

## Kemin Uses World Egg Day to Launch Campaign Focused on Eggs - 365 Days of the Year

Chennai, India - An idea, hatched in 2011 to highlight the nutritional value of eggs, has grown into an *eggstraordinary* series of events for 2016 World Egg Day throughout India, and helped Kemin launch a new campaign to increase egg consumption.

World Egg Day focuses on educating people about the true value of eggs and the importance of high-quality protein in a fun and engaging way. Kemin believes celebrating and promoting the protein power of the astonishing egg should be part of every day of the year – all 365 days.

“Making this campaign investment was a natural for Kemin,” said Dr. Sureshkumar R, vice president of sales and marketing monogastric for Kemin. “That’s because our purpose is clearly focused on improving health, feeding a growing population, protecting our resources and being a resource for others. In this case, our resources are focused on increasing the consumption of eggs, which will provide nourishment to our people, support our poultry farmers, and help grow this important industry in India.”

Kemin’s nationwide campaign was kicked off on World Egg Day 2016, among industry leaders, organisations and groups such as the layer fraternity, National Egg Coordination Committee (NECC), Poultry Farmers Association, Egg Producers Association, schoolchildren, hospitals and the public.

Specific to India, a recent study done by National Family Health Survey and UNICEF reports 46% of preschool children and 30% of adults in India suffer from moderate and severe grades of protein-calorie malnutrition, as judged by anthropometric indicators.

“What a gift to have such a nutrient-dense food available to us as we work to overcome the nutritional deficiencies that face so many of our people,” said Mr. Kannan. R, general manager of marketing & sales for Kemin. “Sometimes referred to as *the best square meal in the world*, eggs have all the essential amino acids, vitamins and minerals essential for good health, and are economical and easily available.”

Although India is the 3rd largest egg producer in the world, it doesn’t rank as well in consumption per capita (27th globally) -- yet another reason why Kemin India is investing to raise awareness of the nutritive values of eggs and increasing consumption.

**In Namakkal, Hyderabad & Anaparthi:** Kemin participated in a seminar organised by the layer fraternity. Along with the Kemin team, NECC chairman Shri Gurram Shekar Reddy, Vice Chairman Mr. J. Sanjeev Reddy and HLFA President Mr. K. Mohan Reddy participated in the distribution of boiled eggs as they explained their nutritional value and benefits. A crowd of 1000 people came together to celebrate.

**In Ludhiana, Rajpur & Chandigarh:** Kemin celebrated World Egg Day in Pavilion mall, organising an egg quiz and fun activities for visitors, followed by Kemin’s technical team educating the audience on the importance of eggs’ nutritional benefits.

Kemin’s head office in Chennai and manufacturing facility in Gummidipoondi held activities for employees including an egg eating competition and best egg chef to create awareness about the benefits of the egg.

**VIDEO:** After these events, Kemin launched a 1.5-minute video on the corporate [website](#) emphasising why eggs are the ideal superfood to feed the population affordable high-quality protein.

Follow the link to view the video: <https://www.kemin.com/en/india/company/social-responsibility/world-egg-day>.

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Additional assets available online:  [Photos \(1\)](#)

[https://news.kemin.com/2016-10-14-Kemin-Uses-World-Egg-Day-to-Launch-Campaign-Focused-on-Eggs-365-Days-of-the-Year?locale=en\\_us](https://news.kemin.com/2016-10-14-Kemin-Uses-World-Egg-Day-to-Launch-Campaign-Focused-on-Eggs-365-Days-of-the-Year?locale=en_us)