Jacques Klempf Elected as New AEB Chairman

In a ceremonial gesture during American Egg Board’s March 27 Board meeting in Chicago, IL, Wayne Mooney, AEB’s 2006-2007 chairman, handed the gavel to Jacques Klempf of Dixie Egg Co., Jacksonville, FL, to welcome him as the newly elected chairman for 2008.

Upon officially being named as AEB chairman, Klempf made an acceptance speech expressing his enthusiasm for the NEW AEB. “NEW because we have a new President, who has hit the pavement running and never looked back.” He recognized the NEW members of the AEB team as well as the rest of AEB’s staff for their incredible job done during the past year. He mentioned AEB’s effective NEW advertising campaign in all of the NEW mediums including the internet. He went on to say that “he is looking forward to working with all of the committees, staff, and board members in making the NEW AEB stronger and better than it ever has been.”

Klempf has served as chairman of AEB’s Advertising Committee before being named to AEB’s Executive Committee in 2006. Most recently, he served as that committee’s vice chairman in 2007.

The remaining officers for the 2008 AEB Executive Committee are: Vice Chairman Craig Willardson of Moark, Norco, CA; Secretary Brian Hayward of Creighton Brothers LLC, Atwood, IN; Treasurer Paul Sauder of R.W. Sauder Inc., Lititz, PA; Tom Hertzfeld of Hertzfeld Poultry Farms, Grand Rapids, OH; and Bruce Dooyema of Dooyema & Sons Inc., Sioux Center, IA.

Ex-officio members of the Executive Committee are: Immediate Past Chairman Wayne Mooney of Pilgrim’s Pride Corp., Dallas, TX; USDA Advisor Angie Snyder; and AEB President & CEO Joanne Ivy.
President’s Message

The American Egg Board held its Annual Meeting this past week in Chicago. It was a changing of the guard for AEB from Wayne Mooney, who has been AEB’s Chairman for the past two years, to Jacques Klempf, who served as AEB’s Vice Chairman. Wayne has been an extraordinary Chairman and will leave behind a strong legacy to mark his two-year term in office.

During his time as AEB’s Chairman, Mooney was a true leader. Among most noteworthy accomplishments as AEB Chairman was his spearheading of the search for a new President of AEB after 30 years with Lou Raffel at the helm. He also was instrumental in the transfer of the management of the Egg Nutrition Center to AEB. AEB had fully-funded ENC for years, but had been in a cooperative management agreement with UEP. This transfer had been discussed for years, but it was the new leadership of UEP and its Executive Committee working closely with AEB that insured a smooth transition.

With the election of Jacques, AEB will have another outstanding Chairman to lead its organization. Jacques is a very enthusiastic egg marketer and AEB supporter with strong leadership skills.

In his acceptance speech, Jacques was very enthusiastic and complimentary about the NEW AEB. I feel confident that under Jacques leadership, AEB will continue to move forward and reach new heights.

Based on a recommendation of an Industry Exploratory Committee, the Board approved a motion to request USDA to conduct a referendum on an assessment increase from 10 cents to 15 cents per 30-dozen case. In the coming months, AEB will be sharing the marketing results and return on producers’ investment after the first year of the implementation of its Strategic Plan.

To continue AEB’s results-oriented marketing program, the Board announced that it plans to schedule a Strategic Planning Meeting this spring to provide input and direction into the development of AEB’s 2009 Strategic Plan. Program measurements will be a significant segment of the 2009 plan – as they were with the 2008 plan – providing accountability and evaluation of AEB initiatives to ensure that producers’ dollars are being used resourcefully and successfully.

The Strategic Plan provides AEB staff with a detailed tactical plan and road map for implementing a strong, effective marketing program that enables egg producers to witness their return on investment in the American Egg Board. The NEW AEB’s second year will be even better than the first!
For more than three decades, American Egg Board (AEB) has been one of the major sponsors of the White House Easter Egg Roll, the largest event of its kind held on the White House grounds. To pull off such an event requires the craftwork of artists, volunteer efforts, and a lot of eggs.

To mark this year’s annual celebration, AEB Chairman Wayne Mooney and AEB Vice Chairman Jacques Klempf presented the 31st Annual Commemorative Easter Egg to First Lady Laura Bush during a special celebration Monday, March 24 at the White House.

This year’s Commemorative Egg, presented on behalf of the U.S. egg farmers, is the work of artist Marsha Russell of Phoenix, AZ. Russell was chosen to design this year’s Commemorative Egg after her Arizona state egg was chosen as most outstanding for 2007.

The 2008 Commemorative Egg features a carefully crafted depiction of the White House Egg Roll on the inside of the egg. A mural of the White House is meticulously and precisely painted on the back wall of the egg with a family shown on the lawn at the Easter Egg Roll. Dogwood blossoms and Swarovski crystals decorate the front. The back includes Texas Bluebonnets surrounding a portrait of Mrs. Bush.

