



Joanne C. Ivy
President & CEO

It may be July, but the American Egg Board (AEB) is already planning for 2015. At the recent Board Meeting, the 2015 Budget was presented and carefully reviewed by the Executive Committee and the four Committees and then approved by the Board.

The budget is based on AEB's *Overall Objectives and Strategies*, resulting from the direction provided by egg producers at the Strategic Planning Meeting, held in February. In actuality, AEB's *Mission and Overall Objective* stay the same from year to year. It is the whole purpose for AEB's existence — **to increase the sales of and demand for eggs and egg products.**

At the November 2014 Board Meeting, AEB staff will present *Measurable Objectives and Strategies* for each of our target audiences — consumers, health professionals, foodservice operators, food manufacturers and the media — in accordance with AEB's *Overall Objectives and Strategies*.

AEB's *Demand Dashboard* with 2013 year-end sales and demand figures was presented in March showing that egg producers have experienced increases in egg sales and demand in all channels — retail, egg products, Quick Service Restaurants (QSRs) and USDA's per Capita Consumption.

I am pleased to report that AEB received the latest Nielsen All Outlets Combined Data, which basically includes all retailers except Costco, and **through June 7, egg category sales are up +2% versus the same period a year ago on equivalized dozens and up a whopping +11.5% versus the same period a year ago on a dollar sales basis.**



Chairman Paul Sauder presented Immediate Past Chairman Roger Deffner with a gift from his fellow Board Members and Alternates showing their appreciation for his extraordinary leadership and for all his work on behalf of the entire industry.

A significant message from this data shows that AEB has been able to grow demand, despite significantly higher prices for consumers. As you know, normally when egg prices increase, unit volume suffers, and consumers buy less. Obviously, AEB's staff and Board are doing the correct programs to increase sales and demand for such an extended period of record high prices. This is a huge return on your investment into AEB!

I am confident that AEB's robust programs are growing egg consumption. We're constantly working toward fulfilling AEB's *Mission and Overall Objective* as the national organization for America's egg farmers.

AEB's integrated program has allowed for increased efficiency that provides a seamless combination of a coordinated message to each target audience.

This coordination, of course, takes a lot of work, and I must thank my exceptional staff. AEB has the best staff in its history. They give 100 percent to their responsibilities, showing passion and enthusiasm for their work. They make possible the professional image AEB communicates with its target audiences.

During the Board Meeting, I was pleased to announce John Howeth's promotion to Senior Vice President of Foodservice and Egg Product Marketing. As an exceptionally strong and effective administrator of these programs, he has boosted and raised the bar of AEB's marketing efforts in the Foodservice and Egg Product Marketing areas.



During the Board reception, Joanne announced John Howeth's promotion to Senior Vice President of Foodservice and Egg Product Marketing.

AEB is looking at how we can better communicate with egg producers to show how AEB is effectively utilizing their investment to increase the demand for eggs and egg products. Next month and for the first time ever, AEB and UEP will hold joint Area Meetings. I look forward to visiting with you next month. ●

Education & Research Documents Submitted

With USDA's approval, ENC recently submitted information related to eggs and health to the 2015 Dietary Guidelines Committee (DGAC) for educational purposes. Two cover letters were submitted to the Committee along with supporting information.

You can view the complete comments at Health.gov/dietaryguidelines/dga2015/comments/readComments.aspx by searching for 519 and 520, respectively. Copies are also available by request from AEB/ENC. For more information, please contact ENC's Dr. Mitch Kanter, mkanter@eggnutritioncenter.org or 847.296.7055. ●



June 10, 2014

To the 2015 Dietary Guidelines Advisory Committee:

On behalf of the Egg Nutrition Center (ENC) and America's egg farmers, I thank you for the opportunity to provide comments on the development of the eighth edition of the Dietary Guidelines for Americans.

As noted in our January 13 oral testimony to the Committee, food insecurity and obesity often coincide as two of today's leading public health challenges.[1] Given that 1-in-6 Americans are struggling to put food on the table,[2] yet 2-in-3 adults are overweight or obese,[3] affordable and accessible nutrient-rich foods - such as eggs - can help Americans build healthful diets.

