

incredible news

Communicating the Value of Your Checkoff Dollars

SEPTEMBER 2014

Join AEB in Napa this November



REX GELLERT



incredible!

American Egg Board

PO Box 738
1460 Renaissance Drive
Park Ridge, IL 60068
O 847.296.7043
F 847.296.7007
IncredibleEgg.org
AEB.org

Make it incredible!

Set against the rolling vineyards of California's Wine Country, The Meritage Resort and Spa is the host site for AEB's November Board Meeting, a gathering that promises to combine fun and function during the three-day schedule.

Napa Valley is a jewel in the crown of Sonoma County where one can experience world-class wines, historic surroundings, miles of nature preserves and a spirit of wellness set at a slower pace, all meant to relax, savor and restore guests. The registration deadline is **Wednesday, October 1**. For the first time, register and pay online through this link:

<http://www.cvent.com/d/h4qvcx>.

AEB's **22nd Annual Golf Scramble** will be held on Wednesday, November 5, with a shotgun start at 12:00 noon, at Chardonnay Golf Club, which meanders through more than 150 acres of Chardonnay and Merlot vineyards. Non-golfers can enjoy a Wednesday afternoon tour of the Meritage Vineyard with a dedicated wine guide and taste five current release wines from Trinitas Cellars. From 7 p.m. to 8 p.m. on Wednesday, AEB will host a Chairman's Reception in the underground wine cellar.

AEB's keynote speaker Dr. David Hughes will present to attendees before the Nutrition, Consumer Marketing, Industry Programs and Foodservice & Egg Product Marketing Committee Meetings on Thursday as lunch concludes, and again as part of the Board Meeting on Friday.

The Committee Meetings and Board Meeting are open to all members of the egg industry.

Thursday's reception will again include live entertainment that you may recognize from NBC's "The Voice" and the egg industry. The outside setting will be memorable.

During this meeting, the Board will approve AEB's 2015 Strategies & Measurable Objectives that guide all programs and outreach and aim to increase demand for eggs and egg products.

As always, the AEB staff will try to provide every assistance possible to make your participation both productive and enjoyable. ●

Questions should be directed to Gwen Ramirez, gramirez@aeb.org or 224.563.3712.



