



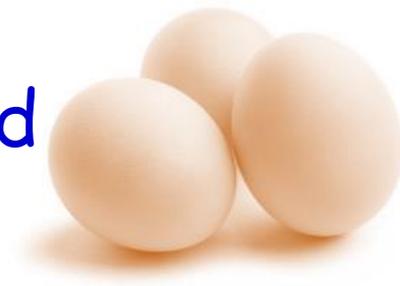
Yet more ... Challenges and Opportunities for the UK Egg Industry

Presentation to Irish Poultry and Egg
Conference, Monaghan,
on 9th November 2016



British Egg Industry Council

UK Egg Industry - Background

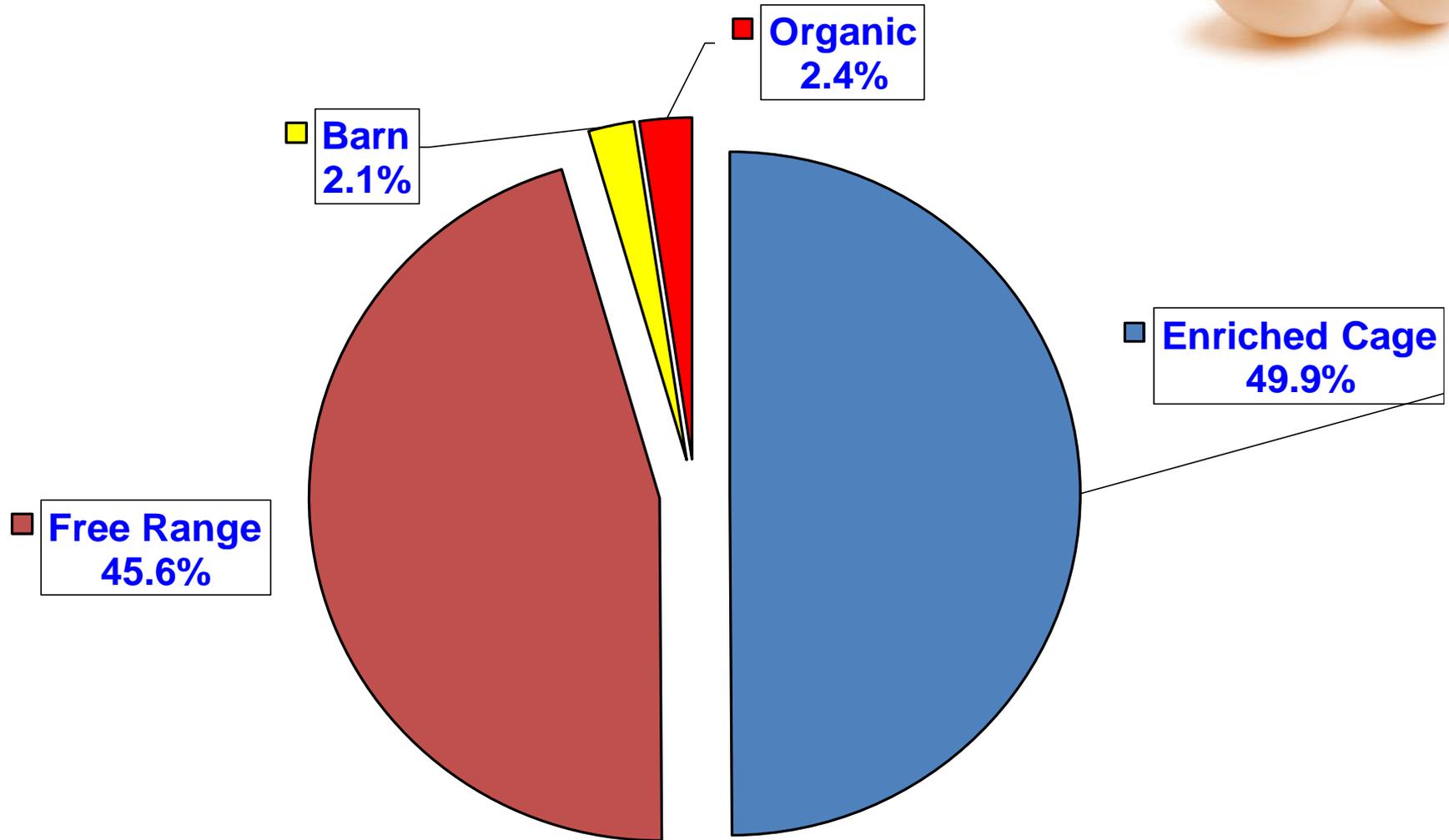


- 37 million laying hens
- Egg consumption (2015)
 - Increased by 8 eggs/capita/annum to 191
 - 34 million eggs a day
 - 12.3 bn per annum
- 85% self-sufficient





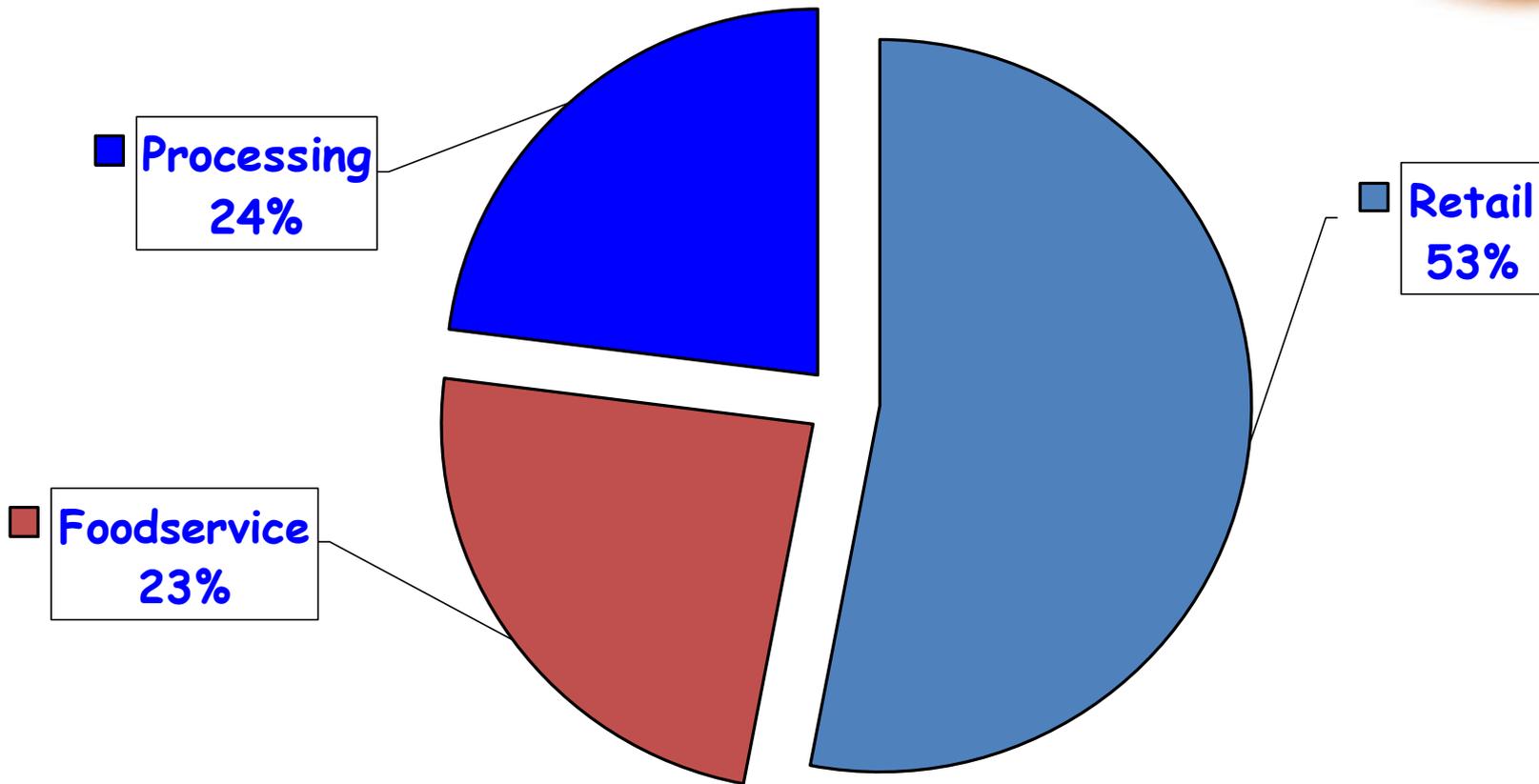
UK Market Split - Volume January - June 2016



