The American Egg Board (AEB) continued its tradition of supporting the White House Easter Egg Roll by donating 14,040 hard-cooked and dyed eggs for April 9's event. AEB also provided the volunteers with hats and aprons with the official White House Easter Egg Roll logo. Themed “Let's Go, Let's Play, Let's Move,” the day's activities helped educate families on smart ways to incorporate healthy eating and exercise choices into their daily routines.

To kick off the event, thousands of people stopped by the Big Egg, a 16-foot inflatable egg, and the Incredible Egg Chair to take their pictures before heading to the South Lawn for the egg roll, cooking demonstrations, musical performances and more.

The 35th Commemorative Egg was presented to First Lady Michelle Obama on behalf of America's egg farmers by AEB President Joanne Ivy and AEB Chairman Chris Pierce, President, Heritage Poultry Management Services, Annville, PA.

President Obama attended the presentation as did his daughters Malia and Sasha and Bo, the first dog, who appeared in a promotional video for the White House Easter Egg Roll.

Louisiana artist Penny Smith found inspiration for the outside of the 35th Commemorative Egg from Washington, D.C. “The cherry blossoms in full bloom are a breath taking sight,” says Smith, a mother of three who started in egg art in 1996. “I painted the blue background and then the cherry branches and blossoms. To accomplish the porcelain finish, I applied nine coats of sealer and did lots of wet sanding.”

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Eggs Servings at QSRs Continue to Grow

Foodservice research experts from The NPD Group, an AEB research supplier, presented year-end data concerning the performance of restaurant breakfast at last month’s Foodservice/Egg Product Marketing Committee meeting. The NPD Group’s CREST® data (i.e. Consumer Reports on Eating Share Trends) continually tracks consumer behavior as it relates to the use of commercial foodservice outlets. An important part of the AEB Foodservice program is to closely monitor data affecting the breakfast daypart at restaurants.

AEB’s strategic focus in the foodservice channel is to increase the distribution and innovation of breakfast in Quick Service Restaurants (QSRs). Following are highlights of the CREST Breakfast Research that continues to confirm that the focus on QSR breakfast is right on target.

Egg Servings at QSRs
• Egg servings continue to grow at QSR breakfast. For YE November 2011, there are 4.3 billion egg servings in this segment, a 3 percent increase over the same time period in 2010.
• Additionally, there are 667 million more egg servings since 2006 (YE November 2006-2011).

Morning Meal Performance
• For Year Ending (YE) December 2011, morning meal traffic increased by 2 percent while traffic at the remaining dayparts (i.e. Lunch, Supper & PM Snacks) was flat to declining.

As a matter of fact, morning meal has been outperforming the other dayparts in terms of traffic over the last 10 years (YE June 2002-2011).

• Looking at an even longer trend line of 30 years, the percent share of all restaurant traffic attributed to morning meal (as compared to the three other dayparts) has increased from 12 percent to 20 percent, a 66 percent increase (YE December 1982-2011).
• Over the past five years, Morning Meal has:
  1) gained 2 share points in traffic; 2) 582 million more restaurant visits; and 3) $7 billion in incremental sales (YE August 2006-2011)

Eggs include—Eggs, Breakfast Sandwiches and Breakfast Burrito/Wraps

Source: The NPD Group/CREST®

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White House Easter Egg Roll

Made from a large chicken egg, the bottom and top of the 35th Commemorative Egg are hinged to open. The inside showcasing children in action outdoors was inspired by the theme of this year’s White House Easter Egg Roll and Mrs. Obama’s Let’s Move campaign. Smith created the tree from wire and tissue, which she then painted. She transformed the little girl from another figure. Her clothes, hair and rope were handmade, and then she was painted. In total, Smith spent more than 30 hours creating this year’s egg.

