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American Egg Board Joins Historic Cuba Trade Visit

Park Ridge, IL (September 29, 2016) – U.S. Egg Industry leaders are participating in a multi-commodity delegation and first foray in to Cuba since the U.S. began normalizing relations with the country earlier this year.

In keeping with their commitment to help increase demand for U.S. eggs and egg products, American Egg Board (AEB) President and CEO, Anne Alonzo and Chairman, Blair Van Zetten, are joining delegates from the USA Poultry & Egg Export Council (USAPEEC), National Chicken Council, National Turkey Federation, World Poultry Federation and United Soybean Board on the four-day fact-finding mission that began September 27.

“Exports are a crucial part of our industry’s future,” said Alonzo. “We are always looking for innovative ways to grow egg demand and broaden commodity trade. Creating new partnerships and taking advantage of new markets for American eggs will benefit the entire industry.” Alonzo further added, “We believe that egg consumption is a relatively low-cost way to enhance the nutritional quality of the Cuban diet. We are excited about this important information exchange opportunity.”

In March of this year, Secretary of Agriculture Tom Vilsack announced that USDA would permit industry-funded agriculture research and promotion programs, including the American Egg Board program, to conduct authorized research and information-exchange activities in Cuba.

This historic visit to Cuba comes just weeks after AEB and USAPEEC led a highly successful “first-ever egg-only” trade mission to Mexico where leading U.S. egg companies were introduced to key Mexican and U.S. private and public sector leaders and participated at a major bakery show, Mexipan.

On October 14, AEB will be participating in World Egg Day as part of its desire to forge stronger partnerships with customers and suppliers outside the United States and broaden export markets for U.S. eggs and egg products.

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About the American Egg Board (AEB)

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.

About the USA Poultry and Egg Export Council (USAPEEC)

USAPEEC is a non-profit trade association whose mission is to open up, develop and protect markets for U.S. poultry and egg exports. Visit USAPEEC.org for more information.