The great news is egg servings, which include egg breakfast sandwiches and breakfast burrito/wraps, at Quick-Service Restaurants (QSRs) for the morning meal have continued to increase steadily since 2001. There was a 3 percent increase in egg servings from the year ending (YE) November 2009 to the same time period in 2010. Translating this to specific numbers, there have been 1.5 billion more egg servings since 2001 or a total of 4.4 billion egg servings in QSRs for YE November 2010.

AEB’s research supplier, The NPD Group, presented insightful, year-end data concerning QSRs during a Webinar on February 11 and presented similar data at the March Foodservice/Egg Products Marketing Committee meeting. The NPD Group’s CREST data reports on consumer purchasing behavior at restaurants. This data focuses on QSRs’ breakfast and brunch, which are the focus of AEB’s foodservice program. Some highlights of the data include:

• For the YE November 2010, while total restaurant traffic at all dayparts fell by 1 percent, check average and dollars spent rose by 1.9 percent and 0.7 percent, respectively. Looking at data for the quarter ending November 2010, total restaurant traffic returned to slight growth after eight previous quarters of decline.

• The picture is much brighter when looking at morning meal total restaurant traffic, also for the YE November 2010. For this time period, morning meal traffic rose 1 percent as compared to 2009, and this was the only daypart to grow last year. Morning Meal also represents a 21 percent share of total restaurant traffic.
Eggs—the talk of the town as Easter approaches

As Easter approaches, eggs have become a focal point of media outlets across the country! In the month of March, eggs were featured on “Good Morning America” and appeared in numerous major national publications, such as Men’s Health, O, the Oprah Magazine, Better Homes & Gardens, Ladies Home Journal, Bon Appetit and Food Network Magazine. In addition to promoting hard-cooked eggs in advance of Easter celebrations, media outlets discussed the ease, versatility, affordability and incredible nutrition of eggs!

Walgreens, Redbox & eggs promo

AEB is partnering with Walgreens and Redbox for a national cross-promotion the week of April 17. This promotion is designed to increase the awareness that more than 7,000 Walgreens stores carry eggs!

Here’s how it works: Customers who make the qualifying purchase (2 dozen eggs) will receive a free rental code via an instant coupon machine that prints separate from their register receipt. They can redeem the promotional code at the Redbox’s checkout screen.

All of the partners are including a wide variety of support for the promotion. Walgreens has placed an ad in its Sunday, April 17 circular that will appear in 60 million newspapers and placed in-store signage in multiple areas within their stores. Redbox will send a promotional email directly to more than 2 million Redbox customers. Phil Lempert will read a 20-second ad on Good Day, a national morning radio show, and AEB will include a banner on IncredibleEgg.org and mention the promotion on Facebook.

Egg Mobile on the move in CA

Last month, CA’s Egg Mobile made an appearance at the Sonoma County Farm Bureau’s Ag Day for school. This is a two-day event with great participation by the school district. Arnie Riebl entertained the school children, who also viewed Eggs 101, which repeats within the Egg Mobile. Plans are underway for future events in Yolo County and Modesto.
USAPEEC’s Japan office shared its insight as to how the recent earthquakes and tsunami are affecting the country’s farmers. In Japan, feed companies are usually located near the ports. It is reported that since many poultry farmers are located in the inland that the damage of these farms is less when compared with feed companies. However, there is a shortage of electricity, gasoline, feed and water that is causing difficulty for Japanese farmers.

Some supermarkets have sold out of eggs. Wholesale prices for eggs and poultry are rising, reflecting interruptions in distribution caused by the earthquake and the shutdown of some poultry farms and facilities for eggs and meat in the coastal parts of the Tōhoku and northern Kantō regions.

Other implications include the following:
- The Japanese egg industry lost 6 million layers.
- Reports state Japan may import shell eggs for industrial use.
- A shortage of table eggs was reported but that may have been only for the short term.

MPF honors 10 exhibitors for 40 years

The Midwest Poultry Federation (MPF) recently honored 10 companies for being exhibitors for 40 consecutive years – every year since the first MPF Convention was held!

