



**Submitted by:** Libby Schwab, [lschwab@peteandgerrys.com](mailto:lschwab@peteandgerrys.com)

**Company/Organization:** Pete & Gerry's Organic Eggs

**Type of organization:** Business

**Number of Employees:** 211

**Category:** community

### **Challenge or Opportunity:**

FDA regulations permit sugary foods, like Pop Tarts & Jell-O, to market themselves as "healthy," while foods known to be nutritious, like eggs, cannot. Even more perplexing, the USDA/Dept. of Health's 2015-20 Dietary Guidelines contradict these regulations and recommend eggs as part of a healthy diet. What?

### **Approach or Solution:**

To advocate for change on behalf of our communities, we petitioned the FDA, calling for regulation change. We also launched a humorous Eggs are Healthy campaign on our packaging and on social media that engaged consumers, brought awareness to the problem, and educated communities about healthy eating.

### **Impact:**

Eggs are Healthy is committed to helping communities eat healthier and has been a great success with 8 million video views, engaged conversation on social media, and coverage in Wall St. Journal. We are shedding light in both a humorous and impactful way on what's healthy and what's not, and are pushing the FDA to act.