From time-to-time, eggs continue to be vilified by the media and some health professionals, largely because of the "company they keep." However, Americans can build healthy dietary patterns with this unique nutrient-rich food. For 70 calories and 15 cents, one large egg provides 14 essential nutrients including many shortfall nutrients and as high-quality a protein source as exists.[4, 5]

This, combined with the significant improvements in egg production practices (as noted in ENC comments submitted on January 28, 2014), indicate that versatile eggs can be a vital part of many healthy and sustainable dietary patterns - especially for those on a budget and our aging population, who may benefit from protein sources that are easy to prepare and consume.[6]

As we work to solve the paradox of hunger and obesity, nutrient-dense, economical, accessible meals and diets certainly can include eggs, as outlined in the attached comments.

In addition, we are providing research published since the 2010 DGAC deliberations, including the attached studies:

- Layman D, Rodriguez N. Egg protein as a source of power, strength and energy. *Nutrition Today* 2009; 44:43-47.
- Bauer J, et al. Evidence-based recommendations for optimal dietary protein intake in older people: A position paper from the PROT-AGE Study Group. *JAMDA* 2013; 14:542-549.
- Leidy H, Racki E. The addition of a protein-rich breakfast and its effect on acute appetite control and food intake in breakfast skipping adolescents. *Int J Obes* 2010;34:1125-1133.
- Ratliff J, et al. Consuming eggs for breakfast influences plasma glucose and ghrelin, while reducing energy intake during the next 24 hours in adult men. *Nutr Res* 2010;30:96-103.

Sincerely,

A handwritten signature in black ink that reads "Mitch Kanter". The signature is written in a cursive style.

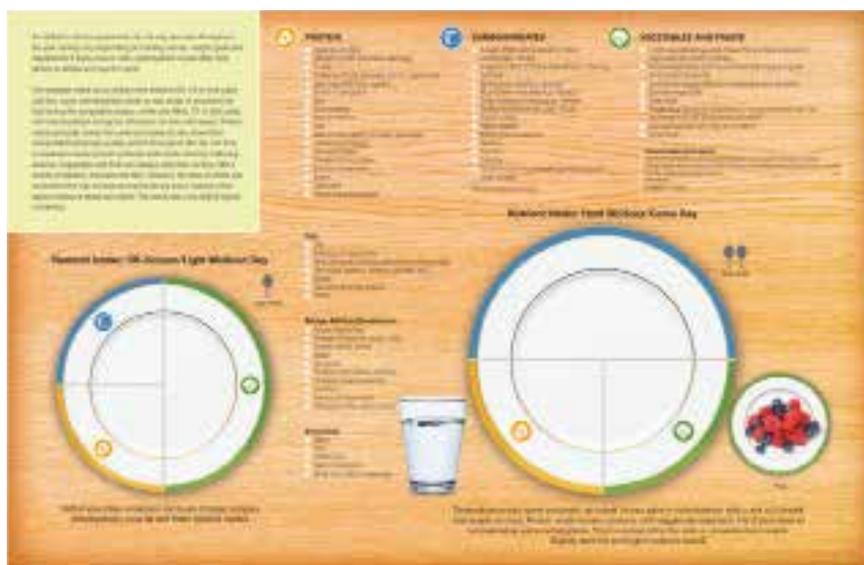
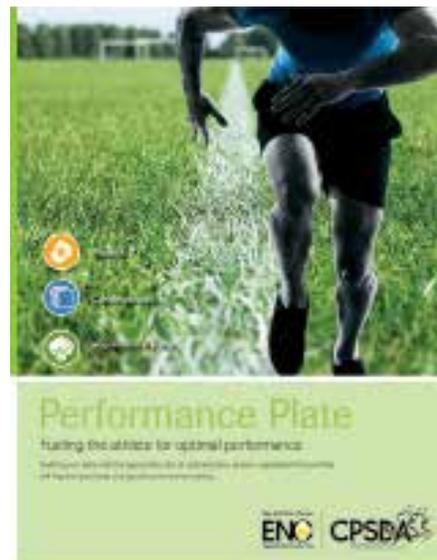
Mitch Kanter, Ph.D.
Executive Director, Egg Nutrition Center