Source: Defra



UK Egg Market make-up (2015) (Volume)

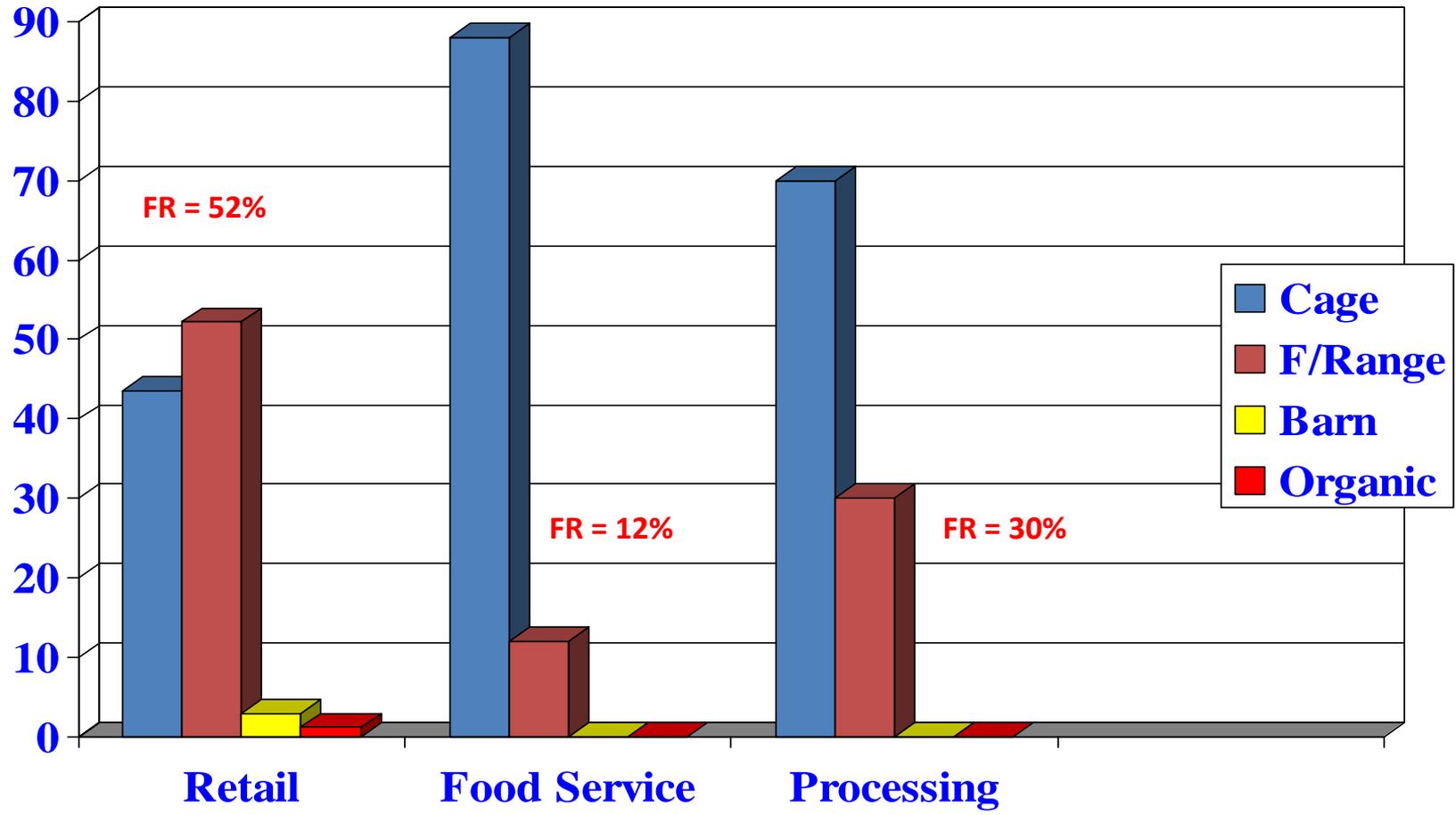


Source: BEIC



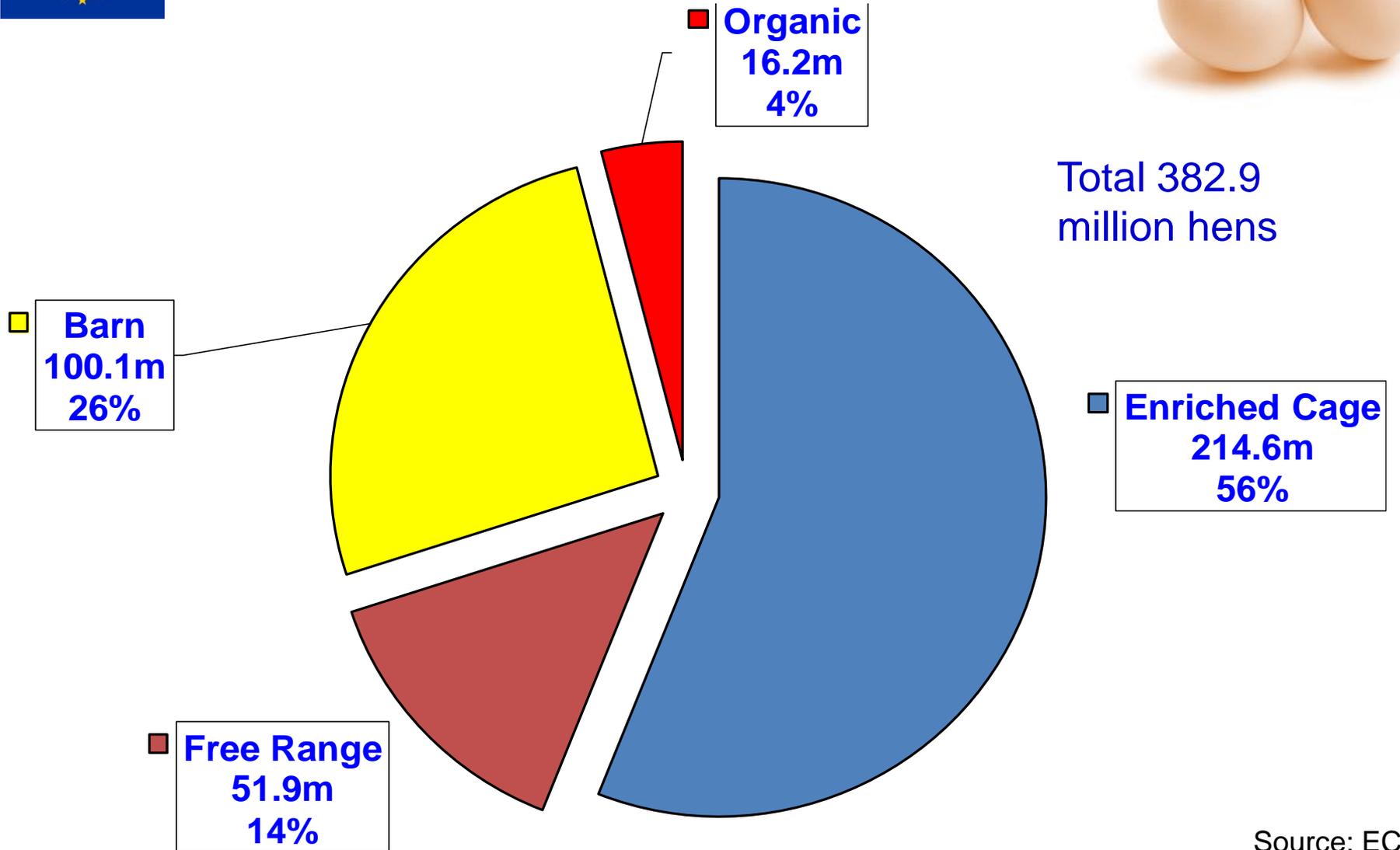
British Egg Industry Council

UK - Estimated Demand By Egg Type and Market Sector (2015) (%)