America’s egg farmers are proud of their long-standing support of the White House Easter Egg Roll and the opportunity to present the 35th Commemorative Egg. “As Chairman for the American Egg Board, I can’t begin to express how honored I felt to present this incredible egg to Mrs. Obama, the President and their family,” says Pierce, who attended the ceremony with his own family. “Eggs are an incredible part of a healthy diet and lifestyle that Let’s Move promotes. In fact, eating eggs can actually help manage weight by promoting a feeling of fullness and a reduced calorie intake throughout the day.”
Exhibit Shares Egg Product Info

AEB exhibited egg product information at the recent IFT Wellness 12 expo in Chicago, March 26 and 27. Wellness 12 brought together food industry thought leaders to share new food science innovations, applications and trends. ENC’s Marcia Greenblum contributed her time, expertise and insight as part of the Wellness 12 review team to ensure that the participants acquire cutting-edge insights, ideas and inspiration from the program that will positively impact the food industry. In her opening session comments, Elizabeth Sloan, Contributing Editor, Food Technology, described a shift in focus from body weight to body composition and emphasized subsequent consumer interest in protein. “Protein is hot, hot, hot, and there is no sign this trend is going to go away for the next 10 years,” she said. “It’s about body composition, sports, satiety and maintaining muscle mass as you get older.” Sloan also mentioned that “real food nutrition” is important to consumers, implying that consumers may be less willing to accept new artificial foods/ingredients in place of real food/ingredient options. AEB’s egg product marketing messages support this trend by emphasizing how egg products can help create a cleaner packaged food product label that also communicates positive nutritional benefits to consumers.

Annual Report 2011

AEB’s 2011 Annual Report has been mailed out to the industry and highlights AEB’s achievements last year in each committee. For the third straight year, the project came in under budget and arrived on time to be distributed at the Board Meeting.

If you need additional copies, please contact Ashley Richardson, 224.563.3715 or arichardson@aeb.org.

ENC Reaches Personal Trainers

The recent American College of Sports Medicine (ACSM) Health & Fitness Summit offered a unique opportunity to interact with fitness professionals, a core target audience, and showcase ENC’s expertise and resources. Personal trainers received pre-conference marketing materials, which drove traffic to ENC’s booth. ENC also attended the workout sessions and sponsored an educational session.

ENC highlighted the new Protein Trainer Toolkit with a continuing education credit opportunity at the booth and the workout sessions. ENC hosted an education session “Stronger, Healthier Boomers: The Role of Resistance Training and High Quality Protein” presented by Dr. Wayne Campbell, Ph.D, and Nicole Nichols, personal trainer. This session was well received and participants were engaged. This was a great opportunity to get to know this target audience better.
Promoting Eggs for Easter Decorating & Easter Outreach

Eggs have been an important part of Easter traditions for generations. In recent years, however, chocolates, jelly beans and other sugary snacks have made in-roads in this holiday. In order to remind people about the incredible role eggs can play in creating indelible memories for the whole family, AEB executed a pre-Easter homepage takeover of MSN.com during the week before Easter.

For the entire day on Tuesday, April 3, AEB was the sole advertiser on MSN garnering more than 120 million impressions and a click-through rate that beat the site’s benchmark. The takeover helped increase AEB Easter-related search terms on Bing and Yahoo! by 32 percent on April 3, and 227 percent by April 6. Creatively, an online banner was developed that brought to life egg decorating in a festive way, while still connecting back to AEB’s Wake Up to Eggs campaign by using the eggs, themselves, as interesting characters. A call-to-action to decorate concludes the banner, with a link to decorating tips on IncredibleEgg.org.

The Easter coupon offer on the Incredible Edible Egg Facebook page was the most successful coupon effort for AEB so far. Throughout the promotion, 117,705 coupons for $.55 off two dozen eggs were downloaded, and the page gained more than 67,000 fans, bringing the total up to more than 317,000 fans, which is more than any other agricultural commodity! AEB’s Easter eKit, which included a press release, infograph on Easter, video on hard-boiling, egg dyeing tips, recipes and more, continues to yield results. Television stations across the country aired the “Mr. Food” segment with Jeffrey Saad, featuring hard-boiling tips and Easter recipes. To date, more than 65 stations have aired the segment, for more than 2.2 million media impressions, which puts it on pace with our World Egg Day segment from last year, which garnered 2.3 million impressions. Additionally, the segment was featured in Wednesday’s Mr. Food Breakfast Newsletter that is received by approximately one million subscribers!

