

# incredible news

Communicating the Value of Your Checkoff Dollars

AUGUST 2014

## Reaching More Students & Teachers

**American Egg Board**  
Narrative Writing Poster and Writing Tools

Supports Common Core State Standards for narrative writing

**SCRAMBLED!**  
Use your own thinking skills to write.

**SUGGESTIONS FOR USING THIS POSTER:**

- Write a class story. On the board, draw three large egg shapes in a row. Label the eggs "beginning," "middle," and "ending." Copy a story part from the poster on the corresponding egg shape. Write your students' ideas for the remaining story parts on the egg shapes; then write a class story on chart paper, capturing your students' ideas.
- Use as a writing center. Provide copies of "Grade AA Plan" and the version of "Writer's Checklist" that is best suited to your students' writing abilities. A student selects a story part from the poster, draws his story, and writes it. Then he uses the writer's checklist to edit and revise his writing as needed.
- Use for collaborative writing. Have each student collaborate with two classmates to write a three-part story based on a story part from the poster. Encourage students to include egg-related facts in their writing. Have copies of the provided writing tools ("Grade AA Story Plan," "Writer's Checklist") available for student use.

So, what's for breakfast tomorrow?

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**Make it incredible!**

As part of the Good Egg Project and a renewed focus on reaching schools, AEB has been working on new educational materials. In partnership with The Education Center, AEB will reach more than 750,000 educators nationwide. This organization is a trusted resource and existing destination for teachers. In fact, its network reaches 85 percent of public school teachers, with an additional pass-along rate of 2-3 teachers.

Through TheEducationCenter.org and its related products like The Mailbox and *Learning Magazine*, The Education Center develops products with the teachers' needs in mind — from keeping the classroom creative to aligning to standards. AEB's promotional poster recently ran in the *Learning Magazine*.

This promotion is expected to generate more than 3 million impressions with teachers and additional impressions with students and parents. As part of this partnership, AEB's new microsite, [TheMailbox.com/Eggs](http://TheMailbox.com/Eggs), is the online destination for these materials. This website draws 300,000 visitors monthly.

Eighteen new lesson plans and two pages of pre-kindergarten activities/awards are also now available. These are posted to the mentioned microsite, hosted by The Education Center, and will be posted to [AEB.org](http://AEB.org), under Educators and Lesson Plans. All of these materials are Common Core aligned and cover science, math, language arts and social studies for pre-kindergarten through 9<sup>th</sup> grade.

To promote these available resources, AEB is offering a sweepstakes for teachers to win one of three iPad minis for their classroom via an online entry form. Additionally, teachers can request further information from AEB with a response card inserted into the magazine. All the teachers who make requests will receive additional follow-up materials from AEB. These contacts will receive future *eggucational* updates. ●

# Health Professional Advisor Meeting in Chicago



ENC recently held a successful meeting on July 31-August 1 with its Health Professional Advisors (HPA). The HPAs are health professionals, including Registered Dietitian Nutritionists, a Physician Assistant, a Nurse Practitioner and a Personal Trainer. The HPAs provide input on various ENC programs, and they serve as writers, presenters and bloggers for ENC.

Karyn Kreher presented the egg farmer's perspective to the HPAs and answered questions throughout the meeting.

At the meeting, ENC provided an update of its research and education programs and participants heard via Skype from two researchers currently working on ENC-funded projects as well as a presentation on health and nutrition trends.



Karyn Kreher from New York's Kreher Farms provided the HPAs with an up close look of life on an egg farm. Karyn's presentation was truly one of the highlights of the meeting drawing numerous compliments from the HPAs. The second day of the meeting involved lots of discussions on current and future ENC programs, and the HPAs' thoughts on ENC's plans. An interactive dinner was held at the Chopping Block restaurant in Chicago. Meeting participants worked together to cook their own meal, leading to further conversations and networking. ●

The interactive dinner at Chicago's Chopping Block made for the perfect opportunity to network one-on-one with the HPAs.