EU laying Hens (million) 2015



Source: EC



EU Imports of Eggs:

Trade Figures (*Comext – tonnes egg equiv.*) not incl. Hatching eggs

	2012		2013		2014		2015		Jan-Aug 16		Compared to Jan-Aug 15
	tonnes	%	tonnes	%	tonnes	%	tonnes	%	tonnes	%	
Ukraine	0	0,0%	0	0,0%	163	1,2%	3.665	19,4%	5.948	53,8%	+++
Argentina	10.159	27,1%	5.797	28,4%	1.433	10,5%	3.232	17,1%	1.760	15,9%	- 27%
USA	15.179	40,5%	6.857	33,6%	4.156	30,5%	2.745	14,5%	956	8,6%	- 60%
Albania	2.237	6,0%	387	1,9%	0	0,0%	1.554	8,2%	805	7,3%	+ 21%
India	3.658	9,8%	3.855	18,9%	5.606	41,1%	5.743	30,4%	651	5,9%	- 85%
Switzerland	333	0,9%	566	2,8%	720	5,3%	584	3,1%	289	2,6%	+ 1%
Others	5.901	0,2%	2.915	0,0%	1.548	0,0%	1.346	0,0%	650	5,9%	
Extra-EU	37.466		20.378		13.626		18.869		11.058		
% change			- 46%		- 33%		+ 38%		- 11,6%		



EU Exports of Eggs:

Trade Figures (Comext – tonnes egg equiv.) not incl. Hatching eggs

	2012		2013		2014		2015		Jan-Aug 16		Compared to Jan-Aug 15
	tonnes	%	tonnes	%	tonnes	%	tonnes	%	tonnes	%	
Japan	66.935	36%	64.522	29%	78.765	34%	73.487	26%	26.932	17%	- 44,1%
Sw itzerland	41.888	23%	45.160	21%	41.483	18%	41.593	15%	26.826	17%	- 2%
USA	180	0%	92	0%	2.983	1%	49.451	17%	14.458	9%	- 8%
U.A.Emirates	1.676	1%	9.508	4%	8.204	4%	15.113	5%	11.267	7%	+ 49%
Israel	1.060	1%	929	0%	3.532	2%	11.592	4%	10.370	6%	+ 40%
Hong Kong	409	0%	314	0%	2.641	1%	4.308	2%	4.295	3%	+ 51%
Thailand	6.406	3%	5.913	3%	4.939	2%	5.147	2%	4.088	3%	+ 28%
Taiw an	4.624	2%	3.411	2%	3.445	1%	4.082	1%	3.624	2%	+ 23%
Sierra Leone	0	0%	937	0%	1.911	1%	3.362	1%	3.558	2%	+ 59%
Russia	5.982	3%	10.577	5%	7.659	3%	3.854	1%	3.543	2%	+ 117%
Mauritania	79	0%	1.820	1%	1.535	1%	1.310	0%	3.358	2%	+++
Others	56.477	30%	76.499	35%	75.762	33%	69.831	25%	47.760	30%	
Extra-EU	185.716		219.683		232.859		283.130		160.081		
% change			+ 18%		+ 6%		+ 22%		- 2,0%		



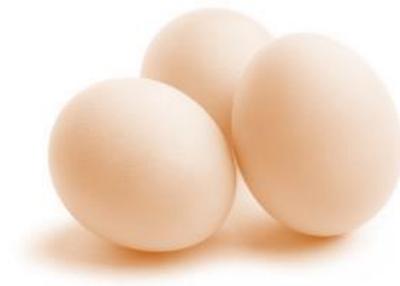
'Brexit'



- How did we get to this position?
 - Rt. Hon. Teresa May MP - "Brexit means Brexit" (13 July)
- Reduction in value of £
 - Food price inflation
 - Imports of eggs/egg products more expensive
 - But feedingstuffs more expensive
- Shell egg market - Lion
- Egg products - short term benefit of £, but potential threats in future



'Brexit' - 2



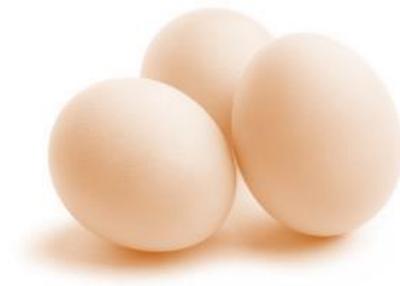
Key concerns

Trade

- UK has high standards of food safety, animal welfare and environmental protection
- UK exports banking, insurance and services
- Developing countries export agricultural products
- Will government seek to protect our high standards in future trade negotiations, or will it be free trade?



'Brexit' - 3



Migrant labour

- BEIC survey
- Farms - 35-40% of staff are non-UK nationals
- Packing centres - 55-60%
- Must have access to this labour in future

Legislation

- Govt must resist calls by NGOs to 'gold-plate' legislation e.g. animal welfare
- Otherwise just increases costs \Rightarrow loss of competitiveness



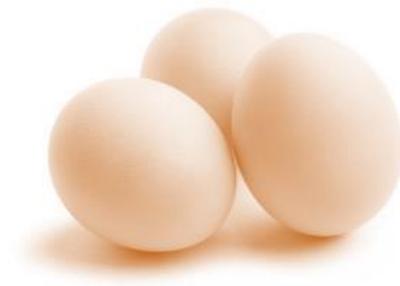
'Brexit' - 4



- 43 years of legislative entwinement
- Article 50 to be served by end March 2017
- But ... High Court now ruled that Act of Parliament needed to trigger Art 50
- Govt to bring forward Great Repeal Bill to repeal European Communities Act 1972 on day of exit
- Domestication of EU legislation
 - But .. Likely that it will still be in place
- After all, why would any govt seek to repeal legislation that serves to protect consumers - e.g. labelling, food safety, animal welfare, environmental protection
- At some point in future govt may conduct review



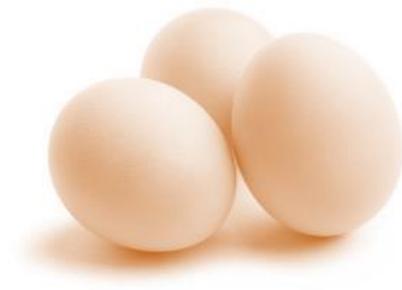
'Brexit' - 5



- Unknown territory
- 'Hard' or 'soft' Brexit?
- A lot of 'positioning' occurring at present
- Key question - will govt accept 'business' / 'economic' case, or respond to emotion - 'control of borders'
- NI/ ROI border?
- Logic should dictate a 'soft' Brexit, but issue will be over free movement of labour



Animal welfare



- 'Cage-free'
- Keel bone damage
- Disposal of male day-old chicks





Conventional cage
(banned in the UK/EU in 2012)