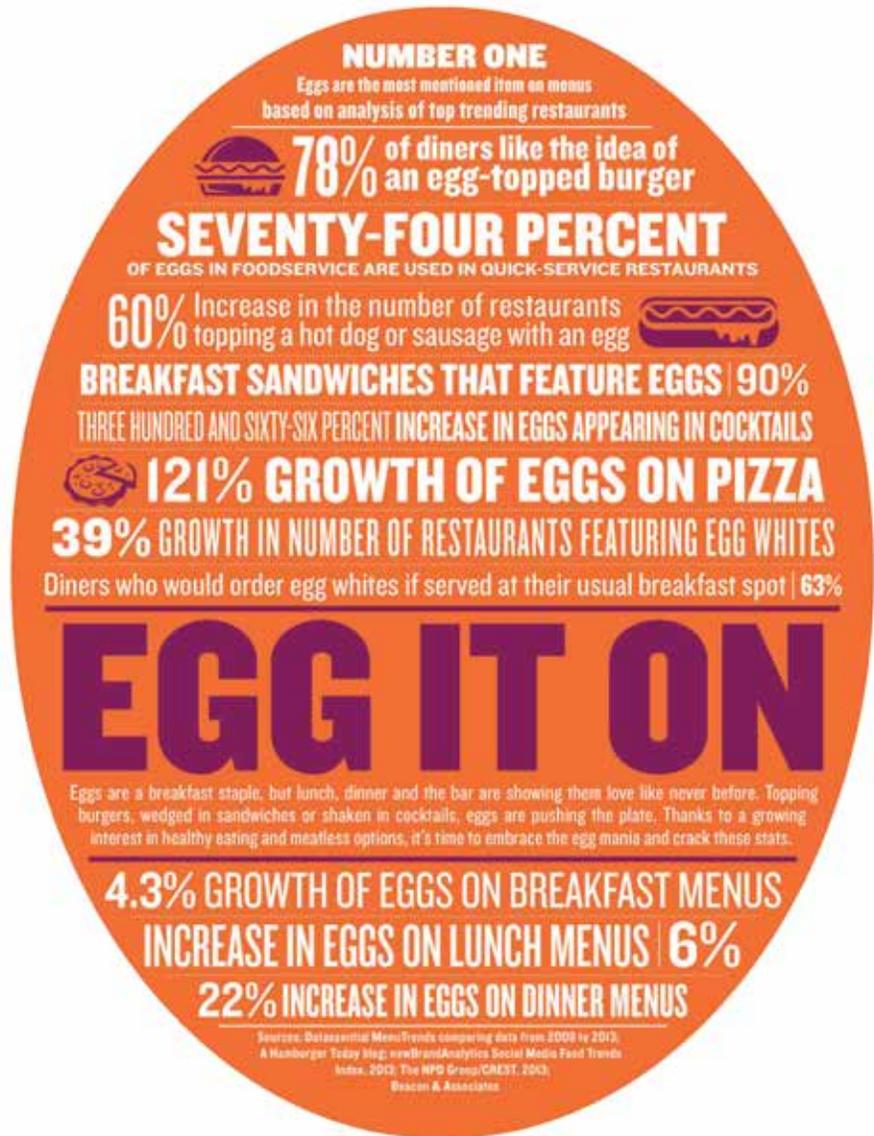
Professor David Hughes, Ph.D., is a world-recognized marketing expert who will present on "Global Consumer and Food Industry Trends" and "Global Retail Trends and Implications for the U.S. Egg Industry."



Happy 60th Anniversary

Sparboe Farms, a longstanding family owned egg producer and marketer, is celebrating 60 years in business in 2014. Started as a day-old chick distributor in 1954, the company includes six chicken farms, five processing plants and an egg product processing plant operated by Sparboe Foods.

In honor of Sparboe Farms' 60th anniversary and as a testament to the company's strong commitment to supporting its farm communities, the company and its employees have participated in dozens of community events throughout the summer, including town parades, fairs and a farmers' market. In addition, Sparboe hosted employee appreciation events to celebrate employees at all of its locations. For more information, visit Sparboe.com or [Facebook.com/SparboeFarms](https://www.facebook.com/SparboeFarms).



This “Egg It On” infographic was designed in-house by AEB to showcase the amount of eggs used in foodservice and the growth in this segment. To both foodservice and food manufacturing professionals, AEB communicates that REAL eggs matter to consumers. This eye-catching graphic also highlights trend info, which is a key part of AEB’s position as *The Breakfast Expert* to these audiences.

A copy is available by contacting Amanda Ferencz, aferencz@aeb.org.

ENC is gearing up for FNCE in Atlanta

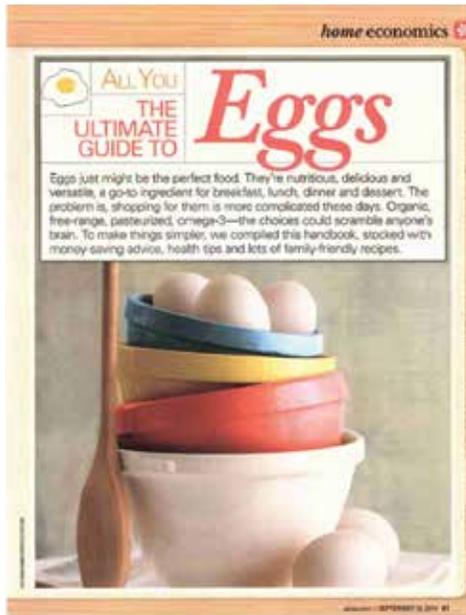
ENC is hosting an education session and breakfast during the Food & Nutrition Conference & Expo (FNCE) in Atlanta in October. The session “Strategic Use of Protein Quality and Quantity to Enhance Satiety and Weight Management” will be presented by Nikhil Dhurandhar, Ph.D., Professor at Pennington Biomedical Research Center and President-Elect of the Obesity Society. ENC will also be hosting Dr. Dhurandhar at the exhibit booth for an “Ask the Expert” session as part of the FNCE booth activities.

