Eggucating Traders
Expanding U.S. Egg Export Market

As part of ongoing efforts to increase international demand for U.S. eggs and egg products, AEIB recently hosted an Egg Export Traders Training seminar in the Altoona Area. The half-day seminar was both immersive and comprehensive, featuring speakers from AEIB, USAGPEC, USDA Agricultural Marketing Service and USDA Food Safety Inspection Service.

Topics covered included:
- Overall egg industry
- Egg trends
- U.S. egg & egg product benefits
- Market opportunities
- New market research
- U.S. government support, programs
- U.S. egg oversight regulations

The agenda concluded with a networking lunch at which attendees were able to ask the assembled experts follow up questions. Seminar materials were also made available electronically after the event.

Feedback from exporter and prospective exporter attendees was quite positive and reinforced the need and benefits of this type of training. One participant summed it up saying,

“I learned so much about eggs and exporting. Very much loved it.”

For more info, please contact Susan Weller, sweller@aeib.org.

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