Communicating the Value of Your Checkoff Dollars

Taking Back Easter as THE Egg Holiday

Efforts by AEB to reclaim Easter as THE egg holiday yielded impressive results in 2013.

Through a surround-sound approach, AEB reached consumers and the media at numerous points. AEB’s Easter program generated more than 175 million total impressions.

Public relations efforts alone garnered 105 million impressions this year, including social media, topping last year’s program by more than 50 million. These efforts included:

- Press kit highlighting egg decorating and hard-boiling tips from HGTV’s Sabrina Soto.
- Step-by-step egg decorating slideshow from hard-boiling to the finished product, featuring designs from Soto.
- Easter consumer survey to gauge knowledge of hard-boiling, favorite egg dyeing methods and Easter activities for leverage in traditional media.
- Easter Eggs-stravaganza sweepstakes on Pinterest encouraged online users to repin their favorite designs and Easter recipes.

- Skit about hard-boiling, egg decorating and Easter Jingle airing on “Jimmy Kimmel Live!”
- Jingle promotional segments on “Mike & Mike in the Morning” and “Nick Cannon’s Countdown.”
- Easter hub on Facebook.
- Variety of print and digital “Wake up to Eggs” ads with nutrition and Easter info.

Traditional media garnered more than 95 million impressions with a mix of online, magazine, newspaper and broadcast placements. Highlights include:

- “Fox & Friends” segments with Soto, featuring egg decorating and centerpiece design.
- "USA Weekend" interview with ENC’s Mitch Kanter.

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For nearly 20 years, the USA Poultry & Egg Export Council (USAPEEC) and AEB have partnered together to promote U.S. table egg and egg products to international markets through a variety of marketing efforts including seminars, trade shows, trade visits and advertising. With 4.1% of the total U.S. egg production being exported in 2012, compared to only 1.5% in 1990, AEB recognizes the importance of maintaining and protecting the leading markets as well as opening up new markets for U.S. table egg and egg product exports.

In 2012 total egg export volume (table eggs plus egg products in shell-egg equivalents) hit the highest in history for both volume and value. Export quantity set a record at 274.14 million dozen, an increase of 24.0% from 2011, while export value reached $263.66 million, up 35.3% from the previous year.

Slightly more U.S. egg products were exported than table eggs. In 2012, 53.5% or 146.58 million dozen of total egg exports were egg products, while 46.5% or 127.57 million dozen were table egg exports. Table egg exports rose 54.1% from 2011, due in part to increased shipments to Mexico as the country suffered from the avian influenza crisis. In 2012, U.S. egg product exports were valued at $141.04 million, up 19.7% from 2011, while U.S. table egg exports were valued at $122.62 million, up 59.3%. The top table egg markets include Hong Kong, Canada, the U.A.E. and the EU-27.

In 2012, USAPEEC continued to build upon the work conducted in previous years to promote U.S. table egg and egg product exports. Some specific highlights from the AEB-funded programs include the following:

- **Hong Kong**: Received 11,000+ website visitors to USAEggs.org and reached 100 culinary students through eight pastry demos, 4,000 bakery professionals through double-page advertisements in Today’s Baking magazine and about 1 million customers through truck advertising.
- **Mexico**: Conducted on-site technical training visits with 61 leading bakeries, mayonnaise producers and food manufacturers, generating $400,000 in sales.
- **Japan**: Promoted U.S. egg products at three trade shows, reaching more than 120,000.
- **Dominican Republic**: Provided training to 50 chefs and foodservice operators in the hotel and restaurant industry.
- **EU**: Generated 40 trade leads from the 140,000 visitors to the SIAL show.
- **Korea**: Translated and produced six egg product training videos featured on FunctionalEgg.org and distributed them to 100 top food professionals.
- **Middle East**: Generated 50 product requests from the 62,000 visitors from 152 countries visiting the Gulfood Show and reaching 43,000 consumers through an advertorial featuring two recipes on U.S. eggs in Al Hadeel magazine.

USAPEEC commissioned a comprehensive Return on Investment (ROI) study. The research looked at funding from USAPEEC’s various sources including USDA, AEB, and soybean. Funding from 2002 to present was examined along with numerous other factors including export and macroeconomic data from USAPEEC’s major markets. The study revealed the impact of total USAPEEC promotional activity on export demand to range from $1.42 for every dollar spent on egg products to over $82.31 in higher export demand on aggregate exports of chickens.
Incredible Edible Egg on Jimmy Kimmel Live!

On Friday, Mach 22, “Jimmy Kimmel Live!” aired a 60-second skit with AEB’s Easter messaging that including hard-boiling directions, decorating and singing the Easter Jingle.

The skit appeared on the show’s YouTube page for 30 days, and on the day it aired, the integration was viewed more than 35,000 times. AEB is actively promoting the video via social media and IncredibleEgg.org.

