The American Egg Board (AEB) continued its tradition of supporting the White House Easter Egg Roll by donating more than 14,000 hard-cooked and dyed eggs for April 5’s event. More than 1,200 volunteers also received hats and aprons with the official White House Egg Roll logo from AEB. Promoting health and wellness, the hats and aprons’ logo featured a bunny dressed in a running outfit that correlates to this year’s theme: Ready, Set, Go!

All of the event’s activities—live music, sports courts, cooking stations, storytelling and, of course, Easter egg rolling—encouraged children to lead healthy, active lives and follow the First Lady’s Let’s Move! initiative, a national campaign to combat childhood obesity.

The 33rd Commemorative Egg was also presented to First Lady Michelle Obama on behalf of America’s egg farmers during this annual event. This egg was specially crafted by Broomfield, CO native Laura Schiller and presented to Mrs. Obama by AEB’s Chairman Craig Willardson, president and CEO, Moark LLC, Norco, CA. In addition, the whole Obama family including the First Dog posed with Chairman Willardson and President Ivy for an official White House picture.

Each year for more than 30 years running, AEB selects an artist to create its Commemorative Egg. Once selected, the artist creates his or her special design honoring the First Lady. Carved using a high-speed drill, the large chicken egg features 100-percent hand-made adornments reflecting the First Lady’s interests and passions. The American flag represents her strong support of America’s military families and their national service. Two stunning flowers, the Rodeo Rose and Mango Calla Lilies, which are known to be Mrs. Obama’s favorite flowers, appear front and center in its design. Fruits and vegetables are mingled within the flowers illustrating Mrs. Obama’s White House vegetable garden and healthy eating. Strands of red, white and blue complete the design. The luminary-style egg was engraved with: In God We Trust. Hope lives in us.
In February, ENC recognized American Heart Month by re-educating nutrition and health editors on heart health as well as eggs’ health benefits, value, affordability and versatility. As part of a continuing effort to “de-bunk” the egg and cholesterol myth, a press release was distributed to more than 1,600 nutrition and health editors via e-mail. Egg Ambassador and registered dietitian Keith Ayoob provided his expertise for the release that highlighted reasons to love incredible eggs’ nutrient-rich package. Ayoob also commented that, “enjoying an egg or two a day can fall within current cholesterol guidelines,” a message that the Egg Ambassadors continue to extend to the media and their clients.

The release also featured AEB’s how-to instructions for hard-cooking eggs, scrambled eggs and omelets and encouraged readers to visit IncredibleEgg.org for more preparation tips, recipes and nutrition information. To date, the release has garnered more than 3.3 million impressions.

### Highlighting 20+ functions

AEB partnered with Prepared Foods magazine to produce a special insert titled “Eggs, Can Do That Too!” on formulating foods with egg products and highlighting the 20+ functions of egg products to appear within April online issue. Sidebars cover key segments such as dairy, condiments and baked goods.

### March & April’s media highlights

The last two months were filled with eggcellent egg information in broadcast, print and online media, including a segment with Katherine Brooking, RD, from Cooking Light magazine on “Today.” The segment was part of the show’s regular “Truth About” series, and in it, Brooking touts the many nutritional benefits of the whole egg and dispelled common egg myths including cholesterol, brown vs. white eggs and whites vs. yolks.

“The Early Show” kicked off a segment about foods that can make you feel full by highlighting the many nutritional benefits of The incredible, edible egg™. Eggs were the first food featured in the segment with Frances Largeman-Roth, RD, food and nutrition editor for Health magazine. In the segment, Largeman-Roth notes how research has shown “time and time again” that egg-based breakfasts decrease daily calorie consumption.

The April issue of Food Network Magazine includes an incredible cover and spread dedicated to eggs! A removable insert boasted 50 delicious ways to cook eggs ranging from hard-cooked eggs to quick egg muffins and Migas, a popular Tex-Mex breakfast dish consisting of scrambled eggs mixed with strips of corn tortilla.

The Good Egg Project was featured on Good Housekeeping’s website. The article calls out eggs’ versatility and taste, noting “they’re also packed with protein and 13 essential nutrients, all in one cute little package.” The article includes Good Egg Project pledge details and directs readers to GoodEggProject.org to “learn something about eggs and where they come from, and do some good in the process.”