Enriched 'colony' cage

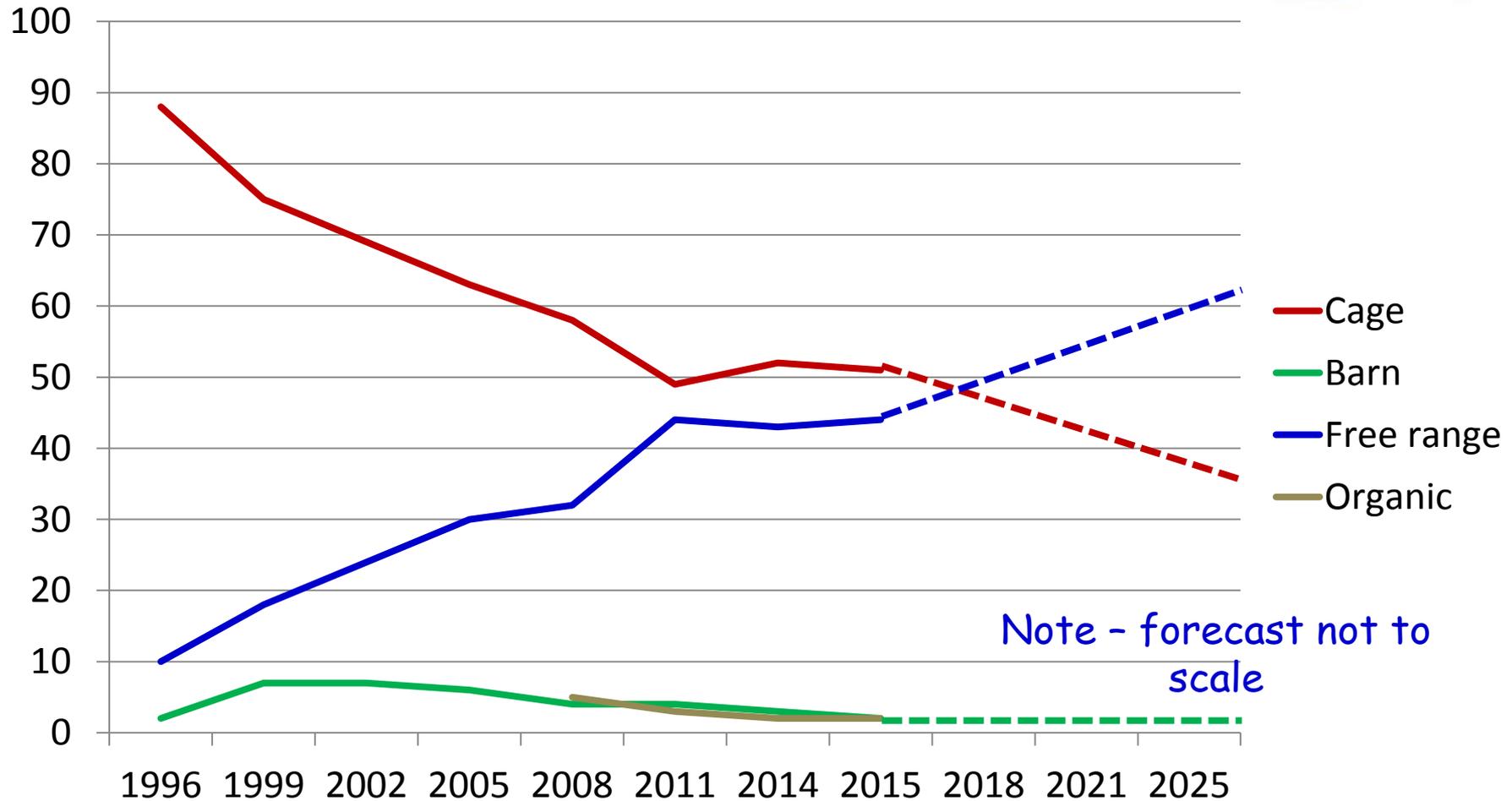


'Cage-free'
= Barn in EU

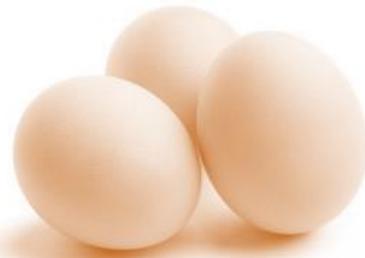


British Egg Industry Council

Development of UK egg market, by system of production (%) 1996-2025 (including forecast)



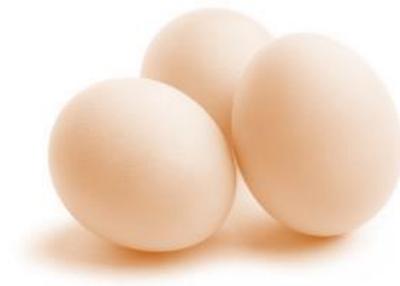
'Cage-Free' - background



- Announcements by restaurant chains, food service companies and retailers in the USA to move to 'cage-free' egg supply by 2020-2025
- Pressure on retailers in UK to follow suit
- But ... 'Cage-free' in USA is not the same as in UK/EU
 - We have to comply with WLHD
 - Floor, plus 3 levels
 - Max S.D. of 9 birds per m²
 - 250 cm² litter area per bird



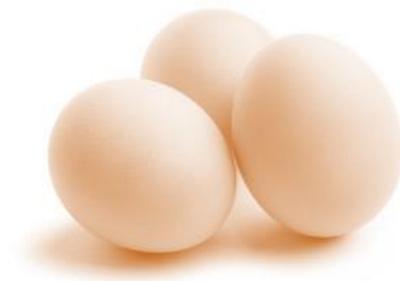
'Cage-Free' - 2



- BEIC met certain retailers before announcements to discuss issues that must be considered
- Retailers (& some food service companies) announced move by 2025
- 14 year-old schoolgirl started petition to lobby Tesco to move away from cage and barn



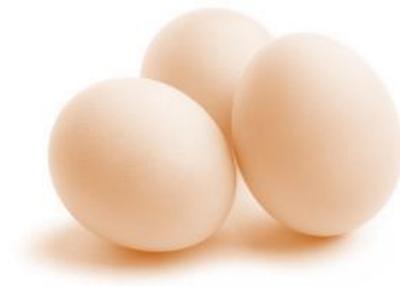
'Cage-Free' - 3



Key points

- 'Cage-free' would not create a new system of production, but rather eggs would be 'barn'
 - Egg packs would have to be labelled 'Barn'
 - '2' Producer Establishment Number on the egg
- Concern at move to barn, which is shrinking
 - only accounts for 2.1% of production
- Huge investment needed
- Planning permission
- Will animal rights groups criticise barn systems?
- Will the move take place earlier than 2025?
- Choice removed from consumers
 - will disadvantage those on lower incomes

Keel Bone damage



- FAWC criticism in 2010
- Causes are multi-factorial
 - System design, genetics, nutrition
- World-wide issue
- BEIC data collection using palpation
- EU-COST CA15224: Identifying causes and solutions of keel bone damage in laying hens
- First MC meeting held on 18 October



Male day-old chicks



- Animal rights NGOs raised issue
 - Particularly in Germany
- In UK, valuable source of food for zoos, birds of prey etc
- UK pullet hatcheries use 100% argon
- Research into in-ovo sex determination
 - Germany, Canada
 - Needs to be scaled up
- Dual purpose breeds



Avian Influenza



- Major issue in SW France 2015 and 2016
 - (H5N1, H5N3, H5N9)
- *Italy, UK, Netherlands, Denmark*

- *During Recent weeks*
- *H5N8*
- *Hungary - wild birds and turkeys*
- *Germany - wild birds*
- *Poland - wild birds*



**Football boss
Karren Brady
is arrested**
SEE PAGE 14



**£100 OFF
with ASDA
Savings Card**
WE HAVE 50 TO GIVE AWAY
SEE PAGE 39

NEWSPAPER



It is good for you after all

Go to work on an egg again as experts crack the health scare over cholesterol

FROM PAGE ONE

A gigantic £12million advertising campaign and aired on TV by comedian Tony Hancock and actress Patricia Hayes, it proposed that an egg for breakfast was the best way to start the working day. Plans to revive the ads in 2007 were vetoed after the Broadcast Advertising Clearance Centre ruled that an egg a day did not suggest a varied diet.

The new study now says that after years of conflicting advice on egg consumption it is clear that the amount of cholesterol in eggs has a

clinically insignificant effect on human blood cholesterol. One medium-sized egg has around 80 calories and is rich in high-quality protein, the report adds.

