

# The American Egg Board launches new website for schools

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A new website from the American Egg Board offers school nutrition resources to crack open the secret to successful school meal planning.

School nutrition professionals serve more than 30 million children each day and many eat more than one meal at school.

School meals really do matter and that's why America's egg farmers are proud to announce the launch of Eggs in Schools website — making it extremely easy to fit the incredible, edible egg into school nutrition programs. Powered by the American Egg Board, this new website provides resources promoting the nutritional value and cost-saving benefits of serving eggs in schools.

The website compiles all of the information school nutrition programs might need to include eggs in school meals. Fun and fresh content includes ready-to-use school recipes, creative menu ideas, success stories, nutrition information and much more. There are recipes and ideas for sandwiches, salads, wraps and breakfasts too, designed by and specifically for school nutrition professionals. This new online resource helps schools create protein-rich meals with one simple ingredient — eggs.

Explore the site and find out why eggs are a delicious and affordable meat alternative suitable for all school meal patterns from breakfast through lunch, snacks and supper. Pinterest and Twitter links help connect the school nutrition community to better share unique ideas or learn about special promotions.

"Students who have eaten a satisfying, protein-rich meal are better able to concentrate in the classroom," said John Howeth, senior vice president, foodservice and egg product marketing for the American Egg Board.<sup>2</sup> "However, they also crave variety and great flavor. The generation coming up is filled with young 'foodies.' We have ideas that fit within school nutritional guidelines that are also fun and trendy to speak to the kids' interests."

Why Eggs? Eggs serve as an affordable protein that works as a meat alternative. Supplying six grams of high-quality protein (per large egg) for a low cost, eggs can play a role in nutritious meals that help schools control expenses to stay within federal reimbursement rates. Eggs are available in fresh, refrigerated liquid, frozen or specialty prepared forms, such as hard-boiled eggs that are just as easy to serve in the classroom as in the cafeteria.

Visit [aeb.org/schools](http://aeb.org/schools) or watch for pinnable ideas and shared tweets using the hashtag #eggsinschools.