Building an “Optimal Diet” Webinar

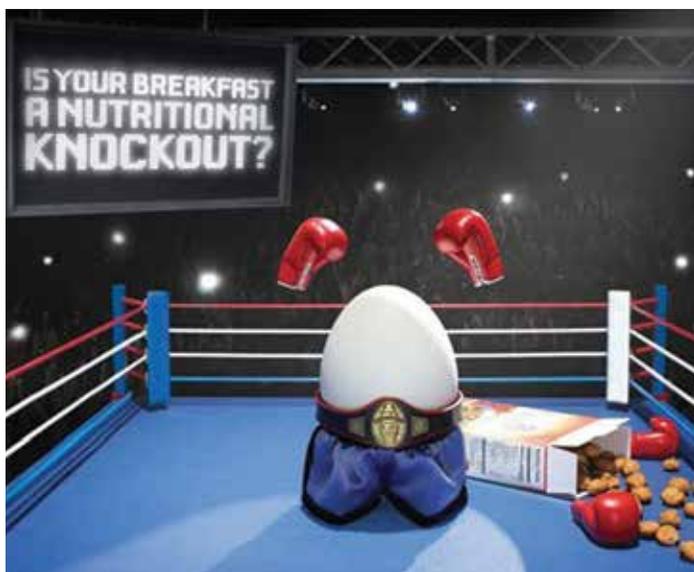
ENC partnered with The Academy of Nutrition and Dietetics’ Sports, Cardiovascular, and Wellness Nutrition (SCAN) Dietary Practice Group to offer a Continuing Education (CE) webinar titled, “Building an “Optimal Diet” Putting Protein into Practice,” presented by Dr. Stuart Phillips.

Dr. Phillips, professor at McMaster University and one of the leading investigators in the field of exercise metabolism, focuses on the impact of nutrition and exercise on human skeletal muscle protein turnover. During the webinar, he discusses protein needs and timing of intake for maximum muscle growth and maintenance for athletes and the aging population. Additionally, he elaborates on how protein quality plays a major role in muscle anabolism. To close his talk, Dr. Phillips shares practical applications of the latest protein research, including recommending natural protein sources with high biological value, such as eggs and milk, to help health professionals make up-to-date diet recommendations to their clients and patients.

The webinar is approved for CE credit from the Commission on Dietetic Registration (CDR) for 1 CPEU and is free of charge throughout the month of July. ●



The Better Breakfast for School Days



This back-to-school season, the Incredible Edible Egg will go head-to-head with sugar. With parents and kids gearing up for the morning school routine and making their breakfast choices, they will see eggs positioned as a no sugar, no carbohydrates choice that offers all-natural, high-quality protein in AEB’s outreach efforts.

To kick-off the battle for an all-natural breakfast, the Incredible Egg will issue a clickable infographic revealing the truth behind the amount of sugar in popular breakfast foods like cereal and yogurt. Did you know breakfast cereals are the fifth highest source of added sugars in the diet of children under eight, after sugary drinks, cookies, candy and ice cream?

AEB will support this effort with new video content showcasing quick and easy egg breakfast recipes and media outreach to top print, broadcast and online publications. Stay tuned for results as the Incredible Egg works to rule the school as the better breakfast choice. ●

Re-inventing the Deviled Egg

Most well-known for his recent cookbook, *Egg: A Culinary Exploration of the World's Most Versatile Ingredient*, New York Times best-selling author Michael Ruhlman partnered with AEB over the 4th of July to celebrate deviled eggs. By tapping into the latest trend of “deviled egg flights” – 3-5 different deviled egg recipes served on one plate – Ruhlman and the Incredible Egg gave new life to standard picnic deviled eggs by creating recipes inspired by classic American, Japanese and even Vietnamese flavors. You can find the recipes on the Incredible Edible Egg Facebook page as part of the *Sizzling Summer Egg Recipe Series*.

Ruhlman, no stranger to the press, has recently appeared in articles by the *New York Times*, *Huffington Post* and the *Wall Street Journal* for his *Egg* cookbook, which has been met with rave reviews. ●



Need the Facts about Egg Products?

The National Egg Products School is an annual three-day hands-on school, providing an introduction to egg products at Auburn University, September 15-17. This school is a perfect opportunity to learn about the formation of the egg through packaging of the final product. In addition, the course covers egg microbiology, egg composition, handling, storage and the processes for producing egg products.

Time is spent on functionality, the marketing of egg products, and the latest research on egg nutrition. AEB's Research Chef Walter Zuromski will present a track based on the culinary aspects of egg products with an emphasis on the best product for specific operational needs with a focus on desired functionality.

AEB not only provides instructors for some of the tracks but sponsors a majority of the school. Continuing education credits may be available. For more information or to sign up, visit AUFSI.Auburn.edu/NEPS/. ●

Consumer Marketing Efforts

During his tenure as Chairman of Consumer Marketing, Jerry Wilkins oversaw the Committee's efforts to Take Back Easter led by AEB's Senior Vice President of Marketing Kevin Burkum. At this month's Board Meeting, Jerry and Kevin showcased these awards during the reception.