Finally, the April issue of American Baby touts eggs in the article, “The Sunny Side of Eggs” calling out eggs as “great news for parents of picky eaters,” and deeming eggs an “easily digestible, mild-flavored protein source.”
Taking the Subway to breakfast

On April 5, Subway launched breakfast nationally in virtually every one of its 24,000 locations. For years, AEB has aggressively worked with Subway and other major chains to prove that breakfast is the best way to drive traffic and increase revenue in foodservice. It has become even more important as fewer people are eating out.

Based on Subway’s size and scale with almost double the units of its nearest competitor, the impact on the egg business should be dramatic. With the help of AEB, Subway grew its breakfast business to about 9,000 stores over the last several years as breakfast testing occurred.

National advertising supports this launch. Given the aggressiveness of Subway’s promotional efforts, the amount of network TV and local market media is indeed incredible. There will be several TV spots promoting breakfast focusing on egg sandwiches.

Subway’s national menu includes Omelet Sandwiches available either on English muffins, 6-inch subs or their signature flatbread. While customers will be able to make its breakfast sandwich their way, Subway specifically features an Egg and Cheese; a Black Forest Ham, Egg and Cheese; a Double Bacon and Cheese; and a Western Egg and Cheese. Each sandwich is available with a whole egg or egg whites.

Because Subway has been the largest chain without a breakfast menu, this achievement is one of AEB’s greatest success stories in foodservice. Subway’s traffic counts have increased while the overall industry is down. Adopted several years ago, AEB’s penetration/distribution strategy—to do everything possible to ensure that Americans could get eggs anywhere they want to eat—is paying off. And, given Subway’s demographics, this will bring more people to breakfast and drive egg consumption.

Good Egg Project Teacher Challenge will grant $60,000

America’s egg farmers are teaming up with Scholastic to unveil the “Good Egg Project Back to Breakfast Teacher Challenge” and a national education program — “Incredible Breakfast, Incredible Achievement” — to ensure children eat a balanced breakfast each morning. The Challenge will award grants to teachers nationwide to help improve students’ nutritious eating, thereby, improving performance in school.

The “Incredible Breakfast, Incredible Achievement” program includes a set of standards-based lessons, family activities and recipes that encourage students and families to learn more about the importance of eating a well-balanced breakfast. This fall, more than 100,000 programs will be distributed to classrooms nationwide, and in addition, teachers will be able to access the free materials online at Scholastic.com/allabouteggs. Twelve teachers will be selected to receive the $5,000 grant to bring their ideas to life. Each winning teacher will also receive a video camera to document the idea from conception to implementation.

Another AEB Agency named the BEST

Adweek named Edelman as its Public Relations Agency of the Year for 2009. This is an especially great honor as this is the first time that Adweek has ever named a PR firm of the year. AEB is so proud of its association with Edelman and that our collective work is being recognized for being at the top of its industry.
“Sesame Street” partnership going strong

Good Egg Project messages reach both children and adult viewers through AEB’s two-year partnership with “Sesame Street,” the number one trusted brand by moms. Launched in October, this sponsorship opportunity has already aired its special TV commercial more than 53,330 times on 344 stations in 182 markets resulting in more than 204 million impressions by April alone. AEB will remain one of its six sponsors through 2012. The “Sesame Street” commercial was also edited for use by the state promotional groups and other applications.

Utilizing such a focused sponsorship allows AEB to communicate the Good Egg Project message to Sesame Street’s longstanding and far-reaching audience. Hickman’s Family Farms’ Clint Hickman stars as himself and the spokesperson for the Good Egg Project. The spot shows an egg being passed from Clint at an egg production facility to a family at a food pantry to a teacher in the classroom and back to Clint.

Utilizing About.com

AEB continues to innovate in the digital space with its latest online advertising banner. This marks the second time that About.com and AEB have partnered to create an engaging, informative and functional online tool.

With its multifaceted capabilities, the banner advertisement, dubbed the “Dynamic Tower,” acts as a convenient recipe tool. Users choose from up to six protein-rich egg breakfast recipes. Each recipe provides a wealth of information including prep time, ingredients, nutritional information and step-by-step instructions. Recipes can also be downloaded or printed directly from the banner.

The second function introduces AEB’s newest eggoexpert Chef Jeffrey Saad, giving insight into his exploits as a celebrity chef, his time on Food Network’s “The Next Food Network Star” and his signature cooking style. Jeffrey even features one of his favorite egg recipes for users to download or print. The banner started running on Allrecipes.com in mid-April as well.

