



TICK PROGRAM

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Media release

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Eggs lose question mark in gaining the Tick

They're a highly nutritious food containing top quality protein, 10 vitamins and minerals in one convenient package, but the Heart Foundation is still expecting some Australians to be surprised when they see fresh eggs displaying the Tick from this month.

Almost two in three Australians are still unsure about eggs and their role in healthy eating so the Heart Foundation, through its Tick Program, is setting the record straight on eggs.¹

Ms Susan Anderson, National Manager of the Heart Foundation Tick Program and a qualified dietitian, said eggs are a highly nutritious food that healthy people should feel comfortable including in everyday eating.

"The Tick is about quickly highlighting healthier choices to shoppers and like other healthy foods such as lean meat, poultry, plain unsalted nuts and avocados, eggs are a nourishing food for the healthy population.

"Importantly, for mums who often struggle to find nutritious foods that their children will eat, the versatility and ability to make eggs 'child-friendly' adds up to one less mealtime battle," said Ms Anderson.

"Because they are nutrient dense, health professionals also recommend eggs for other 'nutritionally vulnerable' groups like the elderly, vegetarians and pregnant women," she added.

Despite the nutritional calibre of eggs, their role in a healthy eating pattern has been overshadowed by long-held myths primarily focussed on their content of dietary cholesterol and fat levels.

As egg yolks contain dietary cholesterol, the Heart Foundation recommends people with heart health concerns seek advice from their doctor or an Accredited Practising Dietitian regarding their intake of egg yolks. This advice does not apply to the healthy population.

¹Newspoll market research, consumer survey, Aug 2004

“Research shows more than 8 out of 10 people over the age of 40 believe they need to restrict the number of eggs eaten each week,” said Ms Anderson.²

“We are concerned this misinformation about eggs may mean healthy Australians are missing out on an affordable, nutritious and readily available food, so deciding to put the Tick on eggs is about sending a clear healthy eating message to them.

“An egg contains approximately 5g of fat; the majority of which is the healthy, unsaturated fat our body needs for normal daily functioning. Only 1.5g of the total fat is the unhealthier saturated fat,” she added.

The Managing Director of the Australian Egg Corporation, Mr James Kellaway, said egg farmers around Australia were enthusiastic about entering the Tick Program and hoped the Tick would help to clarify that eggs are a highly nutritious food.

“We’ve been working hard to ensure Australians have the best quality eggs in the world, and the Tick will help to remind them that eating eggs are a great addition to the Australian diet,” he said.

If anyone would like further information they can contact the Heart Foundation’s **Heartline** on 1300 362 787 or visit www.heartfoundation.com.au

ENDS

Did you know, the Tick Program:

- Required Tick products to display Nutrition Information Panels 13 years before they were mandatory on all foods.
- Funds research into understanding eating, physical activity and obesity in children and adults.
- Increased the number of healthier choices in the supermarket from 80 in 1989 to more than 2000 in 2005.

AVAILABLE FOR INTERVIEW

To interview: Susan Anderson, National Manager, Tick Program
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To interview: James Kellaway, Managing Director, Australian Egg Corporation Ltd

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² Newspoll market research, consumer survey, Aug 2004