Egg Nutrition Center



Connecting with Magazine Editors

AEB worked with *All You's* editors in June to provide information for the "Ultimate Guide to Eggs" in its September print edition. The article includes tips for decoding egg labels, egg nutrition information, tips for hard-boiling and peeling (taken from IncredibleEgg.org) and several egg recipes. Credits to AEB appear within the special section. This is one example of how AEB's continued relationships with long-lead magazine editors result in editorial coverage for the Incredible Edible Egg. ●



Supporting Research

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. ●

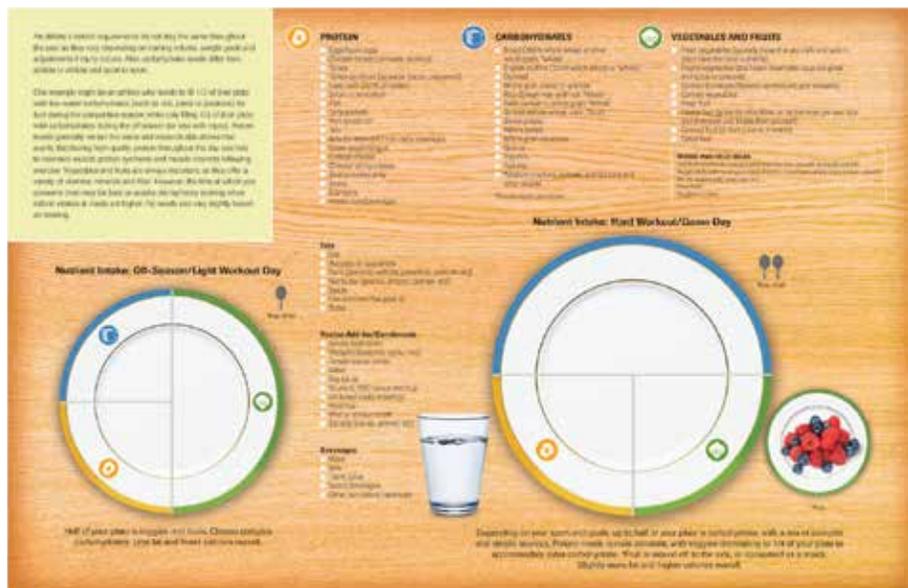
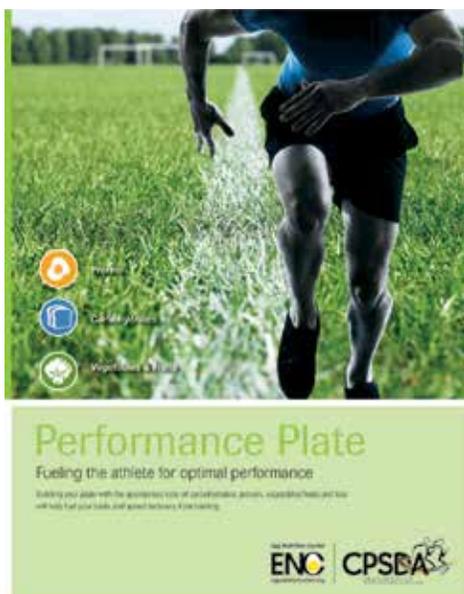
Promoting U.S. Egg Products in South America