Burger King’s new eggcellent breakfast

Burger King Corp.’s breakfast menu now includes the BK Breakfast Muffin and the BK Breakfast Bowl. Priced at $1, the breakfast muffin features sausage, egg and cheese on an English muffin and is the latest addition to the company’s breakfast value menu. There is also a ham omelet sandwich on its menu.

AEB is a strong supporter of Burger King and helped create the bowl. AEB, in fact, was the first to recommend bowls and conducted an entire menu development session showcasing different types of builds. The fast-food company is marketing the breakfast bowl as a “premium” item that includes all of the ingredients traditionally included in a breakfast platter, such as potatoes, onions, peppers, scrambled eggs, sausage, cheese and a cheese sauce. The new bowl has a suggested retail price of $2.79.
**Egg promotions around the world**

During March, USAPEEC participated with a booth in the retail trade show Expo ANTAD in Guadalajara, Mexico. For the first time, USAPEEC introduced U.S. egg products at the FoodEx trade show in Japan, generating 150 contacts. Booth visitors sampled cookies made from U.S. dried egg products and met with U.S. egg companies. USAPEEC also participated in the Alimentaria trade show in Barcelona, Spain and received 15 qualified trade leads for eggs and egg products.

Also in March, USAPEEC and AEB co-sponsored the morning breakfast break at the top feed-grain trade show Commodity Classic in Anaheim, CA. Delighting his audience as always, Howard Helmer gave his omelet demonstration to more than 200 attendees, most of who contribute funding from their state check-off to promote U.S. egg exports.

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**Meet the 2010 Egg Ambassadors**

ENC’s Egg Ambassadors have been in existence for more than 10 years, and each year ENC identifies new ways to work with them to help promote the research about eggs and egg nutrition to consumers and healthcare professionals. This year, ENC took a fresh look at the areas of expertise and geographic locations of the Egg Ambassadors and identified gaps to fill in order to support ENC’s strategic priorities. As a result of this evaluation, ENC extended invitations to three new Egg Ambassadors to increase the reach of the network from coast to coast and include a cardiovascular specialist.

The three new Egg Ambassadors include:

- Mary Donkersloot, RD, a CA-based dietitian in private practice who specializes in cardiovascular nutrition, diabetes and weight management
- Dave Ellis, RD, CSCS, a highly accomplished sports dietitian who works with 24 professional sport teams and runs a consulting firm in CO
- Helenbeth Reynolds, MPH, RD, a nutrition consultant in private practice from Minneapolis who specializes in weight management and is a former spokesperson for the American Dietetic Association.

Maye Musk, Bridget Swinney and Kris Clark ended their terms with the Egg Ambassador program.

This group will assist with research communication efforts and participate in a number of information sharing/brainstorming conference calls. A number of individual Ambassadors are also working with ENC on specialty programming including speaking at symposia and authoring and reviewing content for ENC’s educational tools.
AEB Advertising Update

April & May TV 2010

**Network TV**
- NBC Today Show
- ABC Good Morning America
  - America this Morning
  - The View
- CBS The Early Show I
  - The Early Show II
  - Saturday Early Show
- CBS Morning News

**Syndication TV**
- Dr. Oz
- Rachael Ray
- The Doctors
- Martha
- Tyra Banks
- Live with Regis & Kelly
- Disney Movies

**Cable TV**
- Animal Planet
- Discovery Health
- Entertainment
- FOX News
- Great American Country
- Hallmark Channel
- Hallmark Movie Channel
- HGTV
- Lifetime Movie Network
- Oxygen
- Soapnet
- Style
- TBS
- The Food Network
- TNT
- USA
- Weather Channel

**Dates**
- Apr. 6, 8, 9, 19, 23; May 3, 4, 17, 18, 19, 20
- Apr. 6, 7, 8, 10, 11, 20, 22, 24, 25; May 3, 4, 8, 18, 19
- Apr. 5; May 17
- Apr. 6, 8, 9; May 4, 5, 19, 21
- Apr. 22; May 4
- Apr. 5, 6, 23; May 5, 17, 21
- Apr. 10, 12; May 8, 22
- Apr. 9, 21; May 3, 20