## Promoting Eggs with AEB's Neighborhood

Last month, AEB promoted the Incredible Edible Egg at its local library highlighting the organization's history, eggs' health and nutrition stats and the White House Easter Egg Roll. Originally designed for the White House display in 2009, AEB displayed an egg representing each state as well as pictures from various White House presentations starting with those presented to first daughter Amy Carter in 1977. ●



## Eggs in the National Media

AEB meets with the long-lead magazine editors in New York City twice a year and through its various public relations efforts, providing writers and editors with a slew of egg-related content throughout the year. Each week, AEB shares a recap of mentions in the national media through its weekly *Media Update*. Here are a few from this summer.

In August, *Better Homes & Gardens*' "10 Habits for a Healthy Life" included eggs as a top food for improving and protecting eye health. In an article



In June, *Health*'s "Swap Your Way Slim" suggests readers "combine lean protein like eggs with slow-burning carbohydrates and healthy fats to keep you energized." The industry press continues to run AEB's information including June's "Secrets of the Everyday Egg" in *Food Industry News*. Standing AEB columns appeared in the *Poultry Times*, and AEB's most recent *Urner Barry's Reporter* article highlights that eggs are GMO-free, according to USDA.



itled "Get Cracking" from *Fitness*, Kath Younger, R.D., says "Eggs are an inexpensive source of high-quality protein. And because they come 'prepackaged' in their shells, portion control is easy." *Cook Illustrated* features tips and tricks for cooking the perfect egg in an article titled, "How to Cook Perfect Eggs."

July's *Health & Medicine Week* shared results from the research findings at

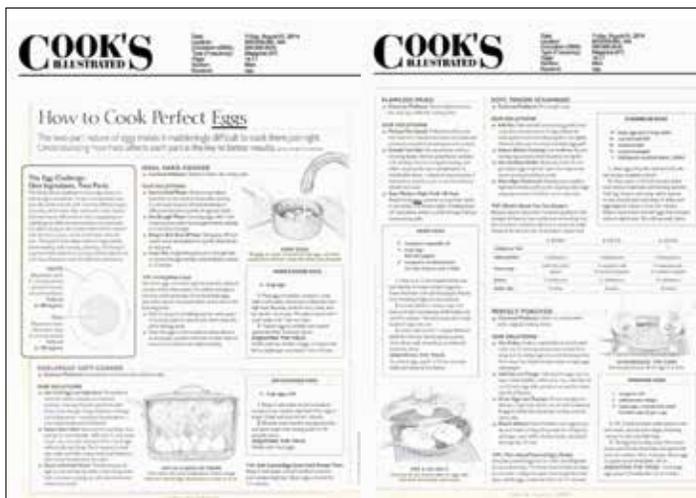
the University of California: "Eggs have been consumed throughout human history though the full potential of this nutritionally complete food has yet to be realized in many resource-poor settings around the world." On July 23, *Parade* published a list of "5 Easy Alternatives to Breakfast Cereal." Convenient egg breakfasts, such as Coffee Cup Scrambles, are listed as a nutritious breakfast alternative to cereal.



Also in June, the *Wall Street Journal* reported on how consumer demand for protein is influencing global agriculture and fueling multibillion-dollar mergers in the food industry. The article notes that as incomes are continuing to grow in developing markets, consumers are increasingly turning to meat and dairy products to improve their diets.

The article attributes the demand for protein to U.S. consumers who are replacing carbohydrates like bread and cereal with more animal protein such as meat, yogurt and eggs. ●

Not receiving AEB's weekly *Media Update*? Please contact Ashley Richardson, arichardson@aeb.org or 224.563.3715.



# New Advertorial

AEB developed a new advertorial (below) to round out its new print advertising for "Wake Up to Eggs." Designed to look similar to editorial coverage, the advertorial details a half dozen reasons for consumers to eat eggs, including: protein, choline, zero carbs, no sugar, all nine essential amino acids, value and gluten-free. Look for this advertorial in your favorite magazines this fall. ● To request a copy of this advertorial to share with your customers, contact Sheryl Slagle, [sslagle@aeb.org](mailto:sslagle@aeb.org) or 224.563.3717.

