



**OVOS-RS**

*Saúde e energia na mesa das famílias*

# Eggs Project RS Brazil

Assistance, Promotion and Marketing.



ASSOCIATION OF POULTRY  
INDUSTRY OF THE STATE OF  
RIO GRANDE DO SUL RS  
ASGAV-BRAZIL

# Eggs Project RS

Developed in 2013 with the goal to work and develop 2 modules:

- Assistance and guideline to the producer
- Promotion and incentive to the consumption of eggs



# Eggs Project RS - BRAZIL

## Assistance and guideline module:

- Team of graduates, masters in veterinary animal science receive training and visit the farms.
- They apply checklist of procedures of sanitation, biosecurity, inspection, and they guide the producers.



# Eggs Project RS - BRAZIL

## Assistance and guideline module:

- Each Farm is visited and evaluated.
- The farm that meets 70% of the items on the checklist obtain the right to use the reference seal of the eggs project RS in their packages.
- Those that do not meet cannot use the seal and must regulate the non approved items.

# Eggs Project RS - BRAZIL

## Assistance and guideline module:

- The technical team develops reports with analysis of the evaluated points.
- Each farm receives this report and has a period to correct or regulate the nonconformities.



# Eggs Project RS - BRAZIL

Module - Promotion and incentive  
to the consumption of eggs:

- Activities of technical support in progress and with incentive activities and campaigns for the consumption of eggs.

*Let's see next the summary of some promotional actions and activities of the Eggs Project RS.*



# Institutional Project for Technical Assistance and Encouragement in the Consumption of Eggs



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## OVOS-RS

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This is the official brand of the project that identifies eggs produced in RS, through origin of production and by adherence and fulfillment of the project steps.

## Proposal:

The Ovos RS (Eggs Rio Grande do Sul) project seeks to institutionally tackle to specific modules:

- Continued enhancement in the quality of egg production.
- Encourage and promote the consumption of eggs from Rio Grande do Sul.

## Communication:

The Project includes a communication system with a range of establishments that purchase eggs, supermarkets and supermarket associations, associations and professionals from the field of nutrition, restaurant associations, shipping centers, hospitals, egg-based food industries, providing information on the Ovos RS program and notifying producers that will be participating.

We have a strategic communications system for sending information about Eggs Project RS to potential consumers.

# Printed Media

Jornal Zero Hora

165.000 copies

Frequency: Weekly  
Gastronomy section



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## 2014

We placed several ads on the importance of eggs in newspapers.

- Importance of eggs to children.
- Importance of eggs to athletes.
- Importance of eggs to students.





# World Egg Day Actions



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Learn more about some of the Ovos RS Project  
social and promotional activities 1st Stage  
Promotional Actions - 2nd Semester 2013

Each year we develop many activities  
during the week of the World Egg Day.



# External Media

## Billboards



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## 2014

We distributed Outdoors/Billboards in some places in our state with positive messages about the egg.

### Locations

**BR 290** (Free Way)  
in front of Makro Atacado / BR 290 side  
Format: 9 x 3 m

**Av. Ramiro Barcelos**  
Neighborhood Floresta  
Format: 9 x 3 m

**Av. Borges de Medeiros**  
Neighborhood Centro  
Format: 9 x 3 m

**3ª Perimetral corner of Teresópolis /  
Aparício Borges**  
Neighbourhood Teresópolis  
Format: 9 x 3 m

**Av. Sertório**  
Neighbourhood Sarandi  
Format: 9 x 3 m



# Ovos RS Gift Pack



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Egg Boiller

Mechanical Timer

Spatula

Pan



## Ovos RS T-shirts models

Associated to World Egg Day - Distribution at Gyms and Media Agencies visited on October 10 and 11, 2013.

T-shirt 1



T-shirt 2



T-shirt 3



## 2014

We acquired and distributed lots of gifts that induce people to consume more eggs.

# Printed Media



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Francisco

**To step on the field with more energy, eat more eggs**

Eggs are a champion food for those who want nutrition and energy

When buying eggs, look out for the Ovos RS seal on the packaging. That way, you have another guarantee of care in the production of food.