According to a survey last year, 45 per cent of Britons still believe that eggs raised blood cholesterol levels, which in turn is bad for the heart.

But research co-author Dr Bruce Griffin, Professor of Nutritional Metabolism at the University of Surrey's health and medical sciences faculty, said saturated fat was much more harmful.

"The ingrained misconception linking egg consumption to high

blood cholesterol and heart disease must be corrected," he said.

"The amount of saturated fat in our diet exerts an effect on blood cholesterol that is several times greater than the relatively small amounts of dietary cholesterol."

Prof Griffin said that the old three eggs per week message was only slowly dying out. "It is still firmly rooted in the older rather than the younger generation. Very often it is parents impressing on their children their dietary values," he said.

"In the face of the scientific evidence there are no grounds on

which to base that advice," Dr Griffin, who is an independent adviser to the British Egg Industry Council, said the UK public should not put limits on consumption.

The Food Standards Agency agreed that eggs were a good source of protein plus vitamins D, A and B2. And British Heart Foundation senior dietitian Victoria Taylor said: "There is cholesterol present, but this does not usually make a great contribution to your level of blood cholesterol."

OPINION: PAGE 12

LOW EGGS ARE GOOD FOR YOU

Daily Mail

Eggs aren't bad for you

They don't cause high cholesterol

By Louise Barnett Consumer Editor

FEARS that eating more than three eggs a week can cause high blood pressure and increase cholesterol are unfounded, scientists now claim.

Almost half the country believes that eating too many eggs is unhealthy, but they are in truth a high-protein food, cheap and nutritious, and consumers should not be unduly concerned about how many they eat.

"It is high time that we dispelled the mythologising surrounding eggs and heart disease and returned them to their rightful place on our menu, where they can make a valuable contribution to healthy, balanced diets," say the authors, who wrote in the journal British Nutrition Foundation.

Their findings echo the famous slogan urging the nation to "go to work on an egg" - dropped after experts declared too many of them could harm your health - may soon be back in favour. Coined in the 1960s as part of a

TURN TO PAGE 7



As sure as eggs is eggs

Given the chance, most of us prefer to have a proper breakfast, though time has a way of thwarting the enjoyment of this best meal of the day. In any case, a proper breakfast means eggs, and we had been scared off eggs. It is 21 years since Edwina Currie sent consumption plummeting by her declaration: "Most of the egg production in this country, sadly, is now affected with salmonella." But even the most pristine eggs, the scientists said, eggs that had never been near a microbe, would kill us one day by blocking our arteries with cholesterol. So we stopped eating them, or did so guiltily.

This week's news from the nutritionists, that after all an egg a day does us hearty good, is a liberation. It brings to mind the dust at the end of *Fidelio*, where Florestan and Leonora sing: "O nameless joy!" Rejoice. Eggs celebrate the highest gift of humanity, free will. Eggs mean choice: fried or scrambled, and, if soft boiled, accompanied or not by soldiers. To favour beseeching the shell at the big end, or at the little end, remains as good an analogy of politics as it was when Swift invented it. How best to poach an egg is still a decision upon which even shavenest science feels shy to pontificate. Some say it is impossible without a drop of vinegar; to others vinegar is anathema. In whatever form, the egg is the food of the day - easy, quick, dependable, and very good value. The toast is: Eggs!

By Daniel Martin Health Reporter

IT'S perfectly safe to go to work on an egg, experts declared last night after a study exploded the enduring myth that they can cause heart attacks.

In fact, two eggs a day as part of a balanced diet can even help you lose weight, they found.

The British Heart Foundation used to recommend that people should limit their egg consumption to no more than three a week because they contain cholesterol, known to raise the risk of heart attack.

It dropped this guidance in 2005 after studies showed very little of the cholesterol in eggs makes its way to the blood. But

They're not heart attackers, in fact they can help you diet, say experts

a poll carried out by the British Egg Information Service found that 45 per cent of people did not know the truth a week, and half believed they should stick to these limits.

Now, in a paper written for the British Nutrition Foundation, experts set out the definitive evidence showing there is no link between egg consumption and an increased risk of heart disease.

Dr Juliet Gray, a public health nutritionist funded by the egg

industry, and Bruce Griffin, professor of nutritional metabolism from the University of Surrey, found that factors such as smoking, being overweight and a lack of physical activity can influence blood fat and cholesterol levels and heart disease risk.

The only people advised against eating too many eggs per day are those with a condition called familial hypercholesterolaemia.

Victoria Taylor, senior dietitian at the British Heart Foun-

dation, said: "We recommend that eggs can be eaten as part of a balanced diet."

"There is cholesterol present in eggs but this does not usually make a great contribution to your level of blood cholesterol."

"If you need to reduce your cholesterol level it is more important that you cut down on the amount of saturated fat from foods like fatty meat, full fat dairy products and cakes, biscuits and pastries."

d.martin@daily-mail.co.uk

FALLEN FAVOURITE

- 1960s: The average Briton eats five eggs a week, boosted by the 'go to work on an egg' advertising campaign
- 1971: Consumption falls after official advice suggesting a three-a-week limit
- 1982: Sales dip further after Health Minister Edwina Currie says most eggs are infected with salmonella
- 2005: British Heart Foundation drops its three-a-week limit as opinion swings back in favour of eggs
- 2009: The message has not got through as we still only eat two to three each week

and clinically insignificant effect on blood cholesterol.

Victoria Taylor, senior dietitian at the British Heart Foundation, said: "We recommend that eggs can be eaten as part of a balanced diet. There is



Eggs 'not heart risk'

EATING eggs does not "significantly" increase the risk of high cholesterol and heart disease, scientists said yesterday.

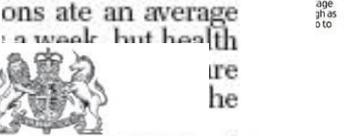
Experts found people do not need to limit eggs to just three a week, as half the public believes, but should cut down on full-fat dairy food and cakes.

A study by nutritionists Dr Juliet Gray and Prof Bruce Griffin, from Surrey University, said eggs do contain cholesterol - but saturated fat in other food is more damaging.

WE HAVE 50 TO GIVE AWAY
SEE PAGE 39

an egg a day

It was deemed not appropriate on the day of eating an egg for every day was not a diet. In the mid-1960s ate an average of two, but health



DAILY EXPRESS
THE NORTHERN & SHELH BUILDING
NUMBER 10 LOWER THAMES STREET, LONDON EC3R 6EN
Tel: 0871 434 1010 (outside UK: +44(0)1870 062 6620)

Badly scrambled advice

FOR years many of us have rattled our egg intake on the advice of nutritionists. Now it turns out we need not have done: eggs were never a major factor behind high cholesterol levels. Scientists better be more careful next time they warn us off a favourite food. Now we just need to hear that bacon is good for you, too.



Cholesterol in eggs has only a small, clinically insignificant effect on blood cholesterol, say researchers

Valerie Elliott Consumer Editor

Going to work on an egg may be good for you after all.

Fears that eating one egg a day will lead to high cholesterol and heart disease were challenged yesterday by scientific research.

It seems that there is no reason after all for healthy people to limit egg consumption to three a week - even though nearly half of British people believe that this is the maximum recommended number.

A paper to be published soon in the British Nutrition Foundation's *Nutrition Bulletin* has found that cholesterol in eggs has only a small and clinically insignificant effect on blood cholesterol. While people with high blood cholesterol are at an increased risk of heart disease, only a third of the cholesterol in the body is attributed to diet.

Other factors linked to high cholesterol levels are smoking, being overweight and lack of exercise, and the main culprit from food is saturated fat, not cholesterol found in eggs.

There was some scepticism about the findings when it was confirmed that Juliet Gray, a public health nutritionist was funded by the egg industry

for her research team. The co-author Bruce Griffin, a professor of nutritional metabolism at the University of Surrey, did not receive payment, though in the past he has advised the British Egg Industry Council on scientific issues.

