



## **Green Egg Campaign: Raising awareness of eggs as a precious protein source in Southeast Asia**

### **Delacon and project collaborators host Green Egg event in Vietnam**

**Vietnam, October 12 – Following the kick-off of the “Green Egg Campaign” last year in the Philippines, Delacon continues to raise awareness on the nutritional and health benefits of poultry eggs in Southeast Asia – this year in Ho Chi Minh, Vietnam. Delacon collaborated with Jepsen & Jessen Ingredients Vietnam, QL Vietnam and City Smart, an international children school. About 15,000 eggs were given for free to students and parents. The purpose was to increase the awareness of eggs as a precious protein source and thus egg consumption.**

The Green Egg Campaign was first introduced during the government Nutrition Month celebration in the Philippines last July 2017. Now in Vietnam, the goals remain the same: First, to increase consumer awareness of eggs as a valuable source of protein. Second, to strengthen and support the local poultry layer industry and third, increase egg consumption. The egg consumption per capita in the Philippines and Vietnam is still considered low compared with other countries in Southeast Asia.

“There is a global need for feeding the world with safe and sustainable food. We encourage farmers to be AGP-free by using sustainable and natural alternatives, such as phytogetic feed additives,” says Gina Medina, Delacon Sales Group Leader Asia. Numerous studies around the globe show that phytogetic feed additives have the power to improve feed conversion, increase laying rate, enhance egg weight and egg mass, as well as to reduce the carbon footprint.

### **Bringing egg benefits close to people worldwide**

Layer farms and schools are Delacon’s project collaborators in the Green Egg Campaign. Together, they promote the goodness of eggs and related aspects: From eggs being an affordable and resource-friendly protein source, right up to making sure that the laying hen is healthy and fed with natural ingredients. These activities help to increase the current reputation of eating eggs and thus, increase egg consumption.

Because of the great success of the activities in the Philippines and Vietnam, more events are planned and will take place soon in other countries.