AEB again coordinated, on behalf of the White House, a display of 51 eggs, one for each state plus the District of Columbia, which is housed in the White House Visitor Center. All of these eggs can be viewed online at the following website: www.whitehouse.gov/easter/2008/eggsbystate.

In recognition of their work, the state egg artists were invited to the White House for a special event held March 10. This year, 25 state artists and their guests attended a reception and a photo session with the First Lady, a special private tour of the White House and a AEB-hosted luncheon at the famous Old Ebbitt Grill.

Easter would not have been complete without the March 24 White House Easter Egg Roll, a tradition on the White House Lawn since 1878. An estimated 20,000 children and adults took part in the 2008 White House Easter Egg Roll where they hunted for eggs, decorated their own, were entertained by nationally-known performers, and were treated to books read by the First Lady Laura Bush, First Lady Barbara Bush, the President’s daughter, Jenna Bush, and several others from the President’s cabinet.

As in past years, AEB took an active role by donating 10,800 colored eggs for the Egg Roll and Egg Hunt. AEB also provided hats and aprons with an Easter Egg Roll 2008 design for each of the 1,000 volunteers who dedicated their time to help make this event a success. And, AEB helped contribute to the White House gift baskets for the sponsors which contained the official colored wooden eggs. AEB also wants to thank Cecilia Glembocki with the Virginia Egg Council who has enthusiastically helped for many years with locating approximately 100 volunteers and providing assistance in organizing several of the activities.
Cracking the Egg-Cholesterol Link

Program helps educate nutrition science professionals on new ways to think about dietary cholesterol

The American Egg Board (AEB), in a partnership with FoodMinds, has made significant progress in its Crack 300 Program and its goal of redefining nutrition guidance on egg recommendations and consumption. As planned, major milestones have been achieved, and the program continues to lay the groundwork for changing how nutrition science thought leaders think about dietary cholesterol and eggs.

Landmark Workshop

In partnership with USDA’s Children’s Nutrition Research Center at Baylor College of Medicine, AEB and Egg Nutrition Center hosted a landmark nutrition science workshop, “Improving Compliance with Dietary Recommendations: Time for New, Inventive Approaches?” on December 5, 2007.

Attracting the best of the best in nutrition thought leadership, including executive leadership from the two government agencies responsible for the development of the 2010 Dietary Guidelines, participants discussed prioritizing nutrition education efforts to focus on guidance with the most impact, and de-emphasizing recommendations that pose an insignificant public health risk, such as dietary cholesterol. The workshop received high marks and praise from participants and speakers, including Holly McPeak, MS, nutrition advisor and co-executive secretary for 2010 Dietary Guidelines, who said, “This workshop laid the groundwork for future focus, and tells us ‘Don’t repeat the past!’ Nutrition guidance needs to be action-oriented with behavioral outcomes.”

Building Scientific Substantiation

Program efforts continue to center around creating and elevating the scientific substantiation that the continued emphasis on dietary cholesterol is inappropriate and out-of-date. Though Crack 300 efforts, FoodMinds has secured publication of four key research manuscripts in peer-reviewed journals. The following articles will be shared with the nutrition science community in 2008:

“Egg Protein as a Source of Strength and Energy,” accepted for publication in Nutrition Today, this paper highlights eggs as a source of protein and how it relates to energy and muscle development. Increasing knowledge about the public health importance of consuming the variety of nutrients provided by eggs promotes the scientific basis for recommending eggs as healthful for special populations in dietary guidance.

“Protein Supplement: High Quality Protein and Optimal Health” (nine total papers), accepted for publication in The American Journal of Clinical Nutrition. Scheduled to be published in May or June 2008, these papers explore the importance of protein for various health outcomes such as diabetes, cardiovascular disease, sarcopenia and body composition changes leading to obesity.

“The LDL to HDL Cholesterol Ratio as a Tool to Evaluate Coronary Heart Disease Risk. The Impact of Dietary Cholesterol,” accepted for publication in the Journal of the American College of Nutrition, evaluates the efficacy, feasibility and practicality of current and future CHD risk predictors. The review outlines both the rationale and public health need to shift to the LDL/HDL ratio from LDL alone to better predict CHD risk. In healthy adults, dietary cholesterol from eggs does not affect the LDL/HDL ratio, adding to the body of evidence that cholesterol from eggs does not add to cardiovascular disease risk.

see Crack 300 on next page
Panera Bread, a leading quick-service restaurant chain, recently rolled out a new line of egg sandwiches. Created in conjunction with American Egg Board, these sandwiches are the second egg-related line of products to be introduced nationally by Panera.