However, it also emerged yesterday that the British Heart Foundation

and communicate a message that there is no need to limit the number eaten as long as they are part of a healthy low saturated fat diet.

Professor Griffin said: "The ingrained misconception linking egg consumption to high blood cholesterol and heart disease must be corrected."

"The amount of saturated fat in our diet exerts an effect on blood cholesterol that is several times greater than the relatively small amounts of dietary cholesterol."

The Food Standards Agency agreed that eggs were a good source of protein plus vitamins D, A and B2. And British Heart Foundation senior dietitian Victoria Taylor said: "There is cholesterol present in eggs but this does not usually make a great contribution to your level of blood cholesterol."

If you need to reduce your blood cholesterol level it is more important that you cut down on the amount of saturated fat in your diet from foods like fatty meat, full fat dairy products, cakes, biscuits and pastries."

anyone who has inherited a genetic susceptibility to high blood cholesterol linked to increased risk of coronary heart disease should only eat 500 people in Britain, is still advised to stick to two or at most three eggs a week.

The study concludes that health chiefs and GPs should emphasise the myths about fat and heart disease

Overcoming the cholesterol challenge



	Nov-08* All Adults	Apr-15 All Principal Shoppers
BASE:	1,000	1,636
	%	%
Number of eggs		
1 – 3	45	26
4 – 5	23	23
6 +	19	42
Don't know	8	9



Perfect Protein

eat in

One I love...
Jenni's Spicy Spinach, Egg & Quinoa Scramble

- SERVES 2 PREP 5 MINUTES COOK 10 MINUTES**
- 2 teaspoons olive oil
 - 4 spring onions, trimmed and sliced
 - 1 red chili, deseeded and sliced
 - 1 garlic clove, chopped
 - 50g baby spinach leaves
 - 4 eggs
 - 250g pack ready-to-eat red and white quinoa
 - Chopped fresh coriander, to serve (optional)

1 Heat half the oil in a non-stick frying pan over a high heat. Sauté the onions, chili and garlic for 1 minute. Stir in the spinach leaves until wilted. Season and transfer to a warm bowl.



74 eat in

Spaghetti With Egg And Broccoli

5 August 2016



Serves: 2
Preparation time: 5 mins
Cooking time: 15 mins

Ingredients:

- 275g wholewheat spaghetti
- 1 tsp extra virgin olive oil
- 1 onion, chopped
- 1 clove garlic, crushed
- 15g pine nuts
- 200g small broccoli florets
- 3 large British Lion eggs
- 2 tsp fresh flat leaf parsley chopped

Method:

1. Cook the spaghetti in a large pan of boiling water for 7 mins.
2. Heat the oil in a medium non-stick frying pan, add the onion and cook for 3 mins or until soft. Add the garlic and pine nuts and cook for a further minute or so until the onion and nuts are golden.
3. Add the broccoli florets to the spaghetti pan, stir and cook for a further 3 mins. Drain in a colander and keep warm.
4. Beat the eggs with the seasoning and add to the frying pan. Cook over a medium heat for a couple of minutes until the eggs are set and scrambled the way you like.
5. Add the spaghetti to the frying pan along with the parsley and toss together to mix. Serve on warm plates with a little parmesan if liked.

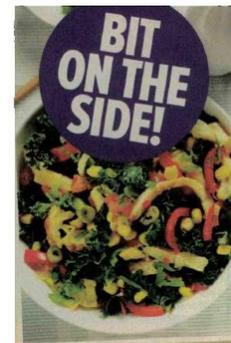
Recipe by Lucy Meaklenburgh in conjunction with www.eggrecipes.co.uk

Asian Chopped Omelette With Kale & Peppers

5 August 2016



Serves: 2
Preparation time: 5 mins
Cooking time: 5 mins
Ingredients:



Asian chopped omelette with kale & peppers

- Chat Meal Deal**
- 1 Heat 1tsp oil in a nonstick frying pan. Beat 4 large eggs with salt and pepper. Add to pan and cook, pushing cooked egg into centre of pan and allowing liquid egg to fill the space until all egg is set. Cook for 1 min.
 - 2 Remove omelette from pan and roughly chop. Set aside.
 - 3 Return pan to heat, add 1 sliced red pepper and stir-fry for 2 min. Add 4 chopped spring onions, 1 chopped and deseeded red chili, 1 chopped clove of garlic, 2 chopped tomatoes and a 160g drained tin of sweetcorn. Stir-fry for 2 min.
 - 4 Add 100g shredded kale, zest and juice of 1 lime and 2tbsp soy sauce, and stir-fry until kale wilts.
 - 5 Add reserved omelette and a handful of chopped coriander, and stir until heated through.

Serves: 2
Cost per head: £1.57

Reveal
.co.uk

Post-workout Spaghetti with Egg and Broccoli recipe by Lucy Meaklenburgh

Published Tuesday, 24 28 2016, 00:01 BST | By [Olivia Adams Cleary](#) | [Add comment](#)

In search of a quick nutritious meal to satisfy those post-workout hunger pangs? Look no further...



When you've finished a gruelling session in the gym, the last thing you want to do is spend ages slaving away in the kitchen. That's why we've put together this easy-to-make post-workout dish from fitness guru Lucy Meaklenburgh.

The former *TOWIE* star, who is now better known for her dedication to the gym, has teamed up with www.eggrecipes.co.uk to create this protein-rich recipe for Spaghetti with Egg and Broccoli.

Speaking about the delicious dish, Lucy says: "It's so important to reward your body in the right way after a big workout! This healthy dish gives me everything I need to recover."



How to stay fit
This website has been designed to inspire and motivate women to stay fit and healthy.

And Lucy may just be the perfect person to give us healthy eating tips. Why? The starlet has been named *Reveal's* Best *Bikini Body* in an online poll voted for by you! Receiving a whopping 47% of the vote, Lucy beat out the likes of supermodel Bella Hadid and *TOWIE* BFF Lashley Bragg.

Want to try out Lucy's nutritious eating habits? Follow this simple recipe...

Ingredients:

- 275g wholewheat spaghetti
- 1 tsp extra virgin olive oil
- 1 onion, chopped
- 1 clove garlic, crushed
- 15g pine nuts
- 200g small broccoli florets
- 3 large British Lion eggs
- 2 tsp fresh flat leaf parsley chopped

1. Cook the spaghetti in a large pan of boiling water for 7 mins.
2. Heat the oil in a medium non-stick frying pan, add the onion and cook for 3 mins or until soft. Add the garlic and pine nuts and cook for a further minute or so, until the onion and nuts are golden.
3. Add the broccoli florets to the spaghetti pan, stir and cook for a further 3 mins. Drain in a colander and keep warm.
4. Beat the eggs with the seasoning and add to the frying pan. Cook over a medium heat for a couple of minutes until the eggs are set and scrambled the way you like.

scottishslimmers



scottish slimmers food

Asian omelette with kale & peppers

Prep: 5 mins | Cook: 5 mins | Serves 2 | [Print](#)

- 1 tsp sunflower oil
- 4 large British Lion eggs
- Salt and freshly ground black pepper
- 1 red pepper, deseeded and sliced
- 4 spring onions, trimmed and chopped
- 1 red chili, deseeded and chopped
- 1 clove garlic, chopped
- 2 tomatoes, chopped
- 1 (160g) can sweetcorn
- 100g shredded kale
- Zest and juice 1 lime
- 2 tbsp soy sauce
- Handful of fresh chopped coriander

- 1 Heat the oil in a nonstick frying pan. Beat the eggs with seasoning. Add to the pan and cook, pushing the cooked egg into the centre of the pan and allowing the liquid egg to fill the space until all the egg is set. Cook for 1 min.
- 2 Transfer the omelette to a board and roughly chop. Set aside.
- 3 Return the pan to heat, add the red peppers and stir fry for 2 mins. Add the onion, chilli, tomatoes and corn and stir fry for 2 mins.
- 4 Finally add the kale, lime zest and juice and soy and stir until the kale wilts. Add the chopped egg and coriander stir until heated through, serve in bowls.