## A HALF-DOZEN REASONS WHY YOU CAN'T BEAT EGGS

### 1 PROTEIN

If you start your weekday with cereal or toast instead of eggs, here's a wake-up call: Did you know eggs have 6 grams of high-quality protein? And did you know a protein-packed breakfast helps sustain mental and physical energy throughout the day? That's good news, especially if you're a body-building chess champion.



### 2 GOT CHOLINE?



Eggs are rich in choline, which is a weird word but it's a "good weird" because choline promotes normal cell activity, liver function and the transportation of nutrients throughout the body. Think of it as a commuter train for vitamins and minerals.

### 3 ZERO CARBS NO SUGAR



Eggs contain zero carbs and no sugar. That means you can eat a well-rounded breakfast during the week without feeling round yourself.

### 4 AMINO ACIDS

Eggs have all 9 essential amino acids. Seems like a lot but remember - they ARE essential.

leucine	histidine
lysine	valine
methionine	threonine
tryptophan	isoleucine
phenylalanine	

### 5 MORE FOOD FOR THOUGHT

Unlike most cereals and yogurt, eggs don't come with a complicated, jam-packed ingredient list because they only contain one ingredient. It's called "eggs." And at 15¢ a serving, eggs are the least expensive source of high-quality protein.\* That's right, 15¢.



### 6 NO GLUTEN? NO PROBLEM.

Let's not forget that eggs are naturally gluten-free. Always have been, always will be. And that's awesome because there isn't exactly a glut of gluten-free breakfast options.

### INCREDIBLE, ISN'T IT?

Most cereals and yogurts can't say all this, mainly because they don't have mouths, but also because they don't have the nutrient content eggs do. So next time someone asks how you like your eggs, say you like 'em a whole heck of a lot. Wake Up To Eggs!

\*Based on American Egg Board price comparison.



# It's a Twitter Party



Earlier this month, AEB participated in a #boostbreakfast Twitter party with Bonnie Taub-Dix, MA, RD, CDN, and California Avocados.

Eggs quickly became a focus of the conversation throughout the chat, with several participants sharing that they enjoy consuming eggs in the morning to stay full all day. Using the Twitter handle, @IncredibleEggs, AEB linked back to IncredibleEgg.org several times during the duration of the chat, directing participants to additional recipes and nutrition information. AEB also inserted links back to two ENC research blog posts. Additionally, host Bonnie retweeted AEB's link to an article about sugar.



AEB's participation in the chat resulted in 75+ @IncredibleEggs interactions, 6+ new followers and 6,000+ impressions. This was a great opportunity to insert AEB's messaging into a pre-existing, real-time conversation. ●



## GEP Tackles Trivia

AEB hears from a wide range of consumers on dozens of topics. Recently, a trivia team named Team Good Egg Project reached out for answers to a few FAQs on eggs, and AEB loved the name so much that we sent them tee-shirts to wear for the next trivia game. They came in first place that night. ●



## International Promotions

USAPEEC participated in the Ramen Noodle Expo at the Tokyo Big Sight from July 29 to 31. This show attracted 45,000 visitors including retail noodle shops and manufacturers. USAPEEC served noodle samples from a famous noodle shop which makes its noodles with U.S. dried egg products.

