American Egg Board Partners with FFA to Reach Educators & Students

Park Ridge, Ill. (October 13, 2016) — For more than 40 years, the American Egg Board (AEB) has fostered a legacy of educating Americans about the Incredible Edible Egg. Now, in partnership with the National FFA Organization, AEB is amplifying its reach to 629,367 student members who belong to one of 7,757 local FFA chapters throughout the United States, Puerto Rico and the U.S. Virgin Islands.

“This partnership connects AEB with today’s educators and tomorrow’s consumers. Our participation at the annual FFA Expo positions us to significantly expand our reach,” says Anne L. Alonzo, AEB’s President and CEO. “Not only will we exclusively connect with teachers in the Internet Café, as its sole sponsor, but we’ll also share our eggucational materials developed with the country’s leading educational experts.”

During the Expo, AEB will engage one-on-one with teachers and highlight AEB.org/Educators that houses materials including lesson plans that align with National Standards, Eggsperiments and Virtual Egg Farm Field Trips, showcasing five multi-generational family egg farms from across the country.

“FFA provides essential leadership training to our leaders of tomorrow, and we know these leaders and their peers want more information about where our food, like eggs, comes from and who is behind today’s farms,” says Alonzo. “Our latest Virtual Egg Farm Field Trip took place on World Egg Day and reached those who may not know a lot about today’s egg farms. Our partnership with FFA will strengthen AEB’s efforts to showcase today’s egg farmers and their incredible farms.”

To watch the Virtual Egg Farm Field Trips, visit AEB.org/FieldTrip. Connect with us on Facebook, Twitter, Pinterest, YouTube and Instagram.

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About the American Egg Board (AEB)
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 National FFA Organization
The National FFA Organization is a national youth organization of 629,367 student members as part of 7,757 local FFA chapters in all 50 states, Puerto Rico and the U.S. Virgin Islands. The FFA mission is to make a positive difference in the lives of students by developing their potential for premier leadership, personal growth and career success through agricultural education. The National FFA Organization operates under a federal charter granted by the 81st United States Congress and it is an integral part of public instruction in agriculture. The U.S. Department of Education provides leadership and helps set direction for FFA as a service to state and local agricultural education programs. For more, visit FFA.org.