The integration included two 10-second bumpers and AEB’s logo in the show opening saying American Egg Board sponsored the episode.

• “USA Today Snapshots” used two Easter survey stats about favorite Easter activities and percentage of people who dye a dozen or more eggs a year in an egg-shaped image.

• “Woman’s World” giveaway featuring nutrition messaging and link to Incredible Edible Egg Facebook page for Easter tips.

• “Jimmy Kimmel Live!” skit with Guillermo and Yehya hard-boiling and decorating eggs.

• “San Diego Union-Tribune” article with Soto’s photos/tips, hard-boiling how-to and driver to Pinterest contest.

Bloggers rallied around Easter, driving readers to the Easter Facebook coupon and garnering more than 950,000 impressions. AEB garnered 9 million impressions by engaging fans and shared tips on AEB’s social channels, including Facebook, Pinterest and Twitter.

Topics included frequent posts on egg decorating tips and recipes as well as a coupon drop. On Pinterest, a contest ran March 18-March 28 that was hosted on the Incredible Edible Egg Facebook page, encouraging cross-promotion among fans. Tweets by Soto brought even more attention to AEB’s efforts and included egg dyeing ideas, recipes and more.

Keeping the Easter momentum going, National Egg Salad Week also received coverage in outlets including:

• PhillyBurbs.com referenced National Egg Salad Week, mentioned AEB stats and a link to AEB.org.

• “Detroit Free Press” featured an egg salad recipe.

• “Fremont Tribune” featured recipes for hard-boiled eggs.

Taking Back Easter, continued

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Taking Back Easter, continued

What is your family’s favorite Easter activity?
65% say their family decorates a dozen or more eggs a year.

Egg hunts 42%
Decorating eggs 35%
Easter brunch 13%
Making baskets 10%

Percentage who said:

How do you color Easter eggs?

American Egg Board
CATHY PAYNE AND PAUL TRAP, USA TODAY
Protein & Adult Health

Dr. Heather Leidy, University of Missouri, and Dr. Donald Layman, Director of Research for the Egg Nutrition Center and Professor Emeritus from the University of Illinois, addressed the topic of how much protein do adults need for physical performance and health recently at the annual Institute of Food Technology (IFT) Wellness Conference on February 27 in Chicago.

The session provided insights about protein needs for athletes to maximize muscle performance and important information for active adults to maintain fitness and muscle function. This session helped AEB reach attending food formulators who were looking to discover new, innovative ways to create and market healthful products, while maintaining a focus on sustainability, taste, safety and compliance. Tweets from the event included:

- Research shows benefits of higher protein diets for weight management.
- Higher protein diets help stabilize blood sugar and improve insulin sensitivity.
- At least 15 g of protein consumed within 2 hours after exercise stimulates muscles to rebuild/repair.

Protein Trends & Technologies

On April 10, AEB attended the Protein Trends & Technologies seminar. This one-day event provided valuable information to those involved in the development, sales and marketing of protein-enhanced foods, beverages and dietary supplements. Attendees included those in R&D, nutrition, marketing, sales, regulatory, purchasers, ingredient vendor companies, academia and government.

At the networking reception, AEB/ENC materials provided attendees with a better understanding of egg protein functionality in a broad range of product applications and nutrient benefits including weight management and maintenance applications.

Attendees heard from many speakers including Erika Smith, Ph.D., Senior Principal Scientist, Protein Program Leader, General Mills Inc., on the topic of “Protein Fundamentals: Options and Considerations.” Dr. Smith, a 10-year member of AEB’s Food Technology Advisory Council, is a supporter of egg products.
White House Easter Egg Roll

AEB continued its tradition of supporting the White House Easter Egg Roll by donating more than 14,000 hard-boiled and dyed eggs and providing the volunteers’ hats and aprons with the official logo.

Building on the “Be Healthy, Be Active, Be You!” theme, Incredible jump ropes were the activity prizes at the Eggtivity Zone on the South Lawn. Thousands of people stopped by three Incredible Egg Photo Cutouts and the Incredible Egg, a 16-foot, inflatable egg, before heading to the South Lawn. Pictures from the cutouts were posted to the Incredible Edible Egg’s Facebook page.

The 36th Commemorative Egg was presented to First Lady Michelle Obama on behalf of America’s egg farmers by AEB Chairman Roger Deffner and AEB President & CEO Joanne C. Ivy. President Obama, his daughters Malia and Sasha and Bo, the first dog, attended the presentation.

Award-winning artist Brian K. Baity, of Wet Valley City, Utah, used a brown egg for the starting point of this year’s design. For the first time, the White House Easter Egg Roll’s logo is featured. Baity incorporated his signature lattice pattern.

Got the Beat?

