4th Annual Virtual Egg Farm Field Trip

On March 23, AEB’s 4th Annual Virtual Egg Farm Field Trip took place and reached more than 182,850 students in elementary classrooms across the country. The live event showcased Creighton Brothers Farms in Warsaw, Ind., with Mindy Truex and Cal Jackson, answering student and teacher questions that were submitted online. Josh Crabb, Steve Miller and Lori Busenburg told students about their respective areas of oversight on the farm.

From their classrooms, students explored the ecosystem and food webs of an egg farm and discovered how all parts — from the soil to plants to hens to humans — relate to and depend on one another. Throughout the broadcast, students heard and saw how this five-generation family farm and America’s egg farmers care for their hens and our environment.

A sweepstakes promotion is underway with teachers to promote the additional post-event activities and to drive teachers to AEB’s Education Station. AEB will also host an additional Field Trip in October, timed around World Egg Day, reaching middle school students live from Creighton Brothers.

Discovery Education remains a strong partner in AEB’s efforts to make sure positive agricultural messages make their way into today’s schools.

Thank you to the entire team at Creighton Brothers for providing a real and wonderful look at modern egg farming and sustainability on behalf of the entire egg industry! The archive is now available on AEB’s Education Station on DiscoveryEducation.com and AEB.org.

Teacher Feedback

“Thank you for such a wonderful live presentation. Our students have not begun the unit on animals, consumers and producers yet, but as soon as we do, we will be using this presentation again.” — Mrs. Warr’s Class, Potter Street Elementary, Bainbridge, Ga.

“The Creighton Brothers Virtual Field Trip was a great experience for my class! We learned so much about food webs and enjoyed seeing each part of the farm food web up close. The virtual aspect was wonderful because we got the learning experience without the complications that can arise with field trips. We are so thankful to have been a part of this trip!” — Evie Champoux, Madison Elementary School, Warsaw, Ind.
Reaching Health Professionals

Last month, AEB and ENC attended Shopping for Health, a meeting of the top supermarket dietitians from the nation’s major grocery retailers. More than 40 dietitians attended from stores, such as HEB, Hy-Vee, Whole Foods, Safeway and Kroger.

ENC’s Dr. Tia Rains presented, “Dietary Patterns and Culinary Flexibility: New Science and Applications for Eggs.” The audience was very receptive to positive egg messages, engaging in numerous questions around basic egg facts and new research.

AEB/ENC materials were distributed at the event.

Scrambled Eggs for Dinner

To promote consumption of the Incredible Edible Egg throughout the day, AEB reminds foodservice decision makers about not only making eggs for breakfast but for other dayparts as well in this new advertising campaign. AEB recently partnered with celebrated restaurant consultant Andrew Freeman on this effort. This ad reaches decision makers at Quick-Service Restaurants (QSRs) and casual chains.

The prevalence of eggs on menus throughout the day continues with options like egg-topped burgers, poached eggs as salad toppings and more.

Freeman, as well as other industry thought leaders, recognizes eggs as having migrated to full-day menu items. Deviled and scotch eggs are also a hot new trend, growing in popularity on small plate and appetizer menus as well.

To capitalize and promote this trend, AEB will direct key decision makers to AEB.org/Recipes for other popular ideas on how to use eggs throughout the day.

Leveraging Incredible Partnerships

Richard Edelman, CEO of Edelman and AEB’s public relations agency, recently posted a blog about Improving the Classroom Experience. He discusses Discovery Education and how businesses can play a role in the creation of digital learning environments. “Companies are also stepping up to help fill voids, making it possible for engaging digital content to exist in areas where there is no state funding. The American Egg Board has partnered with Discovery Education on a program that helps educators bring the ‘farm-to-table’ concept to life, modernizing perceptions of the farming industry. The program’s Virtual Field Trip series transports thousands of students every year to experience a real American [egg] farm and to interact with real farmers who feed our nation.” — Richard Edelman
Eggs Offer Menu Versatility

As consumers look for new, inventive flavors in their meals, eggs have become synonymous with variety. In the March issue of QSR Magazine, editors wrote how eggs can provide versatility to the menu at breakfast through late-night dining. AEB’s John Howeth was quoted in this article.

“Eggs offer a versatile, high-quality protein component that goes well with just about anything,” Howeth says. “Egg-topped burgers have become common, while eggs on veggies, grains, and pizza are popping up more and more often.” Meals now use ingredients that are mixing into other dayparts due to the increasing demand of Millennials ordering what they want, when they want it. Many Quick-Service Restaurants (QSRs) currently serve breakfast all day to meet this demand.

Consumers are also shifting their meal choices from low-calorie options to those that have fresher and better quality ingredients. Many breakfast entrees, such as omelets, already include vegetables and spices that provide a flavorful entrée. Discussing this with QSR, Howeth notes that “flavor, freshness and upscale ingredients are being promoted instead of what’s missing: fat, sodium and calories. Add some great veggies and interesting spices to nutrient-dense eggs, and you’ve got an exciting dish.”

Eggs add an interesting ingredient option for other dayparts, while being an ingredient familiar to many consumers. Latin dishes, such as huevos rancheros or chilaquiles, use eggs as one of their main ingredients; they’ve become a hit with consumers who want flavor profiles that are more complex.

Contact Elisa Maloberi, 224.563.3711 or emaloberi@aeb.org, for more information on how REAL eggs can make a REAL difference in food product formulations.

Culinary Institute of America Partnership

AEB’s Foodservice Department and ENC have partnered with the Culinary Institute of America (CIA); this joint program associates AEB/ENC with the world’s premier culinary college. In partnership, 10 on-trend recipes will be developed. Half will focus heavily on nutrition, and half will highlight the specific trend.

Created materials will reach more than 100,000 chefs, culinary instructors and the like who are associated with the CIA. These materials will also be leveraged with both AEB and ENC’s target audiences.

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Eggs & Bacon Sizzles

AEB is excited to report that the Wake Up To Eggs with Bacon campaign has been met with huge success! In the first eight hours of the launch, more than 200 well-known media outlets covered the news and nearly half a million people watched the web film. In less than a week, the story and web film moved into pop culture territory, appearing on outlets like Good Morning America, People, Perez Hilton and Access Hollywood. And, coverage continues to roll in!

Take a look at Wake Up To Eggs and Bacon success by the numbers:

• **700 Million Media Impressions** – Within 24 hours, the news of the campaign was everywhere, helping AEB move within 15 percent of the overall media impressions goal for the year!

• **1,200 Placements** – All major networks, NBC, CBS, FOX and ABC, have contributed to widespread coverage. Even print covered Bacon, with publications like *Time* and *People* magazine weighing in on the news.

• **100 Million Social Impressions** – The news trended on Facebook in the first 24 hours and continues to be buzzed about on all social networks!

• **2.4 Million Web Film Views** – In the first 48 hours, more than one million people viewed the web film and numbers continue to double each week.

• **50 States** – News of the Wake Up To Eggs with Bacon campaign has spread across the U.S. and has appeared in every state.