



Reintroducing the
INCREDIBLE EGG!

14% less cholesterol
*According to the USDA, one large egg now contains
185 mg of cholesterol, down from 215 mg.*

New USDA study shows eggs have 14% less cholesterol and more vitamin D.

The amount of cholesterol in a single large egg has decreased by 14 percent (185 mg – down from 215 mg) according to the new United States Department of Agriculture (USDA) nutrition data*. Consuming an egg a day fits easily within dietary guidance, which recommends limiting cholesterol consumption to 300 mg per day.

Eggs now contain 41 IU of vitamin D, which is an increase of 64 percent from 2002. Eggs are one of the few foods that are a naturally good source of vitamin D, meaning that one egg provides at least 10 percent of the Recommended Daily Allowance (RDA). Vitamin D plays an important role in calcium absorption, helping to form and maintain strong bones.

The amount of protein in one large egg – 6 grams of protein or 12 percent of the Recommended Daily Value – remains the same, and the protein in eggs is one of the highest quality proteins found in any food. Eggs are all-natural, and one egg has lots of vitamins and minerals all for 70 calories. The nutrients in eggs can play a role in weight management, muscle strength, healthy pregnancy, brain function, eye health and more. At less than 15 cents apiece, eggs are an affordable and delicious breakfast option.

*In 2010, a random sample of regular shell eggs was collected from locations across the country to analyze the nutrient content of eggs. The testing procedure was last completed with eggs in 2002, and while most nutrients remained similar to those values, cholesterol decreased by 14% and vitamin D increased by 64% from 2002 values.

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We drafted the following content which is with AEB for review based on the new guidelines released today that we could use here if approved: “The 2010 Dietary Guidelines for Americans suggest that eating one whole egg per day does not result in increased blood cholesterol levels and recommend that individuals consume, on average, less than 300 mg of cholesterol per day. A single large egg contains 185 mg cholesterol.”