

# incredible news

Communicating the Value of Your Checkoff Dollars

APRIL 2014

## New Advertising Debuts

Egg Product Marketing's new print and digital ads reach those involved in food research and product development and keep REAL eggs top of mind.

Functionality remains a high priority when it comes to the inclusion of REAL eggs in a product formulation. A new campaign featuring the tagline "REAL eggs makes a REAL difference" debuts this month. The first of four ads featuring new food photography showcases French macaroons that demonstrate the aeration capabilities of egg ingredients. Three more ads will be released periodically throughout 2014 featuring eye-catching food photography that showcase different functional attributes of real egg ingredients. Formulations for the food products featured in the print and digital ad series are available on AEB.org utilizing both liquid and dried eggs.

A second ad in the Clean Label series reminds product formulators that real eggs have always been a simple ingredient, in terms of both usage and their appearance on ingredient statements. "Consumers equate clean labels as natural and better for them. REAL eggs are natural and nutritious" is the message of this ad, with a call to action to download "The Egg

and Clean Labeling" white paper.

In support of the egg industry's 50-year sustainability study, a sustainability ad was created for both print and digital media. Similar in look and feel to the Clean Label series, this ad focuses on reduced the environmental footprint of egg production during the last 50 years. This campaign directs readers to download the white paper titled, "Landmark 50-Year Study Documents U.S. Egg Industry Environmental Footprint" containing simplified messages from the Egg Industry Center's study. Placements of these ads are based on editorial content or as dictated by market conditions. ●

*Copies of the above mentioned white papers are available by contacting Amanda Ferencz (aferencz@aeb.org).*



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**Make it incredible!**



# Speakers' Bureau Continues Reaching Local Consumers

AEB's Speakers' Bureau reaches consumers locally with information about how eggs move from today's farms to consumers plates. While the footprint of this program is smaller than any of AEB's other programs, the reach and results are important. More than half of AEB's audiences leave with a changed perspective after hearing local egg farmers and staff talk about the Incredible Edible Egg.



Recently, the Buena Park Noon Lions Club invited Hidden Villa's Franklin To for a speaking engagement.

Lion Joe Rodehaver shared this feedback with AEB: "We want to thank you for scheduling Franklin to speak at our club. He did a really great job and there were a lot of questions from the group which he handled splendidly. I have passed on your information to several other Lions Clubs in our area and there were representatives present from two other clubs. ... Again, thank you for sending Franklin our way, the content was rather amazing, and we all have a new respect for your group and improved our overall knowledge about eggs. We were all very surprised at how many questions were raised at the presentation."

The group then submitted a picture from the evening to their local paper. This is typical feedback for AEB's speakers and is leveraged in outreach to new groups.



A special thank you goes out to Mark VanOort, Jerod Bruget, Kindra Burger, Brad Hodges, Jeff Schwieterman, Chris Esbenshade and Karen Frasse for attending AEB's Speakers' Workshop earlier this month. This most recent group of speakers have already received their bios from AEB and will start the scheduling process shortly. ●

# International Egg Foundation Launches

At the recent International Egg Commission (IEC) meeting in Vienna, Austria, the International Egg Foundation (IEF) was launched as an independent charitable foundation. Its mission is to provide people living in developing countries the means and methods to access high-quality egg protein and boost their natural immunity levels. The vision of the IEF is to create an independent and sustainable food supply for all, ensuring self-sufficiency for everyone, now and in the future.

As Immediate Past Chairman of IEC, AEB's Joanne Ivy was instrumental in the creation of Corporate Social Responsibility (CSR) Working Group that resulted in the formation of the IEF. "I'm beyond proud of IEC's work leading up to this point to have successfully launched IEF," says Joanne. "Now the real work of moving this effort starts. Under the leadership of Chairman Bart Jan Krouwel, I look forward to seeing IEF move closer to fulfilling both its mission and vision."