AEB secured 376 media placements, generating more than 32 million media impressions and exceeding last year’s coverage by two million. In addition to a number of outlets covering eggs through Easter, National Egg Salad Week stories earned incredible coverage. Additionally, the Captivate Network, seen in elevators and taxis across the country, picked up a couple of our statistics from the Easter Infographic, including one about egg decorating and one about how many eggs hens lay. These placements alone garnered 8 million impressions!

This year’s coverage included more articles on Easter’s origins, traditions and egg decorating. This will be kept in mind as AEB continues to bring eggs back into the Easter spotlight and drive sales.
Producers receive $8.11 ROI

Dr. Ron Ward at the University of Florida recently completed a five-year, independent return-on-investment (ROI) study on AEB’s advertising. The ROI is an estimate of the increase in revenues for egg producers for each dollar spent on advertising.

The results showed a return of $8.11 for the last five years. This illustrates the power of effective generic egg advertising. AEB’s ROI ranks high when compared to other commodities; however, if all marketing efforts were examined, AEB feels confident egg producers’ ROI would be even higher reaching double digits.

Measuring the impact on demand is fundamental to having confidence that the generic egg advertising has been beneficial to egg producers. This scientific evidence illustrates the advertising and promotions’ impact on the demand for eggs.

To receive the full report or the summary brochure, please contact Joanne Ivy at jivy@aeb.org.

Online & Print Advertising Update

**National Magazine Advertising Update & On Sale/Go Live dates for April and May issues:**
- *Cooking Light* 3/2 Bonus page in bookazine; *Cooking Light* 3/16; *Country Living* 3/9 Facebook Mention Bonus; *Eating Well* 3/5 Facebook Mention, Bonus; *Every Day with Rachael Ray* 3/6; *Everyday Food* 3/19; *Food Network Magazine* 3/13; *Food Network Magazine* Table 3/13 with 5 tappable hotspots; *Kraft Food & Family* 3/15; *Men’s Health*: Eat This, Not That App 3/1 Application sponsorship; *Parade* 3/11; *Shape* 3/26; *Woman's Day* 3/6 Includes Gatefold execution; and *Working Mother* 3/29.

- *Dash* 4/4; *Eating Well* 4/18 Eblast sponsorship Bonus; *Every Day with Rachael Ray* 4/3; *Food Network Magazine* 4/10 Promotional Unit Bonus; *Food Network Magazine* 4/10; *Good Housekeeping* 4/12; *Kraft Food & Family* 4/8 Facebook Mention Bonus; *Parade* 4/1; *Parade* 4/8 Bonus within 2MM circulation; *Parenting* 4/10; *Parenting* 4/10 Bonus 1/3; *Relish* Go Live: 4/8 Facebook Mention Bonus; *Working Mother* 4/6 Facebook Mention Bonus.

**Online Advertising Update:**
- Audience on Demand 1/31-5/27; All Recipes 1/31-5/27; All Recipes Breakfast & Brunch Hub Sponsorship 4/1; MSN Homepage Takeover 4/3; Livestrong 1/31-5/27; Livestrong Homepage Takeover 4/24

**Search Advertising Update:** Search/mobile campaign with Egg specific keywords, recipes and copy 1/1-12/31; Facebook Ads Easter Coupon Drop 3/26-4/8; Search/Mobile Campaign to support Easter with specific keywords 3/26-4/8.

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To date, 49 speeches have been scheduled for active speakers through AEB’s Speaker Bureau program by the Center for Food Integrity (CFI). A tally of non-CFI speeches will be requested again from the industry before AEB’s July Board Meeting.

At this point, all trained speakers should have shared their scheduling preferences with Ashley Richardson. This way, AEB can best maximize its budget dollars.

The next Speakers’ Workshop is scheduled for July 12-13 starting at 1:30 p.m. on Thursday following the Board Meeting and finishing by 12:30 p.m. on Friday. If you are interested in attending, please let Ashley know, arichardson@aeb.org.