The companies received a special Longevity Award during the Fellowship Breakfast, held at the 40th Annual MPF Convention, March 15-17 in St. Paul, MN. The following companies have exhibited 40 consecutive years at the MPF Convention: Aerotech Ventilation Systems-Munters Corp., Barron Supply Company, Big Dutchman USA, Central Bi-Products, Continental Plastic Corp, Gillis QC Supply, Hy-Line North America, Land O’Lakes Purina Feed, PALS/FSE/Ag Forte and Perkins Lumber.

Attendance at the 2011 MPF Convention was nearly 1,900 this year. The show featured an exhibit floor with over 350 booths and education workshops with over 40 speakers covering a variety of topics for the turkey, egg layer, broiler and organic/specialty poultry industries. Howard Helmer also made his famed omelet presentation.

Mrs. Dash, Bagel Crisps & Beef promo

On Sunday, May 8, in News America Smart Source, a full-page FSI will reach an estimated circulation of 45 million with a summer salad recipe and coupon offers. The offers include:
- Save 50¢ on any ONE (1) or $1.00 on any TWO (2) Mrs. Dash Seasoning Blend (in select markets).
- Save $1.00 on Fresh Beef with purchase of ONE (1) Mrs. Dash Seasoning Blend.
- Save 55¢ on any carton of eggs with the purchase of TWO (2) New York Style Bagel Crisps.

Promotional support includes:
- Mrs. Dash Displays with Recipe Tear Pads for in-store placement and coupons for Mrs. Dash, fresh beef and New York Style Bagel Crisps.

Digital support is expected to earn 1.31 MM impressions including:
- Run-Of-Site ownership of AllYou.com channels for the month of May; Rich Media Banner Ads featuring the salad recipe and links to all partner websites will rotate throughout the food channel; A 160 x 600 size static banner ad will also rotate throughout the food channel with a link to the featured recipe on Mrs. Dash.com; “Hot Deals” e-Newsletter sponsorship that reaches 100,000 subscribers; and features the 160 x 600 static banner ad that links to the featured recipe on MrsDash.com. Make sure to let your retail customers know.

Egg challenges in Japan
After meeting with its Registered Dietitian Advisors (RDAs), ENC challenged this group to propose lower cholesterol promotion initiatives. While plans are still being submitted, the current initiatives involving the RDAs, formerly called Egg Ambassadors include:

- Social Media Promotion—two blog posts and a Facebook “Ask the Eggspert” post
- Media Outreach: one TV interview, two magazine articles, two print/online articles
- Fact sheet distributed at two local health fairs
- Twitter party planned for April 20, which is basically a virtual chat and online “party”
- YouTube video
- Webinar/DPG newsletter, which is under consideration.

On March 30, AEB celebrated Mary Ruth Bolda’s 38 years of service to AEB with a retirement luncheon. The festive mood truly celebrated her contributions throughout the years. Joanne remarked how she could always count on Mary Ruth’s assistance no matter where she might be travelling to. Jacinta shared how the state promotional groups have appreciated her attention to details throughout the years. And, Mary Ruth, herself, sent the entire room into laughter when she said, “I only planned to work at AEB for two years.” AEB wishes her the very best.

USAPEEC and AEB co-sponsored the morning breakfast at the Commodity Classic on Saturday, March 5 in Tampa, FL. This is the top feed-grain trade show. Top local food blogger Leslie Green, known as The Hungry Housewife, gave a cooking demonstration featuring chicken and egg recipes to more than 200 people, many of whom contribute funding from their state check-off to promote U.S. egg exports. Students from Chamberlain High School’s Culinary Operations Academy served the audience samples of bacon deviled eggs, chicken salad and quiche. USAPEEC gave away a Williams-Sonoma Egg Waffle Maker and Mix because these egg waffles are a very popular street food in Hong Kong, the largest market for U.S. table egg exports.

With a total attendance exceeding 4,800, Commodity Classic continues to be an excellent way of promoting eggs.

Mary Ruth retires after 38 years

Hungry Housewife—a big hit at the Commodity Classic
Convenient & Versatile recipe brochure

Today's consumer is busier than ever which facilitates the need for quick, convenient and versatile dishes. AEB now offers a Convenient & Versatile recipe brochure in its inventory. Available through AEB, this full-color, 12-page brochure offers a wide selection of recipes, most perfect for any time of day. With prep times of under 20 minutes, these meals will be on the table within an hour from start to finish.

