FOR IMMEDIATE RELEASE

Eggs On the Menu at Gulfood 2018
American Egg Board nurturing export opportunities in the Middle East

CHICAGO, ILL. (Feb. 20, 2018) – At Gulfood 2018 this week in Dubai, the American Egg Board (AEB), the research, education and promotion arm of the U.S. egg industry, is supporting American egg producers’ export efforts by showcasing the benefits of U.S. eggs and egg products to a large and influential international audience. Gulfood is the world’s largest annual food event with exhibitors and displays spread out across one million square-feet of exhibition space. Over the course of the five-day trade show from February 18-22, upwards of 97,000 visitors are expected from 185 countries, opening up new business opportunities and new trade possibilities for exhibitors and attendees alike.

Dubai is considered the region’s gastronomic capital, and as the host location for the trade show, places exhibitors in the center of robust economic opportunities. The United Arab Emirates (UAE) and Saudi Arabia represent 90 percent of the Gulf Coast Countries’ (GCC) Food & Beverage (F&B) market. Hotels and mega tourism projects have spurred rapid growth in the region, and café culture is on the rise. In addition, U.S. fast food brands are popular locally with the burgeoning number of younger residents—more than half the population in the area is under 30-years-old with a generous amount of disposable income.

The Middle East market represents a strong growth opportunity for U.S. egg exports. According to figures supplied by the USDA’s Foreign Agricultural Service, 2017 volume exports of U.S. table eggs to the Middle East increased 88% compared to 2016. The export volume of U.S. egg products increased 83% in 2017 over 2016. The United Arab Emirates, which includes Dubai, the host country for Gulfood, accounted for the bulk of U.S. egg exports purchased in the Middle East.

“The American Egg Board (AEB) is thrilled to participate and showcase our nutrition-packed, affordable and high-quality eggs at this world-class venue with strong partner organizations, including USAPEEC,” said Anne L. Alonzo, AEB President and CEO. “AEB is proactively supporting our egg producers in their quest to build demand and develop new markets outside U.S. borders, where great opportunities for growth exist. The Middle East is a key market for us, and our increased participation in Gulfood 2018 evidences our interest.”

At AEB’s booth (D4-48) attendees will be served up deviled eggs as well as can meet with Ms. Alonzo and egg producer representatives, who will be on hand to help foster the growth of U.S. egg exports.
The AEB’s Incredible mascot—Eggy—will also make appearances at the show to greet attendees and bring attention to the benefits of U.S. eggs and egg products.

Additionally, AEB in partnership with the USA Poultry & Egg Export Council (USAPEEC), U.S. Dairy Export Council (USDEC) and U.S. Meat Export Federation (USMEF), is co-sponsoring a series of cooking demonstrations in the “Taste of the U.S.A.” pavilion located at stand ZP-D22 in the Dubai World Trade Center. Chefs from the Emirates Culinary Guild, the leading chef’s organization in the Middle East, will serve attendees dishes representing global cuisines, with recipes that showcase U.S. egg products and other U.S. export items. The “Taste of the USA” Pavilion is strategically located directly across from the Salon Culinaire -- the premier chefs’ cooking competition, sponsored by the Emirates Culinary Guild.

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**About the American Egg Board (AEB)**

Home of the Incredible Egg, the AEB is the U.S. egg industry’s national commodity marketing board. AEB’s mission is to increase demand for eggs and egg products through research, education and promotion. The AEB’s Egg Nutrition Center is the country’s largest repository of egg nutrition research. AEB is located in Chicago, IL. For more, visit www.aeb.org.