AEB positions itself as the breakfast expert and the go-to resource for information and insights on eggs. Working with chefs, menu developers, chains and industry experts, AEB publishes the quarterly Breakfast Beat publication that is available FREE by subscription and targets quick-serve restaurants (QSRs).

Subscription information and past editions may be found at AEB.org/foodservice-professionals.

Extending the National Message Locally

For the second year, each state promotional organization has submitted a Plan of Action that outlines how AEB’s State Support Funding will be spent for the upcoming year and how these events support AEB’s national marketing.

The Iowa Egg Council’s 2013 Plan of Action includes a wide range of educational conferences, health fairs, family events and a spring cooking contest that tie into the Good Egg Project and the Wake Up to Eggs advertising campaign. In total, these events will reach an estimated 50,000 consumers. Traditional and social media outreach will support each event.

One of these events is the annual Kids’ Fest, the state’s biggest children’s festival held in March at the Iowa State Fairgrounds. Families with kids of all ages attend this annual festival that is full of fun activities, games and entertainment. More than 15,000 attended the event that raised money for at-risk families and children.

The Iowa Egg Council distributed 2,000 Eggchilada samples. Served in tortilla scoops, Eggchilada is simply scrambled eggs with shredded cheese and salsa. Attendees also received I Love Eggs balloons, mood pencils, stress eggs, coloring sheets and egg decorating ideas. Five Egg Promotion Specialists and two Kidsfest volunteers worked this event answering consumer questions. Visit CFIowa.org for more information.
Good Egg Project

NBC Filming for AEB at Midwest Poultry Services

As part of the ongoing efforts for the Good Egg Project’s national positioning, AEB partnered again with NBC Universal for a segment featuring Bob Krouse and Midwest Poultry Services representing America’s egg farmers.

During a recent farm visit, NBC filmed two 30-second PSA-type segments. Each segment focuses on AEB’s partnerships with Feeding America and Share Our Strength and showcases America’s egg farmers’ commitment to giving back.

The spots will air in nine major cities, including San Francisco, Los Angeles, San Diego, Dallas-Fort Worth, Chicago, New York, Philadelphia, Washington, D.C. and Miami. These are the markets where NBC has wholly owned properties. The airing of these segments will coincide with the launch of AEB’s Share Our Strength partnership and the launch of the revised GEP pledge: “I pledge to end childhood hunger.”

Plans are underway for the Share Our Strength partnership that will launch next month. A press release and blog post through Share Our Strength will promote America’s egg farmers commitment to ending childhood hunger. A virtual Share Our Strength Bake Sale is also planned. Updated GEP information will also be posted to IncredibleEgg.org.

USAPEEC & AEB Trade Mission

For the first time, the USA Poultry & Egg Export Council (USAPEEC) organized a trade mission to Dubai for the U.S. egg industry. The trip consisted of a trade reception with approximately 20 local egg importers, visits to Emirates Flight Catering and wholesale markets and an AEB exhibit booth at the Gulfood Show.

With 13 participants from 10 companies, including AEB’s Mia Roberts, the trade mission not only facilitated direct contact between the U.S. egg industry and the local industry, but it also provided opportunities for the U.S. to see the condition in which U.S. table eggs arrive into the wholesale markets as compared to eggs from other countries. In total, USAPEEC obtained around 45 trade leads for U.S. table eggs and egg products during the four-day event.
Social Media Dashboard

As its social media presence evolves, AEB has developed a dashboard to track the incredible edible egg’s efforts compared to other commodities and breakfast brands.

The dashboard provides a snapshot of quantitative data on each commodity or brand’s presence within a social media community like Facebook, Twitter, Instagram and YouTube.

Please contact Sheryl Slagle by email, SSlagle@aeb.org, to request a copy.

Reaching Health Professionals

ENC partnered with Registered Dietitian Rebecca Scritchfield to host an #EggChat on Twitter. The Twitter chat took place Tuesday, April 23 from 7-8 p.m. and promoted ENC’s research and education tools to health professionals. In addition, this was done at the same time that several ENC-funded studies were presented at the Experimental Biology Conference amplifying ENC’s key research messages.

Promoting Hard-Boiling Eggs

Did you know that last year more than 14.5 million consumers Googled “how to hard boil eggs?” Most consumers still struggle with this simple task. Previously, AEB had used hard cooking within its materials, but when looking at how consumers search for information online, AEB realized using “hard boil” instead, reaches a larger segment of those looking for this information. AEB’s online keyword search is always on and remains a cost-effective way to reach consumers looking for this information.
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Make it incredible!

**Online (Display) Advertising**
- **Men’s Health/Women’s Health “Jump Start Your Morning”** March 3-June 1
  - Livestrong Blog post May 13; June 3
  - Breakfast and Egg Content Ownership March 3-June 15
  - eHow Breakfast Navigation March 3-June 15
  - Search/mobile campaign with egg-specific keywords, recipes and copy is on all year.

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AEB.org