USAPEEC Hong Kong conducted an AEB-funded egg seminar last



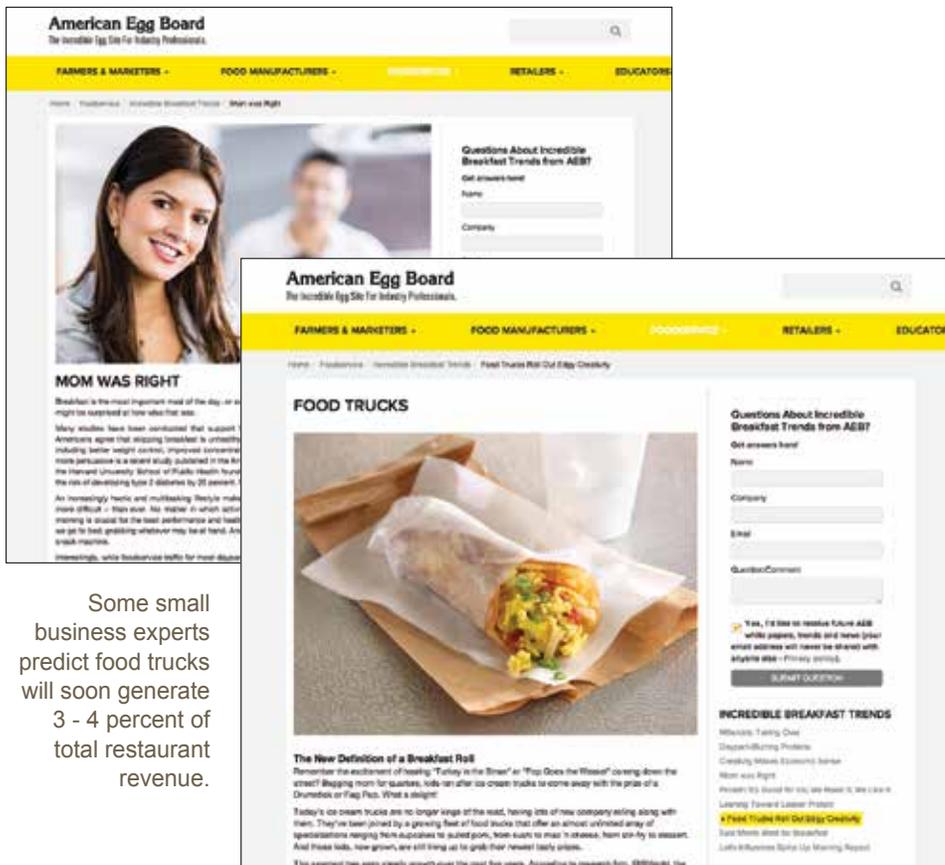
Chef Jeffery Koo demonstrated two pastry recipes with U.S. liquid and dried eggs.



Ramen Noodle attendees tasted noodles made with U.S. egg products.

week. The event was attended by 80 culinary students of the Hong Kong Hospitality Industry Training and Development Council who learned about U.S. egg product functionality, application ranges, and availability. Louisa Ho, chairman of the Hong Kong Bakery and Confectionery Association, led a discussion on bakery applications. ●

# Incredible Breakfast Trends



Some small business experts predict food trucks will soon generate 3 - 4 percent of total restaurant revenue.

Targeted at foodservice operators and food manufacturers, AEB releases *Incredible Breakfast Trends* (IBT) quarterly. Each IBT highlights one megatrend with several micro trends. Current trend information helps create fresh and inspiring dishes and products while also helping cement AEB's position as *The Breakfast Expert*.

The premiere issue of *Incredible Breakfast Trends* focused on Breakfast Influencers through food trucks and ethnic-inspired breakfast items. Within the growing food truck segment, trucks dedicated to breakfast are growing. According to research firm, IBISWorld, the number of food trucks grew 8.4 percent between 2007 and 2012, now comprising a \$1 billion industry.

This year's National Restaurant Association survey of American Culinary Federation chefs showed ethnic-inspired breakfast items were still among the top "hot" U.S. food trends. Restaurants have certainly played their part in the American love affair with Latin breakfast foods, as even the most "American" chains include zesty examples:

- Sausage Burrito - McDonald's
- Southwestern Breakfast Burrito - Burger King
- Steak and Egg Burrito - Jack in the Box

This ethnic integration into the breakfast daypart also includes Asian influences. Consumers now look for more health conscious meals, strongly aligning with many Asian delicacies. Items like Sriracha and pho weren't even part of American food discussions five years ago.

With these megatrends, and more to come, *Incredible Breakfast Trends* offers foodservice operator and food formulators alike new options providing fresh variety to consumers. Look forward to additional issues of IBT later this year for more insightful trend and flavor information. ●