**Weeks of**
- Apr. 6, 8, 9, 19, 23; May 3, 4, 17, 18, 19, 20
- Apr. 6, 7, 8, 10, 11, 20, 22, 24, 25; May 3, 4, 8, 18, 19
- Apr. 5; May 17
- Apr. 6, 8, 9; May 4, 5, 19, 21
- Apr. 22; May 4
- Apr. 5, 6, 23; May 5, 17, 21
- Apr. 10, 12; May 8, 22
- Apr. 9, 21; May 3, 20

**March** | **April** | **May**
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12 | 19 | 26:3
10 | 17 | 24

**Upcoming Integration:** This branded partnership continues to be an incredible avenue to promote AEB's overall efforts, and Rachael cooks with eggs more than ever. *April 23*'s show highlights Jane Bockstruck who on her 92nd birthday jumping out of a plane at 13,000 feet. This “SuperGranny” once worked in Hollywood as a seamstress on the John Wayne film, “True Grit,” travelled the world, drives herself still, and loves her 5 kids, 7 grandchildren and 11 great grandchildren. She also boasts that she’s never broken a bone in her body. What’s the secret to her pep and longevity? She takes care of herself, eating a healthy dose of eggs and never says no when opportunity knocks. Next up: riding on her grandson’s stunt plane.

**April & May Online 2010**

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<td>Vibrant Media</td>
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<td>Wild Tangent</td>
<td>4/1 - 5/31</td>
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<td>Weight Watchers</td>
<td>4/1 - 5/31</td>
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<td>4/1 - 5/31</td>
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<td>About.com</td>
<td>4/1 - 5/31</td>
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<tr>
<td>All Recipes</td>
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**“Rachael Ray” Incredible People**
Working with food safety specialist Connie Cahill, the 2010 Culinary School program held its first outreach effort in March at the Culinary Institute of America in Hyde Park, NY, the nation's top culinary school. This year, quarterly programs will be held at this prestigious school. Additional programs on the schedule for the first and second quarters of the year include: April 12-16, Las Vegas, NV; Le Cordon Bleu, The Las Vegas Art Institute, and University of Nevada Las Vegas; May, Austin/Dallas/San Antonio; Texas Culinary Academy, Le Cordon Bleu, and The Culinary Institute of America San Antonio.

On May 3, in Charlotte, NC, at Johnson & Wales University, AEB Eggscellent Chef Ambassador Keira Moritz with Pacci Ristorante in Atlanta will demonstrate egg recipes as well. Johnson & Wales University is Keira's alma mater. Additional programs will be scheduled for 2010.

These students receive information on the handling and safety of eggs as well as the many benefits of featuring eggs on the menu. Printed egg safety and educational materials are also distributed to all participants. This year information on the Good Egg Project, its pledge and the farm-to-table process will also be included.
Easter – an incredible success!

To bring hard-cooking into the Easter conversation, AEB distributed an “Easter Made Eggceptionally Easy” press kit that included recipes, nutritional information and hard-cooking tips from Howard Helmer and Jeffrey Saad. Then, Howard and Jeffrey hit the airwaves to spread the hard-cooking word to moms getting ready to dye eggs!

Jeffrey participated in a radio media tour on March 25, where he talked with 21 DJs at radio stations nationwide about fun and easy Easter entertaining tips and of course, the proper hard-cooking method. The radio media tour garnered more than eight million impressions! On March 31, Howard showed the nation his eggcellent hard-cooking technique via a segment with “Mr. Food.” The popular segment aired on 42 stations nationwide!

AEB also sent out the second issue of the “Breakfast Club Newsletter” offering more than 50,000 people easy Easter entertaining tips, hard-cooking directions and delicious ideas on how to use Easter leftovers. In total, Easter and National Egg Salad week coverage garnered more than 31 million media impressions, with nationwide pick-up including Business Week, Boston Globe, Detroit Free Press and Pittsburgh Post-Gazette. Cooking education continues throughout the year, so stay tuned for more eggciting coverage to come!

More mom blogger coverage

Mom blogger Anne-Marie, one of the influential bloggers on the recent Good Egg Project’s Mom Blogger Tour, gives a positive summary of conventional farming and covers issues from cage sizes to beak-trimming to hen feed on her blog titled, “This Mama Cooks!” Her experience convinced her to change her buying habits from organic/cage-free eggs to conventional eggs, noting how impressed she was by the Hickman’s openness and care of their farm and hens. She closes the post with links to her fellow attendees’ recaps. The post is an eggstraordinary example of the tour’s success.

Enclosures

- Foodservice Recipe Cards
- ENC’s Nutrition Close-Up