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**Eggspression MONTHLY**

“Always dream and shoot higher than you know you can do. Don’t bother just to be better than your contemporaries or predecessors. Try to be better than yourself.”

- William Faulkner
EGGS AND EASTER

Egg-cited about Easter:
Last year, Americans bought nearly 200 million eggs for Easter. At only 15 cents apiece, it's no wonder eggs are in high demand!

Wake Up to Eggs:
The average American eats 248 eggs per year, and the average hen lays 265 eggs each year - one hen can provide enough eggs for one person for the year.

Dyeing to Color Eggs:
If you laid the PAAS egg dye kits sold each year end-to-end, they would reach from Miami, FL, to Chicago, IL, - that's nearly 1,400 miles.

EGGS-travaganza:
Last year, more than 14,000 dyed eggs were used during the White House Easter Egg Roll.

16,000 used

Good Eggs:
Every Easter, America's egg farmers donate more than 12 million eggs to hunger relief organizations nationwide.

Sources:


Eggs in the News

AEB secured 376 media placements, generating more than 32 million media impressions and exceeding last year’s Easter-related coverage by two million. In addition to a number of outlets covering eggs through Easter, National Egg Salad Week stories earned incredible.

Spring media coverage has proved incredible as well. The April issue of Better Homes and Gardens features several articles that spotlight eggs including those titled “Food fresh from your kitchen,” “Spring baking” and “Good eggs.” The author of the latter gives readers four tips for hard boiling including “Start with older eggs. If possible, buy eggs 7 to 10 days ahead.” Parenting magazine from April headlines its egg article:

Egg-cellent! The author here notes, “Eggs are a nutritional powerhouse, packed with protein and important minerals essential to kids’ brain function and eye health. Stumped for ideas beyond scrambled and fried? Here are seven ways to utilize these small wonders.”

April’s Runner’s World tells its readers that they should have a dozen eggs and outlines five reasons to “crack one open.”

ENC Staff Member Recognized

Anna Shlachter, MS, RD, LDN, received the Outstanding Dietitian of the Year award for Illinois. This award is the highest recognition that the Illinois Dietetic Association (IDA) bestows on one of its members. The award is presented annually on the basis of professional achievement and active participation in the association at the national, state or district level. She will be honored at a reception during the IDA Spring Assembly conference later in April and listed with other state winners in a fall issue of the Journal of the Academy of Nutrition and Dietetics. She was also recently elected as the Illinois House of Delegates (HOD) Representative for the Academy of Nutrition and Dietetics. The HOD governs the dietetics profession and is a three-year term.
This spring, AEB conducted an office food drive for Easter and Passover benefiting Maine Township Emergency Food Pantry that provides food on an emergency basis to people living in the Park Ridge area.

Combining staff donations and sheriff fines from the March Board Meeting, AEB purchased an additional $100 worth of the pantry’s most-needed items. AEB’s has a long-standing history of supporting this cause, and Carol Teschky, the supervisor at the pantry, expressed her thanks.

State Support Program Spotlight

April 2012—The Maryland Egg Council Inc. participated in the third annual B’More Healthy Expo last month at the Baltimore Convention Center. B’More Healthy Expo is designed to showcase vendors, programs, and opportunities to get people moving, taking action and making choices to be more healthy.

As an exhibitor, the Maryland Egg Council Inc. was featured in 20 television ads running on Fox 45 prior to the event and highlighted in the event program with a half-page color ad. ENC’s Marcia Greenblum of the Egg Nutrition Center was at the booth to help answer questions as well. The television ads featured the nutritional benefits of eating eggs followed by “Come see the MD Egg Council at B’More Healthy.” The program ad and booth both focused on the nutritional benefits of eating eggs and, of course, Marcia did an outstanding job providing nutritional information to attendees. The Council also distributed AEB and ENC brochures featuring nutritional benefits and recipes. Fox 45 estimated 22,000 people attended this year’s event.

This now annual event provided consumers health information and resources on-site, on-air and online and strives to be the “must-go, must-see, must-be there” health and wellness event in Maryland!