After almost a year of testing, Panera has now rolled out the new breakfast sandwiches at each of its 1,100-plus locations. Panera’s menu and website (www.panerabread.com) state the sandwiches are made with “all-natural eggs cracked each morning.”

Panera will serve the following three breakfast sandwiches (all served on Ciabatta bread):

• Bacon, Egg and Cheese
• Sausage, Egg and Cheese,
• Egg and Cheese.

These sandwiches join Panera’s Baked Egg Souffles, which were also introduced with the help of AEB and have been a successful innovation to the quick-service restaurant breakfast market.

Panera features the breakfast sandwiches in one of their promotional “Celebrations.” The Sandwiches are also seen on banners, posters, table tents and counter cards in every store. While the Sandwiches are only served during breakfast hours, the promotional material can be seen throughout the day, driving guests back to the restaurants to order breakfast. The sandwiches are also featured on radio and in outdoor advertising in some markets.

Based on the number of stores in the system, Panera will be selling millions of eggs in for these sandwiches. That is on top of the number of eggs they already sell with their souffles.

As the leader in this segment in terms of innovation and quality, all of the other players in quick service, including McDonald’s, Burger King, Jack in the Box, Hardee’s/Carl’s, Jr., and other chains like Cosi, Au Bon Pain, and Potbelly’s watch Panera closely. Even more important, AEB hopes they follow and add new egg-related products of their own. AEB continues to work with Panera and is supporting them with even more new concept ideas.

“Perspective: Risk Apportionment and Disease Intervention Strategies,” accepted for publication in Risk Analysis (April 2008). This paper provides an analysis of techniques to assess the impact of specific risk-factor components of a disease on the risk of developing the disease. The authors apply these techniques as a method of selecting and prioritizing the coronary heart disease (CHD) prevention strategies.

Sessions at Professional Conferences

Two sessions at leading health professional conferences — October 4 at American College of Nutrition, Arlington, VA, and October 26 at American Dietetic Association, Chicago, IL — will put scientific evidence in the hands of leading thought leaders to break down the long-held position on the 300 mg dietary cholesterol limit.

Partnership Opportunities

Egg Nutrition Center held an exploratory call with leaders of National Lipid Association (NLA) to discuss potential opportunities to promote the LDL/HDL ratio to NLA members. The NLA is a leading organization of doctors, nutritionists, and researchers focused on reducing the numbers of deaths due to high cholesterol through the field of lipidology. A partnership with this group will help create awareness of the ratio as the best indicator of CHD risk, and will help ensure that ratio messages are seeded with these key cardiovascular thought leaders.
Preparation for year two of the “Search for America’s Worst Cook” contest is well underway. The contest will officially launch on April 29 when Howard Helmer announces it during a satellite media tour from Chicago.

To commemorate the launch of the contest, which drew more than 650 contestants in 2007, Helmer will speak with news anchors in cities across the country, highlighting easy to prepare and affordable egg dishes, while encouraging viewers to enter the contest. He will also discuss the contest during an in-studio interview at the ABC affiliate in Chicago on April 28.

The website, www.AmericasWorstCook.com, will be updated with new recipes and cooking tips from Helmer, and AEB is conducting an online pilot program this year utilizing YouTube.com, the popular video sharing website. AEB also has partnered Helmer with a YouTube.com “star” named Remy to create multiple videos and an online advertisement to promote the contest, including an e-mail video that users can customize and pass along to friends and family. The videos will be available on YouTube.com, as well as on the America’s Worst Cook website once the contest begins.

In addition to the aforementioned promotions, an electronic press kit featuring contest information, egg preparation tips, recipes and results from this year’s survey on Americans’ cooking habits will be distributed to newspaper, magazine and online media outlets across the country. The contest also will be promoted with online advertisements on FoodNetwork.com, WeightWatchers.com and Yahoo! Food.

Anyone who would like to feature an online banner advertising the “Search for America’s Worst Cook” contest on their own website can contact Kevin Burkum at American Egg Board at (847) 296-7043.

New Study Links Eggs with Decreased Risk of Breast Cancer

A study to be published in the June print issue of The FASEB Journal concludes that dietary choline, an essential nutrient found in eggs, is associated with a reduced risk of breast cancer. Conducted by Dr. Steven Zeisel’s choline research team at the University of North Carolina, this new study examined the diets of 3,000 women and found that the risk of developing breast cancer was 24 percent lower among women with the highest intake of choline compared to the women with the lowest intake.

Funded by a grant from U.S. National Institutes of Health, the study adds to a growing body of scientific evidence that egg consumption is linked to a decreased risk of breast cancer.

This is one of the first studies on choline and breast cancer risk and offers an important new reason for Americans to enjoy eggs, which are one of the best sources of choline.

