

Dear
**PARENT / CARER
/ GUARDIAN**



Today your child took part in the happy egg co. schools programme, *Happy Eggventures*. During the lesson, they learned about the importance of vitamin D and the health benefits of eating eggs, especially Happy Eggs because our eggs contain even more vitamin D than regular eggs¹ (28% more per 100g).

This lesson was designed with teachers, to help schools encourage children to be healthier. It was linked to the science, design & technology and PSHE curriculum and aimed to develop their literacy and creative skills.

We've put this leaflet together to give you a little bit more information about why your child's school decided to take part in our programme and how you can help your child enter our national comic book competition. As an eggstra special treat, we've also thrown in some tasty recipe ideas for breakfasts, lunchbox snacks and evening meals, to help you and your little ones fall in love with eggs even more!



A natural source
of goodness

¹: Research conducted in conjunction with Newcastle University

ABOUT THE HAPPY EGG CO.

We are the original free range egg brand. We love our eggs as much as our hens and we want to get everyone eating and enjoying Happy Eggs everyday, because our eggs are full of natural goodness which makes us feel-good inside and out. So, join us on our mission to get the nation eating and living happy.



With hen welfare at the heart of all we do, we work with like-minded organisations such as the **RSPCA**, **The British Hen Welfare Trust** and **The British Lion Quality Code of Practice**.

Our eggs are perfectly tasty and nutritionally powerful... a natural source of goodness. **Just two large Happy Eggs give you 95% of you and your child's daily recommended vitamin D intake²**

To date, we've successfully influenced how many people think about – and shop for – eggs. But our mission continues...

That's why we've decided to work with primary schools across the UK. We believe that we can make a lasting impact on children's health and hen welfare, by helping children get their vitamin D the tasty way, every day. We've created these resources to help teachers share the goodness of eggs with children across the UK. They are linked to curriculum objectives and we think they're pretty fun.

You may be thinking that an egg is just an egg. But it can also be a boost of sunshine, a kick of protein, a quick fix whenever we need one. It can be the hero at breakfast, the winner at teatime – a treat to look forward to at the weekend.

**An egg is just an egg
– except when it's a Happy Egg.**

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2: Based on 2 average large eggs - 68g per egg.

NUTRITIONAL INFORMATION

Vitamin D is vital because it helps our bodies use calcium and phosphorus properly, giving us healthy bones, teeth and muscles. 1 in 5 people in the UK have low levels of vitamin D in their blood³ but,

by simply eating 2 large Happy Eggs a day, you can get almost all (95%) of you and your child's daily vitamin D recommended intake⁴.

We get **vitamin D** (the 'sunshine vitamin') from 2 sources – the action of sunlight on the skin, and through our diets. In the UK, we can't make enough vitamin D when the sunlight isn't strong enough (between October and March) so we have to look to diet to help us out. Very few foods in our diet naturally contain vitamin D and eggs are one of the few and best natural sources of vitamin D, with vitamin D found in the yolk.



Hens, like us, need vitamins to improve their health and wellbeing. To keep our girls full of natural goodness, here at the happy egg co. we feed our hens a special diet of increased vitamins & minerals. This includes adding extra vitamin D to their diet to help keep their bones strong too. While working with poultry and human nutritionists at Newcastle University, we made a pretty incredible discovery - that the extra vitamin D is being rapidly absorbed and passed on into their eggs. This means that **the happy egg co. eggs contain 28% more vitamin D (per 100g), naturally, than standard eggs.⁴**

But the goodness of eggs doesn't stop with vitamin D. Eggs are also low in fat and incredibly nutrient dense, so they're a really healthy food to serve up to little ones. They're packed with protein, which helps children's bodies build and maintain healthy cells, and 8 vitamins and 3 minerals including vitamin A, which helps to look after their eyes, and folate, which is really important for growth and development.

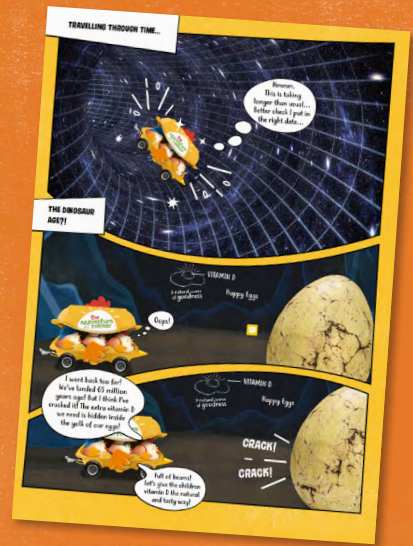
Happy Eggs - Natural, tasty, goodness for you, your family and our girls.

3: National Diet and Nutrition Survey (2014-2016)

4: Research conducted in conjunction with Newcastle University

OUR PUPIL COMPETITION

During the lesson, teachers used our comic book **Freda's Super Six and Their Happy Eggventures** to help pupils engage with the message of the lesson: how the natural tasty goodness of eggs can help make children healthier. We're running a competition for pupils to develop their own comic book illustration and story writing skills. We're inviting pupils to **create their own comic** that encourages children to be happier and healthier by eating eggs.



The rules are simple: pupils can use our **Happy Eggventurer** characters (summarised in the competition information leaflet) or they can come up with their own characters to create their own comic.

THEIR SUBMISSIONS WILL BE JUDGED ON HOW WELL THEY:

- Tell a story that other children would want to read
- Educate children about the natural tasty goodness of eggs

Once pupils have completed their comic book creations at home, they should hand them in to their teacher.

GOOD LUCK!

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