AEB's entire Merchandise Catalog is also available online by visiting AEB.org and scrolling down to the lower left tab titled Merchandise Catalog. This constantly updated site breaks down available materials by category as well.

New “May is National Egg Month” materials include a chicken-shaped kitchen scrubber, hand-held maze game, insulated cold drink up and more. Contact Maryanne at AEB’s office or by email, mcrandell@aeb.org, for ordering information.

Promoting egg product expertise

AEB shared the latest egg nutrient information and food formulating trends with attendees of the Research Chefs Association (RCA) Expo in Atlanta, March 2-5 and at the IFT Health & Wellness Conference in Chicago, March 23-24.

AEB met with several editors of ingredient supply publications at the recent IFT Health & Wellness Conference. The incoming president of IFT Roger Clemens stopped by AEB’s booth; he was also a member of the Dietary Guidelines Committee and shared his favorable stance on eggs.

USAPEEC’s 2010 AEB Final Report

The USA Poultry & Egg Export Council (USAPEEC) appreciates all the support from AEB and its members. If you are interested in a copy of the final report, please contact Ashley Richardson, arichardson@aeb.org. Latin American research reports and a Power Point presentation is also available. For more information on USAPEEC, contact Jennifer Geck, jgeck@usapeec.org.

Webinar promotion continues

Supermarket News’ Daily e-News is now featuring an ad for the archived AEB Webinar titled “Leveraging the Sunnyside of Eggs at Retail.” This e-News reaches more than 24,000 opt-in email subscribers. Done in partnership with Supermarket News, the Webinar will be available for one year.

Need a speaker for your state meeting?

AEB is happy to provide an update on its marketing and research programs for your state meeting. Please contact Ashley Richardson, arichardson@aeb.org, to schedule your speaker.
Middle East buyers demand U.S. eggs

Because of the enormous demand for U.S. eggs and products at the annual Gulf Food Show in Dubai, USAPEEC continued its tradition of having a U.S. egg booth.

Held this year from February 27 to March 2, the show attracted 55,000 visitors from all over the Middle East region including traders, distributors and members of the hotel, restaurant and institutions sector.

Two U.S. egg companies attended the show and met with many potential buyers. Initial orders placed for U.S. processed eggs at the show exceeded $960,000 which was 12 percent more than last year.

MTGA Executive Director honored

The Minnesota Turkey Growers Association (MTGA) has honored Steve Olson, Executive Director of the organization, for his 10 years of service and employment. Olson also serves as a State Representative for AEB.

The official presentation took place at the MTGA’s annual meeting in St. Paul, MN, on March 16. As chief operating officer of MTGA and the Minnesota Turkey Research and Promotion Council (MTRPC), Olson oversees MTGA’s legislative and regulatory affairs, financial management, human resources, membership relations and liaison activities with other commodity groups, the University of Minnesota, Minnesota Department of Agriculture, National Turkey Federation and the Agricultural Utilization Research Institute.

He also assists the MTGA/MTRPC Board of Directors in developing its action plans and seeing those plans implemented at a staff level. Finally, he serves as Executive Director of the Midwest Poultry Federation (MPF) and the Broiler & Egg Association of Minnesota (BEAM).

Community event in OH

Last month, a farm community event took place at Seitz Electric in Celina, OH. Seitz Electric, a distributor of Big Dutchman and Diamond/Moba equipment, involves the entire community in an annual springtime open house for the farmers in the community.

Local Future Farmers of America kids from Coldwater, OH served up more than 300 omelets. The event was very successful and brought in more than 400 people.

Eggspression

“We must let go of the life we have planned, so as to accept the one that is waiting for us.”