AEB and ENC are currently working to promote the study’s findings, as well as eggs as an important source of choline, with target media and health professionals.

Currently only 10 percent of Americans meet the recommended intake of choline. To help close this consumption gap, AEB and ENC are working to develop a comprehensive online toolkit on choline. The toolkit will provide physicians, registered nurses, registered dietitians and other health influencers with both scientific and consumer-friendly information on the importance of choline that they can use with their patients.

The toolkit is scheduled to be completed later this spring and will be distributed to target health professionals and available on the Egg Nutrition Center website (www.enc-online.org).
The recent donation of 12 million eggs by U.S. egg producers to America’s Second Harvest – The Nation’s Food Bank Network was not only a success for those in need, but a success in the area of media coverage as well. Combined, more than 31 million media impressions were made in conjunction with the egg donation, which was orchestrated by United Egg Producers and supported by American Egg Board. Second Harvest’s Director of New Business and Public Development, Douglass Montgomery, was pleased with the efforts of UEP and AEB. “Your team really stepped up to the plate and delivered a game-winning hit. When I am visiting food banks and shaking hands with the grateful food sourcing people, I quickly deflect the praise to the fine group of human beings within the egg industry,” Montgomery said.

The 2008 AEB Food Science Fellowship was recently awarded to Ms. Phain Leksrisompong, a student at North Carolina State University. Phainin’s project, “Kinetics of Egg Protein Gelation During Conventional and Rapid Heating,” will delve into how the heating rate of eggs and egg containing foods is an important consideration that may influence gel strength and water-holding properties. Good gelling properties determine product integrity and textural attributes.

The 15th AEB-sponsored National Egg Quality School will be held May 19-22 at the Fiesta Resort Conference Center in Tempe, AZ. The National Egg Quality School is a comprehensive four-day session featuring hands-on instruction centered around egg quality. The instruction staff includes leading university scientists, experienced state and federal regulatory officials, and seasoned industry organization representatives. Donald McNamara, executive director of ENC, is director of the school.

**Egg Products Study Complete**

A study was recently completed by the American Egg Board on the Attitudes & Usage of egg products by research and development personnel of food manufacturers. There were several significant findings.

- There is a high level of satisfaction (96%) with the quality of egg products – 94% in 2007 versus 72% in 2004 rate egg products very or somewhat beneficial to their business
- 42% have tried egg replacers with varying degrees of success
- 80% are aware of materials and advertising from AEB compared to 70% in 2004.

As expected, the only area of concern was pricing; 62% mentioned their experience with egg products would improve if they cost less.

**Incredible Egg Drives Profitability**

The 2007 Grocery SuperStudy conducted by Willard Bishop LLC reveals that the egg category remains one of the “EGGONOMIC ENGINES” of the entire grocery store. This newly developed workbook will be distributed to retailers, wholesalers, and egg producers across the country. To request additional copies, send an e-mail to Cindy McGarrigle at cmcgarrigle@aeb.org.
ENC: Spreading the Good Word on Eggs

The Egg Nutrition Center (ENC) continues to actively monitor and promote the latest developments in nutrition and food safety research via a new brochure, representation at industry trade shows, and educational outreach.

ENC’s newest efforts come through in *Expanding the Understanding of Protein*, a brochure which highlights the importance of protein for everyone, including pregnant women, children and teens, and adults who are losing muscle tissue due to the aging process. The brochure’s focus on protein is in lieu of past assumptions that Americans already get an adequate quantity of protein and that all protein sources are equally beneficial. It is expected that the 2010 dietary guidelines committee will focus on protein needs since there’s mounting evidence that our past standard of adequate intake did not take into account optimal health.

The brochure highlights how eggs are the most reasonably priced source of high-quality, complete protein available for consumers. It is available to health professionals and AEB state representatives through ENC conference exhibits and ENC website, www.enc-online.org.

In addition to promoting protein, Don McNamara, ENC’s executive director, represented ENC and AEB at the International Poultry Show in Atlanta, GA. He also made a presentation at a meeting of the Food Technology Panel, a group organized to advise AEB on industry trends and new concepts in Food Technology.

ENC also recently presented egg safety research findings to the National Egg Regulators Organization and spoke to members of the District of Columbia Institute of Food Technologists in a joint symposium with the National Fisheries Industry titled: “When it’s Risky Not to Eat a Food.”

ENC educational outreach program continues to grow. The latest edition of *Nutrition Close-up* features articles on how eggs are a healthful part of a reduced carbohydrate diet and why low protein intake might increase the risk of age related sarcopenia, the degenerative loss of skeletal muscle mass. This edition also includes another one of Don McNamara’s widely acclaimed editorials.

**Enclosures**

National Egg Quality School Pamphlet
2007 Willard Bishop Superstudy