



How to be ready for anything with eggs.

21st February, 1991

Dear Producer,

The Consumer Education Department of the Victorian Egg Marketing Board plays a vital role in consumer communications.

During 1990 one of our major objectives was to communicate to all purchasing consumers the 'Healthy Eating' with eggs message. As you may be aware food trends are changing and consumers are leaning towards low fat foods. Luckily we do not have a difficult task in marketing a low fat product as 'eggs' contain only 5gms of fat with only 2gms of that fat being saturated.

Saturated fat is said to be major factor in increasing blood cholesterol and the risk of heart disease. To communicate the 'low fat egg' message effectively to the community a booklet titled 'Easy Low Fat Living' has been developed and added to our resources. This booklet together with the Questions and Answers about Cholesterol has been distributed widely with 12,000 copies sent out during 1990. We have enclosed copies of both booklets for your perusal. We suggest that you order additional copies for distribution to family, friends and customers.

We will continue to promote eggs in this very positive manner during 1991 in all aspects of our education program.

If you would like further copies of the booklets or more details regarding the V.E.M.B. education program please contact Tami McAdam or Penny Hardisty on 798:7077 during business hours.

Yours faithfully,
THE VICTORIAN EGG MARKETING BOARD

CORRINE PETERSON
Statutory Marketing Manager

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