USAPEEC conducted a seminar on August 19 in Bogota, Colombia, for the bakery and Hotel, Restaurant, and Institutions (HRI) trade, along with local mayonnaise processors, on the use of U.S. processed egg products. The seminar focused on the advantages of using U.S. processed eggs in various applications. More than 40 representatives from the Colombian trade took part in the seminar, which was led by USAPEEC technical consultant José Manuel Samperio, who is also known as “Señor Huevo.” Several local chefs, along with culinary school students doing internships in the targeted industries, also took part in the seminar. ●



New Education Material Available

ENC partnered with the Collegiate & Professional Sports Dietitians Association (CPSDA) on a new education tool called *Performance Plate*. CPSDA member Chelsea Burkhardt, Director of Sports Nutrition at the University of Illinois, helped ENC create this tool to help athletes build their shopping list and plate for optimal nutrition and performance. ●

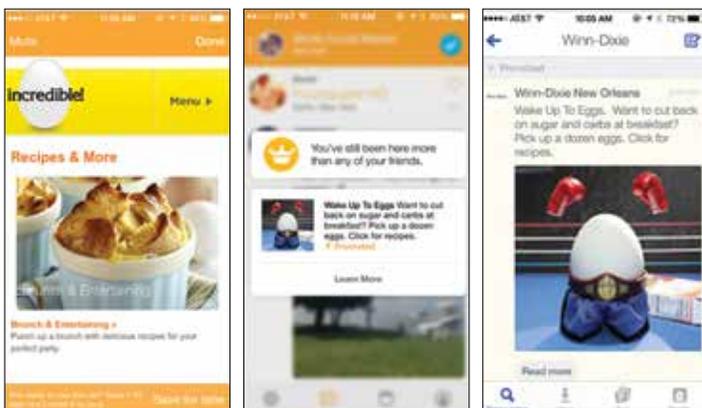
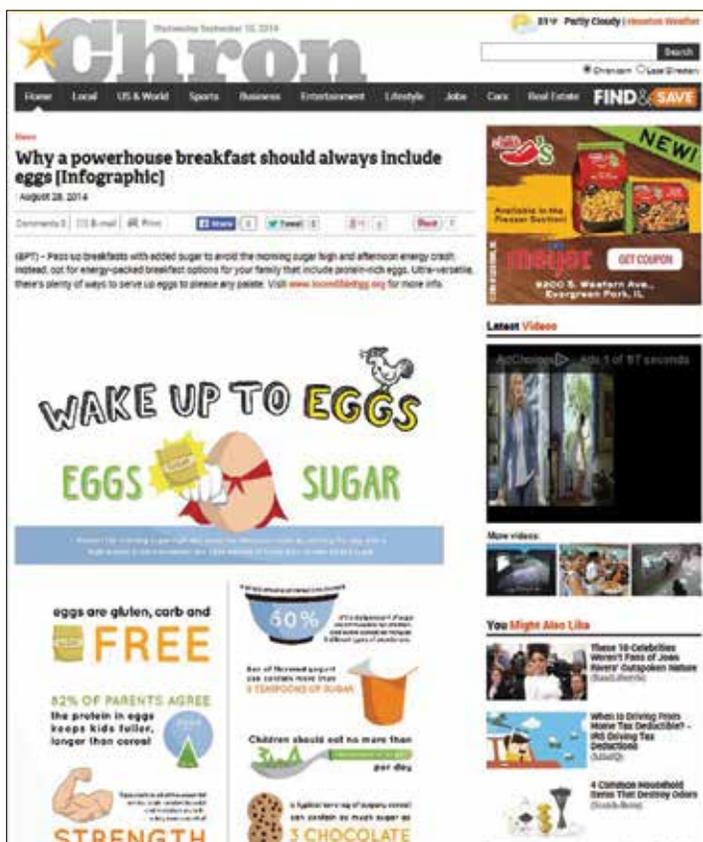




Breakfast is Back in Session

The return of the Back-to-School season brought a new focus to eggs as a better breakfast option compared to popular sugary breakfast foods like cereal and yogurt. In addition to winning the better breakfast battle with infographic placements in outlets such as *San Francisco Chronicle*, *Houston Chronicle* and *Milwaukee Journal Sentinel*, new :15 and :30 videos highlighting quick and easy coffee cup scrambles and breakfast sandwiches took off. Within the first two weeks of the season, videos reached more than 100,000 viewers and continue to grow in popularity.