The IEF works from the ground up, working with leading charitable organizations, universities, and leading egg



## international egg foundation

helping to improve nutrition, health and education in developing countries

businesses around the world to provide financial support and technical advice to increase egg production in developing countries. Efforts will bring value to existing projects and establish new programs where necessary.

Chronic hunger is estimated to affect 870 million people worldwide, according to the United Nations' Food and Agriculture Organization. An estimated 171 million children under five years of age are chronically malnourished.

The IEF will seek to find better ways to communicate with consumers and government bodies the nutritional value of eggs and the key role they can play in human nutrition. ●



## Recapping AEB's incredible 2013

The 2013 *Annual Report* features a horizontal layout and used one of Consumer Marketing's awesome recipe photos on the front along with the actual recipe on the back.

This photo was taken as part of 2013's back-to-school outreach and appeared in the *Union-Tribune (UT) San Diego* both online and in print reaching more than 600,000 readers. AEB promoted survey results showing parents agree that eggs are better than cereal for back-to-school breakfasts.

The inside pages of the report allow for more images as well as captions for each image. Every egg farmer who invests into AEB should have received a copy in the mail last month. ●

Need additional copies? Please contact Ashley Richardson, [arichardson@aeb.org](mailto:arichardson@aeb.org) or 224.563.3715.



## Engaging GEP Ambassadors

AEB kicked off its GEP Ambassador program in 2013 with posts from our cooking and nutrition bloggers in celebration of World Egg Day. This partnership will continue through Easter 2014.

Previous posts included recipes and an emphasis on eating real food like eggs. The final blog posts appeared the week of April 21. In total, this program earned more than 1.3 million impressions through both the blog and social media posts. ●



## Telling Your Story Through NBC

For the third year in partnership with NBC Universal, two 30-second spots showcasing sustainability and Good Egg Project (GEP) messages will air in New York, Los Angeles, Chicago, Philadelphia and Dallas.

In addition, spots will air as videos on top NBC.com platforms and on the news sites of eight top-tier cities, including: Boston, Atlanta, Houston, Detroit, Seattle, Phoenix, Tampa and Minneapolis-St Paul. ●



## How Many *Deviled* Egg Plates Do You Have?

AEB received this picture from Marie Lawrence, The Egg Plate Lady, who lives in Morehead City, N.C. She is a collector of deviled egg plates and her family enjoys deviled eggs at least once a week. Her collection includes more than 900 different plates with no duplicates. Marie gives tours by appointment. ●

Marie can be reached at [marie@thenewstimes.com](mailto:marie@thenewstimes.com).

# State Support in Michigan

The egg farmers involved with Michigan Allied Poultry Industries Inc. (MAPI) provide hen house education in partnership with the Critter Barn, a 3-acre educational farm housed on a former dairy farm homestead in Zeeland, Michigan.

Mary Rottschafer, the Barn's founder and a former elementary teacher, relied on area farmers and veterinarians for information about raising farm animals, after receiving poultry, feeder piglets, sheep and dairy goats as a practical joke in 1984.

Relationships with area farmers transitioned into advocacy, demonstrations and living displays used to educate the general public about food sources, animal care, crops, and production agriculture. The Critter Barn promotes awareness and respect for agriculture.

Desiring to understand egg production, Mary approached the Patmos family at Sunrise Acres for photographs.

This eventually led to collaboration with Big Dutchman, the egg producers of MAPI, Zeeland Township and a local builder on the building of the Hen House, an egg laying education building that houses 72 live hens in a traditional caged system as well as photographs from area producers' farms. Contributions from MAPI, Big Dutchman and TNT Roofing helped complete the display model in June of 2009.