An Ovos RS initiative



**OVOS-RS**  
Health and energy on the family table

facebook.com/ovosrs



Rio Grande do Sul  
Poultry Farming  
Association

Francisco

**To step on the field with more energy, eat more eggs**

Eggs are a champion food for those who want nutrition and energy

When buying eggs, look out for the Ovos RS seal on the packaging. That way, you have another guarantee of care in the production of food.

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**OVOS-RS**  
Health and energy on the family table

facebook.com/ovosrs



- In 2014 World Cup in Brazil, we made several commercials about the importance of the egg to athletes.
- Our sadness is that only the Brazilian players did not see this... and took only 7 goals from the Germany team.

Eat eggs.  
A champion food in  
nutrition and energy



**OVOS-RS**  
Health and energy on the family table



# In 2015

## Comercial 30" - RBS TV Caxial do Sul e Santa Cruz



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In 2015 we placed commercials with animated cartoons on TV, also with positive messages about the egg. [www.ovosrs.com.br](http://www.ovosrs.com.br)



In 2015 we continued our advertising actions with outdoor commercials. Places with many flow of people.



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**OVOS!  
SABOR E  
ENERGIA QUE  
AGRADAM  
TODA A  
FAMÍLIA!**

Uma iniciativa:



**OVOS-RS** **asgav**

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[f facebook.com/ovosrs](https://www.facebook.com/ovosrs)

**TOP MÍDIA**  
3527-0202

The billboard features a photograph of a family of four (mother, father, and two children) gathered around a dining table, smiling and eating. The background of the billboard is a warm, golden-yellow color.



# Assistance activities 2016



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Helps NGO Doctors without Borders



RS Eggs Homage to Woman's Day



Donation activity books for children.

**PROJETO OVOS RS LANÇA LIVRO DE ATIVIDADES E LEVA DIVERSÃO ÀS CRIANÇAS, INCENTIVANDO O CONSUMO DE OVOS.**

Material apresenta, de forma lúdica, os benefícios do ovo para uma alimentação saudável, estimulando a criatividade das crianças.

**Lançamento: Julho de 2016**

The image shows two covers of the activity book. One cover is titled "VENHA VERFICAR O MUNDO COM O SUPER OVO" and features a cartoon egg character. The other cover is titled "VAMOS COLOIR" and shows a drawing of an egg with a face, intended for coloring. The ASGAV and OVOS-RS logos are visible at the bottom of the page.

\*Acompanha caixa de lápis de cor não tóxico.

Production of thousands of activities books - painting books and health tips.

# In 2016

In 2016 we also made an action against the use of anabolic and against drugs for weight loss. We suggest healthy eating with eggs instead of these drugs.



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**OVO,  
O SUPLEMENTO  
100%  
NATURAL**

**EVITE ANABOLIZANTES**

UMA INICIATIVA:  
**OVOS-RS**  
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**asgav**

O OVO POSSUI AS PROTEÍNAS IDEIAS PARA O FORTALECIMENTO FÍSICO E GANHO DE MASSA MUSCULAR, DE FORMA SAUDÁVEL E NATURAL PARA O SEU ORGANISMO.

Saiba mais sobre os benefícios do ovo em:  
[www.ovosrs.com.br](http://www.ovosrs.com.br)

## Quer uma dieta simples e natural?

O ovo sacia a fome, dá energia para seu treino e ajuda a emagrecer de forma saudável.

UMA INICIATIVA:



## DICAS & SAÚDE

PARA UMA PERDA DE PESO SAUDÁVEL E EFETIVA, EVITE PRODUTOS ARTIFICIAIS IMPROPRIOS E FAÇA A ESCOLHA POR ALIMENTOS NATURAIS.

Mais sobre os benefícios do ovo em: [www.ovosrs.com.br](http://www.ovosrs.com.br)





# Video Eggs RS

<https://www.youtube.com/watch?v=v01PmDOpLns>



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We have one of our institutional videos here where we also advertise healthy eating with eggs.



# Conclusions:

- We saw a summary of activities Eggs Project RS from 2013 to 2016.
- Importance of keeping activities of help, producer guidance, and ongoing activities of incentive and promotion of egg.
- Consumption of Eggs in RS is of 227 eggs per habitant - above the Brazilian average currently 191 eggs per habitant per year.
- The resources for our actions come from contributions from producers and from supplier partners of equipments and services.



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**Muito Obrigado!**  
**Thank you**  
**Gracias!**

**José Eduardo dos Santos**

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