Joseph Campbell
American mythologist, writer & lecturer
AEB Advertising Update

April - May TV 2010

**Network TV**
- NBC  Today Show
  - Today Show Saturday: April 11, 25; May 9
  - Today Show Sunday: April 17; May 1, 15
- ABC  Good Morning America
  - America this Morning: April 11, 25; May 9
  - The View: April 11, 25; May 9
- CBS  The Early Show I
  - The Early Show II: April 11, 25; May 9
  - Saturday Early Show: April 16, 30; May 14
- Metro Various Early Morning: April 11, 25; May 9

**Syndication TV**
- Dr. Oz: 4/11, 4/25, 5/9
- The Doctors: 4/11, 4/25, 5/9
- ITN Custom Daypart: Various

**Cable TV**
- Animal Planet: Early Morning, Daytime, including “Animal Zone” and “On the Wild Side”
- Cooking Channel: Early Morning, Daytime, including “Everyday Italian” and “Emeril’s Fresh Food Fast”
- Entertainment: Early Morning
- Hallmark Channel: “Martha Stewart,” Original Lifestyle, Overnight
- HGTV: Morning, Daytime, Prime Access, Primetime
- Lifetime Movie Network: Lifetime Movies, Lifetime Movies Weekend
- Nick @ Nite: Early Morning, Primetime
- Soap Network: Early Morning, Daytime
- TBS: Daytime
- The Food Network: Daytime, including “Barefoot Contessa”, and Weekend, including “In the Kitchen 3”
- TNT: Primetime in the Daytime
- TVLand: Early Morning, Prime Access, Prime and Weekend
- USA: Early Morning, Daytime including “Burn Notice,” Primetime including “Law & Order: SVU”
- Weather Channel: Early Morning, includes “First Outlook,” “Weekend View,” “Day Planner,” “Your Weather Today”

Jan. - May Online 2011

<table>
<thead>
<tr>
<th>Site</th>
<th>Week of</th>
</tr>
</thead>
<tbody>
<tr>
<td>MSN</td>
<td>1/17 – 5/15</td>
</tr>
<tr>
<td>Weight Watchers</td>
<td>1/17 – 5/15</td>
</tr>
<tr>
<td>Meredith</td>
<td>1/17 – 5/15</td>
</tr>
<tr>
<td>Wild Tangent</td>
<td>1/17 – 5/15</td>
</tr>
<tr>
<td>HULU</td>
<td>1/27 – 3/20</td>
</tr>
</tbody>
</table>

New radio commercials available

AEB developed new radio commercials to support both the new “You Do Anything” campaign and the Good Egg Project (GEP). All eight of the spots, which include a mix of .30 and .60 second commercials, allow for local customization.

The GEP spots feature egg farmers Jill Benson of JS West and Companies, Modesto, CA, and Greg Satrum of Willamette Egg Farms, Canby, OR. Jill’s spots educate the consumer on the quality of the hens’ diet, living conditions and the process that egg farmers go through to provide nutritious, delicious and safe eggs to their communities. Greg’s commercials highlight the donations egg farmers routinely provide to help feed the hungry. For more information on the radio spots, please contact AEB’s Kevin Burkum.
Good Egg Project gears up for Easter

On April 2, the Good Egg Project (GEP) teamed up with the Mississippi Egg Marketing Board to serve a hearty egg breakfast to more than 450 people in need. Many of the attendees, who receive aid from the Mississippi Food Network, commented on how grateful they were to receive the free breakfast. As usual, the pledge sign, egg chair and Chef Jeffrey Saad was a huge draw.

A huge thank you to Dolph Baker and Cal-Maine, who donated 50,000 eggs to the Mississippi Food Network on behalf of America’s egg farmers. Local ABC affiliate WAPT covered the breakfast, highlighting the GEP, the egg donation and the importance of eggs at food banks because of their high-quality protein and ability to keep folks full!

Later this month, AEB will once again visit Washington D.C. to take part in the White House Easter Egg Roll. In line with Michelle Obama’s “Let’s Move” initiative, this year’s festivities will focus on encouraging children to “Get up and Go” for a healthy lifestyle. In the spirit of the holiday, attendees will have the chance to help decorate AEB’s giant “Easter” egg, an 8-foot tall 3D-egg sculpture, by dipping their hands in paint and putting their handprints on the egg. For every handprint, America’s egg farmers will donate an egg to Feeding America.

Attendees can also snap their photos in the Incredible Edible Egg chair and learn how to prepare healthy and easy egg recipes from the one-and-only Omelet King Howard Helmer. Lastly, AEB will be passing out magnets showcasing the proper instructions for hard-cooking eggs along with the health benefits of eggs so moms can get cracking back at home.