MAPI egg producers, including the Herbrucks, Schippers, Patmos and Vande Bunes, help with the ongoing costs of maintaining the facility, caring for the hens and providing additional display photographs. In addition to the on-site facility, traveling banners with photographs of a production egg facility



were created to increase the number of people positively exposed to production agriculture. On the Critter Barn's property is also a traditional chicken coop: chickens are on the floor and have access to an outdoor area. Surprisingly, the comparison factor between the two facilities allows thousands of guests to understand the reasons for different housing styles, and any criticism or objection to the caged facility has been virtually non-existent.

The financial support from MAPI Egg Producers helps educate thousands of visitors who leave the Critter Barn with a spirit of gratitude and respect for America's egg farmers, plus a better understanding of the practices of egg producers, livestock farmers and crop farmers. ●



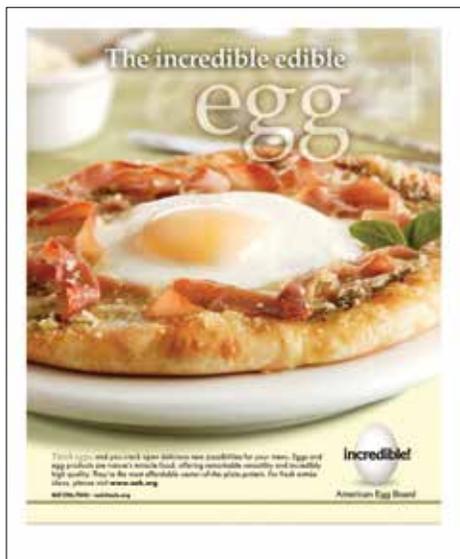
## Reaching the Foodservice Press

Communications to the foodservice industry about the benefits of eggs and egg products is one of the key strategies for AEB's foodservice outreach.

Making sure AEB's key messages are represented in the trade industry press is critical to increased usage and consumption. Through the trade press, AEB reaches hundreds of thousands of foodservice locations and provide much needed information about food safety, culinary development and trends from AEB's perspective. This interaction is a key focus for us as we continue to position AEB as the *Breakfast Experts*.

The International Foodservice Editors Council (IFEC) brings foodservice editors and food industry marketers together to exchange ideas and share resources, enriching editorial content for foodservice operators. This conference, held annually, is known for unique private meetings (Office Hours) between editors and food marketers. This activity builds relationships that lead to new ideas appearing in print, online and on plates.

AEB participated in this conference last fall. Relationships were built with more than 27 industry trade publications allowing for many new articles to be written and published.



AEB worked with editors and publisher of *Plate* magazine on its March 2014 issue. Focused on eggs, this special 96-page issue contained seven features about eggs, ranging from Menu Spotlights to Global Flavors to the Morning Rush.

Interviews, stories and more than 48 recipes in the print and web issue from such noted culinarians as Wylie Dufresne of wd-50 and Adler and Ryan Hardy of Charlie Bird were featured. All of this content highlighted these *eggsperts'* take on the value of eggs.

AEB provided suggestions on restaurants across America that were doing unique and creative things with eggs. Many of those restaurants were interviewed and provided inspiration for the features. Each article also showcased egg usage from aperitifs to starters, to main dishes and desserts. AEB also provided unique egg fun facts to help bring the issue to life.

Positioned as the *Breakfast Experts*, AEB reached *Plate's* readers with a full-page add positioned opposite the editor's page titled "Back to Eggs." The ad refreshed from a previous campaign and updated internally. ●

## Making Faces for May is National Egg Month

In 15 minutes, a typical egg salad sandwich can morph from boring to incredible with AEB's latest press release and recipe developed for the state promotional organizations to leverage National Egg Month.

The state promotional organizations garner local press coverage with the images and recipes that reinforce AEB's national efforts to drive egg consumption. Here are the ingredients you need:

- 7 hard-cooked large eggs, divided
- ¼ cup reduced calorie mayonnaise
- 2 teaspoons yellow mustard
- ¼ teaspoon salt
- ¼ teaspoon ground black pepper
- 4 slices wheat bread, toasted
- 4 slices 96% fat-free ham
- 4 slices cheese, optional

Face features: olives, carrots, green/red pepper, grapes tomatoes, etc.