Be sure to use eggs bearing the Lion mark, which guarantees that they have been produced to the highest standards of food safety. All Lion quality eggs come from British hens vaccinated against salmonella, are fully traceable and have a 'best before' date on the shell as a guarantee of freshness.



EGGS
the perfect protein

British Lion Eggs are an excellent, affordable source of natural protein and not just at breakfast time! Eggs are known as a perfect protein because they contain all the amino acids you need and help you to feel fuller for longer. Eggs are packed with vitamins (including vitamin D) and minerals, making them an ideal food for exercising too. At less than 70 calories, an egg, foveoles and nutrition experts agree that they're great for quick, delicious and healthy meals.

Go to www.eggrecipes.co.uk for more recipes and egg ideas

British

#EggCentric ambassador Jenni Falconer

the guardian

Jenni Falconer, TV and radio presenter

“There won't be time for a romantic breakfast in bed - I'm up early for my show on Heart. But if my husband is lucky I might make him breakfast once I get home. He loves toasted sourdough bread with avocado and scrambled eggs, so if I made that I'd definitely score brownie points. You never know, I might even light a candle to make it that bit more romantic!”

Closer

JENNI FALCONER'S EGGS AND GUACAMOLE ON TOAST

STEPS 1 In a pestle and mortar, pound the onion, chilli, garlic and coriander until it looks like a thick paste.

STEP 2 Put the avocado and lime juice in a bowl. Break up the avocado with a whisk, then add the spicy paste gradually. Season with salt and chilli powder.

STEP 3 Bring a pan of water to a simmer then reduce the heat until the bubbling stops. Swirl the water gently, then drop in the eggs.

SERVES 2

- 1 red onion, roughly chopped
- 1 fresh chilli, finely chopped
- 1 clove of garlic, sliced
- 2 tbsp coriander, chopped, plus extra to garnish
- 1 ripe avocado, stoned, peeled and cubed
- 2 tbsp lime juice, plus lime wedges to serve
- 1/2 tsp chilli powder, to taste
- 2 large British Lion eggs
- 2 slices sourdough bread, toasted

METRO Now

The Italian restaurant below would bring me TV dinners

The presenter's first flat had already become a star in its own right

ALLY Falconer may still have been a baby when she first moved into her first flat in London's Covent Garden area, but she has since become a TV star in her own right. The presenter's first flat had already become a star in its own right.

MY FIRST HOME
JENNI FALCONER

How was the buying process?
I had moved for work and I was looking for a place to live. I was looking for a place to live.

What's your favourite room?
I love my kitchen. It's always been my favourite room.

What's your favourite room?
I love my kitchen. It's always been my favourite room.

What's your favourite room?
I love my kitchen. It's always been my favourite room.

JENNI FALCONER 'Ella's the messiest child ever'

Radio and TV star Jenni Falconer, 40, has a daughter Ella, five, with husband James Midgley.

How messy is your child?
Ella is the messiest child ever!

How messy is your child?
Ella is the messiest child ever!

How messy is your child?
Ella is the messiest child ever!

Jenni is a British Lion egg ambassador

SUNDAY PEOPLE

Jenni Falconer is featured on the cover of the magazine, promoting her role as a British Lion egg ambassador.

Excellent ideas

Macarons with broccoli and special scrambled eggs

Breakfast boost

Macarons with broccoli and special scrambled eggs

Breakfast boost

These recipes provide quick and healthy breakfast ideas.

woma & home

JENNI FALCONER

My favourite apps

JENNI FALCONER

egg recipes

British Lion Egg Recipes

Woman

Planet celebrity

'Everyone should run a marathon'

Heart radio host and TV presenter Jenni Falconer, 40, reveals how she mixes fitness with family...

'WE MAKE AN OMELETTE TOGETHER'

How Jenni Falconer and her husband James Midgley share the kitchen.

Get Cracking

Jenni Falconer is featured on the cover of the magazine, promoting her role as a British Lion egg ambassador.

HELLO!

HELLO!

Jenni Falconer is featured on the cover of the magazine, promoting her role as a British Lion egg ambassador.

Jenni Falconer, 40, is a TV and radio presenter

T'm definitely a "hot" person, despite being from Scotland. My joints, my circulation, everything feels like it functions better in warmth. I live by a park and on summer evenings all my neighbours head out to the park. The kids play and it adults stand around chatting. On a Friday evening someone will bring a bottle of Prosecco and it makes for a relaxed start to the weekend. Lighter summer evenings also make me feel

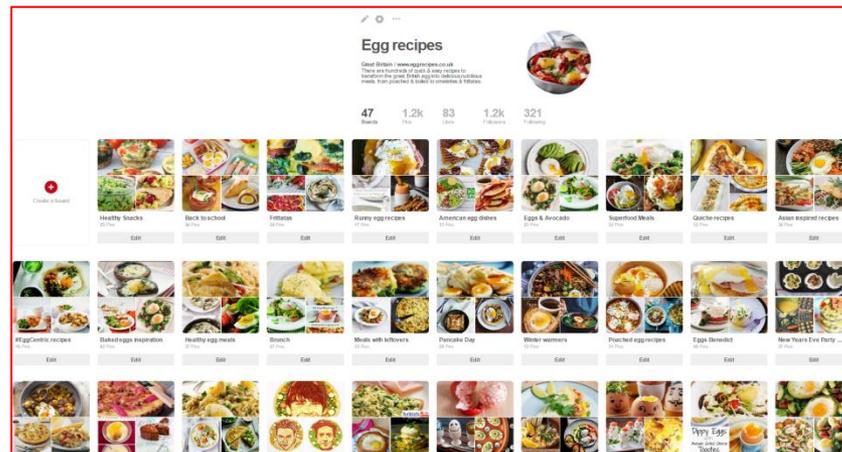
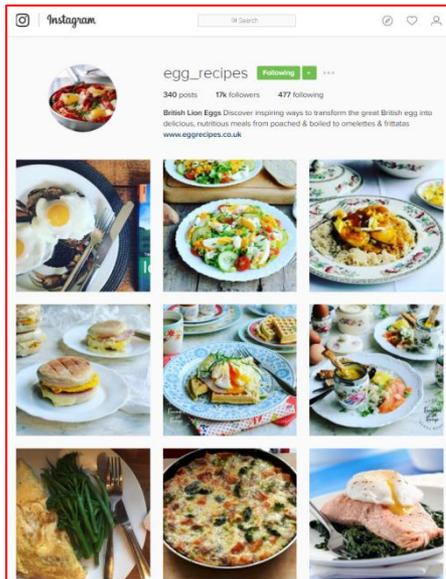
Netflix

This is great if you're away from home, or for car journeys when

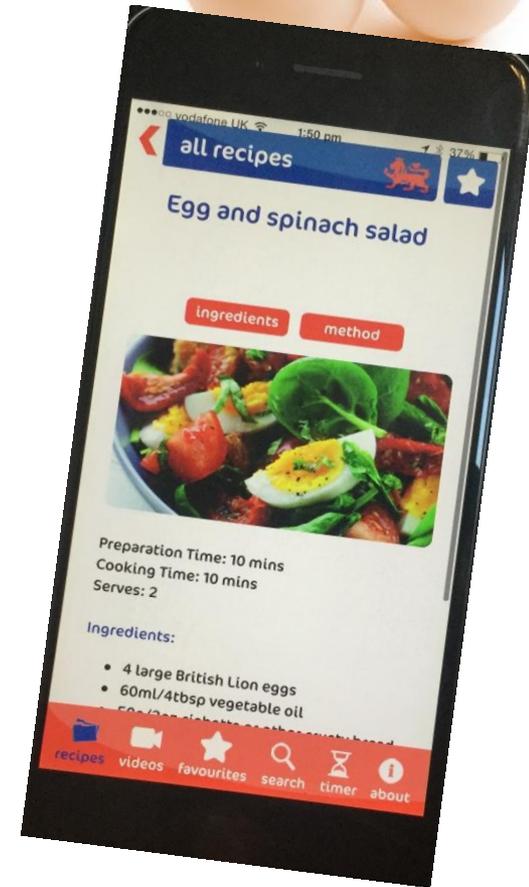
TURKISH SCRAMBLED EGGS

These are a delicious and healthy breakfast option.