To help supplement traditional media outreach, AEB partnered with The Weather Channel Mobile Application to help users “Wake Up To Eggs.” At the beginning of each morning, colorful ads encouraging folks to eat an egg breakfast greeted users checking out the weather for the day. Additionally, AEB is piloting a new online advertising program called Content@Scale. The program takes traditional Wake Up To Eggs banner ads on popular sites like AOL.com and turns them into houses for third party content from popular publishers like *PopSugar* and *Whole Living*. This creates a dynamic and credible ad unit that delivers what online users want most — engaging and timely content.



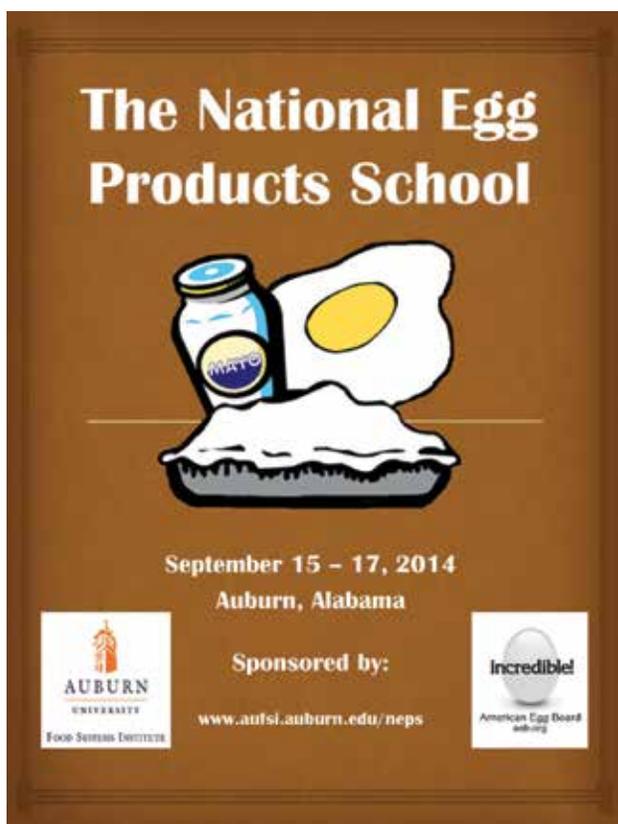
To round out reach, AEB also has a partnership with the popular social media application, FourSquare. As parents and kids check in at grocery stores to pick up breakfast and lunch supplies for the season, they see Incredible Edible Egg advertisements and recipe ideas on their mobile devices. These ads remind parents to pick up an extra dozen eggs for incredible weekday breakfasts.

As the Back-to-School season goes on, AEB will continue to build on the more than 28 million impressions garnered to date, touting eggs as *THE* better breakfast for kids and adults alike. ●

Putting AEB's Messages into Classrooms

AEB's newest education partner, The Education Station, reaches teachers online with more than 166,000 followers/likes and boasts more than 660,000 registered members. Its website draws an average of 300,000 visitors each month, so AEB knows its content developed with The Education Station will reach teachers, who on average print 250,000 ideas and activities and download 64,000 ideas and activities from this website each month. This infographic highlights the reach of this AEB partner. ●

Providing Egg Products Education



National Egg Products School is a three-day, hands-on course for egg industry members and food formulators that explores the incredibly functional egg and its role in food product development. Held every other year at Auburn University in Auburn, Alabama, this year's program ran from September 15 to 17. The course is designed to give attendees a thorough introduction to eggs and egg products from their initial formation to the packaging of liquid and dried egg products for industrial use. Poultry science and food science experts from various universities addressed egg microbiology, composition, handling, storage and the processes for producing egg products.