AEB's most recent award include the International Egg Commission's Golden Egg Award for the best marketing campaign in the world and the Publicity Club of Chicago's Golden Trumpet for a Public Relations Campaign of Excellence for the 2013 Take Back Easter Campaign.

These awards are a true reflection of the caliber of programs and results AEB has delivered on behalf of America's egg farmers. ●



Looking toward IEC's Golden Year

This year, the International Egg Commission (IEC) celebrates its 50th anniversary. April's conference in Vienna was only part of the festivities, celebrating the enormous successes of the egg industry and looking to shape the future for further success and innovative product developments.

During the conference and as part of its initiative to help shape the future, IEC launched a new charitable foundation, the International Egg Foundation.

The aim of the International Egg Foundation is to provide people living in developing countries with greater access to eggs to combat malnutrition and provide people who are underfed and undernourished with access to a sustainable diet.



The IEC's 50th anniversary celebrations will continue later this year, at the IEC Global Leadership Conference in Edinburgh, Scotland, September 7-11.

For more information, please contact Vikki Millichamp, vikki@internationalegg.com, or visit InternationalEggFoundation.com.

School Foodservice Outreach Continues

AEB's outreach to school foodservice directors is ongoing. The white paper titled "The Incredible Edible Egg in School Meals: It's a Natural Fit" is now available and includes insights on:

- Affordability of eggs can allow for more menu flexibility
- Weight control and satiety among students
- Trend information in foodservice and ideas to apply it to the school lunch menu.

A hard-boiled egg brochure highlighting six recipes that demonstrate egg functionality in a school foodservice setting is available. These recipes demonstrate multiple methods of applying eggs in a cost-effective way for school lunches and include four different preparations.

Messages are created to resonate with this audience including:

- "Eggs provide versatile vegetarian and gluten-free options. The better you serve the dietary needs of your students with delicious options, the more likely they will be to eat in your cafeteria rather than bring meals from home."

As a familiar food item, eggs can increase Average Daily Participation within schools and work for breakfast or lunch. These 16 new hard-boiled egg recipes are available online and include complete HACCP steps and nutritional facts.



Anne Alonzo, AMS Administrator

At the recent CEO Commodity Roundtable meeting, Joanne Ivy had the opportunity to meet with Anne Alonzo, Administrator of USDA's Agricultural Marketing Service (AMS). She is responsible for the oversight of AMS policies and programs that facilitate the efficient, fair marketing of U.S. agricultural products, including food, fiber and specialty crops. Trained as an attorney, Anne earned her MBA and JD from the University of Chicago and the Illinois Institute of Technology, Kent College of Law, respectively.

Connecting with Food Formulators

AEB's Food Technology Advisory Council met May 8-9 in Chicago. These influential food formulating professionals help AEB to better connect with its target audience to increase the demand for egg



This Advisory Council meeting brought together producers and formulating professionals who will help guide AEB's outreach.

product usage as an ingredient in foodservice and packaged food products sold at retail. AEB's Advisory Council provides insight on industry needs, as well as feedback on our current programs and suggestions for future programs. ●

AEB's Research Award Presented

The 2014 recipient of the AEB Research Award is Dr. Guodong Zhang of the U.S. Food & Drug Administration (FDA) for his work on an alternative method of detecting Salmonella in shell eggs.

The awards celebration was held in Corpus Christi, Texas, on Wednesday, July 16.

Dr. Zhang earned his doctorate at the Northeast Agricultural University of China in 1989. He then worked as an assistant, associate and full professor at the university and taught courses on crop genetics and breeding, cytogenetics, molecular genetics and quantitative genetics.

In 1993, he went to Purdue University as a visiting associate professor and worked on soybean, wheat and corn genetics and breeding with the USDA. In 2000, Dr. Zhang decided to focus on food microbiology and safety and worked on foodborne pathogens and probiotic bacteria. He is currently a research microbiologist at the FDA, Department of Health and Human Services. Besides publishing more than 70 research papers and book chapters, Zhang also has a patent for the use of probiotics in the control of Salmonella and Campylobacter in poultry. ●





American Egg Board

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Make it incredible!



During the White House Easter Egg Roll, the 37th Commemorative Egg was presented to First Lady Michelle Obama on behalf of America's egg farmers by AEB Chairman Paul Sauder, R.W. Sauder Inc., Lititz, Pa., and his wife Cindy, and AEB President & CEO Joanne C. Ivy. President Obama again attended the presentation.

Michelle Obama

A handwritten signature in black ink, appearing to read "Paul Sauder".