Sharing egg recipes on social media



Digital investment



New style Great British breakfast Falafel Scotch eggs Super green omelette

british egg week

Ways to cook

- Bolled >
- Fried >
- Poached
- Scrambled
- Omelettes & tortillas

News stories

09/10/2015
Today is World Egg Day! On World Egg Day (9 October) countries around the globe celebrate the egg...

06/10/2015
Pupils creating new 'Go to work on an egg' advert this British Egg Week
On Monday pupils from Whitehouse Common Primary School in Sutton Coldfield...

More stories



Welcome to the world of British eggs, where you will find everything from nutrition and health news to the story of the British Lion scheme and much, much more! For recipes, have a look at our sister site eggrecipes.

Try a twist on this British classic to celebrate British Egg Week (5-11 October)

★★★★ [Get the recipe](#)

Welcome to the world of egg recipes
Hundreds of quick, easy recipes to transform the great British egg into delicious meals.

Search by ingredient, dish or keyword [Search](#)

Classic recipes
How to boil, poach, fry, scramble and other classics. [See recipes](#)

Main meal recipes
A selection of hearty and nutritious main meals. [See recipes](#)

Desserts and baking recipes
Delicious puddings and cakes from easy to extravagant. [See recipes](#)

Breakfast recipes
Kick-start your day with an egg-based breakfast. [See recipes](#)

All recipes

Lucy Meck's healthy meals

British Egg Week 2015

Watch our video

Latest blog post

British Lion eggs
All you need to know about the British Lion food safety scheme. [Read more](#)

Foodservice
Information for caterers and EHOs. [Read more](#)

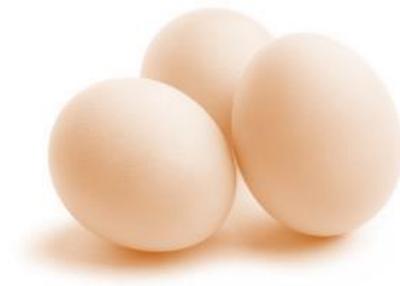
Eggs and health
Find out about eggs' role in a balanced diet and what the experts say about cholesterol. [Read more](#)

Egg facts
How eggs are produced, industry statistics and frequently asked questions. [Read more](#)



[Visit eggrecipes](#)

ACMSF review



- ACMSF - 'An update on the microbiological risk from shell eggs and their products' (June 2016)



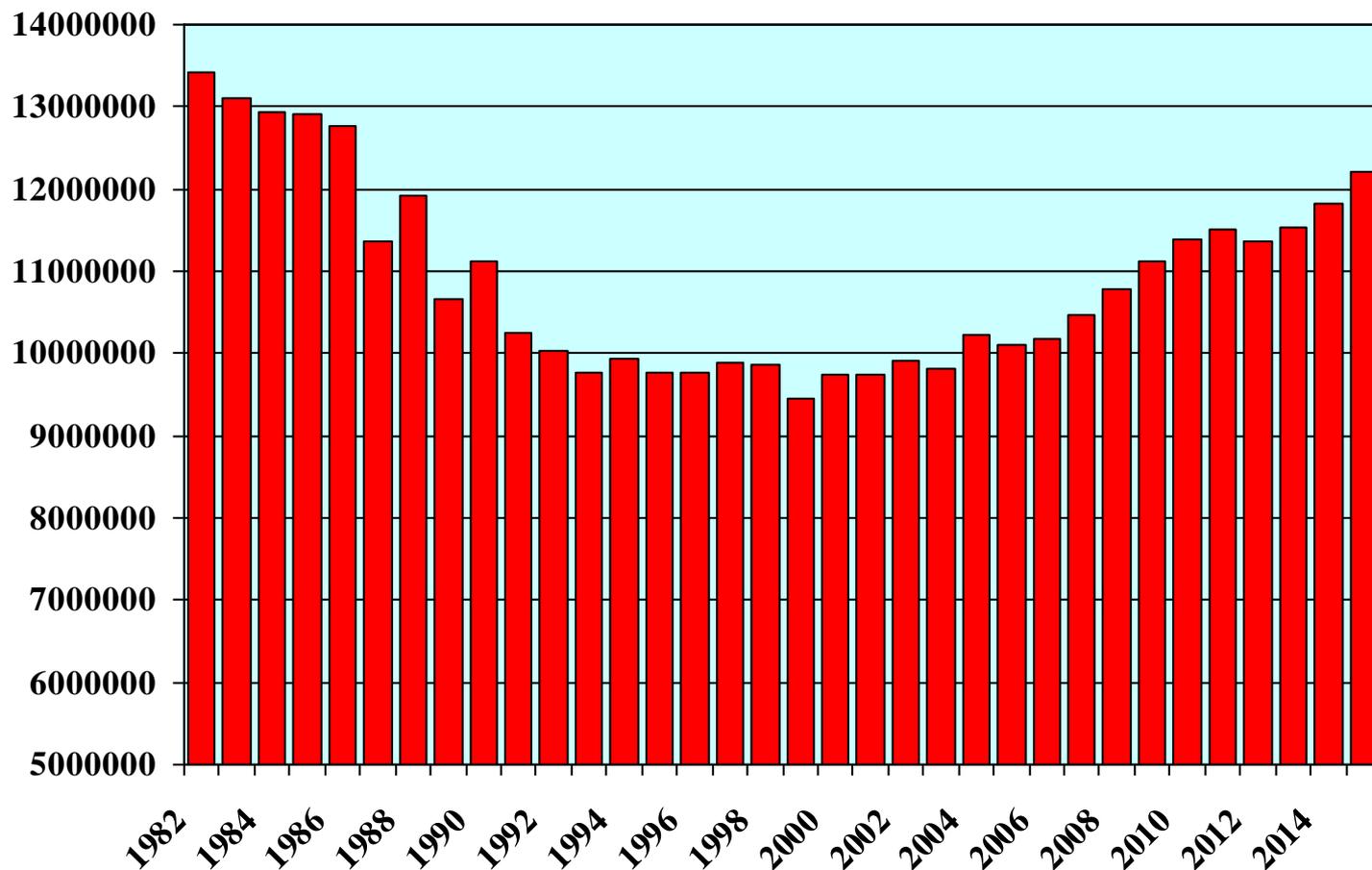
"The Food Standards Agency should now consider amending its long-standing advice - that vulnerable groups should avoid raw or lightly cooked eggs - for eggs produced under the British Lion scheme or a demonstrably-equivalent comprehensive scheme".



British Egg Industry Council

UK egg market 1982 to 2015

Egg consumption trends - '000 eggs



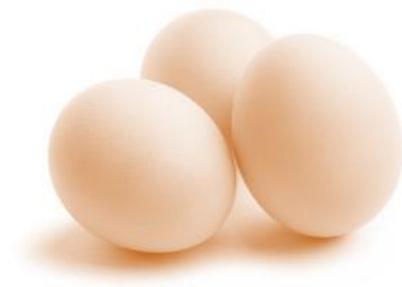
**Retail Egg Market
Consumer Purchasing - 2016 to date
(year-on-year % change)**



Year to date	Volume	Value
2014 – to 14 Sept <i>– 52 weeks</i>	+0.7 <i>+1.5</i>	-3.1 <i>-3.9</i>
2015 – to 13 Sept <i>– 52 weeks</i>	+6.2 <i>+5.1</i>	-5.5 <i>-5.7</i>
2016 – to 11 Sept	+3.8	+0.8



Conclusions



- 'Brexit' will create challenges and opportunities
- 'Cage-free' debate will also
- FSA change in advice
- Confidence restored in British eggs
 - Lion Quality Scheme
 - Industry restored to growth
- but ... always alert for new emerging issues

