

THE RESOURCEFUL EGG



NUTRITION RESOURCES FOR HEALTH PROFESSIONALS

Cholesterol Clues

This 14-page booklet provides easy-to-understand information on cholesterol. It explains the difference between dietary and blood cholesterol and uses Canada's Guidelines for Healthy Eating to encourage healthy food choices.



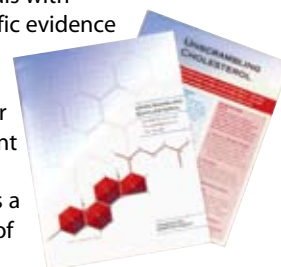
Lowering Your Blood Cholesterol

This 15-page booklet, developed in partnership with the Heart and Stroke Foundation, outlines a 6-week program to lower blood cholesterol through healthy eating and physical activity. Low-fat recipes are provided along with general information on fat and cholesterol.



Unscrambling Cholesterol

This 8-page booklet provides health professionals with up-to-date scientific evidence regarding dietary cholesterol intake and cardiovascular disease risk. Current guidelines are reviewed. Includes a 25 tearsheet pad of the double-sided, "Unscrambling Cholesterol" consumer fact sheet.



Eggs for Your Baby

This brochure provides nutrition information for the important first years of baby's life. The proper timing and method for introducing eggs to baby's diet are discussed, along with the nutritional benefits of eggs for infants. Cooking techniques and egg recipes are included.



Eggs for the Young at Heart

This brochure provides information about eggs for the mature adult. Topics include nutrition, heart health, omega-3 enhanced eggs and buying and handling eggs. Includes quick and easy egg recipes.



Eggs-posé

The answers to the 24 most frequently asked questions about eggs.



Eggs for Healthy Eating

This brochure provides information about the Heart and Stroke Foundation's Health Check™ program and the benefits of eating eggs. Includes healthy recipes and tips for a healthy lifestyle.



Egg Allergy - The Facts

This resource provides important facts about egg allergies such as possible causes, symptoms and treatments. Also includes tips on egg substitutions for baking and provides answers to frequently asked questions regarding egg allergies.



Take a New Look at Eggs and Cholesterol

This colourful consumer-friendly resource provides basic information on heart disease, cholesterol, omega-3 fatty acids, and how a heart healthy diet can include eggs.



Understanding Fats

This 14-page booklet addresses the role of fat in the diet. Information about Canada's Food Guide is provided, along with tips for using food labels to make healthy food choices.



Eggs...So Many Choices

This resource provides information on the variety of choices available in the egg case and explains their differences. Nutrition and production details on classic eggs, processed eggs and specialty eggs (e.g., omega-3, organic, free run, free range) are provided.



Eat Healthy Eat Eggs

This booklet focuses on 6 delicious low fat recipes for healthy eating.



Visit www.eggs.ca for nutrition information or to preview some of these resources.

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For orders larger than the maximum indicated, please contact your provincial egg organization.

Please send this form to your provincial egg organization:

<p>British Columbia Egg Marketing Board</p> <p>150-32160 South Fraser Way Abbotsford, BC V2T 1W5 Fax: (604) 556-3410 www.bcegg.com</p>	<p>Alberta Egg Producers</p> <p>101-90 Freeport Boulevard NE Calgary, AB T3J 5J9 1-877-302-2344 or (403) 250-1197 Fax: (403) 291-9216 info@eggs.ab.ca www.eggs.ab.ca</p>	<p>Saskatchewan Egg Producers</p> <p>P.O. Box 1263, Main Station Regina, SK S4P 3B8 Fax: (306) 924-1515 www.saskegg.ca</p>	<p>Manitoba Egg Producers</p> <p>18-5 Scurfield Boulevard Winnipeg, MB R3Y 1G3 Fax: (204) 488-3544 www.eggs.mb.ca</p>	<p>Egg Farmers of Ontario</p> <p>7195 Millcreek Drive Mississauga, ON L5N 4H1 Fax: (905) 858-1589 resources@getcracking.ca www.getcracking.ca</p>
<p>Fédération des producteurs d'œufs de consommation du Québec</p> <p>555 Roland-Therrien Blvd., Suite 320 Longueuil, QC J4H 4E7 Fax: (450) 679-0855 www.oeuf.ca</p>	<p>New Brunswick Egg Producers</p> <p>275 Main Street Suite 101 Fredericton, NB E3A 1E1 Fax: (506) 453-0645 www.nbegg.ca</p>	<p>Nova Scotia Egg Producers</p> <p>P.O. Box 1096 Truro, NS B2N 5G9 Fax: (902) 895-6343 www.nsegg.ca</p>	<p>Egg Producers of Prince Edward Island</p> <p>420 University Avenue Charlottetown, PEI C1A 7Z5 Fax: (902) 566-2755 dmccrady@dfpei.pe.ca</p>	<p>Egg Producers of Newfoundland and Labrador</p> <p>P.O. Box 8453 St. John's, NF A1B 3N9 Fax: (709) 722-6204 www.nleggs.ca</p>

Requests from outside the above provinces can be sent to:



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nutrition@canadaegg.ca
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www.eggs.ca

- Some provincial egg organizations may charge a postage and handling fee.
- Some provincial egg organizations may have additional resources.

Please contact your provincial egg organization to inquire about resources that may be available.