Significant classroom time was spent on egg functionality, use of egg products and the latest research on egg nutrition. In one course track, American Egg Board's Research Chef

Walter Zuromski presented the culinary aspects of egg products with an emphasis on the best product for specific operational needs, focusing on desired functionality and sensory needs.

Video clips of these presentations will be edited and posted on AEB.org to showcase egg product functionality and their ease of use.

In addition to providing instructors and program materials, AEB is a major sponsor of the school. ●





Reaching International Culinary & Hospitality Students

USAPEEC Hong Kong conducted an egg seminar last week funded by AEB. The event was attended by 80 culinary students of the Hong Kong Hospitality Industry Training and Development Council. The students 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 while Chef Jeffrey Koo demonstrated two pastry recipes using U.S. liquid eggs and dried egg powder. ●



Promoting U.S. Eggs

On behalf of AEB, USAPEEC participated at the recent Mexican food show in Mexico City that attracted 180 exhibitors and 28,000 visitors. Catering primarily to the Mexican bakery industry, Mexipan is the country's largest show for bakery supplies. Several U.S. egg companies attended the show and also had separate booths. USAPEEC staff reported that the American Egg Board booth stayed busy with prospective buyers. The photo was taken at the AEB booth with Alma Lilia de Leon of the USAPEEC Mexico City office, Elliott Gibber of Deb-EI Foods and chef consultant Angeles Urreta. ●



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*credible science
incredible egg*

Our Mission
ENC is a credible source of nutrition and health science information and the acknowledged leader in research and education related to eggs.

Our Focus
Egg Nutrition Center (ENC) monitors scientific findings and regulatory developments, and serves as a resource for health practitioners in need of current nutrition information to share with their patients, clients, students and others. Key vehicles for disseminating information are the Nutrition Close-Up newsletter, various educational brochures and tool kits, published scientific articles, symposia presented at health professional conferences and the eggnutritioncenter.org website.

Join Drs. Mitch Kanter and Dixie Harms over dinner on Saturday for their CE-accredited session.
Registration required.

Changing Paradigms Regarding Macronutrient Intake and Health: Translating Science into Meaningful Patient Communication

Visit booth 105 to learn more about ENC and the tools that ENC offers health professionals.

Scan the QR codes to access ENC's nutrition education and research materials.

- Nutrition Unscrambled Blog
- Nutrition Research Update
- Nutrition Close-Up Newsletter
- Client/Patient Education Materials

Egg Nutrition Center
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Reaching Nurse Practitioners

ENC attended a new conference and exhibit to reach nurse practitioners this year in Keystone, Colorado, July 10-13. The National Nurse Practitioner Symposium (NNPS) is a continuing education (CE) conference that more than 1,000 nurse practitioners attend. The exhibit was well attended and the majority of attendees came through the exhibit hall during unopposed exhibit times to gather education materials and discuss nutrition and research topics.

As part of the conference, ENC also sponsored a CE-accredited educational session, "Changing Paradigms Regarding Macronutrient Intake and Health: Translating Science into Meaningful Patient Communication," presented by Drs. Mitch Kanter and Dixie Harms. The session sold out all 250 seats well in advance of the conference, necessitating a wait list of eager health professionals who lined up outside of the lecture hall doors on the night of the event. Such notably high attendance to a nutrition-focused evening session, even following three full conference days, is a testament to the fact that ENC chose a topic that was of interest to meeting attendees.

Beyond the numbers, attendees were interested and engaged in the session, taking notes and remarking about the quality of both the presentation and the dinner. In addition, the vast majority of respondents who filled out the survey agreed that the presentation enhanced their impression of ENC as a scientific organization. ●