



MISSISSIPPI
EGG MARKETING BOARD

PRESS RELEASE

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Contact: The Mississippi Egg Marketing Board
121 North Jefferson Street, Jackson, MS 39201
Phone: 601.359.1144
Fax: 601.359.1175

INCREDIBLE MORNINGS START WITH INCREDIBLE EGGS

This school year, let the Incredible Egg help ease the chaos of back-to-school mornings through easy-to-prepare recipes that help position students to “Eat Better. Learn Better.”

“Scientific studies have shown that eating a healthy breakfast can result in better memory, improved mood and less absences from school,” said Dr. Tia Rains, executive director of the American Egg Board’s Egg Nutrition Center.

“Nutrition isn’t just about providing energy for kids,” added Dr. Rains. “It’s also about supplying nutrients they need to learn. Nutrients provide the essential building blocks that play a critical role in optimizing brain function, and too often kids don’t get the important nutrients they need from their morning meal, such as protein.”

Experts agree that starting the day with nutrient-rich foods, such as eggs, can give students the fuel they need to feel energized throughout the day and important nutrients to succeed in school. In fact, one large egg contains 13 essential nutrients, plus two compounds associated with cognition - choline and lutein.

“Incredible Mornings Start with Incredible Eggs” starts with breakfast, but it also includes quick-and-easy recipes for lunch, snacks and dinner that can be customized for the whole family including:

- Tex-Mex Hash Brown Egg Cups – A delicious option combining the Mexican flavors kids love into a portable, portion-controlled size that can be eaten on the go. Beat the rush by making ahead of time and then microwave for 30 seconds.

- The Microwave Coffee Cup Scramble – Just crack an egg into a coffee cup, add some salsa, microwave and breakfast is served. What could be simpler?
- Turkey Sloppy Joe Sliders – A new twist on a family favorite with a fried egg on top. **#PutAnEggOnIt** makes any recipe feel new!

For more recipes, visit **IncredibleEgg.org**, and for more information about the Mississippi Egg Marketing Board, contact Jennifer Thompson at (601) 359-1144 or jennifer@mdac.ms.gov.

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Photo attached.



Tex-Mex Hash Browns

Coffee Cup Scramble

Turkey Sloppy Joe Sliders