*Here's How:* Coarsely **CHOP** 6 of the hard-cooked eggs. Lightly **MIX** chopped eggs, mayonnaise, mustard, salt and pepper. **PLACE** 1 ham slice on each slice of bread. If using cheese, **PLACE** 1 cheese slice over ham. **TOP** with egg mixture. **SLICE** remaining hard-cooked egg. **USE** 2 egg slices for eyes on each piece of bread. **MAKE** a face using additional vegetable pieces.

This recipe is an excellent source of protein, Vitamin D and choline; and a good source of folate and iron. ●



# calendar of events

**APRIL 30**

**Texas Egg Council**  
College Station, Texas  
Contact: Dr. Craig Coufal  
979.845.4318  
ccoufal@poultry.tamu.edu

**MAY 4-6**

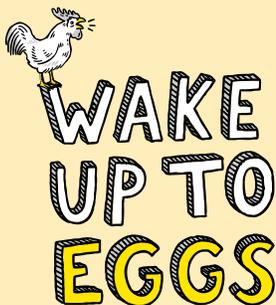
**Urner Barry's Executive Conference & Marketing Seminar**  
Las Vegas, Nev.  
Bellagio  
Contact: Lynn Dekovitch  
732.240.5330  
lynnd@urnerbarry.com  
UrnerBarry.com/executive/

**MAY 19-22**

**National Egg Quality School**  
Sacramento, Calif.  
Contact: Deanna Baldwin  
410.841.5769  
deanna.baldwin@maryland.gov  
NEQS.org/

**JUNE 17-19**

**Egg Industry - Southeast Regional Conference**  
NC, SC, GA, AL, FL, KY, TN & VA  
Myrtle Beach, S.C.  
Hilton Hotel - Kingston Plantation  
Contact: Jan Kelly  
919.319.1195  
eggglady@ncegg.org



## In Memoriam

Junior Dooyema, 87, of Sioux Center, Iowa died Sunday, March 23, 2014, at Royale Meadows Care Center in Sioux Center. When he was old enough, Junior started working for area farmers running a threshing machine, corn picker and a bulldozer for the road crew.

On August 26, 1950, Junior married Alice Van Ravenswaay and in October entered the United States Army. After the completion of his military service, the couple returned to Sioux Center in 1952. For eight years, Junior and Alice farmed southeast of Sioux Center before purchasing the Van Ravenswaay family farm in 1960. The couple lived on this farm for 24 years and began a successful retirement project in the egg business.

Junior was a devoted husband and father and enjoyed having his children and grandchildren work together in the family business. He was very mechanically inclined



and took pride in thinking about how to correct a past issue or move forward on the next project. He used his gift of conversation to visit with neighbors and friends. He enjoyed farming and any kind of electrical work (anywhere). Junior was also known for his precise recall of dates and details, quick wit, and willingness to help anyone in need. To read the entire obituary, please visit <http://tinyurl.com/JuniorDooyema>. ●

*At the family's request, memorials should be directed to Partners Worldwide-Ebenezer Mozambique Project.*



ACSM's 18th  
**HEALTH & FITNESS SUMMIT & EXPOSITION**

**April 1-4, 2014  
Hilton Atlanta  
Atlanta, GA**

## Kicking off 2014 Exhibit Season

ENC began the 2014 Exhibit Season at the American College of Sports Medicine (ACSM) Health & Fitness Summit & Exposition in Atlanta, Georgia. More than 750 personal trainers and fitness professionals attended the conference and were very interested in egg and nutrition information. Popular education items were the Better Breakfast Infographic and The Yolk a Nutrient Goldmine. Next month we continue our exhibit and conference outreach at the Collegiate and Professional Sports Dietitians Association (CPSDA) and American Association of Physician Assistants (AAPA). ●