

EAT INCREDIBLE! ON ANY BUDGET

American Egg Board Celebrates National Egg Month with Affordable New Recipes

Park Ridge, Ill. (April 30, 2009) – According to a recent survey, 87 percent of American families have rethought their eating habits and the food they buy in order to reduce costs in the wake of today's economy.¹ However, it is important to remember that cutting back doesn't have to mean sacrificing nutritious foods. Families looking to save on food costs can still prepare easy and healthful meals with the right staple ingredients, like the incredible, edible, *affordable* egg, which has 70 calories, high-quality protein and costs an average of 14 cents apiece.²

May is National Egg Month and, as more families eat at home, it is a great time to try new egg breakfast recipes that provide more bang for your buck – both nutritionally and economically. Research shows that eating eggs at the start of the day can help families feel more satisfied and energized, and eat less throughout the day.^{3,4} As an added bonus, eggs are one of the most affordable sources of high-quality protein and provide the body and mind energy families need to keep going throughout busy days. [Click here](#) for a chart comparing the cost of eggs to other sources of high-quality protein. (*Link to protein comparison chart*)

New Recipes from the American Egg Board

The American Egg Board has added even more easy and affordable high-quality protein breakfast dishes to its recipe database to help moms fuel their families while stretching time between shopping trips and saving more money. The following recipes from IncredibleEgg.org cost less than \$1.00 per serving⁵ and take less than ten minutes to prepare:

- [Spinach, Ham & Cheese Omelet](#) (\$0.98 per serving)⁵
- [Coffee Cup Scramble](#) (\$0.46 per serving)⁵
- [Apple Cinnamon Oatmeal with an Egg Boost](#)(\$0.96 per serving)⁵

With more people choosing to dine in than eat out these days, a breakfast with eggs can easily turn into a great, budget-friendly, family dinner. For more fast and easy recipes, including three-, ten- or fifteen-minute meals, and in-depth “how to” instructions on classic egg dishes, visit the [American Egg Board](#) at www.incredibleegg.org.

¹ Americans Cutting Spending In Time of Economic Crisis. Marist Institute for Public Opinion. March 2009 – Survey of 1,128 United States Residents.

² United States Agricultural Department, Economic Research Service, April 15, 2009.

³ Leidy HJ, et al. Increased dietary protein consumed at breakfast leads to an initial and sustained feeling of fullness during energy restriction compared to other meal times. *BJN*, published online September 2, 2008.

⁴ Vander Wal JS, et al. Egg breakfast enhances weight loss. *Int J of Obesity* 2008: 32(10):1545-1551.

⁵ Approximate price per serving based on competitive, pre-taxed market prices in Chicago, IL.