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American Egg Board Celebrates Hispanic Heritage Month at the U.S. Hispanic Chamber Convention

Park Ridge, IL (October 6, 2016) – For the first time, the American Egg Board (AEB) is taking part in the United States Hispanic Chamber of Commerce (USHCC) Annual Convention, sponsoring a Latino egg-inspired breakfast during the largest gathering of Hispanic businesses in the nation.

“AEB’s support of the USHCC Convention is a demonstration of the egg industry’s commitment to the Hispanic business community and of our respect for Hispanic heritage in America,” says AEB President & CEO Anne L. Alonzo. “As a Latina myself, I know first-hand of the profound and positive influence Hispanics have had on our country through their strong commitment to family, faith, hard work and service. Eggs have played a central role in our lives especially involving traditional breakfast dishes at desayuno (breakfast) and increasingly throughout the day. Eggs provide nutrition-packed, delicious and affordable meals for Hispanic families. We’re proud to be part of that heritage.”

This Convention is the largest gathering of Hispanic business leaders in America, connecting Hispanic vendors and corporate buyers.

“The USHCC is delighted to join with AEB in celebrating our nation’s Hispanic heritage and honoring the remarkable contributions of Hispanic Americans to the society, culture and economy of the United States,” says USHCC President Javier Palomarez. “Eggs have always played an important role in Hispanic family life, and we look forward to a partnership with AEB that will nourish that connection and only grow stronger and more vibrant in the years to come.”

The roots of Hispanic Heritage Month go back to 1968. Today, 55 million people, or 17% of the American population, are Hispanic, and this demographic is growing. AEB proudly highlights new recipes featuring classic Hispanic dishes like [Chilaquiles](#) and [Black Bean & Scrambled Egg Breakfast Tacos](#), a growing trend across the country, as well as [Huevos Divorciados](#) and [Huevos Rancheros](#).

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About the American Egg Board

Through AEB, U.S. egg producers come together, in accordance with statutory authority, to establish, finance and execute coordinated programs, on research, education and promotion—all geared to drive demand for eggs and egg products. AEB and all program activities are funded by U.S. egg producers, subject to USDA approval. Visit AEB.org for more information.