inspire Health Fair](#)

Siouxland Home Show, February 25-28, Sioux City - [Siouxland Home Show](#)

Global Ag Summit, March 3-5, Sioux Center - [Global Ag Summit](#)

Hello friends! During the festive holiday season we invite you to check out the Iowa Egg Council on Facebook, Twitter and Pinterest! There you will find incredible egg recipes, product and nutritional information, fun facts and lots more! Try the yummy recipes we've included, too. We're pretty sure your guests will love them!

Our very best holiday wishes to you from all of us at the Iowa Egg Council!

Sincerely,

Katie Nola
Director of Consumer Affairs
Iowa Egg Council

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